

Mr. S. L. Weaver, Jr.

as broadcast

3/1/39



WEAF

THE AMERICAN TOBACCO COMPANY

PROGRAM #48

Kay Kyser's College Of Musical Knowledge

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10:00 - 11:00 P.M.

MARCH 1, 1939

WEDNESDAY

GRAUER: Listen to the chant of the tobacco auctioneer...

~~BOONE:~~
Riggs: (CHANT) 1st Sale ... 31 - 36
2nd Sale ... 32 - 37

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

GRAUER: Remember - "SOLD AMERICAN" means fine tobaccos for your
Lucky Strikes! That's why with independent tobacco experts
- auctioneers, buyers and warehousemen - with men who know
tobacco best, it's Luckies - two to one. 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 y'all? Once again we've whizzed aloft
in our super high-speed elevators to the skyscraper campus
on the heights of Times Square in New York City. And
tonight the ancient and honorable order of Phi Beta Kysar
is represented by six scholars ... chosen at random from
the student body to compete for the financial security
that only our ninety-five dollars in prizes will bring.
Any similarity between these scholars and any scholar
living or dead is purely coincidental. But a restless
surge engulfs the student body ... they strain at the
scholastic leash, eager to be off and face the problems
of the cold, gray dance floor. They are not to be denied,
so let's go chillun - and ~~let's dance, I say,~~ come on -
let's dance!

1. ("JEEPERS CREEPERS" ORCHESTRA)

(SEGUE TO:)

2. ("DEEP PURPLE" SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

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COMMERCIAL #1

GRAUER: Professor Kyser, I think maybe our College of Musical Knowledge is helping to promote the night-school idea all over the country.

KYSER: Night-schools, Dean Grauer?

GRAUER: That's right, Professor Kyser. F. E. Boone, the famous tobacco auctioneer, has been telling me that they've even got a night school for farmers down in Nash County, North Carolina.

KYSER: Why, say ... *my home is in* Nash County ~~just a few miles from my home-~~
~~town~~ What do the farmers study in those classes, Mr. Boone?

BOONE: For one thing, they study ways to grow better tobacco. You see, I was down in North Carolina a couple of weeks ago ... and folks told me these schools have done a great deal to help improve the quality of recent tobacco crops.

RUYSDAEL: That's just one more example of how the United States Government, the States and Universities have helped the farmers grow better tobacco than ever in the past few years. And it's the reason why we ask smokers everywhere this question ... Have you tried a Lucky lately? You see, during these recent better-than-ever tobacco years, Lucky Strike, as always, has bought the Cream of the Crop. These finer, lighter tobaccos, aged and mellowed from 2 to 4 years, are in Luckies today. And so Luckies are better than ever. Try Luckies for a week and let your own taste tell you why only Lucky Strike can make this statement...

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COMMERCIAL #1: (CONTINUED)

GRAUER: Among independent tobacco experts ... buyers, warehousemen and auctioneers ... 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: Have you tried a Lucky lately? Next time you buy cigarettes, remember ... with independent experts ... with men who know tobacco best ... it's Luckies 2 to 1!

("LUCKY DAY" 8 BARS ORCHESTRA)

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GRAUER: Gather round, oh ye of little wit --
Cluster 'neath our ivy-covered podium.
And ye shall chew the educational grit,
And bear a smile, or suffer deep opprobium!

The dollars ninety-five wave in the breeze;
He springs across the ice just like Eliza
The scholars group themselves in trembling threes -
And here he comes, our monitor, Kay Kyser!

(KYSER THEME IN 6/8 ORCHESTRA)

KYSER: Prettily poesied, Ben Johnson Grauer, Dean of Greeting
Cards ... Greetings, to you, too, scholars. I'm asking
the first question of _____ from _____.

FIRST QUESTION ROUND:

1. One of George Gershwin's immortal compositions is used
as a theme by one of America's most distinguished swing
bands and Mrs. M. Griffith of Miami, Florida would like
you to name both the song and the leader. (PLAY)

2. Here's one from Columbus, Ohio. W. J. Bailey says it
will be just child's play for you to name three child
characters impersonated by grown-ups on the radio and tell
us who is the grown-up behind each character.

