

Mr. S. L. Weaver, Jr.
2/15/39

as broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

(46th Program)

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

FEBRUARY 15, 1939

WEDNESDAY

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

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

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
- auctioneers, buyers and warehousemen - 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!

(KYSER THEME ORCHESTRA)

KYSER: Evenin' folks - how y'all?^{where} Rolled socks and long white beards meet face to face, ^{once} more as we greet you from our indoor campus which ^{high} has sealed the heights above Times Square in New York City. Over there behind a hedge of music stands ~~sit are~~ six ivy-covered contestants, ^{are} ready to take their examinations and step out with ninety-five dollars from the scholarship fund. But before they give vent to their versatility, I recommend a bit of bustling, rustling, tussling, muscling, hustling ... aw shucks, let's dance ... I say, let's dance!

1. ("ROSALIE" ORCHESTRA)

(SEGUE TO:)

2. ("THEY SAY" SIMMS & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

(COMMERCIAL #1)

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- KYSER: Now here's Dean Grauer with some facts about Dixie ...
- GRAUER: A few weeks ago, a New York research man was sent out to get the true facts about the recent improvement in tobacco crops. To do this, he went directly down South to interview the tobacco farmers themselves. And on his return, he reported ...
- MAN: I talked to 50 representative tobacco farmers in Virginia, North Carolina, South Carolina and Georgia. They agreed that tobacco in the past few years has been better than ever. And most of them told me that new methods developed by the United States Government, the States, and Universities, have been a big factor in the improvement of tobacco quality. Some of these farmers had actually succeeded in growing so much better tobacco that their incomes were increased 50, 75 and even 100%.
- RUYSDAEL: It is because of the finer and lighter cigarette tobacco grown in recent years that we ask smokers everywhere this question: Have you tried a Lucky lately? You see, during these finer-tobacco years, as always, Lucky Strike has bought the Cream of the Crop. Aged and mellowed from 2 to 4 years, these better-than-ever tobaccos are in Luckies today. And so Luckies are better than ever. Prove this to yourself by trying Luckies for a week. Then your own taste will tell you why only Lucky Strike can make this statement ...
- GRAUER: Among independent tobacco experts - buyers, warehousemen and auctioneers - 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.

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RUYSDAEL: Remember ... with men who know tobacco best ... it's
Luckies 2 to 1! (PAUSE) Have you tried a Lucky lately?

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("LUCKY DAY" ORCHESTRA)

GRAUER: I quote from the current annual fiscal binomial report of the trustees of Kyser College. Entrance requirements - that your number be drawn from a fishbowl. Total enrollment - six crafty scholars. Scholarships, endowments and miscellaneous - ninety-five dollars in long green, and Lucky Strike Cigarettes. Signed, sealed and delivered this blank day of blank, nineteen thirty-blank, by the blankety blank Professor Blank Blank.

(KYSER THEME IN 6/8 ORCHESTRA)

(APPLAUSE)

KYSER: Thank you, Blank, Dean of Blanks and money orders. Come, _____ of _____, don't draw a blank on your first question.

FIRST QUESTION ROUND

1. A well-known theme, a well-known leader - name both of them for Warren Beardslee of Morrison, Illinois. (PLAY)
2. ~~In a typewritten note from~~ Miss Marie Garcia of Tampa, Florida, she asks you to name a famous radio program that includes a theatre in its title. One that includes a railroad terminal. And what about one that has College in its title? (*ad lib Strand appearance*)
3. Our own Dean Grauer told me that he sent two girls - well at least two girls - the usual little message ^{yesterday} which asked "Will you be my Valentine?"

(M O R E)

KYSER:
(CONT'D)

~~The following two songs are answers that he received.~~

The first young lady emphatically ^{replied} said, (PLAY). The second young miss was a little undecided. (PLAY) Well, that's better than I did - all I got were comic Valentines ^{so I guess} ~~cause~~ (PLAY).

4. Last week we asked one of our students to name 3 stringed instruments played with a bow. Tonight, Miss Hope Simmons of Burley, Idaho, would like you to name three stringed instruments not played with a bow.

5. ~~Here's a good old standard song.~~ See if you can name ^{this old favorite} ~~it~~ for Ronald Van Hall of Buffalo, New York, and tell him what orchestra leader's theme song it is. (PLAY) The orchestra leader's name begins like the title of this song ~~starts~~, and ~~his name~~ ends like Frances Langford's husband's name, ~~ends~~.

6. ~~Tuck these twisted titles in your thinker, twirl them around and then give Perry Thomas of Tyler, Texas, the~~ ^{has tossed me} ~~connect titles to the tunes.~~ ^{a few twisted titles for you to exchange.} (1) I'll visualize you in my nocturnal reveries. (2) Is there any one who fears this large, wicked, dog-like quadruped? (3) Either make me the object of your affections or depart from my presence.

