

As Broadcast

Mr. Weaver

4/12/39

WEAF

THE AMERICAN TOBACCO COMPANY

54TH PROGRAM

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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

APRIL 12, 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: As sure as 2 plus 2 make 4, better than ever tobacco crops  
plus "Toasting" make Luckies better than ever. 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 who gave America  
singing song titles and that famous "makes-you-want-to-  
dance" music ... Kay Kyser!

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(KYSER THEME: . . . . . ORCHESTRA)

KYSER: Evenin' folks ... how're ya all ... ~~our little red school house is just alive with spring and fresh, green growing things.~~ So welcome back to school, up here where the clouds begin and the crowds just laugh and grin -- Times Square, I love you. Yes, a young man's fancy lightly turns to thoughts of love and to our six contestants who were chosen at random by the old hand of Lady Luck herself, <sup>and it was</sup> just before class took in. ~~They sit around waiting for the examinations to begin and there's~~ ninety-five dollars in prizes for them to stare at while they're workin' up their learnin', ~~But~~ now, the old campus just rocks with gladness - our mechanical welcome mitten shakes your hand, ~~and our old school orchestra shakes your bones with a little elementary rhythm.~~ So tie up your bonny brown hair and barge around the big time of tangle and tootle ... come on students, yes dance!

X 1. ("GREAT DAY" . . . . . ORCHESTRA)

(SEGUE TO:)

2. ("THE MASQUERADE IS OVER" . . . . . SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

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COMMERCIAL #1

KYSER: Now here's Dean Grauer to read you the reports of a field trip ...

GRAUER: Yes, a field trip made a short time ago by a New York research man to Lexington, Kentucky. The purpose ~~of this trip~~ was to verify, in the rich tobacco country around Lexington, the recent improvement in tobacco crops. Now here's the brief summing-up of his findings. (PAUSE) (READING) Farmers interviewed: 22. Annual crops: from about 2,000 pounds to as high as 200,000 pounds. Types represented: typical Southern tobacco growers. Conclusions: every farmer interviewed agreed that tobacco crops have been better than ever in the past several years. Most of them gave credit to the United States Government, the States and Universities for their help in improving the quality of the tobacco grown.

RUYSDAEL: Ladies and gentlemen, having just heard this report, you will understand why we are asking smokers everywhere ... Have you tried a Lucky lately? You see, during the past several years when tobacco has been better than ever, Lucky Strike as always has bought the Cream of the Crop. Aged and mellowed from 2 to 4 years these finer and lighter tobaccos are in Luckies today. So Luckies are better than ever. Try them for a week and see for yourself why only Lucky Strike can make this statement...

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FIRST COMMERCIAL: (CONTINUED)

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: 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)

ISH: (CRIES HIS HEART OUT)

GRAUER: S--h ... for goodness sake, student - what goes?

ISH: I wanna go home!

GRAUER: ~~Shut up~~ <sup>quiet</sup> and I will tell you a fairy story. Once upon a time ~~there was an old professor and he lived eight stories up... (walk back three doors and ask for Joe.)~~ There were three pretty little contestants and they had big round eyes and rosy cheeks...and there were three judges with long gray beards. There were 35 shiny dollars and there were a lot of questions ... and ~~hiding in his big dark cave~~ <sup>lying and gambling in the wabe</sup> was Professor Kay Kyser!

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

KYSER: Thank you, Goldilocks Grauer ... welcome, students - advance in single file ... ~~dent' crowd ... answer in~~ ~~turn~~ and keep your hands off the money. Ready ... here comes the first question:

QUESTION ROUND ONE:

1. A certain orchestra leader signs off the air - not on, off the air - with the following song. Mrs. J.C. Key of St. Louis, Missouri, wants you to name the song and the orchestra leader. (PLAY)
2. Here's a colorful query from Covington, Kentucky. Bill Collins reminds us that various colors have been the theme of many songs and wants you to name three songs, the titles of which include any of the following colors: Red, Purple, Blue, Green, Brown, Black or Grey. (MORE)

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KYSER:  
(CONT'D)

3. Here's one from Miss Janet Butler of Greensboro, North Carolina. Unless I'm all wet, the main character in this skit is (PLAY). When you get caught <sup>without an umbrella</sup> in the            ~~Miss Butler to start~~ he says ~~a pleasant pastime is~~ (PLAY). But let's not worry about that because (PLAY).

