

As broadcast

5/3/39

THE AMERICAN TOBACCO COMPANY

(57TH PROGRAM)

W E A F

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

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

MAY 3, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st sale ... 32 - 37
2nd sale.... 31 - 36

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

GRAUER: "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)

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.

(KYSER THEME: ORCHESTRA)

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KYSER: Evenin' folks.. how're y'all! Welcome again to the old red school house in Times Square where we spare the birch and spoil the child. 'Tis Spring, fellow students ~~and~~ ~~citizens...~~ 'tis Spring and our sap is rising and so are our six contesting scholars who find themselves facing your old professor this evening due to the whim of chance. Their names were ^{drawn} ~~nipped~~ at random by lily white fingers ^a ~~from within the~~ fish bowl which holds the numbered ticket stubs of our entire student body ~~and~~ ^T there have been no rehearsals at all for the examinations ^{which are} coming up, but before that - in fact right now - I declare there shall be great giving out on the old gangway - so ~~grip the ground,~~ gents, ~~and~~ grab your partners.. yes students...come on, yes dance!

1. ("JERICHO" ORCHESTRA)

(SEGUE TO:)

2. ("MASQUERADE IS OVER" SIMMS AND ORCHESTRA)

(APPLAUSE)

* * * * * (C O M M E R C I A L #1) * * * * *

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GRAUER: Professor Kyser, mind if I give another radio program a little plug?

KYSER: Not at all, Dean Grauer, plug away!

GRAUER: Well, this is a very special kind of radio program. So maybe I'd better let one of its regular listeners describe it for us. He's Harrison Filmore Estes - a tobacco farmer at Winchester, Kentucky - and he said recently:

MAN: I hardly ever miss listening to the daily radio programs ~~sponsored~~ ^{sponsored} by our Government Experiment Station. They give us tobacco farmers plenty of tips on crop improvement over the air. And that's just one of the ways they've helped us to grow better and better tobacco in recent years.

RUYSDAEL: Smokers... have you tried a Lucky lately? We ask, because tobacco crops all over the South have been better than ever in the past several years. One reason is the kind of cooperation Mr. Estes mentions - cooperation between the farmers and the United States Government, ^{the} State and University Experiment Stations. As a result, tobacco grown in the past several years has been outstanding in the history of the industry. As always, Lucky Strike has brought the Cream of ^{the crop - the cream of} these quality crops developed with the help of the United States Government. Aged and mellowed from 2 to 4 years, these finer, lighter tobaccos are in Luckies today. So Luckies are better than ever.. Have you tried a Lucky lately? If you haven't maybe you've been missing something. Try them for a week. Start with the next package of cigarettes you buy and ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

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GRAUER: Somewhere the sun is shining... ~~somewhere the bulls lie~~
~~down in green pastures and sniff daisies...~~ somewhere
there's singing and dancing and folks know no cares...
somewhere - but not here - for here the clouds are gray -
the judges stern - the \$35 first prize sulks in its corner
- our first three students tremble before the old lecture
platform - for out of the West Room comes that enemy of the
Six-boom (KETTLE BOOM) - that pa of the rah, rah --
raaaaaa....Kay Kyser!

(KYSER THEME IN MARCH TEMPO)

(APPLAUSE)

rather - old Chappie

KYSER: ~~Thank you,~~ Dean Grauer, and welcome contesting scholars.
Now just step right up and call me Professor, for here
comes your first question - a skull buster sent in by:

1. Miss Ann Halmblad of Aurora, Illinois, ^{who} asks you what
orchestra is identified with this theme song. (PLAY)
2. Bill Elson of Morgon, Colorado wonders if you can name
three male stars married in the last four months. Their
wives' names are Annabella, Carole and Anna.
3. Here's a letter from Miss Joy Furlong of Louisville,
Kentucky, in which she says: "Dear Kay - there's going to
be plenty doing this weekend down here in (PLAY). Wish
you could be here to see the (PLAY). Yes sir, Saturday,
May the sixth we'll have the 65th running of the Kentucky
Derby, and no matter which horse wins, after the race
there'll be (PLAY).

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KYSER:
(CONT'D)

4. Speaking of the Derby, Mr. and Mrs. Gilman Johnston of Waterbury, Connecticut, ask you the difference between Derby, Durbin and Dervish.