3. The Jones family has been portrayed in pictures, and
now Miss Katherine Wells of Sheffield, Alabama reminds us
of some other famous Joneses by means of music. We'll
play 'em and you guess 'em. 1. The newest addition to the
clan. (PLAY) And by the way, (PLAY) And now the
grandfather of these children was (PLAY) (MORE)

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KYSER:
(CONTD)

4. Two of the six orchestra leaders we are about to mention do not conduct an all girl orchestra. Al Fraser of Detroit, Michigan would like you to say which two they are. The names are Ina Ray Hutton, Blanche Calloway, ~~Babe Egan~~ ^{Baby Face}, Florence Richardson, Phil Spitalny, Rita Rio.

5. Let's march right into this little theme song query for Miss Doris Seitz, Collingswood, New Jersey and show her that it is just a little gust of ^{march} ~~seasonal~~ wind. (PLAY)

6. A few song titles were playing in the school yard at recess today and a big bad March wind came along and twisted them all up. Mrs. Jack Murphy of Shreveport, Louisiana asks you to untwist them and give us the correct titles. 1. I suggest you switch associates for indulgence in terpsichorean past-times. 2. In what place or at what time? 3. Slumbering beneath the surface of a briny body of aqua.

7. Here's a plaintive melody, the beauty of which is typical of its beloved composer. Norman Forbes of Durham, North Carolina hopes you won't get weary trying to name it. (PLAY)

8. Here's a four star interrogation from Culbertson, Nebraska. Lyman Gandee is going to give us a tune on an old-time instrument that requires both his feet and his hands to play, and Miss Dorothy Weber wants you to name the instrument. ^{organ} (PLAY) Now, Mr. Gandee will impersonate an old-time means of musical entertainment that requires only the feet. (PLAY)

(MORE)

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KYSER:
(CONTD)

9. Look out or this tornado from Glen Frank of St. Joseph, Missouri will blow you right out of the school room. He wants you to name the following song. (PLAY) Now, how about naming another song that has the word _____ in its title and one that has the word _____ in its title.

SOUND: (BELL RINGING)

GRAUER: Hold it, Professor - the Round is over!

KYSER: Thank you, Dean Grauer. And now our judges will go into solemn conclave and shout forth their decision from their Ivory Tower. Shout on, brethern.

ISH, SULLY,
HARRY: (BLUE ROUTINE)

KYSER: What was that?

ISH: (BLUE ROUTINE)

KYSER: I get it, Judges. You name as our first big winner none other than _____;

(APPLAUSE)

KYSER: A fine and pedagogical bit of pedantry, my dear _____. And in this momentous display of sensational salubration... you have crossed the Rubicon into the Final Round. Light up a Lucky Strike while the rest of the scholars celebrate your great learning with a display of the ^{proliferation} ~~frugal~~ heel-and-toe -- ^{and away we go} ~~off to Buffalo~~ - and let's dance, I say - come on, let's dance.

3. ("CHOPSTICKS" MASON & ORCHESTRA)

(SEGUE TO:)

4. ("SWEET LITTLE HEADACHE" BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL # 2

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COMMERCIAL #2

KYSER: Now here's Dean Grauer, bringing in that opera competition again...

GRAUER: Professor, I just want to ask the students what they think is the hardest kind of singing in the world? (SLIGHT PAUSE) Isn't it those difficult arias from our great operas? Think of the demands upon the voice made by one short passage like this.

(15 SECONDS: *"Julia's Question" - Rigoletto - Tenor*
~~"ROBERT THE DEVIL" -- BASS-BARITONE~~)

GRAUER: Even those ^{few} seconds of singing from that familiar ~~bass~~ ^{from "Rigoletto"} aria would be a serious strain on any ordinary voice. But think of the strain that results from singing a whole season of opera! It's no wonder that great opera singers take the utmost care of their voices and throats. They simply can't afford to risk throat-irritation from smoking. The famous star, Richard Crooks said recently: "It would open the eyes of the average smoker to go backstage to the dressing rooms at the Metropolitan. He'd see great singers, whose voices are literally their fortunes, smoking Luckies."... And Mr. Crooks himself is typical. He has smoked Luckies ever since 1920 because he finds them always easy on his throat.

