

6/7/39

The American Tobacco Company
Kay Kyser's College of Musical Knowledge - 62nd program
Wednesday, June 7th, 1939

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 THEME. , ORCHESTRA)

KYSER: Evenin' folks - how're y'all? Welcome to the old Santa Catalina
Summer Campus of the College of Musical Knowledge. *out there on the calm,*
blue Pacific. ~~We have quite a~~
~~representative student body here tonight - Catalina~~
~~Katzenjammers and a neat curriculum of Katzenjamming. For Six,~~ *not so*
~~sun-browned, pearly toothed scholars~~ *Katzenjammer Kids* ~~have been chosen at random~~
~~from our student enrollment and will do mental and musical nip-~~
~~ups and half-gainers later on, in a sporting series of~~
~~examinations for \$95 in prizes. But right now our course in~~
~~clambake cogitation must wait.~~ *upon a Catalina caper.* ~~Yes sir,~~
~~students, now is the time to shuffle out and waltz around the~~
~~wharf.~~ *well* ~~Yes,~~ waddle round the wood - let's have June, Moon,
Croon and go boom - I mean - yes dance!

1. "BEER BARREL POLKA". , ORCHESTRA

(APPLAUSE)

segue to

2. "OUR LOVE". , DUET & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

("OUR LOVE".DUET & ORCHESTRA)

KYSER: *Students* And here's ~~our new~~ Dean Niles *with some important information*

NILES: By now, America's tobacco crop is already knee-high in many sections of the country. And, thanks to good weather conditions, it looks like another banner crop may be in prospect. Improvement in tobacco quality has been made in every tobacco-growing state in the past several years. Listen to these reports - reports which help explain why we are asking smokers everywhere: Have you tried a Lucky lately?

MAN #1: The State of Georgia! . . . John Gladney, tobacco-grower of Tifton, Georgia, said recently:

MAN #2: Thanks to the help of our Government Experiment Station, we farmers have been growing finer and finer tobacco. Since 1935 the value of my tobacco crop has more than doubled.

MAN #1: North Carolina! . . . Said James Walter King of Pinnacle, North Carolina:

MAN #3: The cooperation between the farmer and Uncle Sam is working in every way to help us grow better and better tobacco.

MAN #1: Kentucky! Frank Effett, tobacco grower of Paris, Kentucky, said:

MAN #4: In the past several years, tobacco crops have been finer and lighter...extra-good for cigarettes. One reason is because of the help we're getting from the Government Experiment Stations.

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SHERWOOD: And so, we ask: Have you tried a Lucky lately? For, as always, Lucky Strike has bought the Cream of the Crop - the Cream of these finer, lighter tobaccos developed with the help of the United States Government, ^{the} State and University Experiment Stations. Aged and mellowed from 2 to 4 years, these better-than-ever tobaccos are in Luckies today. And so Luckies are better than ever...Have you tried a Lucky lately?...If your answer is "no", maybe you've been missing something. Try them for a week and see for yourself. Start with the next package of cigarettes you buy and ask for Lucky Strike.

("LUCKY DAY"ORCHESTRA)

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NILES: Now students - students ... we have only a few moments before class takes in - so gather around the telescope for a final peek.

AUDREY: I wanna see through the telescope.

NILES: All right, Audrey - take a look.

AUDREY: Oooooooo - big cannon -- way over there!

NILES: Cannon?

(SOUND: CANNON BOOM OFF MIKE)

AUDREY: ~~Oooooooo - thunder!~~

NILES: ~~Something's wrong - not a cloud in the sky.~~

(SOUND: BEGIN WHISTLE)

AUDREY: Oooooooo - look ... big man's coming through the air!

(SOUND: WHISTLE ENDS IN CRASH)

NILES: Who are you?

POKEY: I'm the guy that got shot out of the cannon over at the San Francisco Fair - where am I?

NILES: Why ... this is Kay Kyser's College of Musical Knowledge and you're just in time for class... here comes ^{Prof.} Kay Kyser now!

