

The American Tobacco Company

Kay Kyser's College of Musical Knowledge - 63rd program

Wednesday, June 14th, 1939

(RECORDING REBROADCAST

(WED JUNE 15, 8-9 P M)

NILES: 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!

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 y'all? Welcome to our little schoolhouse
Hebeus Pacific - out here in colorful Catalina is
entirely surrounded by ~~water~~ - ~~our Catalina campus out here~~
where we have our campus
~~in the Pacific~~. And in easy reach - a mere bean-shooter shot
from here - are six wholesome and happy California
contestants chosen entirely at random from our student body
here tonight. They have not been tutored for the
examinations - and the kindly faculty committee has provided
ninety-five dollars in prizes ~~for the brighties~~. But before
they noodle with the nonsense, every scholar from Maine to
Mexico - from New York Harbor to the Greetings, Gate - is
hereby given full permission to seize his favorite girl, got
out on the old hardwood and move his feet. ~~The music chimes~~
out, so let's dance - chillun - I mean come on, let's dance!

1. "IT'S ALL YOURS" ORCHESTRA)
(APPLAUSE)

segue to

2. "I NEVER KNEW HEAVEN COULD SPEAK" SIMMS & ORCHESTRA
(APPLAUSE) COMMERCIAL #1

6-14-39

KYSER: Now here's Dean Niles to tell you how Uncle Sam pulled on his over-alls, ~~and~~ went down South to look for a job on a tobacco farm.

NILES: (GOOD HUMOREDLY) ... and found plenty of jobs, Professor! Yes, in the past few years - through Government Experiment Stations throughout the South - Uncle Sam has actually been pitching in and helping to improve the quality of the tobacco grown on thousands of farms. Listen to what one typical tobacco grower - Mr. Robert Beatty of Lexington, Kentucky - said recently:

MAN: I think that more and more of us farmers are coming to realize the importance of the work being done by the Government Experiment Station. For example there's that #16 seed they've developed to help us grow finer quality tobacco. I know I can call on the Experiment Station to help me at any time and I know that as a result, my tobacco crops have been better than ever in the past few years.

SHERWOOD: 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 a result} 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} State and University Experiment Stations. 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.

-4-

NILES: Don't shove - stay in line - right this way. Is this your little girl, sir?

ISH: Yes, this is my little pearl - the flower of my heart - my Esmeralda.

NILES: And you want to enroll her in Kyser College?

ISH: Don't know - think Esmeralda would like it here?

NILES: Why of course she would. Look at the wonderful view! On a clear day you can see ninety-five dollars in prizes! And those sweet old Judges over there - they teach history, and make it too. Look at those three happy scholars approaching for the first round - they're

ISH: Yeah - but who's gonna take care of Esmeralda?

AUDIENCE: KAY KYSER!

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: Take it easy, Esmeralda - be a good little girl and next week teacher will take you to the poolroom. Now come, *my* first three ^{*uncoached*} contestants - and make or break yourselves.
(ADD FIRST QUESTION ROUND)

-4-

FIRST ROUND

1. Identify this well-known theme song and the name of the town for Mrs. Jacque Hubbard of Jacksonville, Florida.
2. Here's one from Brooklyn, New York. Miss Gerry Robbins wants you to name three pictures in which Bette Davis has appeared including one for which she won the Academy Award.
3. One of the highlights of a visit to Santa Catalina is a trip in a glass bottom boat in which you can peep as deep as 85 feet into the deep sea activities. Johnnie Stacey of Avalon, California took a glass bottom boat trip and here's ^{a young lady} ~~what~~ he saw ^{down there} (PLAY) She was being (PLAY) by (PLAY)
4. Miss Billie Ann Foster of Fort Wayne, Indiana, has reminded us that today is Flag Day and she wants you to tell us who composed the ^{words to} Star Spangled Banner. ^{who made the first flag?} Now, can you recite the last two lines?
5. Here's the theme song of a fellow featured at the Biltmore Bowl in Los Angeles for many years. Identify him for Larry Drinard of Richmond, Virginia. (PLAY)
6. Now look out for the what-what's. Miss Anne Gold of Cincinnati, Ohio wants you to take out the "what's" in the following song titles and put in the correct words. For instance, I get what without what what what - would be "I Get Along Without You Very Well." 1. Is it what, what they what about what? 2. What went the whats of my what. 3. What Goes What here in what what?
7. What's the name of this song asks Ralph Novak of Howells, Nebraska. (PLAY) Can you name two other songs that end in the words Tea for two?