4. <sup>Anthony J. Weeegis of Fairview, N.J.</sup> ~~John Phillips of El Paso, Texas~~ asks which of these three make musical instruments? Wurlitzer, Pulitzer or Kibitzer. Can you name another company that makes musical instruments?

5. Another orchestra theme song and Mrs. Joe Cranstan of Miami, Florida, asks you to name the song and the leader. (PLAY)

6. Let's tickle the funny bone of Dr. Edwin C. Cathers of Chanute, Kansas, and untwist these twisted song titles. Give us the correct song titles to the following:

(1) Vocalize, infant, vocalize. (2) Grasp in a tenacious manner. (3) Farewell, ebony colored avis.

7. This next number <sup>has been</sup> ~~was~~ a grand old song for a long time, but recently a certain recording of it gave it renewed popularity and Miss Catherine Rudolph of Chicago, Illinois, wants you to name the song and the singer who recorded it. (PLAY)

8. Last week we put one of the girls over the singing hurdles and this week Bill Shea of Moorhead, Minnesota, wants to hear a boy do his stuff, so step up here and ~~sing or~~ whistle 8 bars of this song. (PLAY)

(MORE)

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KYSER:  
(CONTD)

9. About 1929 a very popular musical picture featured such songs as "Turn on the Heat", "I'm a Dreamer, Aren't We All" and "If I Had a Talking Picture of You". Here's another of the songs from that picture and Mrs. Louis Carter of Oceanside, California wants you to name it.

(PLAY) Now, <sup>which</sup> ~~who~~ were the stars of the picture? <sup>were they</sup> ~~Was it~~  
Sue Carol and Nick Stuart, Janet Gaynor and Charlie Farrell, or Ruby Keeler and Dick Powell?

SOUND: (BELL RINGING)

GRAUER: Recess - recess - it comes the time for recess.

KYSER: Well, das all students - the first round is over, ~~so hold on to your bonnets while~~ <sup>and</sup> our judges report their decision using a new kind of infra-red ray. Ready, press the button. (*Sound - click - click*)

VOICE: Hi, Ray - what's new?

SULLY: Save your money, *spot.*

KYSER: Thank you, Ray. You mean the judges proclaim the winner of the first round to be none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: A triumph, dear scholar - a victory of mind over matter.

No matter - take your mind out and relax - light up a

Lucky Strike and get ready for the final round. This is

~~recess time with a vengeance - it's recess time with a~~ <sup>so come on,</sup>  
~~chicken, yet's dance!~~  
~~hey-noonny, noonny and an ah - an ah - an ah -~~

BAND ~~(TUNING . . . IN UNISON SCOUTING . . . "AHHHHHHH")~~

KYSER: ~~Ah - chuck - yes dance!~~

*"Romance Runs In The Family"*  
3. (~~"THE GIRL I LEFT BEHIND"~~ . . . MASON & ORCHESTRA)

(SEGUE TO:)

4. (*"PENNY SERENADE"* . . . BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

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COMMERCIAL #2

KYSER: Chillun, did you ever stop to think how mighty unfortunate it would be for a singer if his throat started actin' up when he's reaching for <sup>one of those notes</sup> a high one? ... like this: (SINGS HIGH NOTE - BREAKS OFF COUGHING)

GRAUER: (GOOD HUMOREDLY) That's something top notch singers just can't let happen, Kay. They have to make sure their voice and throat are in perfect condition, when they're singing like this...  
(DIFFICULT PASSAGE)

GRAUER: Such singing is truly magnificent ... but what a strain it imposes upon the voice and throat! With their voices great singers earn their living. So they must do everything to protect their hard-working vocal chords - they can't risk throat-irritation. That's why so many famous stars of concert and opera -- Jan Peerce, Helen Gleason, Charles Kullman, Hilda Burke, and many others -- have smoked Luckies for years - because they find Luckies always easy on their throats.

