

The American Tobacco Company

Kay Kyser's College of Musical Knowledge - 64th Program

Wednesday, June 21st, 1939

(RECORDING REBROADCAST  
(WOR JUNE 22, 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)

(APPLAUSE)

KYSER: Evenin' folks - how're y'all? Welcome to the old class room  
of the College of Musical Knowledge which takes in tonight  
in the heart of the brave new world - the San Francisco Fair  
here on Treasure Island - it's a beautiful sight, folks -  
I hope you <sup>won't</sup> ~~don't~~ miss it. ~~[Up here on the old lecture~~  
~~platform we have six nicely combed and brushed scholars who~~  
~~have been snipped out of our student body by the whimsical~~  
~~hand of Fate and stand trembling and un-rehearsed waiting to~~  
~~compete for \$95 in prizes.]~~ Oh, it's a great day on the old  
~~here in the classroom, too - with contests for \$9500 in prizes and dancing~~  
mid-way, - so come on out, students, and romp a rigorous  
rondelay - reach out and let's have some of that "makes-you-  
want-to-hold-tight-and-dance" music - I mean, yes dance -  
kids - yes, dance!

1-A

7  
1. ("WHO".....ORCHESTRA)

(APPLAUSE)

segue to

2. ("STRANGE ENCHANTMENT".....SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

1-A

6-21-39

KYSER: Hey there, Dean Niles, one of our correspondence students has a sassy question for you. He's a city boy and he wants to know ... How can even an Experiment Station experiment with the growing of tobacco?

NILES: (GOOD HUMOREDLY) Well, one answer is by growing it themselves for test purposes. You see, these Experiment Stations, maintained by the Government, <sup>the</sup> States and Universities, work constantly both in the laboratory and in the field. For an example of what they have done to make tobacco crops of the past several years better than ever in quality, listen to this account by a typical tobacco farmer-- Chester McLemore of Midway, Kentucky --

MAN: My first visit to the Government Experiment Station was a couple of years back. They had long rows of tobacco growing in trial beds. ~~I looked 'em over and picked out the finest grades of tobacco I could find.~~ Then I was told that all these finest grades were grown from #16 <sup>Seed</sup> - a new type of seed the Station was then offering to farmers. Naturally I began using #16 myself and I've found it grows some of the most successful tobacco I've ever seen.

~~SHERWOOD~~  
Conti  
Smokers, have you tried a Lucky lately? The cooperation between farmers like Mr. McLemore and these Experiment Stations 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 help of the United States Government. 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 you haven't, you've got a real treat coming. Start with the next package of cigarettes you buy and ask for Lucky Strike.

("LUCKY DAY" ..... ORCHESTRA)

NILES: Now the moon is high over Treasure Island and buried deep in the sands of the old campus is a chest containing 35 pieces of eight as ~~first~~ <sup>the first</sup> prize - <sup>and completely unrehearsed</sup> three brave young scholars, chosen <sup>by the whimsical hand of fate</sup> ~~by~~ <sup>body</sup> from our student ~~audience~~ await their turn to walk the scholastic plank - our judges sit with patches on their eyes and on the seats of their pants. Yes, the Jolly Roger flies and with a yo ho, ~~yo~~ ho and a barrell of fun - with a toot on the tooter and a roll of drum - comes Captain Kid Kay Kyser!

(KYSER MARCH.....ORCHESTRA)

(APPLAUSE)

KYSER:

*Step forward*

~~Thank you,~~ shipmates - let's be schoolmates - ~~our first~~  
~~three competing scholars step forward~~ - that's it. Now, the examinations begin and I warn you that a \$35 first prize dangles in the offing, so answer fast and true. The first question comes from \_\_\_\_\_.

(ADD FIRST QUESTION ROUND)

FIRST ROUND

1. Here's the theme song of a nationally known California native son, which Mrs. H. R. Hollis of Bakersfield, California, wants you to identify. (PLAY)

2. Here's one from Elkhorn, Wisconsin. From the strong arm of Darrell Dunbar we are reminded that "Armstrong" is quite a name in the entertainment world and he wants you to identify a few of them. First a negro trumpet player named Satchel Mouth. (2) Radio's "All American Boy". (3) A negro fighter. (4) A Movie star.

