

Mr. Weaver
3/8/39

as broadcast

W E A F

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE

(Program #49)

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10:00 - 11:00 PM

MARCH 8, 1939

WEDNESDAY

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

RIGGS: (CHANT) 1st Sale ... 32 - 37
2nd Sale ... 31 - 36

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
- auctioneer, 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're y'all? I give you the old red mitten of welcome to our school house which stands proudly atop one of the quaint steel hills in Times Square, New York. Tonight as we prepare for a ~~new~~ session of Kyser College, we welcome six new scholars chosen at random from our student body before class took in. They sit in places of honor near the old lecture platform and are ready to compete in musical examinations for \$95 in prizes. Yes, ~~our class system in the old College is strictly informal --~~ ^{now} ~~so~~ light up a Lucky Strike and come on out and meet your classmates - fraternize and socialize for ... I declare a friendly flare of fancy fandango -- a scholastic swing and scamper -- yes ^{bas} ~~det's~~ it kids -- yes dance!

1. ("F.D.R. JONES" ORCHESTRA)

(SEGUE TO:)

2. ("I CRIED FOR YOU" SIMMS & ORCHESTRA)

(APPLAUSE)

- COMMERCIAL #1 -

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COMMERCIAL #1

KYSER: ~~Now~~ Here's Dean Grauer, ^{now} ready to take us on a little imaginary trip out to Lexington, Kentucky ...

GRAUER: Yes, Professor. The scene is the office of the Government Agricultural Experiment Station in Lexington.

2nd Voice The telephone rings ... (BELL)... ~~and~~

1st VOICE: Hello: Hello, Experiment Station? This is Tom McConnell - old Troublesome again.

2nd VOICE: (AMUSED) How are you, Mister McConnell? What can we do for you today?

1st VOICE: It's about this new way of "topping" my tobacco. (FADING)
I want to ask you *whether* ...

GRAUER: Ever since 1931, Thomas McConnell has been asking - and getting advice about tobacco from the Government Experiment Station in Lexington. As he told us recently ...

1st VOICE: I'd call them and say "Here's ^{old} Troublesome again". But they always told me: "Call any time. We're here to help." And help me they have. I've watched the improvement year by year in the quality of my tobacco. And those Lucky Strike buyers have seemed to agree, ^{by} buying my best grades.

RUYSDAEL: Smokers ... have you tried a Lucky lately? The reason we ask is because all through the Southland, tobacco farmers like Mr. McConnell have been cooperating with the United States Government, the States and Universities and, as a result, tobacco crops of the past few years have been outstanding in quality. As always, Lucky Strike has bought the Cream of the Crop. Aged and mellowed from two to four years, these finer and lighter tobaccos are in Luckies today.

(M O R E)

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RUYSDAEL:
(CONT'D)

So Luckies are better than ever. Try them for a week and let your own taste tell you why only Lucky Strike can make this statement:

SARUCH:
Drawer:

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:

With independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1! (PAUSE) Have you tried a Lucky lately?

"LUCKY DAY" ORCHESTRA)

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GRAUER: My friends - dear faculty members - students and scholars - if you have ~~any~~ tears prepare to shed them now. For right now is the time when laughs and grins are sent to the dean's office and educational frowns gather in Kyser Hall. The first three candidates for top honors step forward ... our judges are wrapped in dignity -- the \$95 in prizes wrapped in cellophane, and rapidly to the rostrum runs that rapper of knuckles -- readin-ritin-and rhythm -- Kay Kyser!

KYSER THEME IN MARCH TEMPO

(APPLAUSE)

KYSER: Thank you, Dean Grauer - steady, students - ~~remember that~~ ^{if} the month of March comes in like a lion and ^{it} goes out like a lamb. So if you roar - roar ^{correctly} right, ~~or you'll go out fast;~~ ^{or} and if you bleat, you'll have to bleat the time chime. Ready - here comes the first question

FIRST QUESTION ROUND

1. If you're wide awake, you'll have no trouble with this orchestra's theme song. Tell Miss Pauline Fischer, of Tulsa, Oklahoma, the name of it and what leader is associated with it. (PLAY)
2. Here's one from Baltimore, Maryland. Horatio Miller asks you the difference between radio, Ravel and rodeo.
3. Mrs. Victor Ganel of New Orleans, Louisiana, says you should recognize this next song the minute we begin it. (PLAY)
Now tell us whether or not Cole Porter wrote this song about a game, a dance, a dinner, or a love scene.

