

NOVEMBER 1954

fs Broadcast

11/6/40

WEAF & RED

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge

(REVISED)

(PROGRAM #137)

() ()
10:00 - 11:00 PM EST

NOVEMBER 6, 1940

WEDNESDAY

GRAUER: Have you tried a ^LLucky lately?

AUCTIONEER: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette of finer tobaccos. With independent tobacco experts - buyers, auctioneers, warehousemen - with men who know tobacco best, it's Luckies two to one.

(LUCKY STRIKE TIME. ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge ... and here comes the man and his band who gave America singing song titles and that famous makes-you-want-to-dance music ... Kay Kyser!

(KYSER THEME. ORCHESTRA)

11/6/40

KYSER: Evenin' folks - how're y'all ... our rostrum finds its regular round-up of brains and brawn ~~present tonight~~ including our lovely Dean of Girls, Ginny Simms, and Deans of Lovely Girls, Harry Babbitt and Sully Mason. And just as usual we dived deep into our private fishbowl and pulled out not number 158, but six scholars from the student body to compete for our ninety-five long green dollars. But before we knit their wits with bits of hits, there's some shoulder-shaking --- so let's start quaking --- grab your gal and "whirl her", pal ... peck around the "parlor" -- ~~yet's donee.~~

1. ("ROSALIE" ORCHESTRA)
2. ("ONLY FOREVER" SIMMS AND ORCHESTRA)

11/6/40

KYSER: Chillun - how many smokers have you heard say this?

MAN: One thing I insist on in a cigarette is mildness. You see, I'm smoking more than I used to, so naturally I want a milder smoke.

GRAUER: Yes, naturally, ... and that's why more and more smokers are turning to Luckies. For the only cigarette that is truly mild - is one made of finer tobaccos that have a naturally low nicotine content. Now independent tobacco experts will tell you that Luckies buy the finer, riper, more mellow tobaccos. And these finer tobaccos contain less nicotine - yes they're truly mild.

RUYSDAEL: Authoritative tests reveal that for more than two years, the nicotine content of Luckies has been twelve per cent less than the average of the four other leading brands -- less than any one of them. You see, each year we analyze tobaccos before purchase. Thus our buyers have scientific facts to help them in selecting the finer tobaccos that are naturally low in nicotine. So remember: Luckies' finer tobaccos mean less nicotine, and that means real mildness - proven mildness. So if you're smoking more today take this tip and smoke the smoke tobacco experts smoke.

With men who know tobacco best, it's Luckies 2 to 1!

(LUCKY DAY, ORCHESTRA)

SOUND: (SCHOOL BELL RINGS)

GRAUER: Come on, kids -- it's time for school!

BAND: (CHEERS)

GRAUER: Our rostrum rocks with rah rahs and razmataz as ~~the three~~
~~scampering rebels run home to roost.~~ Recitation and
recreation ~~are called to order~~ ^{begin} the royal renegade of
roulades and rondelays rips into rallery ... ^{SO AMM} ~~hold onto~~
~~sketch run - It's Ta na ra bum-te - Kay Kyser~~
~~your hats folks - it's the old Professor Dinsola --~~
Kay Kyser!

("TAR HEELS" BAND)

(APPLAUSE)

KYSER: Just before we begin, chillun, let me remind you of that
old old proverb -- Them which makes breaks, and fakes with
mistakes, wakes up with no steaks. Step up, _____
_____, here's your first question.

ROUND 1

1. While walking down Broadway the other day, I started to thinking about how many good songs have been written about that Street. So just for fun, let's name two or three of them. (PLAY) Now Miss Mary Houser of Troy, New York, says you should surely recognize this one. (PLAY) And we can't let our good friend, George M. Cohan, down -- so let's name this one. (PLAY)

2. I'm about to mention some well-known combinations of names and as I mention them, Harold Bates of Fort Worth, Texas, wants you to tell us what they remind you of: Barnum and Bailey - Chase and Sanborn - Gallagher and Sheehan - and ~~Anthony and Cleopatra~~ ^{Romeo & Juliet}.

Week before last we tried out our lie detector -- It sounds like this--

3. (LIE DETECTOR SOUND) Now I'm about to make a statement and if by any chance it's an untruth you'll hear that lie-detector go to town. Miss Stella Goodkin of Boston, Mass., wants you to listen and see if there's an untruth in what I say. First let's listen to this orchestra theme. (PLAY) That was "Blue Room" the theme song of Phil Spitalny. (LIE DETECTOR SOUND)

(MORE)

ROUND 1 (CONTD)

4. I'll name some instruments and every time I come to one that's not played with the hands and feet, Glen Tracy of Toledo, Ohio, wants you to stop me. Mind you -- if you hear an instrument named that is not played with the hands and the feet, just say "Stop" ^{trap} - Drums - Violin - Harp - Piccolo - Concertina - Pipe Organ - Piano.

5. Phonograph records are extremely popular these days and many have been outstanding. Therefore, Miss Edythe Batson of Jackson, Miss., wants us to ^{impersonate} ~~give you our impression of~~ a couple of those outstanding records and see if you can tell us all about it. (PLAY) (PLAY)

6. We had so much fun with limericks a week or so ago, we decided to try some more tonight. Melvin Peterson of Reed Point, Montana, wants you to listen and tell us the outstanding personality in each of the following limericks:

(MORE)

ROUND 1 (CONTD)

6. (CONTINUED)

Now this gal it seems never learns
For dating an actor she yearns
To answer this riddle
Remember she'll fiddle
Around - while at home - Georgie Burns.

The man I've in mind has a feud
With a comic whose wit is not crude
I don't mean the fellow
Whose sponsor is Jello
But the other - The
Nose-Talking Dude.

Though false-teeth and hair that's like ropes
Can't discourage these gals and their "hopes"
The stork who first brought
Them to earth has been caught
And arrested for smuggling in dopes.

(MORE)

ROUND 1 (CONT 'D)

7. Here's an orchestra theme song and Miss Lucy Hall of Greencastle, Ind., says if you aren't asleep, you can name this song and tell us the name of the man whose theme it is. (PLAY) What person uses that as his theme? *Does he have a brother that sings?*

8. It's time for the second in our series of silly symphonies. We've taken a popular song and arranged it the way we think one of the great masters might have conceived it. W. C. Howell of Los Angeles, California, wants you to listen and tell us the name of the song and the master in whose style ~~this is done~~ *we have arranged it.* (PLAY)

9. *There are* ~~There will be~~ many important clashes on the grid-iron this coming Saturday and Miss Doris Grossman of West Georgia College - Georgia, says out in the mid-west, in addition to the Illinois-Northwestern Game, and Minnesota-Michigan, that Nebraska will be host to (PLAY), while Wisconsin invades New York to play Columbia and Purdue travels to New York to play (PLAY).

(SOUND - CLASS BELL)

11/6/40

GRAUER: Only 39 more shopping days left 'til Christmas, Professor
... you'd better wrap up the first exam ~~secretly and send~~
~~it off to the faculty.~~

KYSER: No sooner said than done, Dean Grauer --- and a neat little
note ~~comes back~~ from ^{the faculty} ~~those learned gentlemen~~ informing^s me
that the winner of the first examination is _____.

(APPLAUSE)

KYSER: Congratulations, _____, your shining light
of learning should take its place in the glitter of
~~Emory~~ and your spectacular display pieces you in the
~~the~~ Final Exam. Light up a Lucky Strike and feast on the
festivity as our first November recess gets under way.
The frost is on the trumpet and the fodder's in the horn---
so get goin' chillun and let's dance!

3. ("PRACTICE MAKES PERFECT" MASON AND ORCHESTRA)

4. ("BLUEBERRY HILL" BABBITT AND ORCHESTRA)

LUCKY STRIKE "KAY KYSER"
Commercial #2 - Nov. 6, 1940

REVISED

11/6/40

KYSER: Chillun, we've a distinguished visitor on our program tonight...
radio's famous commentator, Lowell Thomas.

THOMAS: Good evening, everybody. And don't be alarmed. I'm not going to
talk about the election. It's like this: - Kay Kysler was a guest
of honor on my Sunoco News program from Lake Placid last winter,
when they crowned him King of Winter. And I promised that in return
I'd come on his show sometime. And here I am. Well, Kay knew I had
often visited Dixie as a newspaper man. And he asked me to describe
one of the most colorful scenes I know of. So here goes: -

(MUSIC - "DIXIE" - ESTABLISH AND FADE)

THOMAS: Let's drop in on the town of Williamston, North Carolina, on the
historic Roanoke River. A rich region famous for tobacco. Here's the
way I saw the crop sold in one of Williamston's big tobacco ware-
houses ...

(MUSIC UP AND OUT - FADE IN CROWD NOISE)

THOMAS: Old farmers in overalls and wide felt hats -- young ones, all
dressed up in store clothes. Big-boned men they all are. Deeply
sun-burned faces. Calloused hands! They've worked hard to grow this
fragrant crop piled round us. And standing beside their own baskets
of leaf, they wait for the sale to start. All set! The warehouseman's
about to call out the price of the opening bid on that big basket
that holds several hundred pounds of leaf. What'll be the starting
price? Oh, that, of course, depends on the grade and quality. Each
basket is different. So each is sold individually. The warehouseman
makes a quick expert estimate of the first basket's minimum value.
Listen ...

WAREHOUSEMAN: Sound as a dollar, boys, and sweet as a peach ... Start 'er
at 22.

(AUCTIONEER CHANT UP AND FADE)

THOMAS: The warehouseman asks for 22 dollars a hundred pounds and
gets the bid quick as a flash from the buyer for Company A.
But that doesn't mean the tobacco is sold. No, there are over
a dozen buyers here, all bidding in competition! Just while I
was saying that, the price has already gone up to 26 - 26.
Hear it? (26 up - THEN 27). And now 27 is bid by a leaf
dealer - and 28 from an export company. This tobacco's down-
right popular! Look! The Lucky Strike buyer just signalled
29. And now Company A - 30 - 30. But, no, Lucky Strike really
wants it - 31 is their bid - 31 - And, no, nobody's going to
top that. The auctioneer looks around at all the buyers. Then...
(CHANT UP - "SOLD AMERICAN")

RUYSDAEL: There you see how tobacco is bought - right out in the open
market ... in open competition ... where everyone can see
which company buys what tobacco, and the price they pay. The
American Tobacco Company consistently pays higher prices to
get finer tobaccos. For instance, up through last Friday,
reports show that at the tobacco auctions in Williamston,
North Carolina, the American Tobacco Company paid, for the
tobacco it bought, 56% more than the average market price -
and the best will go to Luckies. No wonder so many independent
tobacco experts agree that Luckies buy the finer tobaccos. No
wonder that, with independent experts who watch these sales -
with buyers, auctioneers and warehousemen - with men who know
tobacco best, it's Luckies 2 to 1!

