

Mr. J. L. Weaver, Jr.

as broadcast

2/22/39

THE AMERICAN TOBACCO COMPANY

WEAF

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

NO. 47

( ) ( )

10:00 - 11:00 P.M.

FEBRUARY 22, 1939

WEDNESDAY

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

BOONE: (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 . . . . .)

(APPLAUSE)

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KYSER: Evenin', folks - how y'all? Welcome to a patriotic session in the old school house in Times Square, where our class in Musical Knowledge is assembled to pay homage to the father of our country on his birthday. The spirit of George Washington spurs us on to new heights and the old classroom is decorated with cheery trees, little red hatchets and six scholars chosen at random from our student body-- no one of whom can tell a lie. We have also the usual \$95 in prizes -- stern questions sent in from all over the country, and right now we unveil our star spangled session of the Kyser College with a festive mazurka in the groove of '76-- that's the spirit -- follow the fife and drums -- swing your partner -- ~~last ones out~~ ~~see-hums~~ -- so, yes dance, students - yes dance!

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

(SEGUE TO)

(I HAVE EYES . . . . . SIMS & ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #1)

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COMMERCIAL #1

KYSER: Chillun, when we think of George Washington, I believe most of us picture him at Valley Forge ... and crossing the Delaware ... and fighting the battles of Trenton and Morristown and Yorktown. But Dean Grauer wants to point out another and quieter role played by our first President.

GRAUER: History tells us George Washington was also widely respected in his day as a Virginia planter. From bills of lading still in existence, signed in Washington's own hand, we know that he was one of the biggest tobacco exporters of his time.

RUYSDAEL: And, smokers, if George Washington could return and examine the tobacco crops grown in the past few years, he would be quick to appreciate the improvements made in tobacco. The United States Government itself, the States and the Universities have cooperated with the farmers in developing new methods of improving tobacco quality. As a result of this teamwork, recent tobacco crops have been outstanding in the 300 years' history of the industry.

GRAUER: These facts are behind our question to smokers everywhere... Have you tried a Lucky lately? You see, during the recent better-than-ever tobacco years, Lucky Strike, as always, has bought the cream of the crop. Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So ... Luckies are better than ever.

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COMMERCIAL #1 CONTINUED

RUYSDAEL: Try Luckies for a week and let your own taste tell you why only we can make this statement. (PAUSE)

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.

(PAUSE)

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

("LUCKY DAY" . . . . ORCHESTRA . . . .)

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GRAUER: ~~On this hallowed ground where once George Washington and the brave boys of '76 tussled with the Red Coats, we hold our patriotic contest for higher musical honors . . .~~ the first round is about to begin and three of our six contesting scholars advance to the rostrum with muskets cocked and ready -- our learned judges fly their beards from the ramparts, and ready to give the rascals a whiff of cannister and grape comes our professor Kay Kyser, beaming like the lantern in old North Church. Yes -- there's the whites of his eyes - so let him have it!

(KYSER THEME IN MARCH TEMPO . . . . ORCHESTRA . . . )

(APPLAUSE)

KYSER: Thank you, Dean Grauer -- gather round, students, and brush up your <sup>native</sup> ~~Yankee~~ shrewdness for here comes the first barrage of mind manglers from our corresponding scholars <sup>throughout</sup> ~~across~~ the <sup>lands</sup> ~~country~~. I'm asking the first question of --

(FIRST QUESTION ROUND)

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FIRST ROUND

1. Here's a theme you have heard on the radio for ten or more years, but we're not going to play it the way you're accustomed to hearing it, and Raymond E. Childers of Campton, Kentucky, wonders if you will be able to name the theme and the leader it identifies. (PLAY)

2. Here are some radio people who are also identified with moving pictures, and as I name them, Mrs. Bryant Christensen of Salt Lake City, Utah, wants you to tell us with what type of pictures you would associate their names -- comedy, newsreels, murder mysteries, drama, or what. Gene Autry, Edward G. Robinson, Jeanette McDonald, <sup>Low Lehr</sup> ~~Clara Gluck~~.