X RUYSDAEL: Have you tried a Lucky lately?...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 the "higher heat treatment of tobacco." it involves higher temperatures than are ordinarily used in cigarette manufacture. These higher temperatures, used exclusively by Lucky Strike, remove certain harsh throat-irritants - contained in all tobacco.

(MORE)

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SECOND COMMERCIAL: (CONTINUED)

RUYSDAEL:  
(CONTD)

That's why Lucky Strike tobacco, after the exclusive  
"Toasting" process, is more mellow. Sure as two plus  
two make four, better-than-ever tobacco crops plus  
"Toasting" make Luckies better than ever ... Have you  
tried a Lucky lately?

*as you heard earlier, recent  
tobacco crops have been  
better than ever, and  
as*

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5. (~~"BEGIN THE BEGUINE"~~ *"This Is It."* *Segue* ORCHESTRA)

(SEGUE TO:)

6. (~~"I PROMISE YOU"~~ *"Heaven Can Wait."* DUET & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: We pause briefly for station identification.

----- (STATION BREAK) -----

SOUND: (FADE TRAIN COMING FAST AND KEEP IT FADING IN  
WITHOUT REACHING SCENE ... BLOW THAT WHISTLE AND  
RING THAT BELL)

GRAUER: *Here there* - Hey - you can't do that - unloose that girl from those  
railroad tracks!

VILLAIN: Curses on you - why can't I?

GRAUER: Because this ain't no place for little Nell - our scene  
is Kyser College. There are three more contestants --  
there are our judges -- ~~there hangs our first prize of~~  
~~thirty-five dollars and here~~ -- here with cold clear eye  
-- and firm tread -- the one and only -- Kay Kyser!

SOUND: (TRAIN WHISTLE WOO WOO)

(KYSER THEME . . . . . ORCHESTRA)

(APPLAUSE)

KYSER: Thank you, Dean Grauer - ~~it seems not~~ even I can beat a  
choo-choo. Now my fine feathered second set of  
contestants, answer fast and true. I'm asking the first  
question of \_\_\_\_\_.

(MORE)

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QUESTION ROUND TWO:

KYSER:

1. The composer of this song is an orchestra leader and he uses this composition as his theme. See if you can tell Thomas Fitzgerald of Boston, Massachusetts whose it is and the name of the song. (PLAY)
2. Here's one from Flint, Michigan. Mrs. Carl Taylor says that ~~today~~ <sup>tomorrow</sup> is the birthday of one of the most dynamic coloratura sopranos the Metropolitan Opera Company has ever had. She's a French star and the wife of an orchestra leader whose first name is Andre. Who is she? Can you spell her husband's last name?
3. Speaking of France, here's a French ~~nursery rhyme~~ <sup>folk song</sup> or rondelay that Miss Betty Scott of Athens, Georgia knows you have heard many times. <sup>and wants to</sup> See if you can name it for us. (PLAY) What does the word mean? Does it mean wolf, skylark, cat or owl?
4. Here's one from Lakewood, Ohio. William Call wants you to name three orchestra leaders who are featured singers with their own orchestras.
5. Here's the theme of an orchestra leader who, in addition to having a national reputation, has been on the West Coast for many years. See if you can tell Miss Winifred Singleton of Minneapolis, Minnesota, his name. (PLAY)

(MORE)

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KYSER:  
(CONTD)

6. From Waterloo, Iowa, comes our right or wronger for tonight. Mrs. Eddie Schroeder knows you don't like the gong, so quickly say right or wrong to the following statements. (1) Kate Smith is the daughter of one of the Smith Brothers. (2) The chorus of an average popular song is 32 measures long. (3) The movie czar, Will Hays, was a cabinet member under President Harding. (4) Dorothy Lamour sang "Moonlight and Shadows" in the picture "Hurricane".

7. Dean Woods of Westover, Pennsylvania has reminded us of a beautiful song that is the theme of one of radio's popular shows. See what you can tell us about it. (PLAY) Now, is that the theme of Silver Theatre, Campana First Nighter, Gateway to Hollywood or Metropolitan Opera Auditions?