7. See if you can name this song for T.R. Watkins of Scranton, Pennsylvania. (PLAY) Did Oley Speaks write the music or the words? Also, can you name a movie star whose first name is (_____)?

(M O R E)

KYSER: 8. ~~In a moment you're going to hear several musical effects~~
 (CONT'D) ~~or contraptions, and~~ Miss Barbara Rein of Brooklyn, New
 York, wants you to shut your eyes and as you hear ~~the~~ ^{these musical}
 gadgets, see if you can name them and tell us with what
 country you would associate them. (PLAY)(PLAY)(PLAY).

9. One of America's most colorful and sparkling pageants is
 being given February 21st. Ray Norris of Baltimore,
 Maryland, would like you to tell us what it is. It's an
 annual event, (PLAY). This movement from the Mississippi
 Suite bears the name of the occasion. (PLAY). Now is
 it "Jubilee", "Cotton Festival", "Mardi Gras" or
 "Plantation Time."

(BELL RINGING)

GRAUER: The bell, Professor - and now, how about a thought for
 yesterday?

KYSER: All right, Dean ...

Roses are red, violets are blue

And sugar is sweet, my vision;

Our hearts let us twine on a Valentine

While the judges knock out a decision.

(Whistle + Pop)
 Well, here it is now. The judges say ...

On account of you, we got no dinner,

But Mr. _____, you're the winner.

(APPLAUSE)

KYSER: Oh, sweet and blissful moment, _____! You
 advance all nimbly to the final round, there to lunge at
 those thirty-five dollars first prize.

(M O R E)

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KYSER:
(CONT'D)

Relax, now, and light up a Lucky Strike, or join the rest
of the student body as they cavort on the campus carpet ...
let's dance, chillun ... I mean, let's dance.

3. ("JEEPERS CREEPERS" MASON & ORCHESTRA)

(SEGUE TO:)

4. ("THANKS FOR EVERYTHING" BABBITT AND ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #2 -

- 8 -

KYSER: Now, scholars, we'll have a few minutes with our Dean of...

(AS KYSER BEGINS TO SPEAK, EACH MEMBER OF BAND STARTS TUNING UP,
(DROWNING HIM OUT.))

KYSER: Hey! Hey! (BAND QUIETS DOWN) ~~How~~ - How do you expect me to talk over all that racket?

GRAUER: Professor Kyser, if a little thing like the band tuning up bothers you, you'd have a tough time getting by in Hollywood. Why, the last time I saw Clark Gable and Myrna Loy in a movie, they carried on a conversation over the roar of an airplane engine.

RUYSDAEL: That's an unusual example. But in their movie careers, talking into the sound cameras day after day, the big stars have a constant strain on their voices and throats. That's all the more reason why none of them can afford to risk throat irritation from smoking. When we first learned that Clark Gable, Myrna Loy, and a great many other famous stars of motion pictures, stage, radio and opera had smoked Luckies for years ... we went to them personally. And every one of them agreed on this important point: no matter how severely they tax their voices, Luckies never bother their throats.

GRAUER: You see, smokers, 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.

(M O R E)

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RUYSDAEL:
(CONT'D)

Let your own throat judge how the "Toasting" process makes Luckies a light smoke, easy on the throat. Next time you buy cigarettes, follow the example of so many famous stars whose voices are their fortunes. Ask for Lucky Strike.

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("LUCKY DAY" ORCHESTRA)

GRAUER: While the students sit tight, and the old Professor cuts a caper, our College of Musical Knowledge recesses briefly for station identification.

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

GRAUER: Back again for the second semester of Kay Kyser's College of Musical Knowledge ... so light up a Lucky Strike while the man and his band who gave America singing song titles brings us another downbeatful of that famous "makes-you-want-to-dance" music!

"From Now On"

5. (~~"THREE LITTLE WORDS"~~ ORCHESTRA)

(SEGUE TO:)

6. ("GET OUT OF TOWN" SIMS AND ORCHESTRA..)

(APPLAUSE)

GRAUER: Stop the music -put aside frivolity for by faculty decree this is the time for examination. The hall of learning is by courtesy of the ^{City Fathers} ~~New Amsterdam Roof~~ - the judges by courtesy of the State Parole Board - the ninety-five dollars by courtesy of the mint and our second set of three contesting students by courtesy of the local truant officer. So everything is here - what are we waiting for?

KYSER: (IN WINGS) How about me?