RUYSDAEL: 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 a "higher heat treatment". It involves the use of higher-degrees of heat than ordinary in cigarette manufacture. (MORE)

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COMMERCIAL #2: (CONTINUED)

RUYSDAEL:
(CONTD)

It is a fact that all tobacco, even the finest, contains certain harsh throat irritants. The higher degrees of heat used exclusively by Lucky Strike take out these certain harsh throat irritants. And that's why, after "Toasting", the tobacco is more mellow...Have you tried a Lucky lately? Try them for a week and let your own throat prove to you the advantages of the "Toasting" process. Next time, ask for the only cigarette that offers you this throat protection. Ask for Lucky Strike.

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5. ("BEGIN THE BEGUINE" ORCHESTRA)

(SEGUE TO:)

6. ("THEY SAY" SIMMS & ORCHESTRA)

(APPLAUSE)

BARUCH: We pause now for station identification.

- - - - -STATION BREAK- - - - -

(STUDIO MURMUR)

GRAUER: (CLAPPING HANDS) Quiet students - quiet - ~~recess is over~~
~~so dust off your diplomas . . . put on your thinking caps . . .~~
we're entering the second semester of Kay Kyser's College
of Musical Knowledge. ^{From now on recess is over.} Light up a Lucky and pay attention,
for now comes the time when another little cloud no
bigger than a man's hand rises over Times Square - takes
a long look at our little red school house and says:

BABBITT: Hello everybody! Beware! Beware!

GRAUER: Thank you, Cloud, and let me tell our second set of
three contesting students to beware of everything:
including - "A" - the \$35 first prize; "B" the perilous
questions; ^{and} "C" *... The Biggie Pokie Kay Kyser.*

~~POKEY: I see a man with a funny hat!~~

~~GRAUER: You better Duck then, Small Fry - that's Professor~~
~~Kay Kyser!~~

(MARCH UP BIG AND OUT)

(APPLAUSE)

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KYSER:

-11-
little cloud

Thank you, Dean ^AGrauer and welcome contesting students... your fresh, rosy faces bring us a touch of Spring in the old Classroom ... And now _____, here is a touch of whimsy to start things off. Miss Eliza Bishop of Crockett, Texas wants you to answer this question:

SECOND QUESTION ROUND:

1. She says it would be too easy if we were to play this orchestra's theme the way you're accustomed to hearing it, so we have turned it around a little to make it harder for you to tell us the title and whose theme it is. (PLAY) Now, what instrument should have played it?
2. ~~All these programs and personalities we discussed here in our class-room from week to week have announcers, some of whom have been associated with them for many years, and so~~ Clarence Thomas of Little Rock, Arkansas would like you to name at least three ^{radio} announcers that have been heard on the air not less than five years.
3. One of the two songs we are about to play is a negro spiritual and the other was written by Irving Berlin. They both deal with ^{one of} a shillelagh. Mrs. Kenneth Irvine of Portland, Maine, would like you to name them and tell us which is which. (PLAY) (PLAY)
4. Here's a noble suggestion from Miss Gladys Benson of Hennespin, Illinois, who asks you to name three orchestra leaders whose first or last names have the word "noble" in them.

(MORE)

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KYSER:
(CONTD)

5. Mrs. Edward Kuhn of Bicknell, Indiana, would like you to name this beautiful waltz. (PLAY) Now tell us what popular tenor is associated with the song? He is now featured with Eddy Duchin's orchestra.

6. Our March 1st Right or Wronger comes in like a lion and if you don't answer correctly you'll go out like a lamb. Thomas Watson of Piedmont, California wants you to say Right or Wrong to the following statements:

1. Walter Winchell says "And I do mean you."
2. Amos and Andy were once heard on the air as Sam and Henry.
3. Benvenuto is the first name of a famous Italian artist and craftsman.
4. Carioca is the name of a song, dance and a dessert or pudding.

