

as broadcast

Mr. Weaver

2/8/39

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

W E A F

(45TH PROGRAM)

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

FEBRUARY 8, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer

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

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

GRAUER: Remember - "SOLD AMERICAN" means fine tobacco for your
Lucky Strikes! That's why with men who spend their
lives buying, selling and handling tobacco--with independent
tobacco experts - 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!

(KYSER THEME: ORCHESTRA)

(APPLAUSE)

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KYSER:

Evenin' folks - how're ya all? We're gathered again in class formation beneath the old school flag flying high above the thunder of Times Square - New York. Yes, the flags are flying and the drums are beating in the old school tonight for this is the night we dedicate ourselves to the memory of the Buffalo Nickel and by proclamation of the Board of Trustees we celebrate its passing as "Buffalo Nickel Day." Six blue-eyed scholars are sitting on my right ready to take their examinations for higher musical honors, ^{and} ~~and the exact sum of nineteen hundred~~ Buffalo Nickels in prizes - in other words, \$95. in prizes. But now, let's get the old school opened up - let's mingle on the campus -- mess round the mansion -- dangle round the down-beat and heads or tails - yes dance!

1. ("F.D.R. JONES" ORCHESTRA)

(SEGUE TO:)

2. ("I HAVE EYES" SIMS AND ORCHESTRA)

(APPLAUSE)

***** (COMMERCIAL #1) *****

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COMMERCIAL #1:

GRAUER: Professor Kyser, I know of a very attractive young lady down in Pamlico, South Carolina who--

KYSER: Ah! Introduce me, Lochinvar Grauer!

GRAUER: I said I know of her, Professor. For Miss Christine Munn is not only attractive.. she's a very successful tobacco grower. Although she knew little about tobacco cultivation when she first inherited her farm from her father some years ago, ~~she~~ she has since made good use of the help of the nearby Government Experiment Station. The very first year she went to the Station for advice, she grew tobacco of so much better quality that she averaged between \$50 and \$100 more an acre than she had ever made before.

RUYSDAEL: And Miss Munn's case is typical of the improvement of tobacco all through the Southland. Even the most experienced tobacco growers are benefitting by the new methods of tobacco cultivation developed by the United States Government, the States and the Universities. So successful has been this teamwork that tobacco crops of the last few years have been better than ever. And Lucky Strike, as always, bought the Cream of the Crop. That's why we ask...have you tried a Lucky lately? These finer and lighter tobaccos, aged and mellowed from two to four years, are in Luckies today. So Luckies are better than ever. Try them for a week. Learn for yourself why only Lucky Strike can make this statement:

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GRAUER: Among independent tobacco experts, auctioneers, buyers and warehousemen, 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.

RUYSDAEL: Have you tried a Lucky lately? Next time you buy cigarettes, remember...with independent experts - with men who know tobacco best, it's Luckies 2 to 1!

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("LUCKY DAY" ORCHESTRA)

GRAUER: Examination time has come and our first three contesting scholars are wheeled out within firing range...our judges are ready to judge and ~~700~~ Indians on Buffalo Nickels (thirty five dollars ^{worth of}) are under armed guard ready to join the big winner tonight in his campaign against personal poverty -- YES -- everything is set to bring him on -- that invincible investigator of inaccuracies -- Kay Kyser!

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: Thank you, Dean Grauer, you paint a thrilling canvas.... step forward, my dear student -- this is not Custer's last stand -- 'tis but the beginning of the educational massacre. I'm asking you ~~on behalf of~~ _____ to answer this first question.

(FIRST QUESTION ROUND)

1. You're going to feel kind of lonesome if you can't tell James Johnstone of Marion, Kansas, whose theme this is and the name of the song. (PLAY)
2. Let's team up with Bernice Phillips of Watertown, New York, for this next one and see if you can't name the three well-known teams she has in mind. This first team - girl and boy - have played together in two airplane pictures. Who are they? The voices of these next 2 blend together beautifully and they have teamed up in several operettas and musical pictures. (3) A comedy team - man and wife - on the radio ^{Sunday nights} together and formerly in vaudeville together.