GRAUER: *How about who?*
Oh yes - that very soul of ~~courtesy and~~ Southern Hospitality - Kay Kurtesy Kyser!

(KYSER MARCH)

(APPLAUSE) - 11 -

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KYSER:

Thank you, Dean Grauer - step right up, scholars - before the shouting dies away one of you is going to be 50% nearer to our scholastic Social Security - that 35 buck first prize. So - give out big and fast.

SECOND QUESTION ROUND

1. Name this orchestra leader's theme song and the leader for Charles Duke of Fort Lupton, Colorado, and don't let your sentiment run away with you. (PLAY)
2. February ~~seems to be quite~~ ^{is} a month ~~for~~ ^{of} famous birthdays, and so for Mrs. Joseph Marshall of Providence, Rhode Island, let's see if you can identify ~~two personalities~~ ^{a few of them} ~~who celebrated their birthdays yesterday, and one whose birthday is tonight~~. Yesterday Kenny Baker and Rochester, among others, probably called up and said happy birthday to their radio boss, who's quite a comedian. Who? And yesterday was also the birthday of a young lady who's fast coming up in the movie firmament. She's the daughter of a sports authority, and her last name is thrown at most all weddings. And tonight is the birthday of one of the theatre's most distinguished actors and the husband of Elaine Barrie.
3. This next little brain teaser involves 2 songs, and Floyd Johnson of Chicago, Illinois, wants you to name both of them. (PLAY)(PLAY) Which of these two did Gershwin write?

(M O R E)

KYSER:
(CONT'D)

4. Here's an old wheeze that contains several musical terms. ~~Step, look and listen carefully and~~ ^{Name} at least 4 of them for Miss Isobel Coogan of Bryn Mawr, Pennsylvania. Here we go. When the streets are slippery, if you don't ^c look sharp, you'll ^{be} fall flat and ^{at} any time, if you would scale the heights of success, the key is to be natural.
5. Here's a theme that identifies a negro orchestra leader, and Mrs. Martha Fulmer of New Orleans, Louisiana, would like you to name the leader and tell us what instruments he plays. (PLAY) He is now playing at the Park Central.
6. Here's one from Boulder, Montana. It's our Right or Wronger for tonight, ^{from} ~~and~~ Miss Martha Ripley, ^{just say} ~~says to try~~ ^{right or wrong to} ~~with all your might to see the light and tell us whether~~ the following statements, ~~are wrong or right.~~ (1) Dale Carnegie wrote a book entitled "How to win friendships and influence Congress." (2) Ben Bernie and Phil Baker used to appear in vaudeville together. (3) "Anchors Aweigh" is the official U.S. Marine song. (4) Lily Pons, Gladys Swarthout and Helen Jepson once sang "Minnie the Moocher" together at the Metropolitan Opera House.
7. Here's a beautiful waltz of a few years back. See if you can name it for G.F. Rush, Jr., of Guthrie, Oklahoma. (PLAY) Now, can you tell us who sang it in what picture?
8. Lyman Gandee is going to play ^{a few} 8 bars of one of the most popular sentimental songs of all times and Miss Adele Reenan of Cincinnati, Ohio, would like you to name it and ^{then sing a few lines of it. (Sing)} ~~recite or sing the lyrics to the first 8 bars of this song.~~

KYSER:
(CONT'D)

(PLAY) ~~Now, can you recite the first line of America?~~

9. February 6, 1915, marked the opening of a great exposition in the city of (PLAY) Dick Randall of Berkeley, California, says the most popular song ~~in the air~~ at that time was (PLAY). On February 18th, this great city opens another great exposition, The Golden Gate International Exposition of 1939, or The Pageant of the Pacific.

(BELL RINGING)

GRAUER: Ps-st -- Professor -- Mrs. McGinty called up and wants her kids home in time for Mr. McGinty.

KYSER: Yes, das all, students -- and while our judges are tangling with a decision, I decree a rough and tumble rodeo -- I mean let's dance, students -- come on, let's dance.

(BAND TWO BARS OF INTRODUCTION AND STOP . . .)

KYSER: Hope that ~~I~~ didn't ^{mean you out} tire you out, students. But now the judges have twinkled out with a decision naming as the second round winner _____.

(APPLAUSE)

KYSER: Congratulations, dear student -- you are half-way to scholastic success and financial independence. Light up a Lucky Strike and study hard for the final examinations. Now, redess time has come -- so laugh and grin, shuffle and swing, follow the band and make it sing. Come on everybody ^{I really mean} yes dance!