5. ("FERRY BOAT SERENADE" QUARTET)

~~6. ("CALL OF THE CANYON" SIMMS AND ORCHESTRA)~~ *cut on air*

SCHOOL SONG . . COLLEGE FRIENDSHIPS . . . GLEE CLUB)

GRAUER: The smoke from piles of autumn leaves swirls upward o're
 the campus, the azure sky shades to the deep blue of
 twilight, and the lights wink on, yellow ^{glows} ~~shines~~ against
 the darkness of our majestic halls. There students
 con their books, working each equation, studying the
 situation, while we, across the nation, identify each
 station.

-----STATION BREAK-----

(TAR HEELS ORCHESTRA)

GRAUER: The second semester comes to town like a tornado, sweeping the second set of three scholars before it. These brave beauties are ready to cast caution to the winds -- ready to give their all in the cause of higher learning. But before the terror takes place girls, have you any last words?

(THREE GIRL VOICES SING VERY CORNY "WE'LL NEVER SMILE AGAIN")

KYSER: Truer words were never spoke, dear children, ~~for as the years go on, you'll be able to look back on this night~~
Step up, _____, here's your first question.

ROUND II

1. Here's a case where Harold Curtis of New York City let his imagination really run wild, but it makes a cute question. Carole Lombard noticed that Clark Gable was doing the rumba much better than the last time they danced together, ~~and she got suspicious~~. She suspicioned that he had taken (PLAY). So Carole, snooping around, called Madame LaZonga and asked if she were giving lessons to Mr. Gable. ~~Madame LaZonga~~^{she} was very evasive - her only reply was (PLAY).

2. Blonde or brunette - that's the question! I'm going to name a few well-known personalities and Miss Betty Gardiner of Gainesville, Florida, wants you to tell us whether they are blonde or brunette: Joan Blondell, Ronald Coleman, Joan Bennett, Gene Raymond, Edgar Kennedy.

(MORE)

(SOUND LIE DETECTOR)

3. That lie-detector is just raring to pounce on me in case I tell a lie, and if I do, Chester Charles of Detroit, Michigan, wants you to straighten out my statement. First let's listen to this orchestra theme. (PLAY). That was "Goodnight Sweetheart" the theme song of Anson Days.

(SOUND LIE DETECTOR)

Did Walter Winchell give him his slogan "Let's Go Dancin' with Anson?"

4. Sarah Clinton of Chattanooga, Tenn., believes you know your composers of popular songs - so I'm going to hum a strain of two or three of them and as I do you tell us who you think composed them. (Kay hums "Night and Day" "Stardust" and "Alexander's Ragtime Band.")

5. Joe Penner will hate you if you can't name this song. (PLAY). If that's _____, what's a cat nap? Now Ernest Smith of Kansas City, Mo., asks you how many lives is a cat said to have?

7. By popular vote you've been elected to handle our tonight's "right" or "wronger." Miss Rebecca Skeen of St. Paul, Minn., wants you to say "right" or "wrong" to the following statements. (1) Hotel Ritz Carlton is owned by the Ritz Brothers. (2) Glen Grey, Horace Heidt, and Ozzie Nelson are ex-football players. (3) Ann Sheridan's father was a General in the Civil War. (4) Lucky Strike will sponsor "Information Please." -- ~~one this contest~~ ^{that's right} starting November 15th. with Fred Allen as the first guest. And by the way, your old professor was in the wrong the other week on the slogan "Eventually Why Not Now" -- Yes, "Eventually Why Not Now" is the slogan of Gold Medal Kitchen Tested Flour - made by Washburn Crosby - a product of General Mills.

the first guest. And by the way, your old professor was in the wrong the other week on the slogan "Eventually Why Not Now" -- Yes, "Eventually Why Not Now" is the slogan of Gold Medal Kitchen Tested Flour - made by Washburn Crosby - a product of General Mills.

7. Here's a honey from Charles Pastor of Philadelphia. He wants us to play our own theme song "Thinking of You," but play it in the style of another orchestra. In other words, we'll imitate a certain orchestra coming on the air with our theme song, and you tell us who it is. (PLAY). Is W. C. his father?

8. Now we have our singing session. We've taken the song "September in the Rain" and to make it appropriate, we have changed it to "November in the Snow." Miss Lucille Bell of Hobbs, New Mexico, wants you to use these words to give forth with your beautiful voice. (PLAY)

9. More about Saturday's football games. In Los Angeles it will be California - USC. In ^{Louisville}~~Lexington~~ it will be Kentucky vs. Georgia Tech... and in Dallas, Dorothy Schmittgens of Texas State College for Women says SMU will have a tough tussle with this team (PLAY). That's the Aggie War Hymn --- now is it Texas A & M, Texas PM or Texas A & P? That's right! ... and in New Haven, Yale tackles Cornell while in Baltimore The Naval Academy is host to (PLAY).

(SOUND - CLASS BELL)

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SOUND: (SCHOOL BELL)

GRAUER: The second exam is over, Professor --- let the lassies relax their chassis.

KYSER: Very well, Dean Grauer -- will you boff a Prof (or nudge a judge) and see if there's been a collision with a decision? Thank you. The super snoopers declare that the winner of the second examination is _____!

(APPLAUSE)

KYSER: Neatly and niftily nipped, my dear _____.
You are dubbed Miss Question Queen and placed in the final inquisition where the pace is fast and the stakes are high. Go - light up a Lucky Strike and let your hair down while we cut up the campus with a romp round the rostum. There's music in the air chillun, so before you can count to three -- here's honey in rhythm -- that "Sunrise Med-ley."

("SUNRISE MEDLEY. PRODUCTION")

REVISED

LUCKY STRIKE "KAY KYSER"
Commercial #3 - November 6, 1940

11/6/40

KYSER: Chillun, I again introduce the famous commentator, Lowell Thomas, with a word about that tobacco auction he described.

THOMAS: Well, Kay, that's actually the way tobacco is bought in the open market. All I did was to give you a glimpse of what goes on in the South when the boys hold their auction -- just a glimpse of American life in this land of ours where we still have, and always will have, we hope, open competition that's fair and square to all alike.

RUYSDAEL: Thank you, Lowell. We wish we could actually take every smoker to the auctions to let them see for themselves the finer tobaccos Lucky Strike buys. In lieu of that, we ask them to accept the judgment of the one group of men in all the world best qualified to speak - the independent tobacco experts - auctioneers, buyers and warehousemen. Sworn records show that these experts smoke Luckies 2 to 1. You see, Luckies' finer tobaccos mean less nicotine, and that means mildness - real mildness. Authoritative tests reveal that, for over two years, Luckies have averaged less nicotine than any other leading brand. So for proven mildness - mildness that means something - smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

cut on air you look like this way
"Our love affair"
Kayfas
Babbitt's Arch
Dust

11/6/40

GRAUER:

The Final Exam! Academic culture and kudos are just around the corner for the two fancy finalists. But before you put the clutch on the dollars, get some starch in your collars ... cause ready to meet 'cher is our own triple feature --- cheeze it, it's teacher.

KYSER:

My hobby is bewilderin' -- all you little children ... so make your answers bright and true, 'cause daddy's got a prize for you.

FINAL ROUND

1. America still hasn't cooled off from the heat of yesterday's election, ~~but that was just~~ ^{it was} one of many hotly fought elections, oratorically and historically speaking, so we'd like to devote our *final round* discussion ~~of~~ some of the political campaigns of the past. For instance, this song, first used by McKinley in his presidential campaign has become symbolical of all political rallies. (PLAY) Miss Mae Hill of Winston-Salem, N.C. says what former president was known as the Rough Rider? ~~He ran on a third party ticket nicknamed the Bull Moose, what was its real name?~~ ^{Name 4 Presidents of the United States}

2. A. Hall of Tacoma, Washington, reminds me that a certain Republican candidate in 1936 used this as one of his campaign songs. (PLAY). In the picture "Mr. Smith Goes to Washington" was James Stewart Mr. Smith? Was John Barrymore starred in the picture "The Great Man Votes?"

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3. Bernard Wallman of Newark, New Jersey, asks what well-known ~~Democratic~~ statesman came through many campaigns with this song. (PLAY). What nickname was he known by? What Republican president made the now-famous statement "I do not choose to run?"

4. In the show "Of Thee I Sing" Miss Maxine Keele of Mt. Vernon, Ill., asks whom did they run for President? The name of this song will tell you what his name was. (PLAY). Is there a song called "Franklin D. Roosevelt Jones?" Who ran for Vice President on each ticket in this year's election? Well now that all the tumult and the shouting has died and the choice of the people has been made, I know that all of us Americans will be gracious winners or good losers as the case may be, and we wish our (~~new~~ re-elected) President the best of luck ~~as~~
~~Captain of our Ship of State~~

(SOUND CLASS BELL)

SOUND: (CLASS BELL)

GRAUER: Exams are finished -- no more school!

(CHEERS)

KYSER: Hold fast, scholars -- class isn't dismissed until we get an official decision from our burnished board of bearded Regents. While they confer, Dean Grauer will deliver himself of the tobaccolaureate address.

GRAUER: With independent tobacco experts -- with men who know tobacco best -- it's Luckies two to one. These men know that Luckies buy the finer tobacco --- the Cream of the Crop. Now here's what Luckies' finer tobaccos mean to you as a smoker. Authoritative tests reveal that, for more than two years, Luckies have averaged less nicotine than any other leading brand. Yes, Luckies are the cigarette of proven mildness. So smoke the smoke tobacco experts smoke. Next time ask for Lucky Strike.

(FANFARE.....)

KYSER: The faculty meeting is adjourned -- the final tabulations are in -- and the grand winner of tonight's session is proclaimed to be _____!

(APPLAUSE)

KYSER: Oh my dear _____ you are the ripe red rosy apple of your old Professor's eye. ^{and} You are welcomed into the realms of the good and great, ~~and your name will be inscribed in our own hall of fame,~~ Here is the earthly token of your high achievement --- thirty-five dollars first prize ... may it be a salve to your solvency. To our second placer goes twenty dollars second prize --- and to our other four scholars ten dollars apiece..... k All six get a carton of Luckies ... and to our student body here tonight -- each and every one of them -- for those Yonkers yells and Great Neck groans -- a package of better-than-ever Lucky Strike Cigarettes.

~~"SAY SI SI" ORCHESTRA~~

~~"A LING WENT THE STRINGS OF MY HEART" ORCHESTRA~~

~~NEW KYSER THEME ORCHESTRA~~

Lucky Day

KYSER: Well, das all, chillun ... school is officially taken out until next Wednesday night at the same time when Ginny, Harry, Sully, Ish and the whole gang will be back with six new scholars for fun and fame. And for your homework, we recommend that you take a listen to your Hit Parade, starring Barry Wood, Saturday night over another station. Don't forget the address for questions to your old Professor is Kay Kyser - 480 Lexington Avenue - New York City. So until next Wednesday night, this is Kay Kyser, thinking of you --- thanks a lot for being with us ... and ... so long, everybody!

(LUCKY STRIKE TIME. ORCHESTRA)

(APPLAUSE)

GRAUER: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.
 (SONG CREDITS, IF ANY)
 THIS IS THE NATIONAL BROADCASTING COMPANY.

