

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - 65th Program
Wednesday, June 28th, 1939

(RECORDING REBROADCAST
WOR June 29, 8-9 PM

NILES: 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!

NILES: "SOLD AMERICAN" means fine tobacco for your Lucky Strikes. That's why 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. Have you tried a Lucky lately?

("HAPPY DAYS ARE HERE AGAIN "ORCHESTRA)

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

(KYSER THEMEORCHESTRA)

KYSER: Evenin' folks - how y'all? San Francisco salutations to our student body from Treasure Island - the scene of the west coast World's Fair! Any similarity between this Fair and any other Fair living or dead is purely coincidental. And tonight there are six of those sun-ripened contestants up here on the platform, drawn by lot, and unrehearsed - but ready to dare all for the ninety-five dollars in prizes from our Treasure Island Treasure Chest. But before we commence the serious business of the evening, let's get out on the green and gambol to a gay rondelay - let's jive, jump, jitter - aw shucks, I mean, come on - let's dance, kids - let's dance.

1. ("I WANT TO BE HAPPY"ORCHESTRA)

(APPLAUSE)

2. ("IN THE MIDDLE OF A DREAM"SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL # 1

KYSER: Now Dean Niles is going to recreate for us a little story in which Uncle Sam plays a part.

NILES: The scene is a "tobacco meeting" in the little town of Tifton, Georgia. The time is Spring, 1935. John Gladney, a young Tifton tobacco farmer, is talking to a representative of the local Experiment Station.

MAN #1: I don't rightly know what's the matter with my tobacco. It's as good as average .. worth \$200 an acre last year..but I ought to be able to raise better tobacco than that on my place.

MAN #2: I'll tell you what, John. Suppose I come out tomorrow and look your land over. Maybe I can make a suggestion or two. *Here here*

to help (fading)
NILES: So Uncle Sam's representative studied John Gladney's problem. Recommended a new plant-food..advised him on crop rotation. And.. as John Gladney himself tells the story...

MAN #1: During the next four years, the value of my tobacco more than doubled. This big increase was due to the finer quality leaf I was able to grow..thanks to the help of the Government Experiment Station.

CONTE: Smokers, have you tried a Lucky lately? We ask, because this kind of cooperation between the farmer and Uncle Sam has helped make tobacco crops all over the South better than ever during the past several years. As always, Lucky Strike has bought the Cream of the Crop - the finer, lighter tobaccos developed with the aid of the United States Government, ^{the} States and Universities. Aged and mellowed from 2 to 4 years, these better than ever tobaccos are in Luckies today..As a result, Luckies are better than ever. Have you tried a Lucky lately? If your answer is "no", maybe you've been missing something. Start with the next package of cigarettes you buy and ask for Lucky Strike.

("LUCKY DAY"ORCHESTRA)

SHEA: KETTLE-DRUM THUNDER

WILES: Lights play about the sky - a total eclipse is in the making - and sunspots are stirring up trouble at the San Francisco World's Fair, for the time has come to terrify the first three contestants. Ninety-five dollars in prizes are at half-mast - the judges are under control - and tossing his hat into the raucous ring is the one and only ... Professor Kay Kyser!

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: Come closer, you three men of might - our first World's Fair contestants - and take a peak at these brain teasers.

Mr. _____ of _____ here is your first question.

(ADD FIRST QUESTION ROUND)

FIRST ROUND

1. Miss Mary Weiss of Kansas City, Kansas, wants you to identify this orchestra theme song and also tell us the name of the song. (PLAY)

2. Here's one from Indianapolis, Indiana. We have all heard of Tin Pan Alley. Mrs. Florence Markay asks does it refer to where orchestras rehearse, where songs are written, or where chorus girls learn their dancing routines.

3. Of San Francisco's many high-lights, one of the most picturesque and most often photographed is "Fisherman's Wharf" with its hundreds of fishing boats of all sizes and shapes, weather-beaten old sailors who can tell you many a tale to make your hair stand on end. The boys in the U. S. Naval Hospital of San Diego, California, remind us of one of these old salts. His name is (PLAY). He always comes down in the late afternoon just in time to see the (PLAY). Then he sits for hours and watches the blinking (PLAY).

4. Lots of outstanding men are known by their first names, and their middle initials. For instance, Franklin D would be President Roosevelt. Mrs. Blythe G Sears of Amarillo, Texas, asks you who is John D - George M - Irvin S - Robert E.

5. Here's another orchestra theme song and Kenneth Young of Devonshire, Bermuda, wants you to identify the leader. (PLAY).

6. What - what, what - what --look out for tonight's What-What-Whatter. It comes from Miss Betty Brashear of Bakersfield, California, and she wants you to take out the word "what" in the following song titles and put in the correct word. (1) What, What, What, the Whats are Whating. (2) When you What a What, and I What a What What What? (3) What you Ever What a What, Whating?