3. Today - June 21st, is the longest day in the year, and I ask - how do you figure it? Bob Bartlett of Wilmette, Illinois, says it's very simple - you just look at the clock when the sun comes up and then you look at the clock again (PLAY) Then you figure how many hours, minutes and seconds have elapsed (PLAY.) Knowing how we all love sunlight, I would say this is (PLAY)

4. Miss Frances Medina of Los Angeles, California wants to see how closely you follow the words to your favorite song. So she wants you to name at least three colors mentioned in the song Atasket Atasket. Who met whom in the song Ti Pi Tin - \_\_\_\_\_ met young  
\_\_\_\_\_.

5. This next song was written about and dedicated to the St Francis Hotel here in San Francisco and was composed by one of the first dance orchestra leaders in America. Gene Monday of <sup>his</sup> ~~that~~ city wants you to name it and tell us what present orchestra leader uses it for this theme. (PLAY)

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6. Here's our "right" or "wronger" for tonight. Miss Empha Fisher of Steubenville, Ohio wants you to tackle these Treasure Island toughies and tell us whether they are right or wrong. (1) Irvin S. Cobb and Ty Cobb are brothers. ~~(2) The song "Wishing" was sung in the picture "Love Affair" by Irene Dunne and a gang of kids.~~ (2) Paul Whiteman formerly played with the San Francisco Symphony. (3) Sally Rand's middle name is "Also." (4) *Harace Heidt played 42 weeks at the Garden Gate Theatre in San Francisco.*

7. What's the name of this song asks Mrs. Homer Kline of Reading, Pennsylvania. (PLAY) Now tell us - what does it mean?

8. You don't look much like an Angel, but Miss Viola Hofmann of Seattle, Washington, wants you to sing a few bars of "And the Angels Sing." So we'll give you the pitch, and you pitch in. (PLAY)

9. Hang your head in shame says Dick Randall of Berkeley, California if you can't tell us what famous college this song identifies. (PLAY) Now what's the name of it?

SOUND: BELL-RINGING.

NILES: Recess - recess - Professor, time is up and the first round is over.

KYSER: Well, das all students - you may pass out at leisure now while our learned judges canvass <sup>the outer passes of</sup> the Fair for a decision.

NILES: Decision is in, Professor.

KYSER: Thank you, <sup>and Mr. \_\_\_\_\_ don't you pass out when you hear</sup> ~~yes~~ - the winner of the first round is declared <sup>you are the winner of the first round, Mr. \_\_\_\_\_</sup> ~~to be none other than~~.

(APPLAUSE)

KYSER: Congratulations, dear student. You have got <sup>one foot in the door</sup> ~~a good view of~~ <sup>of</sup> the ~~one~~ exhibit at this great San Francisco Fair which above all others <sup>may</sup> ~~will~~ have <sup>an</sup> ~~a~~ <sup>the exhibit of</sup> ~~heavy~~ influence upon your future life - ~~that~~ 35 bucks first prize. Go, light up a Lucky Strike and relax until you are called to compete in the final round. I declare a recess now, so come on, scholars - let's mess around the old mid-way - let's fumble around the fan dance - let's pooch around the Pacific - let's dance, kids - come, let's dance.

3. ("FEELING SORRY FOR MYSELF".....MASON & ORCHESTRA)

(APPLAUSE)

segue to

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

(APPLAUSE)

COMMERCIAL #2

KYSER: Here's Dean Niles to tell you how the "mountain" is now being brought to "Mahomet"!