11/13/40

as Broadcast

W E A F

THE AMERICAN TOBACCO COMPANY

Kay Kyser's College of Musical Knowledge - #138

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10:00 - 11:00 PM

NOVEMBER 13, 1940

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE .. ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette of
finer tobaccos. With independent tobacco experts - buyers,
auctioneers, warehousemen - with men who know tobacco best,
it's Luckies two to one.

("LUCKY STRIKE TIME" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge - Your Wednesday night's chance to rob the bank and get a musical education - for fun, prizes and a shoefull of that famous makes-you-want-to-dance music -- it all takes place right now in the old classroom and here comes your prestidigitating professor - Kay Kyser!

theme
(KYSER MARCH)

(APPLAUSE)

KYSER: Evenin' folks - how're ya all -- ~~Welcome to the old class, room high above Times Square.~~ Education is about to break out around here for the ticket stubs of our student body have yielded six handsome scholars who will take examinations for degrees and \$95 in prizes. These six have been drafted for the team; the rest of you kids are the cheering section - so let's hear you cheer.

AUDIENCE: YEA, KYSER!

KYSER: That's it, chillun, and now before the whistle blows, we'll have a little pre-game festivity -- so come on, grab a coed and cooperate - condense - co-educate and collapse -- what I mean to say is, come on, down the field, chillun, and yes - ^{shine} ~~dance~~.

- 1. ("SHINE" ORCHESTRA)
- 2. ("THERE I GO" SIMMS & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

(~~"LUCKY DAY"~~ ORCHESTRA)

COMMERCIAL #1

KYSER: Now, Dean Grauer, will you call on our three "front-seat" observers?

GRAUER: Well, Professor, these three speak for many, many more who occupy the "front seat" at tobacco auctions. First, Henry L. Snell, operator of a large tobacco warehouse in Lexington, Kentucky, who said recently ...

MAN #1: Lucky Strike buys the finest tobacco raised in these parts. That's why I've smoked Luckies for 10 years now.

GRAUER: Next, Mr. G.F.Tilley, independent tobacco buyer in the Carolinas.

MAN #2: I earn my living by knowing tobacco. Over a period of years I've observed that Lucky Strike buys the finer grades. So they're my cigarette.

GRAUER: And, third, Rayburn Rose, tobacco auctioneer of Bowling Green, Kentucky.

MAN #3: It's known and acknowledged by most people in tobacco that Luckies get the richer, choicer grades. I've been smoking 'em 20 years.

RUYSDAEL: Smokers, the statements of the tobacco auctioneer, the buyer, and the warehouseman you just heard are typical of the men who spend their lives buying, selling and handling tobacco. These experts see Luckies pay higher prices to get the finer, naturally milder tobaccos. Among these independent experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records which anyone may examine. Profit by their example next time you buy cigarettes. Remember .. with men who know tobacco best, it's Luckies 2 to 1!

(FOOTBALL WHISTLE)

GRAUER: There goes the kick!

(SOUND OF KICK)

ISH: Ouch!

GRAUER: (FAST) That's only a beginning freshman -- get out there and play the game. I want to see each of you three guys get in there and carry the ball for the old school -- ~~never mind about that tucklin'~~ -- ~~never mind about that blockin'~~ -- ~~never mind about that interference~~ -- just keep your eyes on that \$35 first prize -- ~~just keep talkin' it up~~ -- just keep the old bean workin' and just duck, boys, for here comes the Carolina Cyclone - the old Razzle-Dazzle-Frazzle man -- Kay Kyser!

(TAR HEEL MARCH)

KYSER: ~~Well, bless my soul, boys,~~ it's first down and ~~ninety-nine~~ ~~yards to go~~ -- ~~That's easy~~ - here's a power play from Walter Zak of St. Louis -- and the ball goes to you, Mr. _____.

FIRST ROUND

1. It concerns some girls named "Annie" and Mr. Zak wants us to tell you the story. It seems that a young Romeo rushed up to Elsa Maxwell at the desk of "Hotel for Women" and said, "^(Play) I must see Annie ~~tonight.~~" Elsa said, "Annie who?" And he said "Annie Oakley". Elsa said "Sorry, not registered. The only two Annies we have are (PLAY) and the other one is (PLAY)."

2. Miss Mary White of New York points out that many of our well-known automobiles bear the same names as many of our well-known personalities. I'll name a few cars and you name some personalities who have the same last name. Chrysler - Pierce Arrow - Rio - Graham-Paige.

3. This one is from R.F.Barrett of Ontario, Canada. He wants you to tell what band has this song for a theme. (PLAY) ^{What the} ~~With what famous swing orchestra did he once play?~~ ^{name of it.}

4. This is our stop and go question. I'm about to name some well-known musical instruments and every time I name one that is played with sticks or mallets, Hal Tilden of Anderson, S.C., wants you to say "~~Stop.~~" Otherwise say "^{Stop} Go." Remember, when I mention an instrument that's played with sticks or mallets, you say "^{Go} Stop." Xylophone - Mandolin - drums - trombone - marimba - Hammond-Organ - Vibraphone and a Hurdy-Gurdy.

*invented a brand new**for you to work yourself*

5. Our Dean of Psychology has ~~his~~ ^{invented a brand new} lie-detector ~~machine here~~ tonight and he's ready to pounce on me if I say an untruth. We are about to play a song, after which I'll make a statement. If you hear ~~me say an untruth you blow the lie detector that lie-detector machine make this noise...~~ ^{*me say an untruth you blow the lie detector*} (LIE DETECTOR SOUND)...

you'll know I said something wrong - Then you straighten me out. (PLAY)
That was "Sonny Girl" which Eddie Cantor sang in the picture "The Perfect Fool." (SOUND) What comedian is known as the "Perfect Fool?"

6. While we are on the subject of right or wrong, here's tonight's Right or Wronger and Ruth Goodman of Chicago wants you to say "right" or "Wrong" to the following statements:

1. Hugh Woo-Woo Herbert's theme song is "Shoot the sherbert to me, Herbert."
2. James C. Petrillo is the President of the American Federation of Musicians.
3. In his latest picture, Charlie Chaplin ~~kept~~ ^{*keeps*} 5 secretaries busy taking ~~down letters and notes~~ - so he's called "The Great Dictator." ^{*dictation that's why*}
4. Buddy De Sylva has three hits on Broadway right now - DuBarry Was a Lady, Louisiana Purchase and Panama Hattie."

7. Here's our theme song, "Thinking of You", but Robert Petree of Monroe, Michigan, wants us to play it the way some other orchestra leader might interpret it if "Thinking of You" were his theme. Listen and see if you can tell us who the orchestra leader is..(PLAY) What is his slogan or what is he known as?

8. Now we'll have our singing class. Here are the words to the "Farmer in the Dell" and Miss Lorraine Gordon of Jackson, Miss., wants you to sing a bit of it for us. (PLAY)(SING ONE VERSE). Now before you sing the second verse, we want you to take this nice pretty stick of peppermint candy and put it between your teeth. That's it - now sing. (PLAY)

9. At the request of ^{20 + 20 of Miami Beach} ~~George Mueller of Texas A & M~~, we turn to this coming Saturday's football schedule and if you'll name a song or two, you'll help us discuss a game or two. We see by the schedule that Texas A & M meets Rice - Minnesota is host to Purdue and Cornell travels to Hanover, N.H., to tackle (PLAY) And in the middle-west it's Illinois vs. Ohio State - Indiana and Wisconsin and at Ann Arbor, Tom Harmon may be out of the game on account of injuries, but even so the Michigan ^{and the} ~~boys will be ready for~~ (PLAY). ~~This school is located in~~ Evanston, Ill., just outside of Chicago, and they are called the "Wildcats" - coached by Lynn Waldorf.

(GLASS BELL)

Whistle

(GRAUER WITH WHISTLE)

GRAUER: The time keeper says the half is over, Professor - and the faculty is ready with the score.

KYSER: Yes, suh, Dean Grauer, our eagle-eyed professors hand down the official tab which says that the Red Grange of the first exam is none other than Mr. _____.

(APPLAUSE)

KYSER: Ah, dear Mr. _____, you've got the flair of Einstein and the versatility of Jim Thorpe - ~~I congratulate you, pledge you to Phi Beta Kappa and make you a senior skipping chemistry.~~ So light up a Lucky Strike until you are called for the Boodle Bowl Game in the Final Exam. Now Recess is here.

~~(CHEERS)~~

~~Yes, suh, chillun,~~ the biggest recess in the land, for we're going to play one for Uncle Sam - so come on and sing - every gal and every man - let's tell 'em now - "I'm An American."

3. ("SHOUT - 'I AM AN AMERICAN!'" QUARTET)

4. ("LOOKING FOR YESTERDAY" BABBITT AND ORCH)

(APPLAUSE)

- COMMERCIAL #2 -

LUCKY STRIKE--KAY KYSERCOMMERCIAL #2(ORCHESTRA: BEGINS "CARRY ME BACK TO OLD VIRGINNY" ... FADE)

KYSER: Chillun, we're going on a visit tonight to a town in Old Virginny - down in Mecklenburg County. Kenbridge is its name .. sounds to you like a sleepy little country town? .. Well, chillun, you're wrong and here's that top radio announcer and sports commentator, Graham McNamee, to prove it.

McNAMEE: Yes, Kay, inside Kenbridge's big tobacco warehouses they put on a battle every day that's just as exciting as any pugilistic classic. Let's go down and see for ourselves.

(MUSIC UP ... THEN OUT)

(FADE IN CROWD AND CHANT NOISE)

McNAMEE: Here we are in a big high-roofed building .. looks sort of like a sports arena .. Only instead of a squared ring, there are long rows of tobacco. And listen ...

(CHANT UP AND FADE)

It's a battle of bids that takes place here. Buyers for all the big cigarette companies - buyers for leaf companies and export companies, too - over a dozen of them - bid in open competition for the tobacco that the farmers have brought in. Say, pardon me, Mister .. is this your basket of tobacco here?

FARMER: Yes, sir .. That's my fourth curing and it's leaf I'm right proud of.

McNAMEE: When will it be sold?

FARMER: Soon as they finish that row there .. Look! They're coming now.

(CROWD SOUND AND CHANT GRADUALLY CLOSER)

McNAMEE: They're going to sell your basket next?

FARMER: Yes sir! Wish me luck, brother!

McNAMEE: ~~Look!~~ The warehouseman's about to call out the opening bid on this farmer's basket of tobacco. They sell each basket individually ~~this way~~, you know, because each contains a different grade and quality. Now listen to the warehouseman.

WAREHOUSEMAN: Fine center-cutters, boys .. start 'er at 22!

(CHANT UP AND FADE)

McNAMEE: Folks, that means 22 dollars a hundred pounds for ^{this} that basket of tobacco. And say, it must be good tobacco! - it's already up to 24 - (25) - 25 dollars bid. And now Company A bids 26 - and a leaf dealer quick as a flash signals 27.