(KYSER MARCH ORCHESTRA)

(APPLAUSE)

KYSER: Thank you, Dean Niles and welcome Cannon Fodder - our first three contesting scholars will kindly advance before the old lecture platform and noodle with ^{some questions} a nifty ~~sent in by~~ ^{one} ~~question~~ of _____.

1. I know you want Miss Cora Williams of Belle Fontaine, Ohio, to be happy so tell her the name of this song. (PLAY) Now tell us what orchestra leader uses it for his theme.

2. Russell Anderson of Kansas City, Missouri, asks what famous composer and what present day orchestra leader were both known as the Waltz King. ~~Now can you name a composition by each.~~

3. Here's one from Burlingame, California. Miss Jeanne Waters says that our band is welcome out here, but they have no use for a certain friend of ours. He's (PLAY). Now, I'm not saying that it will, but if it ever does () out here, the Chamber of Commerce says (PLAY).

4. Most of us remember our favorite melodies, but Mrs. Lester Walker of Nashville, Tennessee wonders how much we remember about the stories ~~that~~^{the} words tell. Is the song "F D R Jones" about a New Deal President, a new born babe, or a New Year's resolution? In the song "Loch Lomond" if ~~you~~^{you} take the high road and ~~you~~^{you} take the low road, who gets to Scotland first? In the song "Mr. Gallagher and Mr. Sheehan" who says "Absolutely Mr. Gallagher, positively Mr. Sheehan?"

5. Miss Claire Bell of Colorado Springs, Colorado wants you to identify today the ~~music~~^{leader of the} of tomorrow by this theme. (PLAY)

6. Our class session is only about 15 ~~minutes~~^{minutes} ~~more~~^{now, yet} old, and we find ourselves face to face with tonight's Right or Wronger. Harold Case of Natchez, Mississippi, asks you to say Right or Wrong to the following statements. (1) Kate Smith will sing before the King and Queen of England in Washington on June 8th. (2) Tiger Rag was written by Nick La Rocca and members of the Original Dixieland Jazz Band. (3) Helen Hayes is Mrs. Charles McCarthy. (4) Vincent Lopez wrote a streamline version of the "Star Spangled Banner."

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7. Let's name this song for Miss Helen Preston, Dorchester, Massachusetts. (PLAY) The Master of Ceremonies on _____ show sang it in the picture _____. Who is he?

8. Maybe we have another Bing Crosby, Nelson Eddy or Frank Parker in our midst and James Edmund of Danville, Illinois wants us to find out by having you take a crack at this well-known barbar-shop ditty. Listen. (PLAY) Now let's sing 8 bars of it. (PLAY)

9. Miss Clara Horton of Tyler, Texas, says you should have no trouble identifying this well known school and ^{she} ~~he~~ would also like you to name the song. (PLAY)

SOUND: BELL RINGING

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NILES: End of round one - end of round one!

KYSER: Thank you, Nick-of-Time Niles - hold everything, scholars, for our judges are tabulating a decision machine - the wheels spin,

(SOUND: MACHINERY EFFECT)
and a bell rings ...

(SOUND: BELL RINGS)
And out comes a decision...

(SOUND: COIN SLOT PAY OFF EFFECT)
which states that the winner of the first round, and scholar voted most likely to succeed in winning the first prize of \$35 is none other than _____.

(APPLAUSE)

KYSER: Congratulations, dear winner - your mind is a veritable store house of musical learning. Go light up a Lucky Strike and float boats in the pool of knowledge until you are summoned for the final examinations. This is recess time and I declare, abjure, cajole and command all students to ~~drop what they are doing.~~

(SOUND: ~~CRASH OF GLASS~~)

~~That's fine - now~~ come on out and kick that light fantastic around - gimme that Catalina clutch and clog - I mean, come on you kids, yes dance!

3. "THE CONTINENTAL". ORCHESTRA)

(APPLAUSE)

segue to

4. "DON'T WORRY ABOUT ME"...SIMMS & ORCHESTRA)

(APPLAUSE)

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KYSER: Now here's Dean Niles to tell you how they transported a great
Lucy Strike factory all the way from Richmond, Virginia, to
the New York World's Fair.