3. In celebrating George Washington's birthday today, Miss Muriel Smith of Asheville, North Carolina reminds us of a famous incident that we'll try to set to music <sup>for you</sup>. And you see if you can name the songs. This first number is a little far-fetched, but it's the closest we can get. (PLAY) George's father asks who did it. Little George replies "I confess I did it because --" (PLAY) Little George felt mighty good about having told the truth and went around singing (PLAY)

4. Here's one from East Cleveland, Ohio. Frank Pearse wants you to find the first names of at least four orchestra leaders in this sentence. The skinny bunny ate his fill an 'e was happy.

5. Get one jump ahead of Miss Mary Swaney of Radford, Virginia and tell her what orchestra's theme this is. (PLAY)

6. From Washington, D. C. comes our Right-or-Wronger for tonight, Say right or wrong -- quickly give us the truth and show Markus Ring you're an information sleuth.

1. ~~The most familiar portrait of Washington was painted by Gilbert Stuart.~~ *Mozart Vincent Thomas + Hansel all wrote melodies entitled "Halleluya!"*

3. ~~George Washington did not throw a silver dollar across the Potomac River at Mount Vernon.~~ *Mary Livingston + Margaret Livingston are the wives of Jack Benny + Paul Whiteman.*

2. The song "Martha" was written in honor of Washington's wife, Martha Washington.

4. George Washington wrote music, sang well and played the flute.

Addenda - Washington neither wrote music, sang it, nor played any instrument. ~~By the way, in 1938 Walter Johnson threw three silver dollars across the Rappahannock River at a point near the Washington plantation.~~

7. Since we don't have a mighty pipe-organ, the boys in the band are going to play this next well-known theme on their horns and Mrs. H. B. Crosby of Centerville, Massachusetts would like you to identify it.

(PLAY) Now can you name two more radio personalities who have military appellations before their names.

8. We'll have to blindfold you for a moment as Miss Wilma Lengenheder of Grand Island, Nebraska wants you to identify the instrument you're about to hear. All set? Now listen! (PLAY) What song was he playing?

9. As in all <sup>in</sup>armies, the soldiers ~~who fought under~~ <sup>army</sup> Washington had a favorite ditty <sup>ies</sup> they liked to sing. We're going to play snatches of three well-known melodies and Joe Williams of Amsterdam, New York, wants you to pick out the one Washington's soldiers did not sing, and also see if you can name the two they did sing. (PLAY) (PLAY) (PLAY)

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(ENTER GRAUER RINGING BELL)

GRAUER: Compliments of the Dean of Tempus Fugit, Professor -- the first round is declared over.

KYSER: Thank you - Dean - das all, students - the first question bee is over and in just a moment our judges will have arrived at a decision. Ah -- here come the British with a

(BANG BANG)

KYSER: Thanks, judges, for a bang-up decision. The winner of the first round is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Nicely done, dear \_\_\_\_\_, You are well equipped with erudite information and have now earned the right to enter the final round and take the stiff examination for that first prize of \$35. Take it easy now and light up a Lucky Strike while our class takes a brief recess -- class is out, chillun, so come on, let's yank around the yard -- let's caper round the campus -- yet's pick 'em up and lay 'em down -- come on you kids -- yet's dance!

3. ("CUCKOO IN THE CLOCK" . . . . MASON & ORCHESTRA . . . .)

(SEGUE TO)

4. ("HURRY HOME" . . . . BABBITT & ORCHESTRA . . . . .)

(COMMERCIAL #2)



COMMERCIAL #2

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KYSER: And now here's Dean Grauer who wants to give you a musical lesson from a rival institution of the College of Musical Knowledge ... Yes, sir, I mean the Metropolitan Opera House just 'round the corner!

GRAUER: This is really an operatic object lesson, Kay. I want everyone to listen and see if you can imagine a voice being called upon to perform a more difficult feat than this ...