FARMER: (SHOUTING) Bid 'er up, boys! Bid 'er up!

McNAMEE: Say, our farmer friend here is really tickled pink! An export company just bid 28. And now Lucky Strike 29 - Company B - 30 -- Say, that's high. But Lucky Strike wants it! 31 Luckies bid - 31 - 31! .. The auctioneer looks around, but those other buyers have stopped bidding and it's going to Lucky Strike. Listen --

(CHANT UP - "SOLD AMERICAN")

RUYSDAEL: There you see how tobacco is bought - right out in the open market .. in open competition .. where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get finer tobaccos. For instance, according to latest reports at tobacco auctions in Kenbridge, Virginia, the American Tobacco Company paid, for the tobacco it bought, 23% more than the average market price and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best - it's Luckies 2 to 1!

5. ("TAKE YOUR GIRLIE TO THE MOVIES" MASON AND ORCHESTRA)

6. ("I'D KNOW YOU ANYWHERE" SIMMS AND ORCHESTRA)

(APPLAUSE)

~~(SCHOOL SONG "FAIR HARVARD")~~

GRAUER:

Another year and another team wears the colors of the old school -- a thousand eyes follow every play -- but ten thousand graduates' hearts remember another day -- and Alma Mater is kind and remembers, too, and sighs gently for you, as ten thousand throats echo her song softly across the November Nation - as going, too, we identify each station.

We pause for station identification

*** STATION BREAK ***

(KYSER MARCH FADE UNDER, AND HOLD:)

GRAUER: It's almost time for the second half of this momentous gridiron classic . . . ~~and there goes the Kyser band. Let's listen to the music.~~

~~(MUSIC UP -- NOTHING BUT TUBA AND BASS DRUM -- DOWN AND OUT UNDER TALK)~~

GRAUER: Now three co-eds are prancing along the field ~~doing their bit of cheerleading~~ . . . what a trio of beautiful girls! They're not eligible for the Varsity, but they can wham the exam -- so boola boola, let's go to schoola with the old tomfooler -- Coach Kay-coola!

KYSER: Mousetrap formation, girls, and don't slug with your closed fist while the referee is watching. ~~Step forward, Miss _____, and don't pass~~

SECOND ROUND

1. Here's a silly situation submitted by Miss Sally Dickson of Savannah. It seems that while a certain sheep herder was shearing his sheep, he was a little careless in the way he was manicuring around the face of one of his pet lambs, so the sheep very indignantly turned to him, stomped her little foot and said (PLAY). Speaking of clipping, if the China Clipper is ~~a plane~~, ^{a Shanghai bomber?} who is Norma Shearer? Is she in the picture "Escape?"

2. Here are some well-known slogans, and Joel Lewis of New Rochelle, New York, wants you to complete them. The slogan of the RCA Victor phonograph is "His Master's _____." Steinway pianos' slogan is "The instrument of the _____." Ivory Soap's slogan is "It _____." Now in what song does _____?

3. ~~(LIE DETECTOR SOUND)~~ Now ~~let's tangle with that lie-~~ ^{how our little white lie} detector again. Listen to the orchestra theme we are about to play, and to the statement I make afterwards. If you hear ~~the lie detector,~~ ^{we say something} ~~tell us what I said wrong.~~ ^{you blow the lie detector} (PLAY) That was "Say it with Flowers", the theme of Gus Arnheim and Hammer. Did the Rhythm Boys sing with him before they joined Whiteman?

4. Now it's blonde or brunette time. Frank Harper of Covington, Kentucky, says by the shade of their hair you shall know them. I'll mention a few well-known people and you tell us whether they are blondes or brunettes. Clark Gable, Ann Southern, Betty Grable, Cesar Romero, and Popeye.

5. This is the rainbow division of our second round, and Miss Bertha Cohen of New York City wants to see what you know about rainbow songs. This one's a cinch, Listen (PLAY). Yessir, there's a pot of gold at the end of the rainbow, that's why (PLAY). But Al Jolson didn't have to chase them - He said (PLAY).

6. Bob Miller of Mt. Pleasant, Pa., wants to hear some more of our limericks - so I'll recite three, and you tell us who the personalities are in each one of them:

His friends are the usual "many"
 His first, not his last, name is Kenny
 He hits the High C's
 With the greatest of ease
 And once sang his songs for Jack Benny.

The list of his talent is long.
 "All right!" are the words of his "song".
 He has honored more cities
 Than ~~Berlin~~ has ditties
 And gives fumbling talent the gong!

Porter —
 The funnies first gave this guy fame;
 Now the radio gives him acclaim
 He's so super-gigantic
 He swims the Atlantic
 Towing battleships - just as a game.

7. Here's a song that's associated with two of radio's funniest people. Listen and tell us all about it. (PLAY). Now Miss Bernadette Smith of Arlington, Va., wants you to name another comedian named _____ and _____.

8. Here's one from Kenneth Denman of San Francisco, so with apologies to Milton J. Cross, I'd like to act as commentator for the

third in our series of silly symphonies. *The orchestra will play a favorite melody but they will play it in the style of a well known favorite song played Andante Robata Allegretto, after which we present composer. We want you to tell us the name of the song and the same melodic strain as we think one of our best-loved American composers might have conceived it. Listen intently, then name the melody and the composer referred to in the second movement. (PLAY).*

And by the way, speaking of Milton Cross, we'd like to welcome into the Lucky Strike fold that fine program, Information Please. It starts this Friday at 8:30 over most of these stations, and Clifton Fadiman, Milton Cross and the regular board of experts will be on hand, with Fred Allen as their guest expert that night.

9. And now more about this coming Saturday's football games. My Alma Mater University of North Carolina tackles the powerful Duke team. ~~We North Carolinians are proud of both schools and we hope the best team wins, but being a Carolina man, naturally I hope Carolina is the better team.~~ Robert Hands of Iowa City, Iowa, points out that Navy comes to New York City Saturday to tackle (PLAY) and Indiana goes to Madison to play (PLAY).

(SCHOOL BELL)

GRAUER: The bell tolls the knell that all's well in the dell,
Professor -- ~~better lay off the questions and let the~~
~~faculty get in their skull-practices,~~

KYSER: Well said, Dean Grauer - the ^{faculty} ~~judges~~ will fall in a puddle
and huddle - to muddle and fuddle - and cuddle a beginner
to name as a winner. ~~They've now to ken the shuttle to~~
~~inform me the winner is~~ Miss.

(APPLAUSE)

Congratulations, _____, you are Miss Betty
Coed of the second round -- the All American Girl of Kyser
College. Light up a Lucky Strike and sit over there on
the bench, wrapped up in blankets beside the coach -- and
wait for the Finale. Right now the student body goes
cavorting on the field, as we play a little novelty song
from our picture "You'll Find Out." ~~By the way,~~ the
picture is being previewed in Hollywood tonight, and has
its World's Premiere at the Roxy here in New York tomorrow.
We'll be on the stage ^{there} in person ~~at the Roxy~~, and between
shows will be playing for your dancing at the Waldorf
Astoria -- But now for the song ...

("BAD HUMOR MAN" PRODUCTION)

- COMMERCIAL #3 -

11/13/40

KYSER: Chillun, here's our auction-commentatin' friend again -
Graham McNamee ... and he wants to ask Ben Grauer a
question.

MCNAMEE: Tell me something, Ben ... you remember how that tobacco
in Kenbridge, Virginia, sold way above the market average?
31 dollars a hundred pounds? Well, what made it worth so
much money?

GRAUER: That's a good question, Graham. In buying tobacco there
are lots of things that don't meet the eye, but Luckies
have a special way of uncovering them. During the
growing season, our buyers select samples of the better
tobaccos. Authoritative tests are then made in our
laboratories. In this way our buyers are guided toward
the finest leaf ... the genuinely mild leaf ... and they
pay the price to get it! The result is that Luckies
gives smokers the natural mildness of choicer, more
expensive tobaccos. If you're smoking more today - more
than you used to, it's important that you have a really
mild cigarette. And for real mildness, smoke the smoke
tobacco experts smoke. Remember, with men who know
tobacco best, it's Luckies 2 to 1!

7. ("RHUMBOOGIE" ORCHESTRA)

8. ("NOW I LAY ME DOWN TO DREAM" BABBITT & ORCHESTRA)

(FANFARE)

The final exam

GRAUER: Blessings on you, little man,
You were not an also-ran
And this coed here on hallowed ground
You both have reached the Final Round!

The time has come to do or die
With questions tough, with stakes quite high
So answer no sir, or answer yes sir
And don't give in to the Old Professor

KYSER: What beautiful sediment, Dean Grauer .. step up, chillun,
and sneak a peak at the Final Exam. Here's _____.

FINAL ROUND

1. The date is Wednesday the 13th. Friday the 13th generally means bad luck -- I don't know anything about that, but I do know for us Wednesday has certainly been good luck. So we think it's appropriate at this date, Wednesday the 13th, to devote our final round to good luck. For instance, every Wednesday we say (PLAY). Now William Waldman of New Haven, Conn., asks if you can name three things that are supposed to bring you good luck?

2. You won't have to be very lucky to name this song (PLAY). Now Miss Mildred Ghent of Little Rock, Ark., wants you to name three things that are said to bring bad luck.

3. Marvin Roberts of Salisbury, Maryland, says, who is the person referred to in this song? (PLAY) Speaking of the 13th, was the "13th Chair" a murder mystery? *What is a baker's dozen.* Was the picture "13 Steps" ~~also a murder~~ *also a murder* mystery?

4. I hope the name of this song ^{*apply to*} ~~is true~~ of you, too. (PLAY) Now Miss Nancy Usher of Portland, Maine, asks you what does the expression "happy go lucky" mean? And what does it mean to say ^{*Put Luck*} ~~he's~~ *Put Luck* ~~down on his luck?~~ And what's the meaning of the expression "You're out of lucky?"

(BELL RINGING)

GRAUER: Bundle up your books, kids - no more school.

BAND: (CHEERS)

KYSER: But before we embark on commencement and give out the football scholarships for next year, Dean Grauer has prepared a tobaccolaureate oration.

GRAUER: Smokers, let me remind you that Luckies pay higher prices to get the finer, the naturally milder tobaccos. Before Luckies buy tobacco, they analyze samples for mildness and other qualities. Thus our buyers are guided toward the genuinely mild leaf ... and they pay the price to get it. No wonder that with independent tobacco experts - with men who know tobacco best ... it's Luckies 2 to 1!

(FANFARE.)

KYSER:

Faculty
The ~~judges~~ have applied the rule of thumb, the double rule of three, and the thunderous rule of theorem to find that the winner of tonight's academic honors is none other than _____!

(APPLAUSE)

Ah, congratulations, my dear _____. You have brought the pie down from the sky and cut yourself a healthy slice -- to wit, these thirty-five dollars first prize. Go, show your light in the world .. and someday perhaps you, too, will be able to talk French to the headwaiter. To our second placer goes recognition for a great try with this twenty dollars. Each of the other four contestants gets ten dollars apiece -- and finally to every member of the student body -- for that hearty hullabaloo and those volunteer answers -- a package of better-than-ever Lucky Strike cigarettes.