NILES: (GOOD HUMOREDLY) Professor Kyser, ^{we could actually move} ~~I think you should add that~~
~~only part of that factory. The balance we brought in a~~
~~transportation took place via the motion pictures. Nevertheless,~~
~~motion picture - but it's all~~
~~in a very real sense, one of the great Lucky Strike factories~~
~~is now actually~~ on view in the Lucky Strike exhibit at the
New York World's Fair. You see, in the past, so many people
who visited the Lucky Strike factories made this comment ...

WOMAN: How fragrant that tobacco is, after it's been through the
"Toasting" process. You know, I've ~~so~~ often heard about
"Toasting" but I never realized all it meant until I actually
came here and saw it.

NILES: So Lucky Strike got the idea of giving everyone a chance to
see the "Toasting" process actually at work, ~~through the medium~~
~~of a motion picture.~~ ^{in a motion picture} Thousands of visitors to the World's Fair
have already seen this movie in the Lucky Strike exhibit.
They have been actual witnesses to the way the heat purifies
the tobacco - the way certain irritants are driven off - the
way the concentrated sunshine of the ultra-violet ray mellows
the leaf. And - with Luckies being made right there in the
building - they've also had a chance to notice the delicious
aroma - the wholesome fragrance - of the tobacco after it's
been through the "Toasting" process.

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SHERWOOD: Smokers...have you tried a Lucky lately? Remember: Sunshine mellowes, 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 by removing certain harsh throat irritants naturally present in all tobacco. And only Lucky Strike offers you the advantages of the "Toasting" process. Have you tried a Lucky lately?

5. "MA SHE'S MAKING EYES AT ME".MASON & ORCHESTRA)

(APPLAUSE)

segue to

6. "IF I DIDN'T CARE".BABBITT & ORCHESTRA)

(APPLAUSE)

....STATION BREAK....

(SCHOOL BELL RINGING)

(AD LIB CRIES & SHOUTS OF BAND ET AL)

NILES: (STILL RINGING BELL) All in - everybody in - take
your seats, students. Recess is over and the time
has come again for examinations -- three fair young
maidens approach the old lecture platform now ready
for their quiz diz and a chance to win that \$35 first
prize -- the judges are ready -- the doors are locked
and here comes the old professor, *Kay Kyser*

(KYSER MARCH)

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ANNOUNCER: We pause for station identification.

STATION BREAK

(QUIET. . . .)

(SOUND: BIRDS)

VOICE: A-h...what a peaceful place - (SIGH) nothing like a nice,
quiet snooze ... zzzzzz

(SOUND BELL - GFF MIKE)

(AD LIB GLAD CRIES AND CROWD EFFECTS ETC)

VOICE: Hey - get off me - get off me - what's going on 'round here?

AUDREY: Oh look at the funny man sleeping in the class room.

BAND: (AD LIB) Give him a hot-foot - throw him out - the lazy bum,
etc.

VOICE: Hey - where can a guy find some peace and quiet?

NILES: Not here, brother - this is the College of Musical Knowledge
- class is taking in and, duck kids - here comes professor
Kyser now.

(KYSER MARCH. ORCHESTRA)

KYSER: Greetings, students - glad to see you all back safe and
sound, - ~~remember what teacher always says - hang your~~
~~clothes upon a limb but don't get near the station break.~~
So step up, my three contesting maidens and *tussle with*
these tasty twisters ~~answer the~~
~~questions as I put them to you tripping on the tongue -~~
~~trippie to this tasty twister from~~ .

(ADD SECOND QUESTION ROUND)

(ROUND #2)

-11-

1. Here's a theme of a California boy ^{just finished} ~~now appearing~~ at the Trianon, Chicago - as popular there as in California and the west coast. James Sawyer of Asheville, North Carolina asks you to identify him! (PLAY)

2. Mrs. Sara Buchman of Ottumwa, Iowa, asks what comedian recently on the Rinco program made the first full length singing and talking picture. What was the name of the picture?

