

Mr. S. R. Weavers, Jr.
2/1/39

as broadcast

W E A F

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

(44th Program)

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

FEBRUARY 1, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer ...

RIGGS: (CHANT) 1st Sale ... 31 - 36
2nd Sale ... 32 - 37

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

GRAUER: Remember - "SOLD AMERICAN" means fine tobaccos for your
Lucky Strikes! That's why with independent tobacco experts
- with men who know tobacco best, it's Luckies - two to one!
Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN" 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!

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(KYSER TERME ORCHESTRA)

(APPLAUSE)

KYSER: Evenin' folks, how y'all? ~~As the wise men say,~~ History ~~is~~ repeating itself tonight, ^{as} ~~and~~ we greet you again from the dizzy magnificence of our sky-scraper classroom in Times Square, New York City. Before me, ^{shine} the faces of our student body ~~shine up~~ - and over there in the corner is our self-conscious sextette ... I mean the six scholars who were chosen at random from the rest of the students to represent the brains, brawn and beauty of the assemblage. They will compete for those ninety-five dollars in prizes in our musical quiz, ^{a little} later on, but before that, I invite you to a bit of high-fallutin' folderol - a ^{shimmy} ~~shimmy~~ on the shingle - ^{what} I mean, ^{is} let's dance, chillun - I say, let's dance!

1. ("ANYTHING GOES" ORCHESTRA)

(SEGUE TO:)

2. ("DEEP IN A DREAM" SIMMS & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

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COMMERCIAL #1

BOY: (CALLING) Telegram for Professor Kyser! .. Professor Kyser!

KYSER: Here I am, boy.

BOY: Professor Kyser? .. Telegram for you, sir. Will you sign?

KYSER: Is it collect?

BOY: No, sir.

KYSER: Okay! (PAUSE)(SOUND OF TEARING OF PAPER) Well now, what do you think? It's from our good friend F.E.Boone, the tobacco auctioneer. Dean Grauer, suppose you read it to us all.

GRAUER: Well, everyone, it's from Lexington, Kentucky, where Mr. Boone is now busy selling tobacco. Here's what he says ... (PAUSE) "Near end of season but sales still going fine. The tobacco Lucky Strike is buying proves that crops in recent years are better than ever. Regards to everyone" .. signed, F.E.Boone.

RUYSDAEL: Tobacco men everywhere tell us the same thing ... In the last few years, new methods developed by the United States Government have helped farmers grow cigarette tobacco outstanding in quality. As always, Lucky Strike has bought the Cream of the Crop. Aged and mellowed from two to four years, these better-than-ever tobaccos are in Luckies today. And so Luckies are better than ever. (PAUSE) Smokers ... have you tried a Lucky lately? Try them for a week and find out why, among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. This fact is established by sworn records that anyone may examine...with independent experts - with men who know tobacco best, it's Luckies 2 to 1! (PAUSE) Have you tried a Lucky lately?

(KYSER THEME IN 6/8 ORCHESTRA)

GRAUER: The Kyser theme rings out in a merry march, and a scholarly procession enters the hall of learning. First come the three judges in customary suits of solemn black, concealing the ninety-five dollars in prizes and disbursements up their sleeves. Then come the first three scholars, each bearing a light for the lamp of learning. But de gustibus non disputandum est! On your mark, get set ... and Oh, Kay Kyser!

(THEME UP TO END)

(APPLAUSE)

KYSER: Thank you, Dear Grauer, my pig-Latin ^{Petunia.} ~~bander.~~ The questions are in order, so here's a little target practise aimed at _____ of _____.

FIRST QUESTION ROUND

1. Mrs. E. Shields of Milwaukee, Wisconsin, wants you to identify the following orchestra leader and his theme song.

(PLAY)

2. This is certainly a week of prominent birthdays, so for Miss Mary Spiten of Chicago, Illinois, let's congratulate three prominent men whose birthdays are today - February 1st. First a leading man in the movies. Here are a few hints. ^{His home town is Casing, Ohio.} He likes Carole Lombard -- has big ears. Who is he?