(APPLAUSE)

- 9. ("EL RANCHO GRANDE" ORCHESTRA)
- 10. ("ZING WENT THE STRINGS OF MY HEART" ORCHESTRA)
- (THEME Lucky Day)

KYSER: Well, chillun - it's time to clean off the blackboards and beat the erasers, cause class is over until next Wednesday night. Until then - here's a bit of homework. On Friday night at 8:30, New York Time over most of these stations, attend the session of Information Please for ~~general~~ ^{Friday's guest} ~~knowledge, and on Saturday, keep up with current musical~~ ^{Fred Allen, and of course, the same cast - Friday, 8:30} events by listening to ~~Your Hit Parade over another network.~~

And now, students, remember the address for questions to the Old Professor is Kay Kyser - 480 Lexington Avenue, New York City. So until next Wednesday, we'll be thinking of you. This is Kay Kyser sayin' thanks for bein' with us .. and .. so long, everybody.

(LUCKY STRIKE TIME)

(APPLAUSE)

GRAUER The famous tobacco auctioneers heard on tonight's program were Mr. F.E.Boone of Lexington, Kentucky, and Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY

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WEAF & RED

THE AMERICAN TOBACCO COMPANY

REVISED

Kay Kyser's College of Musical Knowledge

(PROGRAM #139)

() ()
10:00 - 11:00 PM EST

NOVEMBER 20, 1940

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

BOONE: (ONE LONG SALE ... ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette of finer, naturally milder tobaccos. With independent tobacco experts - buyers, auctioneers, warehousemen - with men who know tobacco best, it's Luckies two to one.

(LUCKY STRIKE TIME. ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical Knowledge ... and here comes the man and his band who gave America singing song titles and that famous makes-you-want-to-dance music ... Kay Kyser!

(KYSER THEME. ORCHESTRA)

KYSER: Evenin' folks - how y'all? Welcome to the Thanksgivin' Eve helpin' of the old School session. Everything is all a pumpkin and gooseberry pie this evenin' and up here on the lecture platform, a bumper harvest of six chosen-at-random scholars are ready to take their holiday examinations for fun, degrees and ninety-five dollars in prizes. So line up and wallow in the goodies - stick those napkins under your chins - tie those bibs and let's begin.

1. (I DOUBLE DARE YOU ORCHESTRA)

2. (ONLY FOREVER GINNY SIMMS)

KYSER: Dean Grauer, tell 'em how Bill Hill, Jr. got his first real inside view of tobacco.

GRAUER: Well, when this well-known independent tobacco buyer in the Carolinas was only seven years old, they used to put him inside an opened hogshead of tobacco to help lift out the leaves. And ever since, he's been in tobacco ... judging it, buying it, earning his bread and butter by his knowledge of the leaf. Recently Bill Hill, Jr. said: -

MAN: It's a big part of my business as an independent buyer to know just what tobacco the different cigarette companies are buying. And in my opinion Lucky Strike is getting some of the best tobacco ever grown in this country. That's why I've smoked Luckies myself for the past four years ...

RUYSDAEL: Smokers, in a cigarette it's the tobacco that counts. Surely the best judges of tobacco quality are men like Bill Hill ... experts who deal with all cigarette companies but are not connected with any. Among these independent tobacco experts - auctioneers, buyers and warehousemen - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. So take a tip from these experts who see Luckies buy the finer, the naturally milder tobacco - and pay the price to get it! Yes, smoke the smoke tobacco experts smoke. Remember - with men who know tobacco best, it's Luckies 2 to 1!

(LUCKY DAY ORCHESTRA)

(SCHOOL BELL)

(BAND TAPS SPOONS ON MUSIC RACKS)

GRAUER: Stop beating your soup spoons on the table, students ---
comb your hair out of your eyes and pay attention. Our
first three freshmen will come out of their corner like
Little Jack Horner - will stick in their thumbs and pull
out some plums. These pilgrims faint fer the quiz to
begin - they lead with their chin and are they happy -
cause here comes Pappy -- the one that's slappy!

(MUSIC TAR HEEL MARCH)

(AUDIENCE APPLAUSE)

KYSER: Greetings, freshmen - stop balkin' and start talkin' -

(FIRST TEAM)

1. Miss Kay Parker of New York City, wants us to tell you about the college freshman, home for Thanksgiving, giving his home town cronies an ear-full about the wonderful co-ed he has fallen for. He said "her name is (PLAY). Joe Freshman raved on, "She's beautiful, she's cute, she's beautiful, she's understanding, she's got everything, in fact she's the (PLAY). One of his buddies asked him, "Does she go for you?" Joe blushed, and said "No, to make any time with Betty, (PLAY)

2. Here are some well-known slogans. I'll start a few of them and Ed Hiben of Plattsmouth, Nebraska, wants you to complete them. For instance, Paris Garters' slogan is - No metal _____ . Sherwin-Williams Paint is Covers _____ and Woodbury Soap is - The Skin _____ .

3. Here's our lie detector questions -- We're going to play a song, after which I'll make a statement. If you hear me say anything that is untrue, you just blow this lie-detector like this (SOUND). Miss Mary Ruggen of Cranston, R. I., says see if I say anything wrong about this song (SONG). That was "The Gal Who Goes Around" -- successfully featured by Orrin Tucker.

4. I'm about to name some well-known teams, and Joe Klee of Chicago, wants you to tell us which of these teams writes songs - Damon and Pythias - Samson and Delilah, Rodgers and Hart, or Hart, Schaffner & Marx. Of the remaining, which was a great hair-cutter - Damon or Pythias, Samson or Delilah, Hart, Schaffner or Marx? Were Damon and Pythias friends or enemies?
5. Here's a silly-willy from Westfield, N.J. Doris Wienand wants you to name this song (PLAY) Now imagine your baby is a jitterbug and to win her affections you have to sing the same song hot. You know like you were truckin' or doing the Suzy-Q. (PLAY).
6. Lend an ear to our limericks. As you hear each one - Richard Sheath of Lansing, Michigan, wants you to tell us the personality included in the limerick:

Her voice is a melody fountain
 Her cal'ries would never stand countin'
 But her weight's not a start
 On the size of her heart
 And her theme's of "The Moon" and "The Mountain."

He isn't the man from the South
 His humor's not dry as a drouth
 Martha Raye couldn't match
 When he opened his hatch
 Now is he - a Man or a Mouth?

Not given to traveling with "heards"
 This man's always coining new words
 He'd give a kings ransom
 To peep through the transom
 Of Bernie - who just gives him "Birds."

Is she on anytime besides night time

7. Here's an orchestra theme song that Miss Dolly Brightman of South Bend, Ind., says you should recognize immediately. (PLAY). What's the name of that and whose theme is it? Did he write a streamlined version of the Star Spangled Banner?
8. Here's our Thanksgiving Silly Symphony. We've taken a well-known song and we're going to play it the way we think a beloved American composer might have conceived it. Patrick Gate of Honolulu, wants you to name the old song and also the composer referred to (PLAY).
9. Now Miss Edna Cahill of Chattanooga, Tenn., wants us to discuss the football schedule. ^{Tomorrow Arkansas meets Furman} On Saturday Cornell ^{Harvard} tackles Penn - Yale plays (PLAY) and the University of Kentucky travels to Knoxville to tackle. (PLAY). They are known as the "Volunteers" and they played USC in the Rose Bowl ~~last year~~ -

(CLASS BELL)

GRAUER: Lay off the razzle dazzle, professor - the scholars are worn to a frazzle.

KYSER: Certainly, Dean Grauer ---- our faculty passes out your report cards and gives the gold star to _____.

(APPLAUSE)

KYSER: Dear Mr. _____.....your pedagogue is agog, for you have muttered like a maestro and given out like a tout.... go, light up a Lucky Strike and sneer like a senior. Right now we're goin' to bob for apples and duck to a tune ... yes, suh, students, wave that celery and shake that cranberry jelly ----- it's time to quiver so grab your Kitty Kelly....right this way and slap them feet for here we go with a Thanksgiving treat.

3. (PRACTICE MAKES PERFECT. . . . ORCHESTRA)

4. (DREAM VALLEY HARRY)

(APPLAUSE)

KYSER: Say there, F.E. Boone, I understand you've been down South -
how was your trip?

BOONE: Why, I had a fine time, Kay, sold some tobacco, looked the
crop over...

GRAUER: (INTERRUPTING) In fact, Professor, Mr. Boone had such an
interesting visit that we're going to reenact a little scene
from it with Andre Baruch, Pathe News Reel Commentator,
to describe what happened...Lights! Action! Camera! Sound!
(PATHE MUSIC ESTABLISH - ~~FADE BUT HOLD BG.~~)

BARUCH: Hello, everybody, Andre Baruch speaking. We're going on a
little jaunt with the famous auctioneer, F.E.Boone, to one
of the richest tobacco regions in the world...Tarboro, North
Carolina. Twenty-six years ago, Mr. Boone did his first
selling in North Carolina. (~~MUSIC OUT - CROWD NOISE EN~~) And
listen to the way they greet him now, as he steps into one of
Tarboro's great tobacco warehouses..

VOICES: Hi there, Boone ...Hello, Mr. Boone...Gonna sell some tobacco,
Mr. Boone?

BARUCH Now Mr. Boone is shaking hands with them all. These
friendships of tobaccomen, based on mutual respect, are one
of the finest things in the business. Let's see if I can get
one of them over here to the microphone...You, sir, may I ask
you a question? (WHY SURE) Those men Mr. Boone is talking to
- whom do they represent?

MAN: Well, sir, some are leaf dealers like me. Then there are
buyers for the different cigarette companies and for export
companies..

BARUCH: So all you buyers represent rival interests?

MAN: That's right. Watch what happens as soon as Boone begins selling. We're strictly on our own then-- each buyer bidding against all the others. But excuse me- the sale's about to begin!

BARUCH: Yes, there's the warehouseman ready to call out the opening bid on the first basket of tobacco Mr. Boone will sell. Listen...

WAREHOUSEMAN: Here's some right pretty leaf, Mr. Boone..start 'er at 22.

(CHANT UP AND FADE)

BARUCH: The buyer for an export company bids 22 right off the bat - 22 dollars a hundred pounds. But Company A bids 23 - then Lucky Strike 24 - and our friend, the leaf dealer there, signals 25 - 25. Hear it? (CHANT UP) You know, each basket of tobacco is sold individually this way - because each contains a different grade and quality. And say, they're really bidding this basket up. The price is already 29 - 29 dollars bid by Company A. But it's mighty fine tobacco - the Lucky Strike buyer wants it and he signals 30. Mr. Boone looks around for any bids from other buyers - but no - it's going to Lucky Strike at 30. Listen...