(more)

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3. Name this song for Mrs. J C Echels of Beaumont, Texas.

(PLAY) Now, name a person with () in his name - a song with () in its title - and a singer named ().

4. Here's one from ~~Jackson, Mississippi~~ ^{Hartford, Conn., and by the way, we're opening at the Hartford, Conn. State Theatre in Hartford tomorrow for 6 days, rescheduling here in time for our broadcast next Wednesday.} Miss Elizabeth Barrett wants you to name 3 stringed instruments that are played with a bow.

5. Another orchestra theme song. Tell ~~James Bellway~~ ^{Miss Jane Volske} of ~~Long Beach, California~~ ^{Pomona College}, whom this song identifies. (PLAY)

6. Here's our Right or Wronger for tonight and Mary Ausley of Wilmington, North Carolina, says don't take long to say right or wrong, as hesitation produces the gong.

(1) Bob Burns is from Missouri. (2) The song, "Beautiful Ohio", was written about a river. (3) Bea Wain and Andre Baruch are Mr. and Mrs. (4) Pathe News is identified by the roar of a lion.

7. At the suggestion of Fred Barber of Washington, D C, let's listen to this beautiful folk song (PLAY) Now, what's the name of it? And tell us what country you associate that song - Germany, Italy, France, Scotland or America?

8. Miss Victoria Albers of Ft. Loramie, Ohio, has asked us to blindfold you and then she wants you to identify the instrument you will hear and no fair peekin' under the blindfold. Now, listen (PLAY) What was the song he was playing?

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9. Here's one of Irving Berlin's hit songs that was first presented in the show, "As Thousands Cheer," and ^{recently} later in a picture. Richard McCarthy of Philadelphia, Pennsylvania, wants you to name it, tell us who sang it and in what picture. (PLAY) Now, did the same () sing it in the show?

(ENTER GRAUER RINGING BELL)

GRAUER: Recess - recess, Professor..

KYSER: Thank you, Ben Grauer - das all, students -- lay aside your thinking caps now and while our judges seek that decision let's listen to our prize composition of the week.

ISH:(DEADPAN) I am a nickel...I was born in the mint...and ~~all I can say~~ ~~is~~ if I had more cents I'd be a dime!

KYSER: Thank you, nickel -- and now the judges proclaim the winner of the first round to be _____.

(APPLAUSE)

KYSER: Congratulations, dear scholar - you now have the right to enter the final round and a fifty percent chance to take home \$35, or 700 Buffalo Nickels, as a souvenir. I advise you to study hard - light up a Lucky Strike and go away from the rostrum while recess is declared -- So come on, kids -- take a stance - come out of your trance - here we go - come on, yes dance!

3. ("SHADRACH" MASON AND ORCHESTRA)

(SEGUE TO:)

4. ("YOU MUST HAVE BEEN A BEAUTIFUL BABY" BABBITT & ORCHESTRA)

***** (COMMERCIAL #2) *****

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GRAUER: Professor Kyser... advance bravely to the podium, sir and tell us whether the movie star, Sally Eilers, is noted in Hollywood for...her ~~art objects~~ ^{paintings}...her hats...her menagerie or her flaming interest in sports?

KYSER: Ah...uh....I'd say for her beauty, Dean Grauer.

GRAUER: (AMUSED) Well, yes. But her interest in sports stands out, too.