It is also the _____th anniversary of the birth of the composer of "^{The Red Mill} ~~Because You're You~~", "^{Naughty Marietta} ~~When You're Away From~~ the Only Girl", and ^{also the song} "Ah, Sweet Mystery of Life."

KYSER:
(CONT'D)

And tomorrow the friends of a well-known comedian will say "Happy Birthday" and he will laugh something like this (HA, ha, ha, ha, ha, ha) and say "Tank you." What does that remind you of?

GRAUER:

(INTERRUPTING) Pardon me for interrupting, Professor, but there is one birthday you've forgotten.

KYSER:

What, yours, Dean Grauer?

GRAUER:

No, yours, Kay -- my scouts inform me that today is Founder's Day, for this broadcast marks the beginning of your second year on the air for Lucky Strike Cigarettes. And so, Professor, we of the faculty wish to mark this event with this little gift suitably inscribed -- a ripe red rosy apple for teacher!

(HEARTY LAUGHTER AND TUMULTUOUS APPLAUSE)

KYSER:

Thank you, Dean Grauer - say, ^{I appreciate this to the core and} I wish you corresponding students could see ^{it - a real eating apple about as big as I've} ~~this apple~~. It's about two feet high ^{over} ~~and a foot wide~~. Thanks again, Ben, for remembering this ^{seen.} the first anniversary of the College of Musical Knowledge for Mr. Lucky Strike, and, ^{Hunny, Harry, Sucky, Ish see she buys hope} ~~I can only hope that each~~ ~~succeeding year brings us as many new friends as this one~~ ^{has.} ~~has.~~ ^{to be right in there pitching for our students for a long time to come.}

(TREMENDOUS OVATION!!!)

3. Karl L. Culp of Marion, Indiana reminds us that tomorrow is ground-hog day and wants us to see how well-grounded you are on what ~~it is~~ ^{the groundhog} we all hope ~~he~~ doesn't see. We don't want to make a ^{big} ~~hog~~ of ourselves, so we'll just play three songs that have to do with the ground-hog's activities tomorrow. 1. As he comes out of his hole in the ground and starts snooping around this might be his theme song. (PLAY)

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KYSER:
(CONT'D)

Hey, hoggy old boy, run - for everybody's sake - run,
because (PLAY) Ah, too late - but maybe we're safe -
maybe he saw (PLAY).

4. More than a dozen prominent orchestra leaders have conducted YOUR HIT PARADE in the years this program has been on the air. Ralph Evans of Norwood, Ohio, says you should be able to name at least three of them.
5. Everything will be ducky-wucky with Miss Jane Walker of Princeton, Kentucky, if you will identify this next orchestra leader by his theme song. Listen. (PLAY)
6. This is your last chance to get in on the January display of the smartest things in the way of twisted song titles. Let's untwist them for Leslie Biebel of Cleveland, Ohio.
 1. Assault me with a light rose color.
 2. Pucker your lips and blow while you labor.
 3. At what time did you depart from the Pearly Gates?
7. This next song created somewhat of a furor a few years back and Miss Doris Caron of Manchester, New Hampshire would like you to name it. (PLAY) Now tell us who sang and danced this number and in what picture.
8. Here's a sporting question from Atlanta, Georgia. Miss Wilma O'Neal wants you to be a good sport and help us tie up the following sports with music. Is a man's basketball team a quartet, quintet or sextet? Now can you name a musical _____? Of what sport does the following bugle call and song remind you? (PLAY)

KYSER:
(CONT'D)

How many men comprise a hockey team? Would you say four, five or six? Can you name a musical ~~_____~~ that goes under the name of ~~_____~~?

9. See if you can ^{associate} name this good old song ^{with a certain radio program} for Walter Black of Carnegie, Pennsylvania. (PLAY) ~~Now name another song that has the name _____ in its title.~~
(ad lib about last Wed's appearance)

(BELL RINGING)

GRAUER: The bell doth toll - its echoes roll - 'tis the end of the round, Professor.