7. ("DON'T BRING LULU" PRODUCTION)
(APPLAUSE) - COMMERCIAL #3 -

KYSER: Now here's Dean Grauer to tell you about a Senator - a Kentucky State Senator - a lot of whose public addresses have sounded exactly like this

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

GRAUER: (GOOD NATUREDLY) Maybe I'd better explain that the man referred to was not only a member of the Kentucky State Senate -- but is also by profession a very widely respected tobacco auctioneer. He is the Honorable John L. Cummins of Cynthiana, Kentucky. Mr. Cummins has been a tobacco auctioneer for 14 years ... dealing impartially with all cigarette companies but not connected with any. So his opinion about cigarettes should be of interest to every smoker. Recently, Mr. Cummins said ...

MAN: We are proud of the quality of our tobacco on the Cynthiana market. We are also proud that Lucky Strike has bought so much of the ripest finest leaf grown here in the heart of the Bluegrass. That's why I've been smoking Luckies myself for the last 15 years.

RUYSDAEL: Mr. Cummins is typical. Sworn records show that an overwhelming majority of independent tobacco experts - warehousemen, auctioneers and buyers - agree with Mr. Cummins in his choice of Luckies ... Have you tried a Lucky lately? With the help of the United States Government the last few tobacco crops have been better than ever in quality. As always, Lucky Strike has bought the Cream of the Crop. And so ... Luckies are better than ever. Try them for a week. Next time you buy cigarettes, remember .. with independent tobacco experts .. with men who know tobacco best .. it's Luckies 2 to 1!

8. ("THIS CAN'T BE LOVE" BABBITT AND ORCHESTRA)

(SEGUE TO:)

9. ~~("TWO SLEEPY PEOPLE" DUFF AND ORCHESTRA)~~

cut on air

(APPLAUSE)

(F A N F A R E)

GRAUER: Hats off, students!

(~~WHISTLE AND POP~~)

The Final Round is here. And beginning right now our two winners in the preliminary examinations advance front and center to stand before the lecture platform -- All is ready ... so ... sound your "A", Professor, and give the students the works.

(BAND TUNES AND KYSER SOUNDS HIS "A" IN BEST BURLESQUE OPERATIC STYLE.)

KYSER: Now, students, as Dean Grauer says - you get the works!

FINAL QUESTION ROUND

1. Here are 2 well-known songs identified with 2 well-known singers and personalities in the American entertainment world, and Frank O'Brien of Olympia, Washington, asks you to name both the songs and the singers. (PLAY)(PLAY).

2. Mrs. Marie Sellers of Auburn, Alabama, *asks you to* reminds us that *name 3 American patriotic songs besides* many of the Mrs's and Mrs's of radio have adopted babies, *The Star Spangled Banner.* and would like you to name at least 3 of them.

(M O R E)

- KYSER: 3. Here's our long-haired contribution ~~to this final ring.~~
 (CONT'D) ~~It comes~~ from Paul Moore of Brighton, Massachusetts, who
 wants you to name the operas from which the following well-
 known selections are taken. Quartet from _____.
 Sextet from _____. The Wedding March from
 _____. The Pilgrim's Chorus from _____.
4. ~~While we're on the subject of vagabonds,~~ Miss Lucia
 Harding of Charlotte, North Carolina, says ~~we shouldn't~~
~~pass up~~ this great song ~~which~~ was made famous in a certain
 show by a certain singer. (PLAY) He's ~~not~~ starred in "I
 Married An Angel."

(BELL RINGING)

GRAUER: By special arrangement with the Museum of Natural History
 this round is declared over.

KYSER: Thank you, Dean. Das all, students. That was a sporting
 finish -- hold everything while our judges reach a decision.
 Yes, here it comes -- and they declare the official, big
 money winner of the session to be none other than _____.

(APPLAUSE)

Congratulations, dear student. Your hair-trigger erudition
 has promoted you from the precarious edge of competitive
 existence to the sweet and rarified heights of financial
 solvency. I caress, decorate and otherwise enhance your
 palm with this first prize of thirty-five scholastic
 dollars -- to you, dear second placer, be consoled with this
 award of twenty dollars -- to each of the other four
 contestants, ten dollars each and to all contestants a
 carton of Luckies.

(M O R E)

KYSER:
(CONT'D)

And -- for our student body -- those eager and exemplary scholars in Kyser Hall -- for verve and hearty response -- on the house ... a package of Lucky Strikes to each and every one.

(APPLAUSE)

"Three Little Words"

10. ("~~FROM-NGW-ON~~" ORCHESTRA)

(SEGUE TO:)

11. ("MY REVERIE" ORCHESTRA)

(APPLAUSE)

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

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, buyers and auctioneers, 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 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)

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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 Goldsborough, North Carolina.

ANNOUNCER: (SONG CREDITS)

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