(CHANT UP AND "SOLD AMERICAN")

RUYSDAEL: There you see how tobacco is bought - right out in the open market...in open competition...where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get finer tobaccos. For instance, this season at tobacco auctions in Tarboro, North Carolina, the American Tobacco Company paid 50% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 50% more than the average market price of all types of tobacco sold - and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer tobaccos. No wonder that, with independent experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(TAG:)

5. ("FERRYBOAT SERENADE" QUARTET)

6. ("CALL OF THE CANYON" GINNY SIMMS)

("THANKS FOR EVERYTHING" GLEE CLUB)

GRAUER: In swirling snow, the old school laughs at frost and warms
itself in Thanksgiving plenty...the heaping tables are cleared
away and the cup is passed and the toasts hold sway and
thoughts are merry and thoughts are kind of you so far away...
as speeding across forest and clearing across the nation -
we pause to visit every station.

(STATION BREAK)

(KYSER MARCH ORCHESTRA)

GRAUER: The second semester comes to Kyser College like a turkey to a table.

BAND: Yum Yum.

GRAUER: But it ain't no turkey, kids----it's three beautiful chicks and the yums have it...three gorgeous gals who hip into position like Plymouth Rockettes...these three blind dates will meet their fates and try to charm the diz with the phony phiz...it's up for grabs and sheer finance for leering and peering comes the old "Yet's Dance"...that fugitive from a trance--these gals' last chance.

(CHEERS)

KYSER: Honest, Injun, gals, cross my heart--I want you to step right up and throw caution to the winds. HMMMMMMMM.

(SECOND QUESTION ROUND)

1. Here's one from Miss Lorraine Laser of Minneapolis. It seems that a certain college student came home unexpectedly -- rushed in and kissed his mother and Dad. Boy were they surprised-- He said "I'm home for Thanksgiving?" Remember? Thanksgiving is (PLAY). The mother replied, "We aren't having Thanksgiving tomorrow," but we'll be having it (PLAY). The father explained "What mother means is we're having our Thanksgiving next Thursday." The son said, "Aw gee, I have to be back to school by next Monday." His mother replied "Okay, son, we'll compromise and have Thanksgiving not tomorrow, not next Thursday, but this coming (PLAY).

2. I'll give you the first name of a well-known personality and Budd Howell of Cleveland wants you to give me the last name. That last name will be the first name of another personality, etc. Let's try the game and see how we get along - Ozzie _____ is the first name of _____. And _____ is the first name of _____.

3. Mama that lie-detector man is here again! Miss Melda Jones of Baltimore wants us to play a fraternity song that is also the theme of an orchestra leader. If I make any mis-statements about the song or the orchestra leader you blow this little white lie-detector like this (SOUND) Ready (PLAY) That was the SAE song "Sweetheart of Sigma Chi" and is the theme of Herbie Jay.

4. Here's our stop and go question. Jack Korn of Salt Lake City wants me to name some instruments. Every time I mention one that is played like a piano - that is with a keyboard and played in a similar manner to a piano - you say "go" and if it's not played like a piano, say "stop" - Piano, Harp, Pipe Organ, Celeste, Banjo, Harpsichord.
5. Don't let this one set you spinning Miss _____ but we're going to imitate an outstanding record of a few summers ago and Miss Dorothy Marsh of Jackson, Mississippi, wants you to listen and tell us whose recording you think we are imitating. (PLAY) Did Jack Leonard once sing with him?
6. It's tonight's Right or Wronger, Jack Edwards of Los Angeles wants you to say Right or Wrong to the following statements and don't be long.
1. Martha Raye's sister is named Violet-ray.
 2. American composer Victor Herbert was born in Dublin, Ireland.
 3. The Andrew sisters and the Ritz Brothers were in a picture together.
 4. Buster Keaton and Ned Sparks' theme song is "I'll Never Smile Again".

7. Miss Virginia Lang of Staten Island wants us to take our theme "Thinking of You" and play it the way another orchestra might interpret it. First it was Shep Fields--last week Wayne King--and tonight it's (PLAY) . Does he feature "shuffle rhythm?"
8. Here are the words to "The Music Goes Round and Round". Martin Zink of Philadelphia wants you to sing a verse or two and as you sing, hold your nose, and please don't think me fresh if somewhere along the line I tickle your Adams apple-- I mean Eve's Apple. It's all in fun and I hope you'll accept it in that spirit. (PLAY).
9. At the request of Miss Shirley Hart of Seattle, Washington, we turn again to next Saturday's football schedule - Michigan ^{tackles} tackles Ohio State; Princeton ~~plays~~ (PLAY) ~~Out on the West Coast~~ Stanford meets its traditional rival--(PLAY). They are known as the "Golden Bears" and they are just across the bay from San Francisco.

(SOUND CLASS BELL)

(GRAUER WITH BELL)

GRAUER: The eyes of womanhood are upon you, professor -- unhand these fair ladies---

KYSER: Why certainly, Dean---Ladies--collapse--our judicious faculty has penned your reports and names the honor gal of the second exam to be_____.

(APPLAUSE)

KYSER: My dear Miss_____. Beneath that inspiring bonnet you have a mind that's smart as a soldier's salute...and what's more you have earned your way into the senior class-- so, go light up a Lucky Strike and get your hair done for commencement. In the meantime everybody invited to our Thanksgiving party----

7. ("DON'T BRING LULU" . . . PRODUCTION NUMBER)

(APPLAUSE)

KYSER: Now here's our guest Andre Baruch all set to give F.E. Boone a regular Pathe News Reel interview.

BARUCH: Mr. Boone, at that tobacco auction we visited a few minutes ago, many of those baskets of tobacco were selling for around 20 dollars a hundred pounds. How come Lucky Strike paid as much as thirty dollars?

BOONE: Well Andre--a tobacco market's the same as any other kind of market - you get what you pay for and Luckies are after the finer, really milder tobaccos.

BARUCH: So they pay more money to get the best.

BOONE: That's right. Luckies want--and pay for--and get milder tobaccos.

RUYSDAEL: You see, smokers, Lucky Strike continuously analyzes tobacco all during the growing season. We find out where the finer naturally milder leaf is being grown. And we know beforehand where it will be offered at auction. Then when these milder tobaccos come up for sale, our buyers bid 'em up till they're "Sold American." Yes, Luckies are mild, really mild. Remember, it's the tobacco that counts and Luckies are made of the finer, the naturally milder leaf. So smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

8. ("YOU'VE GOT ME THIS WAY" HARRY BABBITT)

9. ("OUR LOVE AFFAIR"DUET)

(F A N F A R E)

GRAUER: The Final Exam...The Indians hide in the mountains..our Pilgrim Father's hold their ears in the stockades...the Goose hangs high and our two honor scholars hang their heads-- for the feast is waiting and neither of these apt scholars has anything to be thankful for -- but, it's all goin' to be different--for here comes the agile tester to see who's bester...

(GROANS)

KYSER: Cheer up and step up kids---may the best one win.

(ADD FINAL EXAM)

1. Tonight we'd like to dedicate our final round to our friends and neighbors on the Continent of South America. Jim Herrera of Santa Fe, New Mexico, says for the next few minutes let's have fun in the (PLAY.) Can you name three South American countries? Do all Lima Beans come from Lima, Peru?

2. Miss Helen Chandler of Charleston, S.C., says this is a very popular kind of dance in South America and wants you to name the type (PLAY.) Is Carmen Miranda featured with Don Ameche and Betty Grable in a current picture called "Down Argentine Way?" How do you say "Yes" in Spanish?

3. Here's a song which bears the same name as the first Fred Astaire-Ginger Rogers picture-- and Russell Pahl of Portland, Oregon, says you should be able to guess it. (PLAY)
Can you spell "E----A---". The Amazon is a river in Brazil, but what is an Amazon? (Take a tip and don't ever call your wife one.)

4. If Burns and Allen were from Brazil, would you call them Brazil Nuts? But seriously, speaking of the Latin-Americans, Miss Jane Gray of Middlebury, Vermont, asks where this is one is from (PLAY). Is Latin the principal language in Latin America? What's the difference between Equador, Matador, and revolving door. (Did you hear about the radio fan who couldn't get South America on his radio-- but opened the window and got Chile.)

(CLASS BELL)

GRAUER: (WITH BELL)

GRAUER: The examinations are over---

(CHEERS)

KYSER: Pipe down--chillun-- our faculty has to grade the exams and while they're in session I invite you to brief convocation while we listen to Dean Grauer deliver the tobacco laurate oration.

GRAUER: Smokers, let me remind you that Luckies pay higher prices to get the finer, the naturally milder tobaccos. Before Luckies buy tobacco, samples of the crop are analyzed and our buyers are guided toward the genuinely mild leaf...and they pay the price to get it. No wonder that with independent tobacco experts-- with men who know tobacco best...it's Luckies 2 to 1!

(FANFARE:)

11/20/40

KYSER: The final report-- our faculty by unanimous vote declares that the top degree and honor scholar of the week is _____

(APPLAUSE)

KYSER: Ah--- my dear _____, this is a red-letter day for you--the hollars of scholars and the cheers of seers should echo in your burning ears for you have entered the ranks of Phi Beta Kysar-- accept this long green token of \$35 first prize and go forth into the world and be a good time Charlie (or Charlotte). To you dear second placer this award of \$20 second prize and to the other four scholars ten dollars each, and to all six a carton of Luckies. Then to each and every member of our student body here tonight for those mutters, stutters, leers and cheers a package of better-than-ever Lucky Strike Cigarettes.

10. ("I WANT MY MAMA" . . . ORCHESTRA)

(KYSER THEME:)

11/20/40

(THEME:)

KYSER: Well, das all chillun--the old school house goes into a state of collapse until we wave the magic lamp of learning before the eyes of a new crop of candidates next Wednesday night at the same time. In the meantime, cudgel your brains with the experts on Information Please this Friday at 8:30 New York Time over most of these stations, and brush up on your hummin work by attending a session of Your Hit Parade Saturday night over another station. And now, Students, remember, the address for questions to the old professor is Kay Kyser--- 480 Lexington Avenue, New York City. So until next Wednesday, we'll be thinking of you. This is Kay Kyser sayin' thanks for bein' with us...and..so long, everybody.

(LUCKY STRIKE TIME:)

(APPLAUSE)

GRAUER: The famous tobacco auctioneer heard on tonight's program was Mr. F. E. Boone of Lexington, Kentucky.

(SONG CREDITS, IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

ejr-jgs
11/19/40

5. ("FERRYBOAT SERENADE" ORCHESTRA)

6. ("I'D KNOW YOU ANYWHERE" SIMMS AND ORCHESTRA)

(SCHOOL SONG) ("SONG OF THANKSGIVING" . . GLEE CLUB)

GRAUER: Another year and another team wears the colors of the old school -- a thousand eyes follow every play--but ten thousand graduates' hearts remember another day--and Alma Mater is kind and remembers, too, and sighs gently ^{for} to you, as ten thousand throats echo her song softly across the November Nation -- as going, too, we identify each station.

We pause for station identification

(STATION BREAK)

(KYSER MARCH: ORCHESTRA)

SOUND: (DESK BELL.....ALA CLASSROOM)

11/27/40

GRAUER: Come on, girls-- time for school -- and the second semester! I'll give you the pitch, and start you off.