KYSER: Thank you, Dean Grauer. We are celebrating Ground Hog Day by having the Ground Hog's shadow as our guest judge. What does the Shadow say, Judges?

ISH: He won't talk, Professor.

KYSER: Come on, Shadow, just a few words.

VOICE: (CHAMBER EFFECT .. SINISTER) Evenin' folks, how're y'all? Hahahahahaha!

KYSER: Well, I guess that means six more weeks of winter ... but anyhow, here is a decision naming as our first round winner none other than _____!

(APPLAUSE)

KYSER: Congratulations, scholar, you have blossomed forth in true blue style, and your reward is this: you shall advance to the final round, there to strive for oodles of boodle - that thirty-five dollars first prize. To the rest of our students - relax from this terrific strain - light up a

or swing out under the campus moon -
~~Lucky Strike - or give ear to your Professor's dialectics..~~
I mean yets dance, chicken, yets dance.

~~Sashay, shag or stomp;
Wrastle, run or romp;
Or if you prefer, just get out and prance
Because it's time to say - "let's dance!"~~

3. ("I MUST SEE ANNIE TONIGHT" MASON & ORCHESTRA)

(SEGUE TO:)

4. ("HURRY HOME" BABBITE! & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #2 -

COMMERCIAL #2

GRAUER: Professor Kyser, you know what a "movie boner" is?

KYSER: Sure! It's a mistake made in the filming of a picture.

GRAUER: Well, we have a letter here from one of our correspondence students who thinks he's found a "movie boner" in Fred MacMurray's latest film for Paramount. The letter says: "The other day I saw Fred MacMurray in 'Men With Wings.' In one scene, Fred took a package of Luckies out of his pocket for a smoke. But that scene was supposed to be taking place right at the close of the World War ... and wasn't that before Luckies were first manufactured?"

RUYSDAEL: The answer to that ^{is} ^{is} ... there was no mistake. For Luckies were first on the market in 1917 ... and in a few months they had already become widely popular. The movie was absolutely right, too, in showing Fred MacMurray smoking Luckies. For, like so many other famous stars, Mr. MacMurray is a Lucky Strike smoker. When he first went to Hollywood, he ~~found~~ ^{discovered} that - with his voice so important in making pictures - he simply couldn't risk throat-irritation from smoking. So he picked Luckies. And as he himself told us recently, he feels that he can smoke as many Luckies as he likes ... because Luckies never bother his throat in the least.

What's the answer to that? Basil Cuppall?

GRAUER: ^{and} Here's the reason. Lucky Strike has an exclusive process known as "It's Toasted". This process takes out certain harsh throat-irritants found in all tobacco. With these impurities out, your Lucky Strike is naturally more mellow ... easy on any smoker's throat.

RUYSDAEL: Have you tried a Lucky lately? Try them for a week. Let your own throat judge how fine tobacco plus "Toasting" makes Luckies a light smoke, easy on the throat. Next time, ask for Lucky Strike.

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("LUCKY DAY" ORCHESTRA)

GRAUER: It used to be a simple situation,
But nowadays it's suffered much inflation,
Sometimes it comes when little bells are ringing
And sometimes when the little birds are singing.
But we do this by simple proclamation
Wake up, announcer, identify your station.

*** S T A T I O N B R E A K ***

GRAUER: Kay Kyser's College of Musical Knowledge moves into its
second semester of scathing scholastic skullduggery ... so
light up a Lucky Striek while the man and his band who gave
America singing song titles serenades you with more of that
famous "makes-you-want-to-dance" music!