RUYSDAEL: Miss Eilers herself made an interesting comment about that not long ago. I'd like to read it to everyone because, as we know from her friends, Miss Eilers is a steady Lucky Strike smoker and this helps explain why. She said (PAUSE) "Making a picture is obviously a strain on my throat. But even in my off hours, I keep my throat busy...cheering for a favorite horse to come in at Santa Anita...yelling while a track star breaks the tape at the ~~Coliseum~~ ^{Olympic Stadium}. Since my voice is all important in my work, my throat is grateful for a light smoke...and by that I mean Luckies. No matter how many I smoke, ~~I find them a boon to my throat.~~ ^{Luckies never bother}"

GRAUER: You see, smokers, Lucky Strike has an exclusive process known as "It's Toasted". This process includes use of the ultra-violet ray - a rich "toning up" of the tobacco used only by Lucky Strike. The concentrated sunshine of the ultra-violet ray adds extra mellowness to every Lucky Strike. "Toasting" also takes out certain harsh throat irritants that are found in all tobacco. With these impurities out... and the concentrated sunshine in...your Lucky Strike is naturally more mellow.

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RUYSDAEL: Have you tried a Lucky lately? Try them for a week. See for yourself why so many outstanding stars of motion pictures, opera, stage and radio...people whose voices are their fortunes...smoke Luckies. Yes, let your own throat prove to you that "Toasting" - and extra-sunshine mellowness - make Luckies a light smoke, easy on the throat. Next time, ask for Lucky Strike.

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("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

GRAUER: While cap and gown, student and scholar hobnob with faculty and friend in the old school house high above the asphalt -- we pause briefly for station identification.

(STATION BREAK)

(END MUSIC)

GRAUER: Kay Kyser's College of Musical Knowledge enters its second semester of scholastic syncopation and campus competition -- so light up a Lucky Strike while the man and his band who gave America singing song titles brings you more of that famous "makes-you-want-to-dance" music.

5. ("SWEETIE PIE" ORCHESTRA)

(SEGUE TO:)

6. ("UMBRELLA MAN" DUET AND ORCHESTRA)

(APPLAUSE)

GRAUER: A thundering herd of buffalo nickels tramples the campus!

~~(SOUND STAMPEDE)~~

The three scholars of the second round are running for their lives. They may escape the buffalos, but they can't evade the old Professor, for here he comes with a fresh batch of questions -- the Demagog of Doomsday -- Kay Kyser!

(KYSER THEME IN 6/8. ORCHESTRA)

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KYSER: A pretty picture, Dean Grauer -- but the students grow cold in the outer darkness. Come, _____, shed some light on this first question.

(SECOND ROUND)

1. Here's a well-known orchestra theme, but it's such an obvious one we have kind of doped it up to make it harder for you to recognize it. Fool Miss Marie Beattie of Yonkers, New York, and tell her the name of it and whose theme it is. Listen: (PLAY) Now, how many years would you say he has been on the air for the same sponsor.
2. Let's take the good old name of Taylor and kick it around a bit for Miss Merle Sheaffer of Pittsburgh, Pennsylvania. One Taylor is a leading man in the movies. Another is an actress and a former wife of a former heavyweight boxing champion. And the third one we're thinking of has composed operas and is a well-known musical commentator.
3. I wonder - you wonder and Miss Virginia Davis of Newport News, Virginia, says it will be a wonder if you name these next 3 songs which start with "I wonder."
(PLAY) (PLAY) (PLAY)
4. ~~Most all of us~~ like to know the words to our favorite songs so that we can sing along when the orchestra plays, ~~and so forth~~, so I'm going to have Lyman Gandee play the first 8 bars of one of 1939's ~~very big~~ hit songs, and Neil Hewitt of Erie, Pennsylvania, wants you to ~~either sing or recite~~ the words to the first 8 bars. (PLAY) Now, can you recite the first line of the lyrics to the "Star Spangled Banner."

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5. Here's the theme of a Negro orchestra leader who plays piano and has written some great songs, one of which is his theme song. Listen and tell Miss Jackie Snow of Orange, New Jersey, all about him. (PLAY)

6. I'll try to clip you with this extremely clever little quip from Miss Kay Carleton of Cleveland, Ohio. She wants you to pick out the first names of at least 4 orchestra leaders in this interrogation. "Hello, Russ, where did you bob up from? Be a good guy and tell us where you've been."