7. Here's a swell suggestion from Miss Jeanne Nelson of Grand Forks, North Dakota. (PLAY) Can you name that? Speaking of _____ that _____, I guess one of the best known is the canary. Would you say that the male or female canary ^{usually} sings better?

8. I hope we don't get the bird for continuing our dissertation on birds, but William Peters of Norfolk, Virginia asks you to tell us what birds are concerned with the following sounds and songs. (PLAY) (PLAY) (PLAY)

(MORE)

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KYSER:
(CONTD)

9. Here's a sweetheart of a question from Miss Rita Maria Kennebeck of Denver, Colorado. She would like you to sail right into this song and tell us the title of it. (PLAY) And now can you name a picture, a play, or another song that has the word _____ it its title?

SOUND:

(BELL RINGING)

GRAUER:

The round is over
~~Just a minute, Professor - Mrs. McGinty called and wants Junior home in time for mulligan.~~

KYSER:

Thank you, Dean - Well, das all scholars - ~~the second round is over~~ and our judges have a decision. Yes, here it is and they declare that the winner is none other than _____.

(APPLAUSE)

KYSER:

A--h, my dear scholar, relax - light up a Lucky Strike. Recess time is here so -- *Buffed off to shuffalo*
~~Chicago Chicago Chicago~~
~~Cincinnati~~ - in other words, get going, I mean, come on, kids, ~~follow me and don't be icky with the one, two, three~~ -- I mean, yes dance.

7. ("ON THE ROAD TO MANDALAY" PRODUCTION)

(APPLAUSE)

COMMERCIAL #3

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COMMERCIAL #3

KYSER: And now our Dean of Public Smoking - Benjamin Franklin Grauer!

GRAUER: (AMUSED) Thank you, Professor Kyser! And here's a story Ben Franklin would surely have approved. For I want to tell you about a man who's held down his job for 23 years now and he's still rated "tops" in his field. He's Colonel Hart Shewmaker of Lebanon, Kentucky ...

Boone: (FADE IN CHANT - 8 SECONDS - NO SOLD AMERICAN - FADE OUT)

GRAUER: Yes, Colonel Shewmaker has been a tobacco auctioneer ever since 1916 and he's sold enough tobacco at public auctions to make a package of cigarettes for every person in the world ... more than 150 million pounds. With all that experience, it's no wonder that Colonel Shewmaker is rated one of the best tobacco men in the Bluegrass. As an independent expert, he sells to all cigarette companies alike. But when it comes to choosing a cigarette for his own smoking enjoyment, he picks Luckies. And recently he told us why...

MAN: Naturally, I know what tobacco each cigarette company buys. And I have seen Lucky Strike buy the finer tobacco in Kentucky, the Carolinas, and Georgia ... the choice center-leaf that makes the smoothest smoke.

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COMMERCIAL #3: (CONTINUED)

RUYSDAEL: Colonel Shewmaker is typical. Sworn records show that an overwhelming majority of independent tobacco experts ... men who spend their lives buying, selling and handling tobacco ... agree with Colonel Shewmaker in his choice of Luckies. (PAUSE) Have you tried a Lucky lately? New methods developed by the United States Government have helped make the last few tobacco crops better than ever. As always, Lucky Strike has bought the Cream of the Crop. So ... Luckies are better than ever. Prove this to yourself by trying Luckies for a week. Next time you buy cigarettes, remember ... with independent experts - warehousemen, auctioneers and buyers - with men who know tobacco best ... it's Luckies 2 to 1!

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8. ("THIS CAN'T BE LOVE" BABBITT & ORCHESTRA)

(SEGUE TO:)

9. ("I PROMISE YOU" DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE:.....)

GRAUER: "Gad! What a day for gliding," said Tom Rover with a smile. "Nonsense," said handsome Frank Merriwell nudging our Tom into the path of an express. (Pay attention, for this is where it gets good.) "Quiet boys," said Tom Swift popping out of his rocket car, "there's 35 dollars first prize at stake and as we say in Paducah - that ain't hay."