(M O R E)

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KYSER:
(CONT'D)

4. Ray Mark, of St. Paul, Minnesota, has listed lots of initials which he says should be familiar to all of us and he would like you to explain what at least three of the following initials stand for. F.D.R. ... R.F.D. .. N.B.C. ... F.P.A. ... F.O.B. ... K.M.H.
5. Here's a girl orchestra leader's theme song. Miss Ida Margaret Hopkins, of Reading, Kansas, asks you to name the song and the leader. (PLAY)
6. Robert White of Fresno, California, suggests that instead of twisted song titles tonight we ask you to untangle a few twisted motion picture titles and has submitted the following: (1) A masculine juvenile village. (2) A trio of shrewd damsels. (3) The terrific 3/4 time!
7. This song bears the name of our President's wife and Miss Norma Hobbs, of Springfield, Illinois wonders if you can tell us what famous comedy team it identifies on the radio. (PLAY) Is it Vic and Sade, Lum and Abner or Pick and Pat?
8. Make P.R. Perry of Chapel Hill, North Carolina, happy by telling him of what countries the following songs remind you. (PLAY)(PLAY)(PLAY)
9. Here's a good old song which you should quickly recognize. (PLAY) Now tell Arthur Berson of Newark, New Jersey, when it was most popular and which of these three orchestra leaders you think wrote it, Isham Jones, Ted Fiorito, or Paul Ash.

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SOUND: (BELL RINGING)

GRAUER: Recess - recess - dear old golden recess!

KYSER: Das all students. The bell has rung and the round is over.
Hold fast - the votin's done - the ballots are counted
and our judges decide that the winner is none other than

(APPLAUSE)

KYSER: Dear student, you're half a lamb already, and if you
persevere, you certainly will be a \$35 richer lamb, *no lions!*
Only the winner of the second round and the final
examination stand in your way. Go, ^{now} light up a Lucky
Strike while recess comes around. Yes, students, unwrap
your lunch - eat your apples - grab yourselves a goon and
gyve gently while we gambol a giddy gavotte ... everybody
step - I mean, yes dance!

3. ("COULD BE" MASON & ORCHESTRA)

(SEGUE TO:)

4. ("I GET ALONG WITHOUT YOU VERY WELL" . . . BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

COMMERCIAL #2
March 8, 1939

REVISED

KYSER: Students, Dean Grauer here says he's got a tougher music lesson than we're used to at Kyser Kollege.

GRAUER: Yes, Professor, just try to imagine a more difficult feat for the human voice than this ...

(FRAGMENT OF TEN SECONDS)

GRAUER: The human voice reaches its most thrilling climax in grand opera, and it is with their voices that opera singers must earn their living. That's why our great Metropolitan Opera stars do everything to protect their voices, especially when it comes to smoking. Now, many of the world's greatest singers, stars of the magnitude of Ezio Pinza, Elizabeth Rethberg, Gertrud Wettergren, Paul Althouse, have smoked Luckies for years because they find that with Luckies they avoid throat irritation.

RUYSDAEL: And here's why. 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 the application of higher heat to tobacco. Every smoker should know that tobacco, all tobacco, contains certain harsh throat irritants. To remove those irritants, Lucky Strike - and Lucky Strike alone - uses higher heat. After "Toasting", the rich, satin-smooth tobacco is more mellow. Have you tried a Lucky lately? Try them for a week and your own throat will 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. ("HOLD TIGHT" ORCHESTRA)

(SEGUE TO:)

6. ("THE UMBRELLA MAN" DUET & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: (ON CUE) We pause for station identification.

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

SOUND: (CROWD MURMUR UP - BRING UP AND ESTABLISH AFTER BREAK
- ORCHESTRA TUNES PIANISSIMO)

GRAUER: (ON CUE) (MILTON CROSS) Once again the great hall is
darkened - the scholars file back into their places - and
we await this great epic of "makes-you-want-to-dance"
music ~~scored "Molto Allegro Con Schmitz"~~. At this
juncture, it would be in order to light up a Lucky.
Now the house lights are out - (MUMBLES) *adagio ma non*
troppo, Giovanni Pierluigi da Palestrina, and the ^{venerable} great
Mai-estro Kai-ayzer is standing in the wings ^{to the left} (MUMBLES)
~~Andante-cantabile, allegretto sostenuto~~ ... and now
the great moment has arrived and here is Kay Kyser!

(KYSER THEME IN 6/8)

KYSER: Thank you, *Hatti Daygh, Hatti-Curci*
Metropolitan Grauer. Dean of Roulades and
Cadenzas. The second set of ^{more} three scholars now gives their
all. Come _____ of _____, here is
your first question...