7. Here's a hit song from the picture version of "Roberta." See if you can name it for William Woolyard of Spencer, West Virginia. (PLAY) Now, would you say that's the theme of the dramatic serial program, Dan Harding's Wife, Jane Arden, Stella Dallas, or the Singing Lady?

8. Let's tear into these twisted song titles for Miss Ethel Moose of St. Louis, Missouri. Guess the correct titles to the following songs. (1) The tenth part of a dollar for a terpsichorean interlude. (2) Loiter for a spell. (3) The specific classification of a female that gentlemen do not have the capacity or the inclination for remembering.

9. What's the title of this composition, asks Mrs. Ruby Hargett of Ayden, North Carolina. (PLAY) Now, if that's (_____), what's this? (PLAY)

SOUND: (BELL RINGING)

GRAUER: Time out, Professor - the ^{second} round is over.

KYSER: Thank you, Dean Grauer - and now, students, take it easy

while we await a decision. Our guest judges tonight, are the two

~~VOICE: (IN RINGSIDE PARLANCE) Introducing the contender and
Flip yourself, judges - and turn up a decision.
Former heavy weight champion - Joe Buffalo.~~

SOUND: (coin in chute) ~~(APPLAUSE RECORD)~~

Kyser: ~~What is it? Soups or taepees?
And - in this corner the defender and champion -~~

VOICE: ~~ugh - me hears.
Hermann Indian.~~

~~Kyser: Very flippan't, judges, and you proclaim the winner
of the second round to be _____.
Shake hands - and come out fighting at the bell.~~

SOUND: ~~(BATTLE OF NICKLES IN A CAN GONG)~~ (Applause)

~~GRAUER: A draw! It's a draw, folks - just a second, folks, we
have our microphone in the center of the ring - and here
is Joe Buffalo - say something, Joe.~~

~~BUFFALO: (MOO)~~

~~GRAUER: And here is Hermann Indian.~~

~~INDIAN: Ugh - that's silly isn't it?~~

~~KYSER: Thank you, judges - you can't beat heads or tails - you
both proclaim the winner of the second round to be _____.~~

~~(APPLAUSE)~~

KYSER: A noble try has conquered, scholar - and you, too advance
to the final round to compete for the thirty-five dollars
first prize. But time's awastin', students - so light up
a Lucky Strike - or grab your girl and give forth on the
campus. Yes, it's time, chillun - so let's dance -- I say,
let's dance!

7. ("ST LOUIS BLUES" PRODUCTION)

(APPLAUSE)

***** (COMMERCIAL #3)*****

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COMMERCIAL #3:

KYSER: Now here's one for Dale Carnegie!

GRAUER: Yes, if the author of "How to Win Friends and Influence People" is listening in tonight, we have a story for him. It's a story that illustrates how business friendships are built by *this...*

RIGGS: (CHANT 8 SECONDS - NO SOLD AMERICAN)

GRAUER: A Georgia tobacco farmer drove his 6,000 pounds of tobacco over 400 miles!..all the way to Kinston, North Carolina... so that the tobacco auctioneer he admired most could sell it for him. The auctioneer who merited that kind of confidence was Joe Guthrell, of Kinston.

RUYSDAEL: And, smokers, you, also, can have complete confidence in Joe Guthrell's tobacco judgment for he has 23 years' experience behind him and is rated one of the finest tobacco auctioneers in Dixie. So, listen to something he said recently about cigarettes. (PAUSE) In my experience - at all times and at every auction - I've seen Lucky Strike buy the top grades of tobacco. That's the reason I smoke Luckies myself. (PAUSE) This simple statement of fact helps explain why the overwhelming majority of independent tobacco experts... buyers, warehousemen and auctioneers...agree with Mr. Guthrell in his choice of Luckies.