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7. You have not seen San Francisco until you see Golden Gate Park which is really a monument to its keeper, John McLaren, now in his nineties, but still active. Drive through the park and Mrs. J. M. Harris of Omaha, Nebraska, says you will see many people enjoying the beauty of the flowers, shrubs and trees from (PLAY), and many San Franciscans look forward to (PLAY).

8. The middle strain of a song is known as the "bridge" and San Francisco's two wonderful bridges inspired the Messrs Powers and Bado of Monument, Colorado, to ask you to name the bridge of this well known song - not the first part, but the middle part or bridge. (PLAY).

9. Milt Bartlett of Cleveland, Ohio, asks you the name of this song, and what picture it's from (PLAY) Now who were the two leading stars in that picture?

(SOUND: BELL RINGING)

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NILES: The day has flown - night comes on apace - and the first round is over, Professor.

KYSER: Yes, Dean Niles - and now our noble judges are conjuring with that mathematics.

ISH: (MUMBLING) Six times six is sixty-six ... plus fourteen is eleventy-seven ... minus twenty-twelve -- is fifty-four forty or fight! Eureka!

KYSER: Sounds like a decision - naming as the first round winner Mr _____.

(APPLAUSE)

KYSER: Congratulations, _____! Your learning is such that the final round should hold absolutely no terrors at all. So light up a Lucky Strike while the Varsity Band beeps a beep in their beauty sleep. The floor is slippery, but never mind that. Let's get out there and dance ... I mean, come on - ye's dance!

3. ("THE LADY'S IN LOVE WITH YOU".....MASON & ORCHESTRA)

(APPLAUSE)

Segue to:

4. ("STAIRWAY TO THE STARS".....BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

KYSER: Now Ken Niles steps before us in a brand-new role as movie critic...

NILES: ^{Yes, Ray} I want to tell you about a very special ~~kind of~~ movie, designed to interest and inform American smokers. And here's the rating they seem to be giving it ...

(FOUR BELLS)

NILES: (GOOD HUMOREDLY) Yes, "The Story of Lucky Strike", now showing at the New York World's Fair, is making a real hit with smokers from all over the country. For it really shows the inside facts about the exclusive Lucky Strike process, "It's Toasted". As visitors enter the Lucky Strike building ~~at the New York World's Fair,~~ the first ~~thing~~ they notice is the delicious aroma of ^{the} tobacco that has been through the "Toasting" process and is being made into Luckies right ^{before them} ~~there in the building~~. Then the Lucky Strike movie is shown ~~to them~~ and they have a chance to see for themselves just what "It's Toasted" means.

CONTE: Yes, they can actually see a few of the reasons why we ask: Have you tried a Lucky lately? For this movie shows how the higher heat takes out certain harsh throat irritants naturally present in all tobacco and how the concentrated sunshine of the ultra-violet ray mellows the leaf. And then they can judge for themselves the delicious aroma - the wholesome fragrance of tobacco that has been through the "Toasting" process. Everyone knows - sunshine mellows, heat purifies. Sunshine and heat, that's the way the "Toasting" process works. It makes Luckies a light smoke easy on any smoker's throat and the facts are now on display for every smoker to see at the New York World's Fair. Remember: only Lucky Strike offers you the advantage of the "Toasting" process...Have you tried a Lucky lately?

5. ("WISHING"DUET & ORCHESTRA)

(APPLAUSE)

6. (^{I never knew Heaven could speak} "SUNRISE SERENADE"ORCHESTRA ^{Simons})

(APPLAUSE)

ANNOUNCER: We pause for Station Identification.

P

STATION BREAK

AUDIENCE: MURMUR

NILES: (BARKER ON MIDWAY) Step a little closer, ladies and gentlemen, and don't crowd the ticket booth. Now going on the inside the most stupendous, the most colossal, the most gigantic College of Musical Knowledge ever witnessed from here to there and back again. See the man who's been dead for ten years but eats, sleeps, walks and talks - Ish Kabibble. See the giant midget with the Ubangi hair-cut -- Sully Mason. See the next three live and beautiful contestants chosen at random from your midst and guaranteed unconscious and unrehearsed. And see, hear, observe and throw things at - the one and only Professor of Musical Prestidigitation - Kay Kyser!

(KYSER THEME IN 6/8. ORCHESTRA)

KYSER: Thank you, brother Niles, Dean of Spiel and the Retort Courteous. Light up a Lucky Strike now, scholars -- while these second three contestants mind their p's and q's. This question is for_____.