(PAGLIACCI - VERY DIFFICULT PASSAGE - 15 SECONDS)

GRAUER: You probably recognize that passage from the opera "Pagliacci". - Now imagine a whole opera - a whole long series of operas - sung with those same amazing demands on the voice! ... It's no wonder that great opera singers take the utmost care of their voices and throats. Headliners like Gertrud Wettergren, Tito Schipa, Bruna Castagna, and Richard Crooks simply can't afford to risk throat-irritation from smoking. So you will be interested to know that all these stars and many others of the most famous in opera, concert, and radio have smoked Luckies for years.

RUYSDAEL: You see, Lucky Strike has an exclusive process that results in a light smoke, easy on any smoker's throat. This process, known as "It's Toasted", may be scientifically described as a "higher heat treatment". It involves the use of higher degrees of heat than ordinary in cigarette manufacture. It is a fact that all tobacco, ~~even the finest~~ <sup>all tobacco</sup>, contains certain harsh throat irritants. The higher degrees of heat used exclusively by Lucky Strike take out these certain harsh throat irritants. And that's why, after "Toasting", the tobacco is more mellow...Have you tried a Lucky lately? Try them for a week and let your own throat prove to you the advantages of the "Toasting" process. Next time, ask for the only cigarette that offers you this throat protection. Ask for Lucky Strike.

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"COULD BE" . . . . . MASON & ORCHESTRA)

(SEGUE TO)

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

(APPLAUSE)

~~(NBC CHIMES GIVE NETWORK CUE)~~ *We pause for station identification*

STATION BREAK (10 SECONDS COLD)

(ON CUE)

(KYSER THEME IN 6/8 TIME . . . . . ORCHESTRA)

GRAUER: (ON CUE) Kay Kyser's College of Musical Knowledge is officially in the second semester, ~~as the second set of three students prepare for their trial by microphone.~~ Light up a Lucky Strike as <sup>3 more students</sup> ~~they~~ advance to the plate to take a cut at the queries served up by the old Professor. The Judges are masked and padded, ready to call the strikes and balls -- and here he is -- our prudent Professor of the Musical Pitch -- Kay Kyser!

(THEME UP TO FINISH . . . .)

(APPLAUSE)

KYSER: That's pitching for me, Daffy Dean Grauer. But let's have \_\_\_\_\_ of \_\_\_\_\_ knock this one into the outfield.

(ADD SECOND QUESTION ROUND) *(ad lib)*

(SECOND QUESTION ROUND)

1. This immortal melody identifies one of America's best loved musical personalities. *Paul Towner of Pottstown, Pa* Mrs. N. W. Eaton of Hobbs, New Mexico, asks you to name both the song and the leader.

(PLAY) Can you tell us who composed it?

2. Some of radio's most popular personalities are also *with plenty of progeny* prolific parents, so *Mrs. N. W. Eaton of Hobbs, N. M. asks* ~~Paul Powers of Pottstown, Pennsylvania, presents this problem.~~

Can you name three people on the air who have at least four children each.

3. Those close to the father of our country have written of his sense of humor so I believe that he would have chuckled at this absurd little skit which deals with his crossing the Delaware. Miss Elaine Hanes of Brownsburg, Indiana, asks you to name the songs involved. As the boat headed out into the icy waters the people left on the banks sang (PLAY)

~~GUY: His name was George, not  
KYSER: (DISGUSTED) George in the  
Anyway there weren't any or any~~

However, the men began to sing (PLAY) -

About half way across one of the soldiers <sup>lead</sup> noted that General Washington wasn't feeling so well, and said "It Looks like George has indigestion" and the other soldiers replied "Ya, it must have been something" (PLAY).

If Cornwallis <sup>had</sup> ~~could have~~ heard that skit, he <sup>most likely</sup> ~~no doubt~~ would have surrendered in disgust without firing a gun.

4. This one from Miss Opal Hofer of Onida, South Dakota, is so simple it's already in the bag - but it's not a gag so don't let your mind lag, just tell us the difference between shag, stag and rag.