5. We'll give you a little time to tell A. J. Anderson of Tacoma, Washington, what ~~little~~ orchestra leader is identified by this little theme and also the name of the song. (PLAY)

6. We'll have to blind-fold you for a moment so that you can't see the instrument you're about to hear. Miss Iris Still of Santa Fe, New Mexico wants you to tell us whether it's an English Horn, a French Horn, a Hunting Horn or a Fog Horn. And what was the song you heard?

7. Here's a timely tune and Kenneth Bayne of Egypt, Massachusetts wants you to name it for us. (PLAY) Can you name two other songs that have the word (moonlight) in their title?

8. Mrs. Howard Immel of Topeka, Kansas says she will give you two tickets to last year's Kentucky Derby and transportation there by kiddie-car if you can untwist these twisted song titles. Just give us the correct titles to the following songs:

1. Camping under canvas this evening.
2. It is impossible for this to be true devotion.
3. For ever, and ever, and ever, and ever, and ever, and ever, and ever.

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KYSER:
(CONT'D)

9. Here's one from New Jersey. Teddy Coulter asks you the name of this song. (PLAY) So you've _____. Well, Mr. Coulter wants us to find out, so here's a toy drum and some drum sticks. We'll play the song through again and see if you can beat the drum in tempo with us. Ready? Here goes -- one - two -- (PLAY)

(BELL RINGING)

GRAUER: Das all, Professor - the first round is over.

KYSER: Thank you, Dean - das all, students - collapse., in just a moment our judges will have reached a decision. Yes, here it comes and the official word is that the winner of the first round is none other than _____.

(APPLAUSE)

KYSER: Good work, dear student...that was a triumph of medulla oblongata over cerebellum frivoltum or, mind over matter. You have earned the right to compete in the final round for that \$35 first prize - so light up a Lucky Strike and go and relax with a tuning fork and a pitch pipe. I declare a recess scholars... so come on out on the hardwood and hop a heat of hilarious hotsy totsytotsy...I mean, yes, dance!

3. ("THE GIRL I LEFT BEHIND ME" MASON AND ORCHESTRA)

(SEGUE TO:)

4. ("AND THE ANGELS SING" BABBITT AND ORCHESTRA)

(APPLAUSE)

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

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KYSER: Students, attention! Basil Ruysdael wants Lyman Gandee to show us on his piano how high up a high C is... All right, Lyman, show 'em.

(PIANO PLAYS SLOWLY UP TO HIGH C. HIGH C IS HIT THREE OR FOUR TIMES
/HARD)

KYSER: There you are, Basil Ruysdael. That's High C.

RUYSDAEL: Thank you, Professor. And I'd like everyone listening in to imagine how hard you'd have to strain your voice and throat to reach a high note like that. Think of singing a whole evening of concert in which High C is reached, as in this short passage.

(DAUM: . . (DIFFICULT PASSAGE FROM "SONAMBULA")

RUYSDAEL: If you had to make your living ^{by singing,} ~~that way,~~ you'd certainly take the best care of your voice and throat. You'd have to because of the throat-strain ~~of singing~~. And - in smoking - you'd take every precaution to avoid throat-irritation. So you'd probably follow this example...

GRAUER: It's an example set by the many great stars of opera, concert and radio. Singers like Charles Kullman, Elizabeth Rethberg, Jan Peerce, Hilda Burke and many others, have smoked Luckies for years.

RUYSDAEL: Have you tried a Lucky lately? Even though you have never sung a note in your life, your voice and throat are of the greatest importance to you. ^{you know,} I wish that you could visit a Lucky Strike factory, as I have, and actually see the exclusive "Toasting" process that makes Luckies easy on any smoker's throat.

(m o r e)

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COMMERCIAL #2: (CONTINUED)

RUYSDAEL:
(CONT'D)

"Toasting" includes the concentrated sunshine of ultra-violet rays. Now everyone knows...sunshine mellows, heat purifies. Sunshine and heat - that's the way the "Toasting" Process works. It mellows and purifies - forcing out certain irritants which are present in all tobacco. It makes the tobacco in Luckies more gentle - a light smoke that gets along fine with your throat. Tomorrow morning when you buy a pack of cigarettes, ask for Lucky Strike.