NILES: (GOOD HUMOREDLY) Always the learned touch, Professor! But, ladies and gentlemen, that's actually a good description of one current feature at the New York World's Fair...the Lucky Strike movie in our building there. Let's turn back the clock a few months and show you how the idea for this movie originated. A young lady visitor from New York had just been shown through the Richmond Lucky Strike factory. She turned to the Lucky Strike representative who had been her guide and said:

WOMAN: You know, I've often heard about your "Toasting" process, but until I actually saw it at work and really breathed in the fragrance of the tobacco after "Toasting", I never...  
(HESITATES)

MAN: You never realized just what "It's Toasted" means?

WOMAN: Exactly...I suppose you're accustomed to visitors here feeling the way I do?

MAN: (GOOD HUMOREDLY) Well - we wish we could bring every smoker to our factory.

WOMAN: But couldn't you?...I mean, couldn't you take a movie of the process - actually show people (FADE) how "Toasting" removes all those irritants and ...

CONTE: It was from many suggestions like this that the idea came for the current movie in which the "Toasting" process is depicted. Thousands of visitors to the World's Fair have already seen this movie in the Lucky Strike Exhibit.



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CONTE:  
(Cont'd)

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 while they've watched Luckies made right there in the building, they have had a chance to notice the delicious <sup>fragrance - the wholesome aroma</sup> ~~aroma~~ of the tobacco after it's been through the "Toasting" process. Smokers...have you tried a Lucky lately? Remember: Sunshine mellows, heat purifies. Sunshine and heat - that's the way the exclusive "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 advantage of the "Toasting" process. Have you tried a Lucky lately?

5. ("BEER BARREL POLKA" . . . . . ORCHESTRA)

(APPLAUSE)

segue to

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

(APPLAUSE)

ANNOUNCER: We pause for Station Identification.

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STATION BREAK

(CROWD EFFECT.....AD LIB DISORDER)

NILES: (NILES RINGING SCHOOL BELL) Come, come, scholars - take your places ... recess is over and school is about to take in ... the \$35 exhibit is unveiled and will go to the big winner of the evening...the judges are all set... three more contesting scholars approach the old lecture platform and without a fan before his pan comes that man -- Kay Kyser.

(KYSER MARCH.....)

(APPLAUSE)

KYSER: Thank you boys - and welcome scholars - class is officially  
taken in and our second set of three fair <sup>San Francisco fair</sup> contestants are  
standing before the old lecture platform. Ah me, it's  
wonderful to be a teacher - you get to know all the answers.  
Ready, scholars - here comes the first question...  
(ADD SECOND QUESTION ROUND)

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ROUND TWO

1. A certain orchestra leader signs off the air - not on - off the air - with the following song which he composed. Tell Mrs. Louise Bowen of Murfreesboro, Tennessee, what orchestra it identifies. (PLAY)  
He signs on with \_\_\_\_\_.

2. Here's a Snow-White question from Elven Breaud of New Orleans, Louisiana. He wants you to name at least four of the seven dwarfs.

3. Last night I had a chance to see part of this wonderful San Francisco World's Fair and at the request of Jimmy Wood of Cleveland, Ohio, I am going to see if you can identify for him - a few of the high-lights by the songs we play. On the Elephant Train which takes you around the Fair, we passed the Horticultural, Science and Federal Buildings - the Art Exhibit - and the Cavalcade of the ~~Pacific~~ <sup>Solar West</sup> which depicts the growth of the West ~~from the present Aereplane Era~~ <sup>starting way</sup> back ~~to~~ <sup>in</sup> the time when there were only (PLAY). Besides these exhibits, the fair is noted for its picturesqueness and beauty - its lovely flowers, trees and fountains - at night the whole Fair is a Fairyland of jewels, especially the Tower of the Sun where you might hear the beautiful chimes playing (PLAY). No trip to the fair would be complete without visiting the Gay Way with all of its concessions, thrilling rides and amusements - to say nothing of (PLAY). All in all it's really an Island of Treasures and our hats are off to the San Francisco World Fair!