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5. It's not his birthday today, but the man having the same name as the title of this next song was a great fellow -- it's a fine song and the theme of a fine orchestra leader. Tell Owen Douglass of Callahan, Florida, all about it. (PLAY)

6. Miss Maxine Prime of Los Angeles, California, sent in a few song titles and on the way here they got all twisted so she wants you to untwist them and give us the correct names of these twisted song titles. (1) Spiritous beverages for a duo. (2) The state of not being surrounded by companions - or, without benefit of escort. (3) Communications from my cardiac region.

7. Here's one of the most beautiful of all operatic selections and Ward Olmstead of Minneapolis, Minn., wants you to tell us whether or not it's "The Last Rose of Summer," "My Heart At Thy Sweet Voice," or "I Dreamt I Dwelt in Marble Halls." (PLAY) Now would you say that is from Tristan and Isolde, Samson & Delilah, Porgie and Bess, or Ham and Eggs.

8. Shut your eyes for a moment and tell us what you hear. (PLAY) Now, Mrs. Charlie Taylor of Saltillo, Miss., would like you to name at least three other ~~well-known~~ <sup>pieces of</sup> \_\_\_\_\_.

9. Here is the title song of a musical show which was a satire or take-off on a presidential campaign, and Miss Billie Sparks of Wirt, Oklahoma, would like you to name it. (PLAY) The words, \_\_\_\_\_  
\_\_\_\_\_ are the third line of the lyrics to one of our best known patriotic songs. Can you name it?

SOUND: (BELL RINGING)

GRAUER: The end, Professor -- no more questions.

KYSER: Thank you, Dean Grauer -- and hold everything while our judges are getting hot on a decision. The moon darkens -- the earth trembles -- the Aurora Borealis plays around the sky. I see the decision written in fire, proclaiming the winner to be \_\_\_\_\_!

(APPLAUSE)

KYSER: Congratulations, \_\_\_\_\_, you have flat-footed nobly through this floogee, and I hereby deem you worthy of the big floy-floy of the finals. Relax, now, and light up a Lucky Strike while the rest of the scholars receive their task for the day. No pencils required, students, just <sup>your ears, or</sup> your feet and your attention, for now it's time to ~~dance -- so come on --~~

~~I mean, let's dance.~~ (shout, Jeeps, creepers, where'd you get those  
7. ("DARK EYES" . . . . . PRODUCTION) *Wink Eyes.*

(COMMERCIAL #3)

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Commercial #3

GRAUER: Professor Kyser, when you're telling the student body not to volunteer answers, what's that little warning <sup>word</sup> ~~phrase~~ you say to them?

KYSER: You mean ... (KYSER GIVES HIS USUAL JUMBLED "SOCK-DOL-ETC")

GRAUER: That's it, Professor. Now just what does it mean?

KYSER: Well - uh - if you don't mind, Dean Grauer, I'd rather not give away my professorial secrets! <sup>Instead</sup> Why don't you get Speed Riggs here to tell you what his spiel means ~~instead~~.

RIGGS: Why, ~~you know~~, Professor Kyser, there's no secret about that!

GRAUER: Nevertheless, Speed, why not give us a little demonstration of what the chant of the tobacco auctioneer really is, by slowing it down for us.

RIGGS: All right. I'll start out at the usual speed, but then I'll gradually slow it down and I think everyone will be able to follow the bids as I chant them.

(RIGGS CHANTS FAST TO SLOW - 8 SECONDS)

RUYSDAEL: The chant of the tobacco auctioneer is always just as plain as that to tobacco experts. It must be, for it is the spoken record of the bids as they are made. And everything at the auctions is always fair and above board. Tobacco sales are absolutely out in the open where all can see. That is why independent tobacco experts - warehousemen, actioneers and buyers - are such good judges of cigarettes. They know who buys what tobacco.

(MORE)

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Commercial #3 - Cont'd

RUYSDAEL: And sworn records show that an overwhelming majority of  
(CONT'D) these independent experts choose Luckies for their own  
cigarette. (PAUSE)

Have you tried a Lucky lately? New methods developed  
by the United States Government have helped make recent  
tobacco crops better than ever. Lucky Strike, as always,  
has bought the Cream of the Crop. And so, Luckies are  
better than ever. Next time you buy cigarettes...  
remember...with men who know tobacco best, it's Luckies  
2 to 1!