3. What's the name of this song asks Miss Mary Brown of Petersburg, Pennsylvania. (PLAY) If that is _____, what is this? (PLAY)

4. Here's a hum-dinger from Grand Rapids, Michigan. So listen closely. Mrs. Hilda Smith asks you to name a girls' orchestra led by a girl, a girls' orchestra led by a man, and a man's orchestra led by a girl.

5. "Adios" is the name of a certain tango that is the theme of a certain rhumba orchestra leader. In other words, he says "hello" by playing "goodbye." John Tanner, of Norfolk, Virginia wants you to identify him. (PLAY)

6. Look out, here comes our - what what what whatter and Miss Ruth Ann Burrell of Fort Wayne, Indiana, wants you to take out the word "what" in the following song titles and put in the right words.

(1) What foot what with a what what. (2) What what the what's all what. (3) Whose a what of the what what what.

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7. Today is Glen Gray's birthday, so "Happy Birthday" to the Casa Loma King. And by the way Paul Harvey of Janesville, Wisconsin, reminds me that a famous novelist with the same last name has a home here on Santa Catalina Island. Who is he? In other words (PLAY).

8. We're going to blind-fold you for a moment, and by the way student body, don't give away the answer to this question by snickering or going -- ooo-ah. Now Miss Jeane Wilson of Rye, New York, wants you to listen to Lyman Gandee at the piano and tell us whether he is using one or two hands. Listen. (PLAY) (PLAY) (PLAY)

9. The following is the name of a song and a dance so E. Appel of Baltimore, Maryland, asks you to go into your dance and tell us what it is. (PLAY) Now tell us who danced it in what picture. Was it "Flying Down to Rio", "Roberta", "Gay Divorcee", or "Carefree"?

SOUND: BELL RINGING

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NILES: Hark to the bell - the old scholastic bell - class is out - class is out.

KYSER: Das right, students - hold tight, for a decision is coming right up. ~~(MOUTH SIREN) There you are~~ - a nice, fresh decision which says that the official verdict of our judges is that the big winner of the second round is none other than _____.

(APPLAUSE)

KYSER: Nice work, dear scholar - you are a credit to your medulla oblongata and all points East. Light up a Lucky Strike and rest easy until you are called to slug it out on the old school mat in the final round. It's recess time again and I declare a ring around the rasamataz - ~~a sashay in the surf~~ and a session of that "makes you want to grab a gosling and a cigarette" music -- (KYSER AD LIB ABOUT THREE LITTLE FISHIES)

7. THREE LITTLE FISHIES - - - - - PRODUCTION
(APPLAUSE)

COMMERCIAL #3

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LUCKY STRIKE "KAY KYSER"
COMMERCIAL #3 - June 7, 1939

"... PRODUCTION)

KYSER: Chillun, listen to a letter from one of our correspondence students. He writes (READING) "Dear Professor Kyser: Of all the questions you ask on your weekly quiz you've never gotten around to the one I want to know about most... or maybe I've missed it... Anyway, the question is... How do tobacco auctioneers ever learn to do that chant?"..... Well, F. E. Boone, how about it?

BOONE: Why, Professor, chanting the bids is the easiest part of learning to be a tobacco auctioneer.

NILES: Easy, Mr. Boone?

BOONE: Why sure, all it needs is a little practise. You start out like this, (CHANTS VERY SLOWLY - 4 SECONDS) then you learn to speed it up a bit. (CHANTS FASTER - 4 SECONDS) Finally you're going at this speed (CHANTS FAST 10 SECONDS - SOLD AMERICAN).

NILES: (GOOD HUMOREDLY) Well, if that's easy, Mr. Boone, what's the thing that's hard about being a tobacco auctioneer?

BOONE: It's knowing tobacco that's hard. It takes years of real study to learn to recognize the quality and value of the different grades of leaf.