8. You're about to hear an instrument that's quite common in dance orchestras, but you're not going to hear it as it's usually played. We'll blindfold you for a moment and then Mrs. Mac Strother of Raleigh, North Carolina wants you to name the instrument ~~and the song you hear.~~

(PLAY) *What do you call the way it's being played?*

9. ~~We know most daddies like to pretend they wear the pants in the family all the time, but Colin Livingstone of Oswego, Oregon reminds us that they're only king for a day - and that's Sunday, June 18th and so in honor of Father's Day, let's see if you can name this song.~~ (PLAY)

SOUND: BELL RINGING.

6-14-39

NILES: One two, button my shoe Professor - the round is over.

KYSER: Button your own shoes, ~~Dean~~ ^{Butter} Niles - mine have laces. But I'll ^{lace up} ~~hold~~ my tongue, for as you say, the round is over, and the Judges are buttonholing up a ^{two-tone} winner. And here comes the decision naming as the champion of our first round, Mr. _____.

(APPLAUSE)

KYSER: Congratulations, my dear _____...your learning has proved you worthy and you will be kept after school, not to beat erasers, but to ^{study for the finals} ~~meditate for that thirty-five dollars first prize~~. While you're studying, the rest of the students may light up a Lucky Strike or sashay round to an unprofessorial roundelay. Here 'tis, students, so come on out there and let's dance, I mean - let's dance!

3. "AND THE ANGELS SING"BABBITT & ORCHESTRA)

(APPLAUSE)

segue to

4. "SUNRISE SERENADE"ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2.

6-14-39

KYSER: Students, here's Dean Niles with a letter from one of our correspondence scholars.

NILES: This is from a lady who recently went through the Lucky Strike factory at Richmond, Virginia. The last few lines of her letter are particularly interesting in view of the Lucky Strike Exhibit now showing at the New York World's Fair. For this lady writes

WOMAN: If other smokers could go through one of your factories as I did, I'm sure they'd be convinced by actually seeing the irritants that are driven out by "Toasting" and how extra sunshine is added through the ultra-violet ray ... and then the delicious fragrance of the tobacco after it's been through the "toasting" process."

SHERWOOD: We thank our correspondent for her letter. And I think every smoker will be interested to know that the Lucky Strike Exhibit at the New York World's Fair has now ~~actually~~ made it possible for all of America to go behind the scenes in a Lucky Strike factory. For a motion picture at this Exhibit shows the manufacture of Luckies in full detail.

6-14-39

NILES: This motion picture contains factual proof of some of the reasons behind our question: Have you tried a Lucky lately? Sunshine mellows - heat purifies, and you can actually see how the "Toasting" process removes certain harsh throat irritants naturally present in all tobacco... You can see how Lucky Strike's finer tobaccos receive a rich "toning-up" in the concentrated sunshine of the ultra-violet ray. And, as you watch the cigarette machines actually making Luckies there in the Exhibit Building, you'll be able to judge the delicious aroma - the wholesome fragrance - of tobacco after it has been through the "Toasting" process.

SHERWOOD: And remember, only Lucky Strike offers you the ^{benefits} ~~advantages~~ of the exclusive process "It's Toasted" ... Have you tried a Lucky lately?

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

(APPLAUSE)

segue to

6. ("HOW WARM IT IS THE WEATHER".SIMS & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: We pause ^{briefly} for station identification.

6/14/39

-10-

.....STATION BREAK.....

AUDIENCE MURNUR

NILES: Quiet students, recess is over and here's your problem in arithmetic for today. If I have three more contesting scholars, thirty-five dollars first prize, some "makes-you-want-to-dance" music, judges who can keep score, a group of questions, and a sprinkling of singing song-titles...and I mix them all up with "Evenin', folks - How' ~~y~~ y'all" ... what have I got?

STUDENTS: Kyser College!

NILES: Right - and here's the old Professor now!

(KYSER THEME IN MARCH TEMPO)

KYSER: Q.E.D. Dean Niles. Light up a Lucky Strike, contesting scholars ... and advance to take the tempestuous examinations of this second round. The first question is for _____ of _____.

(ADD SECOND QUESTION ROUND)

-10-

6/14/39

SECOND ROUND

1. Here's a theme song heard weekly for nine or ten years and Richard Katter of Wilmington, Delaware wants you to name the song and the leader. (PLAY) Now can you name the first motion picture _____ was in? And speaking of _____ we are _____ ing up to San Francisco next week, stopping off at Santa Cruz ~~Sunday~~ ^{Monday} night and opening at the Golden Gate Theatre for a week on the 21st.