(ADD SECOND QUESTION ROUND)

SECOND ROUND

1. I'm not getting sentimental, but I do like this next song. Mrs. Mae Woodman of Fremont, Nebraska wants you to name the orchestra it identifies. (PLAY) Now what's the name of the song?

2. At some time or other, I think most of us have tried to play a ukelele so Miss Winifred George of Grinnell, Iowa, thinks it fair to ask you how many strings there are on a ukelele? How many strings are there on a violin? How many strings are there on a banjo?

3. Mrs. Ted Goodyear of Santa Barbara, California, warns me that our visit to San Francisco would not be complete if we did not see (PLAY). By the way, this is the largest _____ in the world outside of _____. I wonder if you can ^{name one other song with} ~~tell me who wrote the song~~ China in the title? ~~Was it Ted Fiorito, George M. Cohan, Isham Jones or Irving Berlin?~~

4. Donald Foltz of Detroit, Michigan wants me to try a few imitations so I'll do the best I can and I hope you will be able to figure out whom I'm impersonating. A fellow who started right here in San Francisco says "I hope, I hope, I hope." Who says "My little chickadee, my little mud-turtle?" Who says "Evenin' folks, how y'all?"

FIGHT INSERT. →

5. What's the name of this song asks Jimmie Davis of Easton, Maryland. (PLAY) What negro piano player and orchestra leader uses it for his theme?

The reporter from the Sports Section of the College of Musical Knowledge Gazette has just handed me a bulletin stating that Two-ton Tony Galento, in the fourth round was technically knocked out by
Joe Louis

6. Attention - it's tonight's "Right" or "Wronger" - so answer quickly or you'll get the gonger! Mrs. Virginia Kyan of St. Louis, Missouri, wants you to say "right" or "wrong" to the following statements. (1) Yehudi Menuhin plays violin and ^{made} gave his first ^{public} concert ~~at~~ ^{Appearance with the orchestra at the age of 7} ~~San Francisco~~ (2) Frank Crummitt and Julia Sanderson are brother and sister. (3) Art Hickman's was the first orchestra to regularly use saxophones. (4) The sextet from Lucia is sung by four ^{VOICES} ~~horses~~.

7. What's the name of this song asks Bill Benson of Great Hills, Long Island, New York. (PLAY) Then what's the name of this one. (PLAY)

8. This fair city is noted for its culture, fine musicians and singers. So Miss Marie Dady of San Francisco, California wants you to uphold this tradition by wading in and singing a few bars of this well-known ditty. (PLAY)

9. Among the various colleges here in the Bay Region Miss Mary Monolfi of Sacramento, California says you should have no trouble distinguishing one of them by this school ~~song~~. (PLAY) Their football team is known as what? And who is the coach?

SOUND: BELL RINGING

NILES: The school Bell tolls the knell of the parting second round Professor.

KYSER: Thank you, Dean Niles - and the happy little scholars with their eager little faces are waiting for the judges to pomp the circumstance and get a decision. Why here it is - a bolt from the blue -- naming as our second round winner, .

(APPLAUSE)

KYSER: Congratulations, _____... go light up a Lucky Strike and rest your head on a desk top until the finals. The rest of the scholars can shut up their books - charge out ~~on the lovely hardwood of~~ ^{to} the school yard and listen to a song they ~~keep channin'~~ ^{been askin'} for ever since we first played it, ~~last~~ ^{last April 1st} ~~weeks~~ ago. So yet's listen again, students, yet's listen!

7. ("THREE LITTLE FISHES". PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

I understand you the

KYSER: Now Dean Niles *wants* to steal a march on good old July 4th.

NILES: (GOOD HUMOREDLY) Well - not exactly - Professor. I simply want to point out another kind of Declaration of Independence - A Declaration of Independence that's heard at tobacco auctions all over the South. Listen ... (CHANT 10 SECONDS - SOLD AMERICAN)

NILES: Yes, the chant of the tobacco auctioneer is really a Declaration of Independence. For one of the most important things for any tobacco auctioneer is to be absolutely independent - fair and impartial to all the cigarette companies. A top-ranking tobacco auctioneer, Mr. R.N. (Bob) Cooper of Washington, North Carolina, said recently:

MAN: Everybody who knows me as an auctioneer knows that all the buyers get perfectly fair impartial consideration from me. It's "first come, first served" at any auction I'm conducting. But when I pick a cigarette for my own enjoyment, I suit my own taste. *now* I've seen the grades of tobacco Lucky Strike buys at auction after auction and I know that tobacco's good. So I've smoked Luckies for the past two years.