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SHERWOOD: And smokers, it's this very fact - the fact that independent tobacco experts like Mr. Boone must know tobacco from A to Z - which makes it so important for you to learn what cigarette they choose for their own smoking. Now here are the facts as established by sworn records which anyone may examine. (PAUSE) Among independent tobacco experts - auctioneers, buyers and warehousemen, not connected with any cigarette company - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined...(PAUSE) Have you tried a Lucky lately? Why not profit by the example of the men who spend their lives buying, selling and handling tobacco. Next time you buy cigarettes remember...with independent experts - with men who know tobacco best, it's Luckies 2 to 1!

8. "HOLD TIGHT".....ORCHESTRA

(APPLAUSE)

segue to

9. "TEARS FROM MY INKWELL",.....SIMMS & ORCHESTRA)

(APPLAUSE)

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(FANFARE.....)

NILES: The Final Round! There's 35 dollars first prize at stake!

~~(SOUND: HAMMERING ON STAKE)~~

There's our two champions scholars ^{are} ready for the fray - there's weeping.

(SOUND: BAND WEEPS)
there's wailing...

(SOUND: BAND WAILS)
and there's...

(SOUND: LAUGHING TROMBONE)
Professor Kay Kyser!

KYSER: Thank you - thank you, Cecil B. DeNiles - step right into the limelight, my fine feathered contestant - this is where ^{the testing} ~~it~~ gets tough and tempting - but let me wish you the best of luck and may the best student go home with the bacon.

(SOUND: PIG SQUEALING)
Kyser: Thanks Bacon
(ADD FINAL QUESTION ROUND)

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FINAL ROUND

1. Here's a tricky little brain teaser from Ratio, Arkansas. Miss Blanche Carpenter asks is this song about dark eyes?- (PLAY) Is this one about the devil? (PLAY) Is this one about a little star? (PLAY)

2. Miss Jacquelyn Morton of Madison, Georgia, says the following teams of music writers are associated - either with musical comedy songs, comic operas, ^{or} moving picture songs, ~~or~~ (later)

3. Tell Mrs. R. A. Beazley of Tampa, Florida, the difference between Barnyard, Barn-dance and Barn-storm.

4. Here's an interesting query from Miss Margaret Jenista of Chicago, Illinois. Listen to the following two songs and tell us their names and which is based on a Debussy composition and which is based on a Tschaikowsky melody. (PLAY) (PLAY)

SOUND: BELL RINGING

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NILES: School's out - the round is over.

KYSER: Das all - das all - das all - quiet, scholars - the great moment is at hand - get your sling shots ready for action, kids - here comes the decision. Yes, and the judges declare that the winner of the evening - the big cash and carry scholar ^{of the consolidated Catekin chambers} is none other than _____.

(APPLAUSE)

KYSER: My dear, dear scholar - tears stain this weather-beaten old face. This old throat is all choked up with true emotion over your gallant achievement - not since McGuffey's Reader has anyone tackled pure erudition with such verve and eclat - I ~~choke back my tears and~~ cross your lunch hook with this fine financial tribute of \$35 ... go, live a life of indolent ease, ^{with the flying fishes} To you, dear second placer - ~~another copious bucket of tears~~ - sincere regrets and a token of this \$20, ^{and now} ~~to~~ the other four contestants - ten dollars each and to all six a carton of Lucky Strikes. Then to every member of our happy student body for those hair-trigger woodlings in the nick of time - a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER: Now - before we have commencement - a word to the wise from our Dean of Duties - Ken ^{Wise} Niles.

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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. And as sure as 2 plus 2 makes 4, better than ever tobacco crops plus "Toasting" make Luckies better than ever. Have you tried a Lucky lately?

10. "IT'S DELOVELY",.....ORCHESTRA

(APPLAUSE)

segue to

11. "LITTLE SKIPPER".....ORCHESTRA)

(APPLAUSE)

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KYSER: (ON CUE) Well, das all, scholars - and school is out until next Wednesday night. Your ^{entertainment just} homework for the week is guaranteed worth ~~your~~ while....listen in to YOUR HIT PARADE with Lenny 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 new address is Box 909, ^{Los Angeles} ~~Hollywood~~ California. See you next Wednesday night when class convenes again at the same time ... and until then, this is Kay Kyser sayin' ^{we'll be thinking of you} ... thanks ^{a lot} 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)

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