(PITCH PIPE NOTE)

(THE FOLLOWING IS SUNG TO THE TUNE OF "PUT THEM ALL TOGETHER THEY SPELL MOTHER")

GRAUER: (SINGING) K is for the knowledge that he gave me

HARRY: Y is for Yehudi who ain't here

SULLY: S is for the students, sweet and smiling

AUDREY: E is for the eggs we laid last year

JACK: R's for Rocky Mount, the place he comes from

GINNY: (NASAL) X is for the ^{space between his ears} ~~xylophone he can't play~~

ENSEMBLE: Put them all together, they spell Ky - yser!

Our old Professor Kyser!

(BAND FINISHES OFF WITH "GOOD EVENING, FRIENDS" ...)

(AUDIENCE APPLAUSE)

KYSER: Such a vocal greeting, children, thrills me to my very marrow. But -- but the second three scholars are here and ready to take their exams --- so step up my beautiful Freshwomen -- here is the first question.

(ADD SECOND QUESTION ROUND)

As Broadcan

11/27/40

THE AMERICAN TOBACCO COMPANY

W E A F KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE - #140

() ()
10:00 - 11:00 P.M.

NOVEMBER 27, 1940

WEDNESDAY

GRAUER: Have you tried a Lucky lately?

AUCTIONEER: (ONE LONG SALE-- ENDING WITH "SOLD AMERICAN")

GRAUER: Let that chant remind you that Luckies are the cigarette
of finer, lighter, naturally milder tobaccos. With
independent tobacco experts--- buyers, auctioneers,
warehousemen-- with men who know tobacco best-- it's
Luckies two to one.

("LUCKY STRIKE TIME" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's College of Musical
Knowledge-- and here comes the man and his band who
gave America singing song titles and that famous makes-
you-want-to-dance music-- Kay Kyser!

(KYSER THEME: ORCHESTRA)

(AUDIENCE APPLAUSE)

KYSER: Evenin' folks -- how're y'all? Welcome to our second Thanksgiving classroom celebration complete with another turkey, cranberry sauce, chestnut dressing...

VOICE: Aw -- we don't want no more turkey!

(BAND AD LIBS AGREEMENT)

KYSER: You'll get a turkey, and like it-- with all the fixin's of ninety-five dollars in prizes, six scholars chosen at random from the student body and a campus caper or two. In fact it's time to start working up a brand new appetite...and the exercise ^{is shaggin} ~~assignment~~ ~~to~~ ~~in~~ ~~dancin'~~.. so put on your shoes and press up your pants--get goin' chillun-- I mean let's dance!

1. ("I'M NOBODY'S SWEETHEART" ORCHESTRA)

2. ("THERE I GO" SIMMS AND ORCHESTRA)

(COMMERCIAL #1)

GRAUER: Say, Professor..Did you ever hear of the five Talley Brothers?

KYSER: "The Five Talley Brothers" ...Why no, Dean Grauer, what are they..singers?

GRAUER: No, Professor, they're tobacco men, all five of them. And so was their Dad - and their Grand Dad - before them. The Talleys know tobacco. So listen to J. M. Talley - who's been an independent tobacco buyer for the past 15 years. He ^{said} says:

MAN: At the auctions I stand right there in the line with buyers for the different cigarette companies. So I see who buys the best tobacco - and pays the best prices to get it. It's "Sold American" for Luckies. That's why I've smoked Luckies myself for ¹³ ~~12~~ years.

RUYSDAEL: Smokers, Mr. Talley speaks for the vast majority of independent tobacco experts - auctioneers, buyers and warehousemen. These experts who know tobacco from A to Z see Luckies buy the finer, the lighter, the naturally milder leaf - and pay the price to get it. So they smoke Luckies by an overwhelming majority. Why not profit by their experience? Smoke the smoke tobacco experts smoke. With men who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" ORCHESTRA)

SOUND: (CLASS BELL.....RINGING)

★ GRAUER: Stow the lunch boxes, kids--it's time for school!

Three noble freshmen have been duly inducted into the first examination -- their frosh caps are on their heads, their heads are hanging low, and lo and behold, the inner sanctum swings wide and standing there inside, dusty but dignified ...is the old Professor himself-- Kay Kurbservice Kyser!

("TAR HEELS" BAND)

(AUDIENCE APPLAUSE)

KYSER: Come _____....let the answers float through the air.

(ADD FIRST QUESTION ROUND)

1. Whether you celebrated Thanksgiving last Thursday or are going to tomorrow doesn't matter. Clem A. Tall of Washington, D.C., says we should give thanks every day, so we think it's appropriate to ask you to name a few "thank you" songs. First (PLAY). And now (PLAY). And here's an expression of gratitude that sums it all up (PLAY).

2. Listen brother and ye shall hear the names of some very famous brothers. Miss Marcellene O'Connor of Manchester, New Hampshire, wants to know what they bring to your mind. Smith Brothers - Marx Brothers - Ringling Brothers - Wright Brothers.

3. Here's a "noble" question from Walter Patterson of Minneapolis, which involves our noble lie-detector. We are about to play an orchestra theme after which I'll make a statement. If any part of my statement is untrue, you blow your lie-detector which I'm now handing you, and which sounds just like this one. (SOUND.) Here's the theme (PLAY). Now detect the lies in this statement: That was Goodnight Sweetheart; the theme of Leighton Noble; who is Ray Noble's brother.

4. Well, by hogan, if it isn't our slogans. I'm about to give you the first part of some well-known slogans and Miss Catherine Williams of Cleveland, Mississippi, wants you to complete them. The slogan of Fisk Tires is -
Time to _____, And Crackerjacks say - The More you eat
_____. And Armour's Star Ham is known as -
The ham _____.

5. And now Mr. _____ lend an ear- in fact two ears - because you are about to hear two songs. They will be played both at the same time and Joseph Malcolm, of Rahway, New Jersey, wants you to tell us the names of both of them. (PLAY).

6. It's tonight's "right" or "wronger" - As we leave November and go into December, Eleanor Schneider of Warren, Michigan, wants to see if you remember whether the following statements are right or wrong.

(1) Hardware stores are called "Tin Pan Alleys."

(2) The Roxy Theatre and the Roxy Gang were named for S. L. Rothafel.

(3) The life of Will Rogers ^{has been} ~~is now~~ running in The Saturday Evening Post.

(4) Nino Martini is a cocktail.

7. Here's our theme "Thinking of You". At the request of J. N. Mathis of Philadelphia, we are going to play it as we think one of your favorite orchestras might interpret it. Let's see if you can identify the orchestra we are impersonating (PLAY). Is he now on the Lady Esther program?
8. Now for a sizzling session of singing. Here are the words to "The Prisoner's Song" and Miss Pat Burke of Mitchell, South Dakota, wants you to sing a few bars. While you are singing, I'll call out a few words like - dog, tomatoes, gold, etc., and you tell us whether they are animal, vegetable or mineral, but keep on singing. All right, let's try (PLAY).
9. Tomorrow and Saturday just about wind up the football season so for Howard Gardner of New York City let's review a few of the games. Tomorrow Texas plays Texas A & M, Columbia tackles Brown and ~~Nebraska plays Kansas State~~. On Saturday it's Boston College vs Holy Cross, Duke against Pitt and here in New York, Fordham has it's annual battle with (PLAY).

SOUND:

(CLASS BELL....RINGING)

GRAUER: Hold that line--and block those questions, Professor--
the first exam has passed into limbo.

KYSER: A good place for it, too, Dean Grauer-- so just let the
faculty mull over the tabs and ^{the} totals and see what the
scores reveal. Ah-- here's the decision naming as the
winner _____!

(APPLAUSE)

KYSER: Congratulations, _____... your lamp of
learning is guaranteed one hundred candlepower, and it
shines clearly down the pathway to the finals. Go, light
up a Lucky Strike while ~~the student body cuts a cavortion~~
~~with a little contortion.~~ ^{cause we're about} it's time to blow, so away we
go....It's time you were fed some "Shortnin' Bread."

3. ("SHORTININ' BREAD" MASON AND ORCHESTRA)

4. ("NIGHTINGALE SANG IN BERKLEY SQUARE" ...BABBITT AND ORCHESTRA)

(COMMERCIAL #2)

KYSER: Ghillun, we've got a visitor this evenin' - a man who's famous as a radio commentator and as the Master of Ceremonies on that mighty fine show, "We the People"...

Its Mr. Gabriel Heatter.

(APPLAUSE)

(THEME MUSIC OF "WE THE PEOPLE" - ESTABLISH AND FADE)

HEATTER: Thank you and good evening, ladies and gentlemen. Exactly 130 years ago, the first American warehouse ever chartered to sell tobacco at public auction opened its doors. I can almost hear the auctioneer shouting: "Look ye, gentlemen, look ye! Fine ripe tobacco. What am I bid?"... Well, those early auctions were primitive affairs compared to *modern* ~~the~~ streamlined ~~modern~~ version and tonight we're going to ~~to~~ make a visit down to the important tobacco town of Madison, North Carolina, to give you a real inside view of the tobacco auction of today.

(MUSIC UP TO PEAK AND OUT -- FADE IN CROWD NOISE)

HEATTER: We're in a large building, crowded with people and jampacked with tobacco. They tell me there's a good 300,000 pounds of it here in the warehouse. For Madison's one of North Carolina's important tobacco towns. And of course all the big cigarette companies have their buyers here. So have the export companies and leaf companies. And right now they're about to begin the sale. That's why there's so much excitement. The warehouseman and the auctioneer are taking their stand beside a row of tobacco. A dozen or more buyers are already there, on either side of the tobacco, examining it closely. Each basket, you know, is sold individually, because each contains a different grade and quality of leaf. Now the warehouseman's about to call out the price of the opening bid on the first basket. Listen.....

WAREHOUSEMAN: Here's a pile of mighty pretty leaf,..Start 'er at 23!

(CHANT)

HEATTER: Did you notice how quickly that 23 was bid! Hear it? - 23 - 23 dollars a hundred pounds bid by a leaf dealer. But now Lucky Strike bids 24 and an export company signals 25. But say this is such good tobacco that Lucky Strike jumps the bid right up to 29 - from 25 to 29 right in the wink of an eye. That's ~~too high for most of them~~ but Cigarette Company A is still in the battle. 30 they bid - and Lucky Strike 31 - 31 - Cigarette Company A comes back with 32 - but Lucky Strike tops it with 33 - and yes, it's going to Lucky Strike at 33...~~Listen...~~

(AUCTIONEER - "SOLD AMERICAN")

RUYSDAEL: There you see how tobacco is bought - right out in the open market...in open competition...where everyone can see which company buys what tobacco, and the price they pay. The American Tobacco Company consistently pays higher prices to get the finer, lighter, the naturally milder tobaccos. For instance, up to last Friday, at tobacco auctions in Madison, North Carolina, The American Tobacco Company paid 41% more per pound for the tobacco it bought for its cigarettes and other tobacco products -- yes 41% more than the average market price of all types of tobacco sold -- and the best will go to Luckies. No wonder so many independent tobacco experts agree that Luckies buy the finer milder tobaccos. No wonder that, with independent ~~tobacco~~ tobacco experts who watch these sales - with buyers, auctioneers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(TAG: ORCHESTRA)

* GRAUER: Come on, girls-- time for school -- and the second semester! I'll give you the pitch, and start you off.