2. During the 11th Annual Santa Catalina Women's Invitational Golf Tournament held ^{here} last week ~~under the auspices of the Southern California Women's Golf Association, here at the Visitors' Country Club~~, Miss Mildred Jordan of Watertown, Massachusetts had a dream that she and I followed a certain foursome around the course and now you tell us who they were. They are known as "The Song Bird of the South", "The Moon-Glow Girl", "The Last of the Red-Hot Mamas" and "The Singing Lady."

3. The girls in our class session want to salute Father's Day ~~too~~, so here's a little note from Miss Marjorie Dudley of Pueblo, Colorado. She says, "I Love my brothers, my sisters, Aunt Sue and Uncle Joe - I even love ^{Cousin from Milwaukee} (PLAY). But as much as I love them - (PLAY) because (PLAY)."

4. Mrs. Charles Read of Monongahela, Pennsylvania, asks ^{you to} ~~of what~~ Name ~~the Greek dialect comedians - Can you spell Parhyakarkas?~~ ^{countries the following dances remind you - Hula-Hula, Highland Fling, Lambeth Walk, and Rhumba.}

5. Here's a theme song which identifies that famous saxophone-playing orchestra leader who plays the "Flight of the Bumble Bee" with only one breath. Russell Anderson of Kansas City, Missouri, wants you to identify him. (PLAY)

6. Here's our right or wronger for tonight. Mis Marie Farinola of New Orleans, Louisiana, wants you to say "right" or "wrong" to the following statements: (1) Tiger Rag is a Christmas Carol. (2) Joan Fontaine is Olivia de Havilland's sister. (3) Fritz Kreisler, besides the violin, plays piano. (4) Donald Novis was one of the three original rhythm boys.

On Sunday when we reluctantly leave this paradise we will
 7. ~~Raymond Jones of Montclair, New Jersey wants you to name this~~
~~hear his song played as the boat pulls out from the pier. Mr. Geo. Kuke~~
~~familiar selection from the opera "Il Trovatore." (PLAY)~~
Wonders if you can identify it? What does it mean?

8. While fishing the other day one of the three little fishies jumped into ~~our~~ ^{my} boat and said "Hey Prof, why don't you have one of those gals sing some fish talk" and with that he jumped back into the water and swam back over the dam. Miss Naomi Anderson of Bristol, Tennessee, thought it was a swell suggestion, so come on try your luck (PLAY)

Down in de meddy in a itty bitty poo
 Fam fee itty fitty and a mamma fitty foo
 Fim, fed de mamma fitty, fim if oo tan
 And dey fam and dey fam all over de dam.

Boop boop dittem datten watten choo
 Boop boop dittem datten watten choo
 Boop boop dittem datten watten choo
 And dey fam and dey fam all over de dam.

9. Bill Sharpe of Raleigh, North Carolina, reminds us that June 19th is "North Carolina Day" at the New York World's Fair, and I'd like to salute my fellow statesmen by asking you to name this song. (PLAY) Now can you name two other songs with Carolina or Carolin in their titles?

SOUND: BELL RINGING

NILES: Recess, Professor - the bell rings and the students get time out to eat.

KYSER: Yes, Dean Niles - but don't you give the Judges their lunch boxes until they get a decision.

NILES: Okay, Professor - starvation makes them fast.

KYSER: It sure does, for here's a decision - a scrap of parchment with the name of _____.

(APPLAUSE)

KYSER: To _____ goes a winning smile from the old Professor and the commendation of the entire student body. Relax, and light up a Lucky Strike - or if you'd rather, I suspect that this next helpin' of music is going to cause a bit of gyrating round the gymnasium, so you go out there and join 'em. On your mark, scholars - get set - and ye's dance, I mean - come on there, let's dance!

7. "CONCERT IN THE PARK" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

-14

KYSER: Chillun, just four days off - Sunday, June 18th - is Father's Day and in fittin celebration, we've got a special guest here tonight ... a young fellow who goes far to explain why F. E. Boone, the famous tobacco auctioneer, is one of the proudest fathers in the land ... John Boone, ^{wait you to} come over here, ^{my boy} ~~son~~. Last time you visited this program you were still in high school.

JOHN: Yes, but I've graduated now.

KYSER: Congratulations! And your dad tells me you're coming along fine with your tobacco auctioneer's chant, too. ^{Say, how} ~~How~~ about it, Bob Sherwood? Don't you think we ought to give John a try-out?

SHERWOOD: Absolutely, Kay. Let's see how nearly John resembles his father when it comes to chanting.

JOHN: Well - I'm afraid I've still got a long way to go.

BOONE: Never mind that, son. Show them what you can do. I'll give you a starter with one short sale, then you carry on.