(MORE)

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SECOND QUESTION ROUND:

KYSER:
(CONTD)

1. Here's one from my buddy Dr. Herbert H. Brown of Chanute, Kansas, and he wants you to tell us the name of it and what orchestra leader uses it for a theme. (PLAY)
2. Here's a cutey from Miss Mary Potter of Grand Rapids, Michigan. ^{Cleveland flier} I'm going to name some beloved story-book characters and you tell us which one you would associate with the Three Little Pigs. All right - Huckleberry Finn, Old King Cole, Rip Van Winkle, The Big Bad Wolfe, Alice in Wonderland, Little Boy Blue. Now how about Fiddlers Three. Which one blew the horn?
3. Here are three songs that have the same names as the musical shows in which they were featured. Fred Odom, of New Castle, Indiana, asks you to name them. (PLAY)
(PLAY) (PLAY)
4. For Mrs. P.J. Crowley, of El Paso, Texas, let's sail into this question concerning the Sullivan family. She asks which Sullivan is a newspaper columnist, which is a colored songstress, which is a former boxing champion, and which is a movie star.
5. This well-known orchestra theme song and the leader it identifies are what W.N. Howell of Crosby, North Dakota, wants to know. (PLAY)

(MORE)

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KYSER:
(CONTD)

6. Here's our Right or Wronger for tonight and it is from Miss Mary Neel of Birmingham, Alabama. She asks you to say quickly Right or Wrong to the following statements: (1) Johnny Weismuller is a skating champion. (2) Symphony conductor Eugene Ormandy's brother plays the cello for Andre Kostelanetz. (3) O, Sol Mio is a French folk song. (4) Basil Ruysdael ^{was} ~~is a~~ former member of the Metropolitan Opera Company.

7. This song was made famous some 26 years ago by Al Jolson and not long ago a certain child movie star featured it in the picture Broadway Melody of 1938. See if you can name the song for Mrs. Fern Timken of Boulder, Colorado, and tell us who the child movie star is. (PLAY)

8. We're going to blind-fold you and then Ish Kabibble is going to play a home-made musical contrivance. Henry Winn of Washington, D.C. would like you to tell us what it is and the name of the song he is playing. (PLAY)

9. What about naming this song, asks Miss Jane Ann Barris of Henryetta, Oklahoma. (PLAY) Now tell us which of these three ^{begins and ends} ~~starts~~ his program with that song - Ben Bernie, Eddy Duchin or Sophie Tucker.

SOUND:

(BELL RINGING)

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GRAUER: Honor bright, Professor - you promised you'd stop at the bell.

KYSER: Nuff said, Dean Grauer. ~~I declare the second round officially done away with,~~ and while the judges are hunting up a winner, let there be a brief breathing spell.

BIZ: (DEEP SIGH OR TWO)

KYSER: Thank you, breathing spell - and here's the decision, naming as the second candidate for the final round, none other than _____!

(APPLAUSE)

KYSER: In the spring, a young girl's fancy should turn to thoughts of love, but you, _____, should turn your thoughts to the final round wherein you will clash for that thirty-five dollars first prize. Relax now, and light up a Lucky Strike while the rest of the scholars salute the muse with a libation of terpsichore. In other words, as Apollo said to Venus, let's dance, ^{children} ~~I mean~~ - ~~come on let's dance!~~

7. ("BLUES MY NAUGHTY SWEETIE GAVE TO ME" MASON & ORCH)

(APPLAUSE)

COMMERCIAL #3

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COMMERCIAL #3

KYSER: Now here's Dean Grauer to tell you about a man who plays a dual role.

GRAUER: That's right, ^{fact} His name is Billie L. Branch. He's from Greenville, North Carolina. And every Fall he's busy doing this...

BOONE: (CHANT 8 SECONDS - SOLD AMERICAN)

GRAUER: Yes, Billie Branch is one of the top-raking^N tobacco auctioneers in the country. But in the summer, before the tobacco auctions start, he spends his time growing tobacco. So, both as grower and auctioneer, he knows tobacco from A to Z and I think every smoker will be interested in his judgment about cigarettes. Recently he told us...

MAN: I think Luckies buy the finest line of tobacco on the market. That's why I've been smoking Luckies for fifteen years now. And I'd like to add that I deal with all cigarette companies but am not connected with any.

RUYSDAEL: Sworn records show that an overwhelming majority of independent tobacco experts - warehousemen, auctioneers and buyers - agree with Mr. Branch in his choice of Luckies. But Mr. Branch, in his other role as a tobacco grower, has noticed something else that's of special importance to you right now...