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5. ("THE MOON IS A SILVER DOLLAR", ORCHESTRA)

(SEGUE TO:)

6. ("THREE LITTLE FISHES" ENSEMBLE)

(APPLAUSE)

GRAUER: We pause for station identification.

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

SOUND: (HORSES GALLOPING...FADE WAY UNDER:)

ISH: It happens on the 6th of May

Derby Day, Derby Day, ^{oh} Derby Day.

~~They won't have one in~~ *My home town will never have one*
But Louisville.

(HORSES UP)

(TRUMPETS: . . "BOOTS AND SADDLES")

GRAUER: It's the big Kentucky Derby, folks, and the horses are in
the...they're ready..we ought to get...it's about time
for...Here's--

CROWD: (THEY'RE OFF)

GRAUER: There they go.....I'll get my glasses.

(GLASS CRASH)

GRAUER: Well, I can see ~~them~~ ^{them} without ~~it~~. Here they come. One,
two, three contestants -- four, five, six -- judges.
But look, there's a horse slowed down to a trot, the jockey
is sliding off the saddle -- let's see...why, it's the
one and only Professor Kay Kyser!

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

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use some horse sense

KYSER:

Thank you, Dean Grauer, and welcome, contestants. Just ^{never say neigh.} ~~let's go.~~

twine your fingers in my mane and ^{let's go.}

1. Your first duty as the first contestant for the fair sex is to tell Gene Crane of Joplin, Missouri, whose theme song this is and the name of the song. (PLAY)

2. Speaking of horse-racing, Mrs. Ruby Hargett of Ayden, North Carolina, reminds us that lots of race horses are owned by people in the entertainment world. I'll give you some hints that should enable you to tell us who some of these race horse owners are: 1. Pine Ridge, Arkansas.

2. Boo-boo-ba-boo. 3. Robert Taylor's sweetheart. 4. He has a mouth larger than Martha Raye, ^{and many others.} ~~Others are~~
~~Spencer Tracy, Don Ameche, Louis B. Mayer and the Warner Brothers.~~

3. Here's a deep question sent in by Herschell N. Kitchens, of Waldo, Arkansas, and don't take all night to tell us the name of this song. (PLAY) By what singer was this song introduced and featured? It was written by Charles Henderson who played piano for him at the time.

4. To say "might is right" is wrong. To say "wrong is wrong" is right, but right or wrong, don't take too long, to say this is wrong or right. In other words, it's our Right or Wronger for tonight. (~~Some poultry it laid an egg.~~) It's from Miss Allen Harris, ^{of} Calvert, Texas.

1. Herbert Hoover and J. Edgar Hoover are brothers.
2. An amateur wireless operator is called a ham.
3. Before playing piano for Leo Reisman, Eddy Duchin studied pharmacy.
4. Jimmy Durante was a symphonic musician before becoming a comedian.

And by the way, ^{stunt,}
it isn't fair to you when
you visit the world's
fair to miss the interesting
luck strike exhibit -
where you'll see ladies
make and learn the
story of A. S. from the
box of cigarettes.

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KYSER:
(CONT'D)

5. Here's the Alma Mater song and the theme song of an orchestra leader. See if you can name the leader and his college for A. E. Moore of Los Angeles, California.
(PLAY)

6. Miss Lucille Marsh of New York City reminds us that May 1st to May 8th is National Dance Week and ^{she} suggests that we ask you the following questions: (1) What American Dance Team became internationally famous for creating innumerable ballroom dances. Fred Astaire and Ginger Rogers impersonated them in a recent picture. (2) What dancer is generally associated with dancing up and down stairs steps - in other words the stairs tap dance. (3) Can you name ^a ~~one~~ ball room dance named after an American Aviator?

7. Here's a good old-time song that most everybody has sung, and Sammy Sanders, Jr. of Birmingham, Alabama wants you to name it. (PLAY) That song ushers in a famous radio character every Saturday night on a certain program -- is it Professor Quiz, Tizzie Lish, Betty Lou or Colonel Stoopnagle?