KYSER: This ain't Uncle Don either, said the handsome professor ~~entering the classroom hippity hop hippity hop making big white teeth into the microphone.~~ This is old Kay Kyser and he's going to get you if you don't watch out. You stand beside me here, Miss _____ and Mr. _____, you stand on the other side, and as this is the final round if one of you misses, the other will have a chance at the same question

FINAL QUESTION ROUND:

1 a. See if you can name this song for Berney Burleson of Johnson City, Tennessee. (PLAY) By the way, I am told that in no place in the Bible does it refer to _____ a horn.

1 b. Now _____, can you name a news commentator whose first name is _____?

(MORE)

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KYSER:
(CONTD)

2 a. Speaking of the Bible, I am told there are at least ¹⁴ instruments referred to in the Good Book, and Miss Evelyn Smith of Columbia, South Carolina, would like you to name at least two of them.

2 b. Now _____, you name two more.

3 a. One of the following composers did not write a grand opera, and R. Straughan of Pearl Harbor, Hawaii, would like you to pick out the one that is not an opera composer -- Victor Herbert, Wolfgang Mozart, Rudolph Friml, and Deems Taylor.

3 b. Can you name a song or _____ he did compose?

4. There are two parts to this little query from Miss Betty King of Hartford, Connecticut. First name this song popular a few years back. (PLAY)

4 b. Now that melody is almost note for note like the classical composition you are about to hear. Listen and tell us whether you think it is "Fantasy Impromptu" by Beethoven, Chopin or Kreisler. (PLAY)

SOUND: (BELL RINGING)

GRAUER: Time is up, Professor - the final round is over,

KYSER: Das all, chillun. Nobly done - now hold everything while our judges hand in their little white paper. Yes, here it is and it bears the fatal news that the big money winner of the evening is none other than _____.

(APPLAUSE)

(MORE)

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KYSER:

Dear, dear scholar - your old professor stands limp before such magnificent erudition -- erudition and sparkling accomplishment which have jerked you full blown from the stygian depths of comparative obscurity to the brilliant summit of scholastic renown. Oh - it gives me such happiness to caress your life line and your fate line with this little roll of lettuce - \$35 first prize. And to you, dear student, for your noble accomplishment in taking second honors - this \$20 and to our other four contestants ten dollars apiece and to all six, a carton of Luckies each. Then to each and every member of our student body here tonight - for those merry chuckles - hearty guffaws and neat nudges in the clinches - a package of Lucky Strikes to each and every one.

(APPLAUSE)

10. ("HOLD TIGHT" *(cut for time)* ORCHESTRA)

(SEGUE TO:)

11. (~~"YOU MUST HAVE BEEN A BEAUTIFUL BABY"~~ ~~ORCHESTRA~~)

(APPLAUSE)

KYSER:

Now, students - before we hear the Valedictory address - I call upon Dean Grauer.

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GRAUER: Here's a question with a reason, smokers ... Have you tried a Lucky lately? This is why we ask: Recent tobacco crops 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. So Luckies are better than ever. Have you tried a Lucky lately? Try them and let your own taste tell you why ... with independent tobacco experts -- warehousemen, buyers and auctioneers, with men who know tobacco best, it's Luckies two to one.

("LUCKY DAY" (TAG) ORCHESTRA)

(FADE ON CUE)

KYSER: (ON CUE) Well, das all, chillun -- das all ... And school is out until next Wednesday night. Now, scholars, if you have any questions you want answered, why send 'em right along to me -- Kay Kyser, at 480 Lexington Avenue, New York City. [And if you want to keep up your homework in musical knowledge, your old Professor suggests you listen in to YOUR HIT PARADE every Saturday ... with Lanny Ross, the Raymond Scott Quintet, and Mark Warnow's Orchestra.] So until next Wednesday night when class convenes again, this is Kay Kyser sayin' -- thanks for being with us -- and so long, everybody.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

(APPLAUSE)

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. ^{and}

ANNOUNCER: (SONG CREDITS .. IF ANY)

THIS IS THE NATIONAL BROADCASTING COMPANY.

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but for time