8. ("I GO FOR THAT" . . . . . BABBITT & ORCHESTRA)

(SEGUE TO)

~~9. ("OPERNELLA MAN" . . . . . DUST & ORCHESTRA)~~

(FANFARE . . . . .)

GRAUER:           The Final Round! Not six, not four -- only two scholars remain for the great scholastic conclave. The thirty-five dollars first prize is growing mouldy in the tuba and the judges are pawing the earth. So let's get on with it -- and here is Professor Kyser!

SOUND:            (WHISTLE AND POP)

KYSER:            Gracias, Grauer -- advance, contesting scholars. Yours is to do and not to die.

Mr. \_\_\_\_\_, here is your first question.

(FINAL QUESTION ROUND)



(FINAL QUESTION ROUND)

1. It's from our friendly neighbor - Canada. Wm. Chisholm of Toronto asks you to name this song, which was an old English folk song popular in Washington's time, and which some of our swing orchestras are playing today. (PLAY) Is that "enraptured I Gaze", "O Dear What Can the Matter Be" or "Beneath the Weeping Willow's Shade?"

2. ~~No doubt you're aware that all musical notes are lettered.~~  
~~A-B-C-D-E-F-G,~~ also I think we have all seen a <sup>sheet</sup> ~~piece~~ <sup>music</sup> ~~of music paper~~ with its lines and spaces on which the <sup>a-b-c-d-e-f-g</sup> musical notes ~~or letters~~ are placed. The <sup>notes</sup> ~~letters~~ <sup>or notes</sup> ~~which belong~~ in the spaces between the lines form a word and <sup>that word is</sup> ~~it's~~ a part of your body. Miss Marie Fitzgerald of Perth Amboy, New Jersey, wonders if you can tell us what the word is. ~~(PLAY)~~ Now can you name a song <sup>for every</sup> ~~which starts with every~~ letter in that word?

3. Here's one from Jacksonville, Ill. Conrad Rowe asks you to name a family of instruments that are blown into but are not made of metal. Would you say it is brass, string, wood-wind, percussive, or what? Now name two members of that family.

4. ~~This patriotic song was originally played when Washington came to New York City for his inauguration. Then it was known as "The President's March."~~ Listen and see if you can name <sup>this patriotic song</sup> ~~it~~ for Miss Margaret Gill of Wilson, North Carolina. (PLAY) <sup>In Washington's</sup> ~~In 1798~~ Joseph Hopkins, the son of America's first native composer, wrote new <sup>time it was known as</sup> ~~words to~~ "The President's March" <sup>but in 1798</sup> ~~and~~ its name was changed from that to either "The Stars and Bars", "Hail Columbia", or "Columbia The Gem of the Ocean". Which is it? <sup>(Can you name another song with Columbia in its title?)</sup>

(BELL RINGING)

GRAUER: Nix, nix, Professor -- you've got to stop sometime.

KYSER: True -- but I regret sincerely the rapidity with which the would-be fourth dimension hurries on its way. In other words, Dean Grauer - time flies!

GRAUER: And so do the judges, Professor. Here's a decision.

KYSER: Thank you, Dean. The big winner of tonight's contest is

\_\_\_\_\_!

(APPLAUSE)

KYSER: Congratulations, \_\_\_\_\_. And if it can't be love that makes you feel so well, perhaps it's this thirty-five dollars first prize. To our second placer for a fast finish goes this second prize of twenty dollars. The other four contestants each get ten dollars, and all six receive a carton of Luckies.. And finally, to every member of our student body here tonight -- for those tears, cheers and free answers -- to each and every one a package of Lucky Strike Cigarettes!

10. ("YOU" . . . . . ORCHESTRA . . . . .)

11. ("YOU MUST HAVE BEEN A BEAUTIFUL BABY" . . . . . ORCHESTRA . . . . .)

KYSER: Now a word from 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 -- warehousemen, auctioneers and buyers -- 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, the Professor suggests you listen in to YOUR HIT PARADE every Saturday night .. with Lenny 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)

2/22/39

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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dm/bk