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4. Henry Bernard of Montgomery, Alabama, reminded me of a very unusual football game played in the Rose Bowl on Jan. 1, 1929 and in checking up with sports announcers around here, we found it is true. This all happened in one game. The football exploded when Tom Jones fell on it, a player got the end of his finger bitten off, a player picked up a fumble and ran the full length of the field in the wrong direction. Which game was it? University of California-Alabama? California-USC - California-Georgia Tech or California-Pitt?

5. Here's another orchestra theme and one Miss Marjorie Dudley of Pueblo, Colorado is confident you are familiar with. Listen and tell us whose it is. (PLAY)

6. Better look out or the "what what" will get you. It's our "what-whater" for tonight and it comes from Keith Murphy of Robbinsdale, Minnesota. You take out the word "what" in the following song titles and put in the correct words, (1) Alexander's what what what? (2) Yes, what what no what. (3) What what your what in your old What What and What, What, What.

7. Considering where we are tonight, Mrs. Marian Gray of Rosemead, Calif., thinks it's very appropriate to ask you the name of this song (PLAY). I understand the author of the famous book \_\_\_\_\_, spent quite some time in and around San Francisco. Who was he?

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8. Here's an odd instrument that Miss Violet Mandeville of Portland, Oregon wants you to listen to, but before you hear it, we must blind-fold you. Now let's see if you can tell us the instrument and the song he's playing - I warn you it's either a French Horn, an Oboe, or an English Horn. (PLAY)

9. What's the name of this song and who sang it in what picture is what Mrs. Frank Westbrook of Sherman, Texas wants to know. (PLAY) Now can you name two other people in that picture?

SOUND: BELL RINGING

-12A-

NILES: Recess ... the second round is declared over.

KYSER: Das all scholars - das all -- hold everything while our judges tally their ballots.

HARRY: ~~(TAPPING WITH GAVEL)~~ <sup>air</sup> The judges have reached a decision.

KYSER: Thank you. (PAUSE) The judges announce that the winner of the second round is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: Roll out the purple carpet - I kiss your hand, dear scholar, Yours is a triumph ... from where you stand right now the view of financial solvency is mighty fine - go light up a Lucky Strike and contemplate the vagaries of existence.

Right now class is declared in recess and I lead the way to ~~Treasure Island Sporing~~ <sup>Where you will hear an</sup> the old school stomping ground ~~for a bit of that makes you~~ <sup>old favorite all dressed up in fancy pants - yet's listen</sup> ~~want to kick it around~~ <sup>music - yes, let's mooch - I say</sup> ~~Students, yet's listen~~ <sup>yes, dance students - yes dance.</sup>

7. "DARK EYES". . . . ., PRODUCTION)

(APPLAUSE)

(COMMERCIAL #3)

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KYSER: Chillun, Dean Niles wants to tell you what takes place <sup>like this</sup> while the tobacco auctioneer is busy auctioneerin'.....  
(CHANT 10 SECONDS - "SOLD AMERICAN")

NILES: The chant you just heard lasted exactly 10 seconds. And that is the average length of a sale at tobacco auctions. During these 10 seconds the buyers must evaluate the tobacco, figure out how much they think it's worth and bid in competition... Now how are they able to do all this in just 10 seconds? ... Well - tobacco experts know what to look for in tobacco. Here's one rule they use in judging it - as told to us by Leroy Bishop for 18 years a tobacco warehouse owner of Springfield, Kentucky...

MAN: The bottom leaves of a tobacco plant are usually sandy and over-ripe. The top leaves are too heavy in ~~flavor~~ and too coarse in texture. It's the center leaves that make the best smoking. Now I've seen Luckies buy the center leaves at auction after auction. That's why I've smoked Luckies for the past 5 years.

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SHERWOOD: Smokers, Mr. Bishop is typical.. Among independent tobacco experts - auctioneers, buyers and warehousemen, 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? Why not profit by the example of the men who spend their lives buying, selling and handling tobacco? Try Luckies for a week. Next time you buy cigarettes, remember ... with independent experts - with men who know tobacco best - it's Luckies 2 to 1!