8. We're going to play 2 notes of a well known song and Miss Frances Dubois of Sacramento, California, asks you to name the song from just hearing those 2 notes. (PLAY)

9. Charles Hoover of Anderson, Indiana, says a certain singer is associated with this song and he wants you to tell us who he is. (PLAY) He flew across the Atlantic Ocean in 1936 and had thousands of ping pong balls on the wings of the plane.

SOUND:

(BELL RINGING)

GRAUER:

End of round two ... end of round two.

KYSER:

*right, Ben, das all*  
Das ~~all~~, scholars - ~~you did very well~~ Now relax while our judges wangle a decision.

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SOUND: (BURST OF HYSTERICAL LAUGHTER WITH GIGGLES FOR  
BREATHERS)

KYSER: What's that?

GRAUER: The judges ~~have gone wangly~~ <sup>wangling</sup>, Professor, completely  
wangly.

KYSER: Well, ~~you can't beat fun~~, and I guess it really means  
that our ~~judges~~ <sup>they</sup> proclaim the winner of the second round  
to be none other than ~~wangie~~ ... I mean \_\_\_\_\_.

(APPLAUSE)

KYSER: Congratulations, dear student - you have the right to  
blush in public. ~~for you have the erudition of a true~~  
~~scholar. Go put vine leaves in your hair~~ <sup>So</sup> light up  
a Lucky Strike and relax while recess comes up like  
thunder out of the Times Building across the way.  
I decree a dose of doodle <sup>and</sup> ~~socking~~ ~~a drag of diddling~~  
~~and daddling~~ - a dash of down beat and a dither of  
diversion - I mean - come on, yes dance.

9  
7. <sup>Stay Bitsey Pao</sup> ("HI YO SILVER" ..... PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

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COMMERCIAL #3

(CLANG OF SCHOOL BELL)

KYSER: Hey there, Dean Grauer? What's the idea? This is no time to ring the school bell.

GRAUER: Professor Kyser, I just wanted to show the students how they used to open tobacco auctions in the old days. First they'd ring a bell to call the buyers together (BELL) and then ...

RIGGS: (CHANT 8 SECONDS - "SOLD AMERICAN")

GRAUER: Now one tobacco auctioneer whose experience goes way back to those old days and who's still tops in his profession after 33 years of auctioneering is Jim Edwards of Monks Tobacco Warehouse in Farmville, North Carolina. As he said recently:

MAN: I reckon I know the tobacco picture as a whole. At auction after auction I've seen Luckies "cream the market". If you don't know what I mean by "creaming the market" - well, it's just skimming off the best - getting the finer grades of tobacco, the Cream of the Crop. That's why I've smoked Luckies ever since 1917.

RUYSDAEL: Sworn records show that an overwhelming majority of independent tobacco experts - buyers, warehousemen, and auctioneers - agree with Jim Edwards in his choice of Luckies. And now here's something else Jim Edwards said and it should be of special interest to every smoker right now...

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THIRD COMMERCIAL: (CONTINUED)

MAN: In the past several years, tobacco crops have shown a big improvement. A lot of credit is due our farmers for this improved quality. Then a deal of credit goes to the United States Government for its cooperation.

RUYSDAEL: There you have the reason why we are asking smokers everywhere this question: Have you tried a Lucky lately? You see, since tobacco crops in the past several years have been better than ever - and Lucky Strike, as always, has bought the Cream of the Crop - the result is that Luckies are better than ever. Try them for a week and let your own taste tell you why - with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

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8. (~~"THIS IS IT"~~ *Begin. The Beguine* ~~STIMES & ORCHESTRA~~)

(SEGUE TO:)

9. (~~"HEAVEN CAN WAIT"~~ *I Promise You* ~~BABBITT & ORCHESTRA~~)

(APPLAUSE)

(FANFARE: . . . . .)