CONTE: Smokers, have you tried a Lucky lately? Why not profit by the example of independent tobacco experts like Bob Cooper? Among these independent experts - auctioneers, buyers and warehousemen - not connected with any cigarette company - Lucky Strike has twice as many exclusive smokers as have all the other cigarettes combined. This fact is established by sworn records that anyone may examine. So take a tip from the men who spend their lives buying, selling and handling tobacco. Try Luckies 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. ("BOOM"BABBITT & ORCHESTRA)

(APPLAUSE) *sunrise serenade - orchestra*

9. ("~~I NEVER KNEW HEAVEN COULD SPEAK~~"SIMMS & ORCHESTRA)

(APPLAUSE)

FANFARE

(IF FIGHT IS OVER)

NILES: The Final Round!

AUDREY: But Mr. Niles, the _____ round was the final round, when _____ knocked out _____.

NILES: Thanks for the ^{stale} news flash, Little Audrey, but this is the final round in Kay Kyser's College, ^{under} and the winning contestants from the first two rounds are going to have it out for that thirty-five dollars first prize. And here comes the referee, judge and jury - the one and only Kay Kyser!

KYSER: Yes, Dean Niles - and if those two winners will step forward, we'll get on with the mayhem; Mr. _____ - here is your first question.

(ADD FINAL QUESTION ROUND)

(IF FIGHT IS NOT OVER)

NILES:

The Final Round!

AUDREY:

The final round and round it goes.

And where it stops is Major Bowes.

NILES:

Thanks for the news flash, Little Audrey, but this is the final round in Kay Kyser's College and the winning contestants from the first two rounds are going to have it out for that thirty-five dollars first prize. And here comes the referee, judge and jury - the one and only Kay Kyser!

KYSER:

Yes, Dean Niles - and if those two winners will step forward, we'll get on with the mayhem: Mr. _____ here is your first question.

(ADD FINAL QUESTION ROUND)

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WINNERS' ROUND

1. Most of the talk out here is about sun-light, but I have noticed some pretty darn good moon-light, so Wade Jones of Muskogee, Oklahoma, suggests we devote our entire final round tonight to "moonlight." It's been the inspiration for a lot of good songs. Let's see if you can name a couple. (PLAY) (PLAY)

2. Mrs. Roy Cooper of Kerrville, Tennessee, wants us to devote this question to the "moon" part of the word "moonlight." She asks you the difference between moonlow, moonstone and Moon Mullins.

3. And this one deals with the "light" part of the word "moonlight". Paul Harvey of Janesville, Wisconsin, asks you to distinguish between Enoch Light, Lightin' and Winnie Lightner.

4. Had a certain classical composer seen this beautiful view from Treasure Island, I am sure it could have been the inspiration of his immortal (PLAY). Whom would you say composed it? Chopin, Kreisler, Beethoven or Mendelssohn?

SOUND: BELL RINGING

KYSER: (ON CUE) Well, das all scholars - and school is out until next Wednesday night. Your homework for the week is guaranteed worth your while - listen in to YOUR HIT PARADE with Lanny Ross, the Raymond Scott Quintet, Mark Warnow and the Lucky Strike Orchestra on Saturday over another station. If you have any questions for the old Professor, remember the address is Kay Kyser - Post Office Box 909, Los Angeles, California. See you next Wednesday night when class convenes again from Los Angeles ... and until then, this is Kay Kyser sayin' ... thanks for being with us - and so long, everybody.

("HAPPY DAYS ARE HERE AGAIN"ORCHESTRA)

NILES: 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.

NILES: The Finals are over, Professor. Who do you think won?

KYSER: I don't think, Dean Niles - I know who won.

NILES: And who did?

KYSER: Well, ^{as soon as} my brains over there have finished the arithmetic ~~and~~ the scores ^{I will give} ~~tell~~ the story. Yes siree - the grand winner of tonight's classroom session is none other than _____.

(APPLAUSE)

KYSER: Oh my dear _____, your musical know-how has earned you the Royal Order of Gesundheit - which is not to be sneezed at. Go forth from this World's Fair a happier and healthier scholar and remember.

Early to bed and early to rise

Will win you the College of Musical Knowledge First Prize! These are your very own thirty-five dollars, too. To our second placer, copious ^{consolation} ~~bears~~ and twenty dollars. Each of the other four contestants get ten dollars apiece, and all six receive a carton of Lucky Strikes. Finally to each scholar in our San Francisco World's Fair Schoolroom - for those fine answers and cheers - a package of Lucky Strikes!

(APPLAUSE)

KYSER: And now, here's Ken Niles with a question and a reason!

NILES: Smokers, have you tried a Lucky lately? You see, tobacco crops of the past several years have been better than ever because of new methods developed by the United States Government. 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 remember - better than ever tobacco crops plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. ("MARGIE" ORCHESTRA)

(APPLAUSE)

segue to

11: ("~~EAST SIDE OF HEAVEN~~". ORCHESTRA)

(APPLAUSE)