8. ("AND THE ANGELS SING". . . . . BABBITT & ORCHESTRA)

(APPLAUSE)

Segue to

9. ("NEW MOON AND AN OLD SERENADE". . . . . DUET & ORCHESTRA)

(APPLAUSE)

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(FANFARE. . . . .)

NILES: The Final Round! Treasure Time has come to Treasure Island.  
~~And fair play rules prevail at the San Francisco World's~~  
~~Fair.~~ *And* For this is the time when the ~~educational cliff~~ *Sailing* for  
the thirty-five dollar first prize becomes ~~serious in the~~ *tough and tricky*  
~~first degree.~~ Our two contesting champions are ready ~~for~~  
~~the fray.~~ And with a wave of his hand and a greeting from  
the band comes that grade A exhibit - that professorial  
tid-bit -- Kay Kyser.

(RKO FANFARE - BAND)

KYSER: Greetings, dear scholars. This is where we ~~go into the~~ *Sail into the*  
~~stretch for final financial solvency.~~ *port of* ~~So stretch out and~~ *beware of the*  
~~reefs and Shoals planted in your path by our correspondence~~  
~~take this first question sent in by~~ *reefs and Shoals planted in your path by our correspondence*  
~~Scholars.~~  
(ADD FINAL QUESTION ROUND)

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1. We got out to the Fair last night just as (PLAY). Of course I'm kidding, but if it had happened, Paul Harvey of Janesville, Wisconsin, says we could have listened to (PLAY).
2. Speaking of merry-go-rounds and grind organs, Miss Helen Stratton of New Haven, Connecticut, asks you the difference between a Caliope, Carousel, and a Hurdy Gurdy.
3. Miss Irene Sugar of Waterloo, Iowa, reminds us that some of radio's oldest and best shows have had the same announcers for years and <sup>they</sup> are so definitely a part of the respective programs that you should be able to tell us their names. For instance, who is the announcer on the Amos 'n' Andy program? On Bing Crosby's program? Who announces the Opera on the air? Who razzes Jack Benny all the time?
4. Name this song for Billy Roach of St. Louis, Missouri. (PLAY)  
Now that is the theme of the English orchestra leader who first brought that famous blind pianist, Alec Templeton to this country. Was it Ray Noble, Jack Hilton, Ambrose or Jay Whidden. They were heard from the Drake Hotel in Chicago in 1936.

SOUND: BELL RINGING

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*-18- We've crossed the finish line, Professor*

NILES: It's all over - ~~the examinations are complete.~~

KYSER: Thank you *little shipper Niles - now feel your sails* - ~~now keep your chips up,~~ students - our judges are handing in the paper. Yes..and they declare that ~~the winner of the finals~~ - the big money winner of the evening is none other than \_\_\_\_\_.

(APPLAUSE)

KYSER: My dear scholar - *this is truly treasure island for you, but you have won the treasure without a sword* - ~~you have made the grade.~~ You are in the chips and from now on you can have confidential talks with big ~~time~~ business men. I endow you with this first prize of \$35 and you better go home in ~~your~~ *an armored car with John Silver might get you* - to you, dear second placer, my sincere sympathies and this second prize of \$20 -- to the other four contestants- ten dollars each and to all six - a carton of Luckies. Then to each and every member of our student body here tonight -- for those volunteer answers and fine school spirit-- a package of Lucky Strikes.

(APPLAUSE)

KYSER: Now before we enter the commencement ball - a brief word from Dean Niles.

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. ("HANG YOUR HEART ON A HICKORY LIMB". . . . .ORCHESTRA)

(APPLAUSE)

segue to

11. ~~("TEARS FROM MY EYEWELL" . . . . .ORCHESTRA)~~

(APPLAUSE)

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KYSER: (ON CUE) Well, das all scholars - and school is out until next Wednesday night. Your homework is guaranteed worth while entertainment....just 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 Box 909, Los Angeles, California. See you next Wednesday night when class convenes again at the same time ... and until then, this is Kay Kyser saying ... we'll be thinkin' of you and... thanks for being with 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)

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