~~8. Ben Grauer says he can't make it down to Louisville Saturday, but~~ Bill Godden of Emmetsburg, Iowa has presented us with a musical ^{Kentucky} Derby in two parts so we are going to run it right here, right now, ~~for Ben~~ - with your Old Professor doing his best to substitute for Clem McCarthy. All right, Miss _____ -- they're parading the ponies to the post and among them I see three horses who are named after Bing Crosby, Al Jolson and Ben Bernie - that's on the level. The jockey riding Jolson is (PLAY)

(more)

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KYSER:
(CONT'D)

The horse named Ben Bernie is being ridden by (BOBBY:

_____) And the ^{old} gray mare named Bing Crosby is ^{being ridden by} ~~sporting~~ a Louisville girl named (PLAY). That's fine,

Miss _____

before the start let's change contestants
9. And now, Miss _____, here is part two of this great
classic. They're off! ^(sound) ~~Jolson and Bernie are ahead of~~
~~Crosby and their jockies~~ -- _____,

_____, and _____ are singing (PLAY)

~~(CROWD NOISE IN)~~ This makes ^{the old Gray mare mad so} ~~Bing Crosby~~ sore -- she's (PLAY)

-- she's pulling up fast. He passes them and as he does

_____ pulls him across in front of the other two
nags and throws both the other jockies over the rail.

This puts Bing Crosby in the lead and he wins the race.

(CROWD NOISE OUT) It's all over! Minutes later with

their jockies missing, ^{she & horses} Al Jolson and Ben Bernie canter
past the finishing tape singing (PLAY) Moral - ~~never kid~~

~~a gray mare about being old - especially if the jockey is~~
~~a woman.~~ *The barbie will get you if you don't watch out.*

(BELL RINGING)

GRAUER: End of round two - end of round two - just one minute to
change pictures!

KYSER: Yes, students - das all - the round is over and I caution
you to grasp your Easter bonnets and wait for the ill wind
that blows nobody no good.

(WIND EFFECT BIG)

VOICE: No good -- no good!

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KYSER: Thank you, wind -- you bear tidings from our judges who have turned a deaf ear to the lobbyings of interested parties and have righteously decided that the winner of the second round is none other than handsome, curly-haired

(APPLAUSE)

KYSER: Oh dear, dear scholar - believe this weary voice when it informs you that your learning, ^{Jessie}Schwester, is what is known in our circles as "solid". Go light up a Lucky Strike and commune with the gods of erudition while I invite our student body together on the quadrangle and quake and quack quickly with kapers and kutups...I say, yes dance, kids -- yes dance.

7. ("LIMEHOUSE BLUES" , ORCHESTRA)

(APPLAUSE)

* * * * * (C O M M E R C I A L #3) * * * * *

LORD & THOMAS
NEW YORK

Client LUCKY STRIKE "RAY KISER"
Copy for Commercial #5 - May 8, 1939.

Number Revised Date 5/8/39 **

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KISER: Chillum, tonight we want to introduce an old friend in a new role...
"Speed" Riggs, the famous tobacco auctioneer...is going to do some A-1
impersonating.

RIGGS: *yes, yes!* I'm going to try and show how other tobacco auctioneers chant their bids.
You see, we all chant differently. For instance...(CHANTS 5 SECONDS -
CUTHRELL'S STYLE) That's the way Joe Cuthrell of Kinston, North Carolina,
usually chants. ~~But now here's another way...~~ *and* F.E. Boone ~~was~~ usually
chants this way...(CHANTS 5 SECONDS - BOONE'S STYLE)

BOONE: (INTERUPTING) ~~Wait a minute, Speed,~~ I'll come right back at you!

RIGGS: Okay, F. E., go ahead.

BOONE: Well, this is the way you usually chant. (CHANTS 5 SECONDS RIGGS' STYLE -
"GOLD AMERICAN")

RYSDAHL: (GOOD HUMOREDLY) An all-star performance all-around! And smokers, you'll
be interested to know that ~~all these different~~ *these three* auctioneers and many more
agree on one thing...at every market, Luckies buy the finer grades of
tobacco.