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GRAUER: Have you tried a Lucky lately? In recent years, new methods developed by the United States Government have helped make the last few tobacco crops better than ever. As always, Lucky Strike has bought the Cream of the Crop. So...Luckies are better than ever.

RUYSDAEL: Better than ever! Prove this to yourself by trying Luckies for a week. Next time you buy cigarettes, remember with independent tobacco experts -- men who spend their lives buying, selling and handling tobacco - with men who know tobacco best, it's Luckies 2 to 1!

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8. ("COULD BE" MASON AND ORCHESTRA)

(SEGUE TO:)

~~9. ("THIS CAN'T BE LOVE" BARRITT AND ORCHESTRA)~~

(APPLAUSE)

(F A N F A R E:)

GRAUER: The Final Round! Six scholars have jousted in the lists with the old Professor. Two of them have been proved worthy of the ultimate in musical learning and they have advanced to the finals. ^{So} But be wary and be merry, ^{I put} for ~~his nickel in the slot (Slot) and out comes Professor~~ ~~Here comes that Advance Man for a Riot Professor Key~~ Kyser!

SOUND: (WHISTLE & PDP)

KYSER: Thank you, ~~Dean Grauer~~ ^{Slugg} ^{I'm just in the nick of time} and stand forth _____
 Here is your first question.

(FINAL QUESTION ROUND)

1. Don't break your back on this one from C H Drew, Portland, Oregon, and don't get the blues if you can't tell the name of this song. (PLAY) Now, can you tell us who composed it? He also wrote "Heart and Soul", "Georgia On My Mind," "I Get Along Very Well Without You" and many others.

2. Here's one from Wilmington, North Carolina. Mary Corbett wants you to go into your dance and tell us which one of the following words is not the name of a dance: Schottische - Mazurka - Cantata - Maxixe - and Polka? If it is not a dance, what is it (_____).

3. Watch your P's and Q's and I'll give you an A if you tell Lillian Cain of Battle Creek, Michigan, what classical composers are known as the 3 B's.

4. Here's the theme song of Orchestra Leader Ace Brigade. Harold Smith of Seattle, Washington, would like you to name the song. (PLAY) Now, which of these 4 would you say composed it - Walter Kittredge, Stephen Foster, James A. Bland or Carrie Jacobs Bond?

SOUND: (BELL RINGING)

GRAUER: The curfew shall not ring tonight - but it did!

KYSER: And a good thing, too - for the students were just fresh out of answers. And now our judges ^{have the} ~~are reaching out for~~ a decision.

~~SOUND: (SLAP...SLAP)~~

~~KYSER: Get your hands away from there, judges. That's the prize money - but the grand winner of tonight's contest is~~

(APPLAUSE)

KYSER: Congratulations, my dear _____... you have won honor and acclaim this night. I clasp your hand, and place therein the equivalent of seven hundred Buffalo nickels... seven hundred rides on the subway...the thirty-five dollars first prize. To our second placer goes a double eagle - twenty dollars. Each of the other contestants receives ten dollars apiece...and to all six, a carton of Luckies. Finally, to every member of the student body here tonight - for those answers and that besting of palms...a package of Lucky Strike Cigarettes.

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10. ("IT'S DELOVELY" ORCHESTRA)

(SEGUE TO:)

11. ("DIPSY DCODLE" ORCHESTRA)

(APPLAUSE)

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

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10. ("IT'S DELOVELY" ORCHESTRA)

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(APPLAUSE)

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

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CLOSING ANNOUNCEMENT:

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 - warehousemen, auctioneers and buyers - with men who know tobacco best, it's Luckies two to one. Have you tried a Lucky lately?

(KYSER THEME: (TAG) ORCHESTRA)

(FADE ON CUE FOR:)

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 if you want to keep up your homework in musical knowledge, ~~your~~^{the} old Professor suggests you listen in to YOUT HIT PARADE every Saturday night...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)

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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)

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2/7/39