MAN: Tobacco crops of recent years have shown a big improvement in quality. Lighter, better cigarette grades are being grown, one reason being the cooperation the farmers are getting from the United States Government and the State experts.

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RUYSDAEL: Smokers, have you tried a Lucky lately? As Mr. Branch points out, recent tobacco crops have been better than ever and Lucky Strike as always has bought the Cream of the Crop. So ... Luckies are better than ever. Try them for a week and see for yourself why - with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

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From Now On
8. ("~~DIFFY DOODLE~~" ORCHESTRA)

(SEGUE TO:)

9. ("I HAVE EYES" SIMMS & ORCHESTRA)

(APPLAUSE)

(FANFARE:)

GRAUER: The Final Round! Stop beating 'round the mulberry bush,
says my heart, because I'm building up to an awful
letdown. Beyond the blue horizon, there are two scholars
with time on their hands, waiting at the gate for Kyser.
Jeepers Creepers and hold tight...let's begin the beguine
with three little words - Professor Kay Kyser!

(BAND PLAYS "SHAVE AND A HAIRCUT, TWO BITS")

KYSER: *Goody-Goody for me*
~~Lise a muggin'~~ Ben Grauer - one man dean of singing song
titles. And now scholars, group yourselves and beware!

FINAL QUESTION ROUND:

BOY - PART 1 - Here are two beautiful compositions and Ben Wallace of
Paducah, Kentucky would like you to tell us which of these
is "To A Water Lily" and which is "To A Wild Rose".

(PLAY) (PLAY)

PART 2 - Now _____, tell us who composed them. Was it
Edward MacDowell, Carrie Jacobs Bond or Charles
Wakefield Cadman?

(MORE)

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GIRL - PART 1 - Miss Emily Mitchell of Swissvale, Pennsylvania, asks whether or not the Original Dixieland Jazz Band was white or colored.

PART 2 - Now _____, how many men do you think comprised the Original Dixieland Jazz Band - 4,5,6, or 7?

BOY - PART 1 - Here's a humdinger from Crawford, Mississippi. C.H. Cunningham wants you to name two other characters in the Amos and Andy skit besides Amos and Andy.

PART 2 - All right, _____. You name two more.

GIRL:- PART 1 - You are about to hear a very rare instrument, in fact there are very few of them in America. Mrs. Elva Renner of Warren, Ohio, wonders if you can name it.
(PLAY)

PART 2 - _____, what was the song he was playing?

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SOUND: (BELL RINGING)

GRAUER: Hark, Professor - the tintinabulation of the bells, shun
of the bells, shun of the bells, shun of the bells..

(FADES-OUT)

KYSER: Whoa there, Dean...somebody turn Grauer over and we'll get
a decision.

GRAUER: Yes Professor - the big winner of the final round is -
final round is - final round is

KYSER: Thank you, Transcribed Grauer. The winner of tonight's
thirty-five dollars first prize is - first prize is -
first prize is - help! I'm in the groove, too!
Anyhow our winner is _____!

(APPLAUSE)

KYSER: Magnificent manipulation, my dear _____!
You have chiropracted yourself through this limbering up,
and cracked many a bone of scholastic contention. Take
these thirty-five dollars and wander forth, an intellectual
head and shoulders over your fellow-men. To our second
placer goes this fine bit of greenery - twenty dollars
second prize. Each of the other four contestants receive
ten dollars ... and all six get a carton of Luckies.
Finally, to every member of the student body here tonight..
for their warm hearts and flagrant sagacity ... a package
of Lucky Strike Cigarettes!

(10. "ZING WENT THE STRINGS OF MY HEART" ORCHESTRA)

(SEGUE TO:)

(11. ("THEY SAY" ORCHESTRA)

(APPLAUSE)

KYSER: Now students, 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?) Start tonight and try Luckies for a week. 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. *Have you tried a Lucky lately.*

("LUCKY DAY" ORCHESTRA)

KYSER: (ON CUE) Well, das all, scholars, and school is out until next Wednesday night. Your homework for the week is to listen to YOUR HIT PARADE on Saturday over another network with Lanny Ross, the Raymond Scott Quintet and Mark Warnow's Orchestra. And if you have any questions for your old Professor - remember the address is 480 Lexington Avenue, New York City. See you next Wednesday night when class convenes again *from Cleveland, Ohio* - 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)

(APPLAUSE)

GRAUER: The famous tobacco auctioneers heard on tonight's program were Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina and Mr. F.E. Boone of Lexington, Kentucky, who also impersonated the chant of Billie Branch.

(SONG CREDITS .. IF ANY)

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3/7/39
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