GRAUER: The Final Round! Custer's last stand had nothing on this. Indians are lurking in Times Square ready to do their worst -- old settlers man the windows of our school house -- our contestants realize this is a fight to the finish and -- oh my friends -- and ah my foes -- what is a passel of redskins <sup>all</sup> compared to Professor Kay Kyser!

(BAND: MAKES LIKE INDIANS "WOO WOO WOO WOO WOO")

KYSER: Thank you, Daniel Boone Grauer. Welcome contesting scholars - I'm really not as bad as I'm painted. ~~just give me learnin' and all will be well. Gather you round now and remember to the winner goes the first prize of 35 bucks.~~ Ready - here comes the first question:

WINNERS' QUESTION ROUND:

1. See if you can name this song for Miss Henrietta Harvey of Denver, Colorado. (PLAY) Now, if that is \_\_\_\_\_, what is this? (PLAY)

2. Mrs. David Sweeney of Bristol, Connecticut writes in - speaking of \_\_\_\_\_, in the picture "Snow White and the Seven Dwarfs", who sang \_\_\_\_\_? Who says "Hi Ho Everybody"? From what song is this line taken? "Hi Ho the Merrio."

(MORE)

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KYSER:  
(CONTD)

3. Here's one from Hood College, Frederick, Maryland. Miss Louise Brumbaugh asks, what do the Dulcimer, Harpsichord and Zither have in common? Are they brass, strings or woodwind? Which of the three is played like a piano?

4. Here's a dream of a question from Harry Peterson of Rock Island, Illinois, and I hope it doesn't turn out to be a nightmare. It's a song that Gus Haenschen wrote and it's the theme of one of radio's oldest programs. See if you can name the song and also the program. (PLAY)

SOUND: (BELL RINGING)

GRAUER: Unhand those scholars, Dan Baxter Kyser. I am Don Strong of the United States Forestry Service and the final round is over.

KYSER: *right Boy Scout Grauer*  
Das ~~elf~~, scholars - nobly done - now clutch your busseis and await the serious word of our judges. Yes, the verdict is in - and our judges proclaim the winner of the final round - the big winner of the evening - to be none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Let me be the first to clutch your mitten, dear student. Ah, you have carried the mail and sleet nor snow have stayed you in your march to victory. If your education had wheels it would be a Greyhound bus - I commend you and salute you and cross your palm with these 35 dollars. To you, dear second placer, I cry on your shoulder and console you with this 20 dollar second prize.

(MORE)

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KYSER:  
(CONTD)

To you other four contestants, ten dollars each and to  
all six shining scholars a carton of Luckies apiece.  
Then to each and every one of our student body here  
tonight for the glint in their eyes and the smile on  
their lips - a package of Lucky Strike cigarettes, ~~to each~~  
~~and every one.~~

(APPLAUSE)

KYSER:

Now students ... Dean Grauer.

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GRAUER: Here's a question with a reason, smokers. Have you tried a Lucky lately? You see, tobacco crops of the past several years 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. And as sure as 2 plus 2 make 4, better than ever tobacco crops plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. (*Work Over My Eyes*  
~~"ROMANCE RUNS IN THE FAMILY"~~ . . . . . ORCHESTRA)

(SEGUE TO:)

11. ("I HAVE EYES" . . . . . ORCHESTRA)

(APPLAUSE)

KYSER: (ON CUE) *looks like* Well, das all scholars - and school is out until next Wednesday night. Your homework for the week is guaranteed pleasantry - listen in to YOUR HIT PARADE with Lanny Ross, the Raymond Scott Quintet, Don Voorhees and the Lucky Strike Orchestra, on Saturday over another network. And if you have any questions for the old Professor, remember the address is 480 Lexington Avenue, New York City. See you next Wednesday night when class convenes again - and until then, this is Kay Kyser sayin' ... thanks for being with us - and so long everybody.

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

GRAUER: The famous tobacco auctioneers heard on tonight's *Lucky Strike* program were Mr. F.E. Boone of Lexington, Kentucky and Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina, *who imitated the chant of Jim Edwards.*  
(SONG CREDITS ... IF ANY)  
This is the National Broadcasting Company.

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