(BOONE CHANTS 6 SECONDS - "SOLD AMERICAN")

JOHN: All right, Dad. Here goes. (CHANTS 10 SECONDS - "SOLD AMERICAN")

(APPLAUSE)

SHERWOOD: Good work, John. He's got the makings of a real tobacco auctioneer, hasn't he, F.E.?

BOONE:- John's doing right nicely, Mr. Sherwood. I want him to go to college first but then I hope he'll follow in his Dad's footsteps. We Boones have been in tobacco ^{business} since pioneer ^{down} days and tobacco traditions like that are handed ~~an~~ from father to son.

6-14-39

SHERWOOD: Yes, and it's traditions like that, Mr. Boone, which make us proud that Lucky Strike is the cigarette of the great majority of you independent tobacco experts - auctioneers, buyers, and warehousemen... Among these independent experts - not connected with any cigarette manufacturer - 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. Have you tried a Lucky lately? Try them for a week and profit by the example of these men who spend their lives buying, selling and handling tobacco ... And if you want a perfect gift for your father on this Father's day, why not present him with a carton of Luckies? Remember ... this all-significant fact about cigarettes ... with independent experts - with men who know tobacco best, it's Luckies 2 to 1!

"LUCKY DAY"

ORCHESTRA

8. "Wishing" ----- Duet and Orchestra
(Applause)

(FANFARE.....)

NILES: The Final Round! Twice before, this very evening, has the word gone out. Twice before have the scholars responded with eclat and paper wads. And now the final hurdle - the big test of the evening is at hand - the goose hangs high, but it's the boodle of bacon that you take home to daddy. So watch your own hat and coat and look out for Professor Kay Kyser!

KYSER: And the scholars better look out for the questions, too, because these are real tuffies. Step up _____ and take your first snatch at the cash and carry.

(ADD FINAL QUESTION ROUND)

FINAL ROUND

1. Our final round this evening is dedicated to and deals with one of the greatest operatic composers of all times - R. Vargner. First W. O. Greenfield of Brunswick, Georgia wants us to play a beautiful aria from his opera "Tannhauser" and see if you can name it. (PLAY) Is that "My Heart At Thy Sweet Voice," "Evening Star," "Ave Maria" or "Arise Fair Sun."
2. Miss Constance Taber of Southbery, Connecticut asks which of the following teams of opera stars are recognized as the greatest living singers of Vognerian opera: Rosa Ponselle and Lawrence Tibbett, Lucrecia Bori and Nino Martini, Kirsten Flagstad and Lauritz Melchior, or Lily Pons and Tito Schipa.
3. Johnny Williams, Jr. of Louisville Kentucky wants you to spell Voner. Now in English that is pronounced _____ - and that reminds me - who was Hans - or _____ (?) - Wagner.
4. I imagine most folks are conscious of the fact that R. Voger composed a great trouble - maker ^{Random No. - a slip of the tongue, I mean} -- a wedding march, and Mrs. C. L. Wheaton of Detroit, Michigan, wants you to listen and tell us which of these two you think is his. (PLAY) (PLAY)

SOUND: BELL RINGING

NILES: The final round is done and over, Professor.

KYSER: Yes Dean Niles - but the scores are being added, the sales tax figured, and the Judges are working overtime on a decision. What's the glad word, gentlemen? Aha -- the grand winner of the evening is none other than _____
(APPLAUSE)

KYSER: Such frenzy - such fury, _____! You attacked those questions with nothing short of dispatch, and this is your red letter day. Hang not back, but willingly accept these thirty-five dollars first prize, and have a nice boat-ride home. To our second placer goes this twenty dollars of consolation. Each of the other four contestants get ten dollars apiece, and all six receive a carton of Lucky Strikes. Finally to every member of the student body assembled here tonight - for that fine response with answers and cheers - a package of Lucky Strike Cigarettes.
(APPLAUSE)

KYSER: And now, here's Dean 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. 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. ("SMILES" ORCHESTRA)
(APPLAUSE)

segue to
~~11. ("DEEP PURPLE" ORCHESTRA)~~
~~(APPLAUSE)~~

KYSER: (ON CUE) Well das all, scholars - and school is out until next Wednesday night. As this is our last class session on Catalina Island, I want to take this opportunity to express our appreciation of the wonderful reception and support we've been given by everybody here. Next week class takes in at the San Francisco World's Fair on Treasure Island. Meanwhile...Your homework for the week is guaranteed good fun - 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 ~~new~~ address is Box 909, Los Angeles, California. See you next week at the same time when class convenes again. Until then, this is Kay Kysor sayin' We'll be thinking of you ... ~~and~~ thanks for being with *chillum and* us - 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.