5. ("JEEPERS CREEPERS" MASON AND ORCHESTRA)

(SEGUE TO:)

6. ("THEY SAY" SIMMS & ORCHESTRA)

(APPLAUSE)

~~GRAUER: "The time has come, the walrus said, to speak of many
things ..."~~

~~WALRUS: I WANNA GO HOME!~~

GRAUER: ~~You can't go home walrus~~ - Look all the doors - nobody must
leave this hall, for examination time has come to Kyser
College! The judges are on the bench ... the scholars are
strapped to their seats - three more students are put on the
educational griddle, and to the fore with a roar ...

(LION ROAR)

GRAUER: Thank you, Roar ... here comes ^{Professor} Kay Kyser!

(KYSER MARCH ORCHESTRA)

KYSER: Thank you, Dean Grauer ... welcome contesting scholars - we will take up our educational knitting and now _____ of _____ please purl two and drop four with this pointed question.

SECOND QUESTION ROUND

1. A certain orchestra leader wrote this next song and uses it to sign off the radio - not on, off the radio. Mrs. Dorothy Erwin of Barnard, South Dakota, wants you to name both the song and the leader. (PLAY)

2. Before our college is in session again some more important birthdays will have been celebrated, so let's see if we can't identify a few of them for Harry Dunkle of Greer, South Carolina. On February 3rd one of radio's most famous

characters might call up his ^{secretary} ~~girl~~ and say, "Hello, ^{Miss Blue, take a letter} is that ~~you~~ ^{just say thanks to all my friends for their birthday greetings} ? Well, I just wanted to say thank you for the beautiful birthday present you sent me - and the card you put in there she did touch my heart!" Who is he?

February 3rd is also the birthday of the composer of, among other things, a well-known Spring Song and a well-known Wedding March. Who is he? On February 4th the world will say "Happy Birthday" to the husband of Ann Morrow. He wrote a book called "We."

3. The best thing you can do is to feel free to step up here and answer this question as if your life depended on it. Miss Aleene Wittmeyer of Montrose, Colorado, wants you to name this song. (PLAY) Now would you say that is the theme song of the program "Amanda's Party", "Hobby Lobby", or "Information Please."

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KYSER:
(CONT'D)

4. John Weaver of Gary, Indiana, reminds us that several orchestras have popular musical groups within the orchestra and these combinations are also well known -- for instance, we might take six of our boys and call them the "Six Silly Kyserettes." Let's see if you can identify three of these unique groups. Dolly Dawn and the Dawn Patrol are a part of what orchestra? And the Clambake Seven are identified with what well-known band? And who calls his group The Bob Cats?

5. Here's a beautiful song and it's the theme of a beautiful orchestra. Name both for Miss Connie Keeler of Barnard, South Dakota. (PLAY)

6. Here's our Right or Wronger for tonight, and it comes from Jay B. Hayes of Kansas City, Missouri. Just say "right" or "wrong" to the following statements:
 - a. Joe E. Brown is Tom Brown's father.
 - b. Toscanini directs a weekly symphonic broadcast.
 - c. Florence Eldridge and Fredric March are Mr. and Mrs.
 - d. Mary Pickford's husband manufactures silverware.

7. Listen to these two songs which are written about the same characters and tell Miss Betty Cummings of Seattle, Washington, which you think is from an opera. (PLAY)(PLAY) Now is it from "Man Without a Country", "Barber of Seville", or "Marriage of Figaro."

8. A little blind-folding is necessary before we can go on with this question from Alfred Maund, Junior, of Jennings, Louisiana. We don't want you to see, but we do hope you can hear very clearly and tell us what you hear. (PLAY) What song ~~were they~~ ^{was he} playing?

(M O R E)

KYSER: 9. Here's a question from Ginny Sims' home town, Fresno, California. Miss Helen Maltas and Ed Diefel ask you to name this next song. (PLAY) Now, can you name three other animal characters created by _____?

(BELL RINGING)

GRAUER: Time to give Manhattan back to the Indians and give a siesta to our panting contestants!

KYSER: *In other words,* Why, certainly, Dean Grauer. ~~As all, students - held fast while our learned judges meet in solemn conference to determine a verdict ... by the way, Deen - maybe you had better listen at the keyhole and see how our judges are progressing ...~~

GRAUER: Okay, Professor - I'm listening.