GRATER: And their judgment is backed by other independent tobacco experts - buyers
and warehousemen as well as auctioneers. Among these independent experts -
not connected with any cigarette company - Lucky Strike has twice as many
exclusive smokers as have all other cigarettes combined. This fact is es-
tablished by sworn records that anyone may examine. Now these experts
spend their lives buying, selling and handling tobacco. They know tobacco
from seed to cigarette. Why not profit by their example?

RYSDAHL: Have you tried a Lucky lately? If you haven't, maybe you've been missing
something. Try them for a week. 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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8. ~~("I'M BUILDING A SAILBOAT OF DREAMS")~~ *(cut for time)* DUET & ORCH.

(SEGUE TO:

9. ~~("HOLD TIGHT")~~ ORCHESTRA)

(APPLAUSE)

~~(FANFARE)~~)

GRAUER: Dear scholars - your mourning befits the occasion -- the flag flies at half mast and ~~the bereft mothers who have sent~~ these two young contestants to our school are to be comforted - but as we said before, thirty-five dollars lurks in the corner and on this show, money talks.

MONEY: E pluribus Unum ... *here comes Kay Kyser.* ~~or in other words get out of the way and let Kyser in!~~

KYSER: Thank you, money, and welcome, scholars. Answer true and answer fast or the money goes home by itself.

1. The name of the song we are about to play is either "When You and I Were Young, Maggie," "When Trumpets Flare," "When Hearts are Young" or "When the Red Red Robin Comes Bob-Bob-Bobbin' Along." Listen and tell Raymond Moore of Cushing, Oklahoma which it is.

2. Speaking of _____, Miss Marion Butner of Antioch, Tennessee reminds us that the Young family is a very important one in the entertainment world and wants you to name a leading lady, a leading man and a comedian in the movies and also an orchestra leader whose last name is "Young."

3. Mervyn Blagen of Plaza, North Dakota asks: Are Rachmaninoff, Jose Iturbi, Jascha Heifetz and Paderewski all painists and if not which one is not? Now can you name another famous concert violinist?

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4. Speaking of Paderewski, Miss Doris Herr of Lakewood, Ohio reminds us that among other things he composed a well-known minuet - and Beethoven also gave us one that is equally popular. We'll play a snatch of each and you tell us which is Paderewski's and which is Beethoven's.

(PLAY) (PLAY)

(BELL RINGING)

GRAUER: The round is over - the round is over --

KYSER: Das all, scholars - in just a moment our judges will grab off a decision.

(MOUTH SIREN ON THE UPTAKE)

VOICE: Hey, somebody grabbed my wig.

KYSER: Ha - so it is you after all, Desperate Desmond Decision - what have you got to say for yourself?

DECISION: Nothing else but that the big winner of the evening is nobody else but _____.

(APPLAUSE)

KYSER: A-h-h -- so you have come through with flying colors, _____ I grasps your mitten and squeeze it for the sake of glory - I am agog - ~~I am all a twitter and~~ I swoon before your erudite accomplishment - ~~you are a credit to the SPCA and the Arbor Day Society~~ - go plant a tree and take the first prize of \$35 and sit under it for a year and a day. To you, dear second placer, ~~my sincere sympathies and~~ this consolation of twenty dollars. To each of you other four contestants - ten dollars each, and to all six of you - a carton of Luckies, ~~each and every one.~~ Then to all of our students in the ^{classroom} ~~house~~ - for those fine answers and that old-fashioned spirit - a package of Lucky Strike cigarettes to each and every one.

(APPLAUSE)

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KYSER: Now, scholars - a word from our Dean of Duties - Ben
Grauer.

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GRAUER: 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. 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. ("I'M AN OLD COWHAND" ORCHESTRA)

(SEGUE TO:

11. ("GOTTA GET SOME SHUT EYE" ORCHESTRA)

(APPLAUSE)

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 ^{so} 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. And if you have any questions for the old Professor, remember the address is 480 Lexington Avenue, New York City. ^{well} See you next Wednesday night when class convenes again at 10:00 o'clock Eastern Daylight Saving Time.. and until then, this is Kay Kyser sayin' .. thanks *a lot* for being with us - and so long, everybody.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

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 *who also impersonated the chant of Joe Cuthrell of Durham, N.C.*)
IF ANY)
THIS IS THE NATIONAL BROADCASTING COMPANY.

jgs/rfg
3/2/39/