(PITCH PIPE NOTE)

(THE FOLLOWING IS SONG TO THE TUNE OF "PUT THEM ALL TOGETHER THEY SPELL MOTHER")

GRAUER: (SINGING) K is for the knowledge that he gave me

HARRY: Y is for Yehudi who ain't here

SULLY: S is for the students, sweet and smiling

AUDREY: E is for the eggs we laid last year

JACK: R's for Rocky Mount, the place he comes from

GINNY: (NASAL) X is for the ^{space between his ears} ~~xylophone he can't play~~

ENSEMBLE: Put them all together, they spell Ky - yser!

Our old Professor Kyser!

(BAND FINISHES OFF WITH "GOOD EVENING, FRIENDS" ...)

(AUDIENCE APPLAUSE)

KYSER: Such a vocal greeting, children, thrills me to my very marrow. But -- but the second three scholars are here and ready to take their exams --- so step up my beautiful Freshwomen -- here is the first question.

(ADD SECOND QUESTION ROUND)

1. By naming a few songs for Harry Dery, of Waterbury, we'll unfold a mighty drama in which a young man rushed home, hugged his mother and said "Oh boy, Mom, this is a (PLAY). The mother said "Why, because tomorrow is Thanksgiving?" He said "No, I had Thanksgiving last Thursday. Haven't you heard the good news?" (PLAY). The mother shed a tear or two then said "Where's the bride?" With that the groom shouted "Come on in honey." "Mama". (PLAY).

2. Here are a few "Raymonds" all of which are musically inclined. Miss Jeanette Nicoloen of Louisville, Kentucky, wants you to tell us which are movie stars and which are orchestra leaders. Here they are: Raymond Scott; Raymond Navarro, Raymond Paige, and Gene Raymond. Which two have sung in pictures?

3. Let's identify an up and coming orchestra leader for William Crump of Fremont, Nebraska, (PLAY). Does Mitchell have a brother named Lew?

4. It's limerick time so for Miss Sally Hart of Tampa, Florida, we'll linger on a limerick or two and see if you can enlighten us as to who's the lad or lassie in each one of them:

~~Each Tuesday~~
^{Wednesday} Each ~~Tuesday~~, this "voice with a frown"
 Crusades to put criminals down
 His chief aide and spy
 Is named Lorelei
 And the scene of his action's "Big Town".

This block-head of sawdust extraction -
 An outstanding Sunday attraction -
 Holds his place on the knee
 Of the partner whom he
 Is driving to rapid distraction.

Is Charlie's program an hour - or half hour?

5. Here's our little white lie-detector for the co-eds (SOUND).
 Now here's one just like it for you, Miss_____. After we play the following song I'm going to make a statement and if there's anything wrong with the statement Bob Nestor of Portsmouth, Ohio, wants you to blow your little lie-detector. (PLAY). Now blow your lie-detector when you hear something wrong in this statement. That was Stormy Weather and is identified with Eddie Cantor. Is he now starring in a Broadway show?

6. Here's our "yep" and "nope" question. Miss Peggy Jean Shockley, of Tulsa, ~~who~~ wants me to name a few instruments. When I name one that is played like a saxophone - that is with a reed mouth-piece, and has keys on it, you say "yep". If it's not played like a saxophone you say "nope".
 Clarinet - Piccolo - Oboe - Cello - Bazuka.

ROUND TWO:(CONTINUED)

7. James Brennan of Hot Springs, Arkansas, reminds us that this orchestra leader composed his theme song which we are about to play-- See if you can name the song and the leader (PLAY). Did Bea Wain formerly sing with him?

8. At this very second we salute our silly symphony for this session. *you know last week we played morgie as Stephen Collins Foster might have conceived it.*

ISH: Pardon me, Kay, but speaking of symphonies, do you know why Beethoven didn't finish his "Unfinished Symphony?"

KAY: No, Ish Kabibble, why didn't Beethoven finish his "Unfinished Symphony?"

ISH: Because he didn't write it, Shubert did!

KAY: Now getting back to our silly symphony, we have taken ~~an~~ *a familiar* ~~old classic~~ *carbon melody* and we are about to play it the way a current popular American composer might have conceived it. Will you see if you can name the ~~classical~~ *carbon* piece-- then tell us what present-day composer ~~you think it sounds like.~~ *own slaying of this carbon piece* *brings to your mind.* (PLAY).

9. Back to Saturday's football clashes--Frank Walton of Eatonton, Georgia, says that TCU tackles SMU, Army plays Navy and out on the West Coast UCLA tackles U.S.C. -- and California plays Stanford. And down in Athens, Georgia, University of Georgia will be host to (PLAY). *Are they known as the Yellow Jacket?*

SOUND: (CLASS BELL...RINGING)

(SCHOOL BELL)

GRAUER: Stop your quibbling, Professor, and let the faculty start its scribbling.

KYSER: You said it, Dean Grauer--and without more ado the faculty hands me the handwriting on the wall which says officially that the honor girl of the second exam is:

(APPLAUSE)

KYSER: Dear Miss _____ -- with your precision you have won a decision, go light up a Lucky Strike and run up a bill by buying a frill for you've time to kill till we re-open this mill. Recess is here, so let's leave our alma mater and visit The Land of the Sky Blue Water.

7. ("SKY BLUE WATER" . . . PRODUCTION.)

(APPLAUSE)

(COMMERCIAL #3)

KYSER: Say there, Mr. Gabriel Heatter, how're we doing?

HEATER: You're doing so well, Professor that I want to put on a little quiz of my own. Will someone answer this question for me?..What makes some tobaccos so much more expensive than others? ^{Down at} ~~And~~ that auction in Madison, where we saw Lucky Strike pay 33 dollars a hundred pounds, other cigarette tobaccos were selling for ten or twelve dollars less.

RUYSDAEL: Well, I think I can give you the answer to that, Mr. Heatter. Today, everybody wants a mild, light smoke. So naturally, the finer, lighter, milder tobaccos cost more. Lucky Strike wants - and pays for - and gets that milder leaf. We know where it's grown, for we continuously analyze tobaccos all during the growing season. We also know how much of it is coming up for sale at each market. Then we pay the necessary higher prices for it. Remember - you get what you pay for and Luckies pay the price for real mildness - the natural mildness of finer, lighter tobaccos. So smoke the smoke tobacco experts smoke... With men who know tobacco best, it's Luckies 2 to 1!

8. ("MAYBE" BABBITT AND ORCHESTRA)

9. ("WE THREE" SIMMS AND ORCHESTRA)

(FANFARE:)

11/27/40

GRAUER: The final exam!.. ~~Brawn and beauty-- a tangle-wangle~~
~~for the financial fudge and top degrees... groans are~~
~~everywhere as boy meets girl-- as man meets maid and...
into it all with a glint in his eye and a soul-shaking~~
~~sigh comes that Rocky Mount guy -- Kay Kyser.~~

(MOUTH SIREN)

KYSER: Ah, my two love birds who are about to graduate --

(ADD FINAL EXAM)

11/27/40

FINAL ROUND:

1. Of all the songs we play, I'm sure that we'll all agree that none are more beautiful or inspiring than America's patriotic songs. So tonight we'd like to devote our final round to some of them. First, we'll play two marches -- one is "The Washington Post" and the other "Hail to the Chief". Miss June Callahan of Wichita, Kansas, wants you to tell us which is which. (PLAY) (PLAY). Which one of those is always played when the President enters an assembly hall or any place where music is part of the ceremony?

2. Allen Freeman of Long Island City, New York, is sure you'll be able to give us two names for this one (PLAY). Congress didn't officially make the Star Spangled Banner our National Anthem until 1931. Yet the words were written during the War of 1812 by whom?

FINAL ROUND: (CONTINUED)

3. Here's one of the loveliest yet the least played of all our patriotic numbers. See if you can name it for Miss Mary Van Arsdale, of Shreveport, La. (PLAY) ^{name this patriotic song? (Play)} ~~Did Irving Berlin write~~
~~"I Am An American"? Is there "A Ballad for Americans"?~~

4. Bill Platt of Tama, Iowa, asks the title of this familiar patriotic march (PLAY). Did Arthur Pryor - Edwin Franko Goldman - E. E. Bagley or John Phillip Sousa write it. ~~How many stars in the Stars and Stripes?~~

SOUND: (CLASS BELL RINGING)

GRAUER: The exams are over.

(CHEERS)

KYSER: Yes, scholars --- your fate is in the hands of our faculty and as they dicker in the bicker room --- I invite you to listen to Dean Grauer's brief dissertation on the golden leaf.

GRAUER: Smokers, let me remind you that Luckies pay higher prices to get the finer, the lighter, the naturally milder tobaccos. Before Luckies buy tobacco, samples of the crop are analyzed and our buyers are guided toward the genuinely mild leaf and they pay the price to get it. No wonder that with independent tobacco experts --- with men who know tobacco best it's Luckies 2 to 1!

(PANFARE:)

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KYSER: The faculty has decided --- and their dictum is that the honor scholar of the week ---- the razzle dazzle pupil is----

(APPLAUSE)

KYSER: Ah dear _____ you are so smart your hair parts itself ----- with your noble-prize noggin you ^{about} have run off with the gravy ---- this first prize of ~~\$35.00~~ ^{50.00} _{one} ----- go to the nearest travel bureau and study time-tables. To you, dear second placer ---- the old school grip and this second prize of \$20.00 --- to the other four scholars ten dollars each and to all a carton of Luckies. Then to each and every member of our student body here tonight -----, for those cheers ---- and old school spirit, a package of better-than-ever Lucky Strike cigarettes.

(~~THE RANCHO GRANDE~~ ORCHESTRA)

(THEME: *Lucky Day*)

KYSER: Well, das all chillun --- the old school wraps itself up in its cap and gown and goes window shopping through the town till we ~~gather at the river and dunk a new set of candidates~~ next Wednesday night at the same time. ~~In the meantime, give your bump of knowledge a little pleasant message by attending Information Please Friday night on most of these stations, and Your Hit Parade, Saturday night on another station. And now students, remember the address for questions to the old professor is Kay Kyser --~~ 480 Lexington Avenue, New York City. So until next Wednesday, we'll be thinking of you. This is Kay Kyser sayin' thanks for bein' with us ... and ... so long, everybody.

(LUCKY STRIKE TIME)

(APPLAUSE)

GRAUER: The famous tobacco auctioneers heard on tonight's program were Mr. F. E. Boone of Lexington, Kentucky, and Mr. L. A. (Speed) Riggs of Goldsboro, North Carolina.
 (SONGS CREDITS, IF ANY)
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