VOICE: (ECHO EFFECT) *I bid four hearts (Voice) I double.* ~~Yes, judge, as I read your palm this little line tells me that you are soon to meet your dream girl - she will be tall and slim with big green eyes and red hair. Oh boy!~~

(BOTH WHISTLE LONG AND EMPHATICALLY)

KYSER: *have finished a decision and* What a world! Thank you, Dean - our hard-working judges proclaim the winner of the second round to be none other than _____.

(APPLAUSE)

KYSER: Congratulations, dear scholar - in this shining hour you have proved yourself worthy of the diadem of academic excellence. ~~I give you the freedom of Kysor College to prepare for the final round.~~ Go, light up a Lucky Strike while our student body tosses aside bibs and tuckers and takes to tussling on the trembling terra - I declare a recess - a rassel and a rigorous razamataz - so, come on, yes, dance!

7. ("WANG WANG BLUES" ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #3 -

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COMMERCIAL #3

GRAUER: Professor Kyser, did you ever ~~use to~~ play hockey from school?

KYSER: Why .. Dean Grauer .. what a question to ask ^{the old} Professor! Right in front of his class, too!

GRAUER: Well, I see that, like most of us, you have played hockey, Professor! So I guess it's all right to tell you the true story of what happened to a young Southern lad a number of years ago. This boy - George Swinebroad of Lexington, Kentucky - actually ~~played~~ played hockey from school in order to get his start doing this ...

(CHANT - 8 SECONDS - NO "SOLD AMERICAN")

GRAUER: Yes, when George Swinebroad was only 17 years old, he made his first tobacco sale. He has been an auctioneer ever since - and famous in his work. Now Mr. Swinebroad sells tobacco to all cigarette companies on an equal basis. So listen to what this independent tobacco expert said recently about cigarettes ...

MAN: I've sold about 50,000,000 pounds of tobacco and on all the markets I've covered I saw Lucky Strike buying the better grades of leaf. That's why I started smoking Luckies 14 years ago.

RUYSDAEL: Mr. Swinebroad is typical. Sworn records show that an overwhelming majority of independent tobacco experts agree with him in his choice of Luckies. Have you tried a Lucky lately? New methods developed by the United States Government have helped make recent tobacco crops better than ever.

(M O R E)

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RUYSDAEL:
(CONT'D)

As always, Lucky Strike has bought the Cream of the Crop.
And so Luckies are better than ever. Prove this to
yourself. Try Luckies for a week. Next time you buy
cigarettes, remember - with independent experts ... with
men who know tobacco best, it's Luckies 2 to 1!

8. ("I GO FOR THAT" RABBIT AND ORCHESTRA)

(SEGUE TO:)

9. ("TWO SLEEPY PEOPLE" DUET & ORCHESTRA)

(APPLAUSE)

(F A N F A R E)

GRAUER: The Final Round! ^{and it's easy as} ~~Yes, and in the immortal words of that great patriot - that eminent citizen - that great scholar - our founding father of Kyser College - "it's Jazz, children - old debbil jazz!" But I say it's duck soup - old debbil duck soup - so come on in, kids, and take a quack at that 35 bucks for here he is - that Don Cossack of ^{the} Civilized Cerebration, Kagey Kay Kyser!~~

(WHISTLE AND POP)

KYSER: Thank you, Dean Grauer, you fugitive from a - Time Capsule! Greetings, Gates - let's interrogate. Here's the first question sent in by _____ of _____ who wants you to tell us ...

FINAL QUESTION ROUND

1 Mrs. Bunny Tewksbury of Houston, Texas, asks if this next song is "Souvenir", "Habenera", "Papillions", "Humoresque".
(PLAY) Now, is it from the opera "Rigoletto", "Martha", "Carmen", "Faust", or "Schnevegooretchka."

2. Here's one from Cleveland, Ohio. Donald Adams reminds us that there have been several popular songs written, the titles of which mean "Goodby" in various languages. For instance, ^{a song called} carbohic acid means "goodby" in any language.
Can you name three of them?

(M O R E)

KYSER: 3. Here's a cutie from Betsy Overton of Towanda, Pennsylvania.
 (CONT'D) She wants me to name a few famous sets of brothers and as I name them you tell us with what you associate their names -- Comedy, Chautauqua, Headache Pills - or whatever they are famous for. 1. Ringling Brothers. 2. Ritz Brothers. 3. Smith Brothers. 4. Marx Brothers. Now tell us how many Marx brothers there are -- one, two, three, four, five, six, seven or eight?

4. You'll have to put both your ears to work on this one from Ted Steale of Bryn Mawr, Pennsylvania. We're going to play two songs at one time and you have one ear listen for one and the other ear listen for the other and tell us the titles of both songs. (PLAY)

(BELL RINGING)

GRAUER: Flash! Mrs. McGinty called and wants her kids home for supper!

KYSER: Why certainly, Dean Grauer - das all students - class is suspended awaiting word from our learned judges. ~~By the way, anybody seen our judges?~~

VOICE: ~~There's only one left and he's got his beard caught in a chewing gum machine!~~

KYSER: ~~Well, put in a penny and get our decision.~~

~~(COIN EFFECT ... WHIR AND PLICE)~~

KYSER: *ah, the wait is over and the weighty*
~~Thank you, judges -- your mint-flavored~~ decision says that none other than _____ is the big winner of the evening.

(APPLAUSE)

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KYSER:

I salute you, my dear scholar - ~~your learning your~~
~~erudition~~ - your facility for split-second thinking in a
 crisis has proved your merit, ~~to high honors.~~ You have
~~proved, that as~~ *now as* you go forth into the great world, you, too,
 will be able to understand an income tax form. ~~Oh, this~~
~~is a notable occasion~~ and I hereby sweeten the cup of living
 with a little financial sugar - this \$35 first prize. To
 you, dear second placer, this consolation of \$20 and to
 our four other contestants, ten dollars each. To all six -
 a carton of Luckies ~~each~~ and finally to each and every
 member of our student body here tonight for those hearty
 ad libs and gay manifestations of the old school spirit -
 a package of Lucky Strikes.

(APPLAUSE)

10. ("FROM NOW ON" ORCHESTRA)

(SEGUE TO:)

11. ("MY REVERIE" ORCHESTRA)

(APPLAUSE)

KYSER:

Now, students - ~~before we hear the Valedictory address~~ - I
 call upon Dean Grauer.

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GRAUER: Here's a question with a reason, smokers ... Have you tried a LUCKY lately? This is why we ask: Recent tobacco crops have been better than ever. As always, Lucky Strike bought the Cream of the Crop. These finer, lighter, more fragrant tobaccos have been thoroughly aged and mellowed and are in Luckies today. So Luckies are better than ever. Start tonight and try Luckies for a week. Let your own taste tell you why ... with independent tobacco experts - with men who know tobacco best, it's Luckies two to one. Have you tried a Lucky lately?

("LUCKY DAY" (TAG) ORCHESTRA)(FADE ON CUE)

KYSER: (ON CUE:) Well, das all, chillun - das all ... and school is out until next Wednesday night. Now scholars, if you have any questions you want answered, why send 'em right along to me - Kay Kyser - at 480 Lexington Avenue, New York City. And ^{by the way,} if you want to keep up your homework in musical knowledge, your old Professor suggests you listen in to YOUR HIT PARADE every Saturday .. with Lanny Ross, the Raymond Scott Quintet, and Mark Warnow's Orchestra. So until next Wednesday night when class convenes again, this is Kay Kyser sayin' - thanks for being with us - and so long, everybody.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

GRAUER: The famous tobacco auctioneer heard on tonight's program was Mr. L.A. (Speed) Riggs of Goldsborough, North Carolina.

ANNCR: (SONG CREDITS:

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