

THE GOOD HEALTH SONG: "IT'S ALL UP TO YOU"

Perhaps no single feature of the Good Health publicity campaign "clicked" so decisively as did "It's All Up to You". This song was written for and donated to the North Carolina Good Health campaign by one of the country's best known song writing teams--Sammy Cahn and Jule Styne. Hit songs of the past by Cahn & Styne include "Saturday Night is the Loneliest Night in the Week", "Let it Snow", "I'll Walk Alone", "Five Minutes More", "It's Been a Long, Long Time", and hundreds of others. It is believed that "It's All Up to You" was one of the few songs ever written, printed, and recorded exclusively for a public service campaign in any one state.

Kay Kyser, on the basis of his many years as a showman, was convinced that many people would never read about the State's bad health record, or listen to even the most eloquent speaker discuss startling statistics. He felt that these people would, however, sit up and listen to a musical appeal. Kyser contacted Cahn and Styne and enlisted their services. Within twenty-four hours the Good Health song was on paper.

The next job was to procure the services of two top-flight vocalists to record the number with the Kyser orchestra. Dinah Shore and Frank Sinatra were persuaded to take this assignment.

To put the song in its present style, Kyser called in his personal arranger. The record was then cut.

30 hours work for arranging, rehearsal and actual playing went into that song at absolutely no cost to the Good Health Association. Cahn & Styne, Sinatra and Shore, Kyser and his orchestra and the recording personnel all worked gratis in the interest of better health for North Carolina.

Distribution of Records

The problem of how to get "It's All Up to You" known throughout the state of North Carolina was solved when the Columbia Recording Corporation agreed, at Kyser's request, to contribute 10,000 of the records to be turned over to the North Carolina Good Health Association for distribution. Also, in the event additional prints should be needed, Columbia agreed to make them at cost.

These 10,000 records were shipped to the Good Health Association from the Columbia Recording Corporation, Bridgeport, Conn. The first allocation made was to state leaders. One record was then sent to the Good Health chairman and co-chairman in each county of the state.

It was decided that the more than 9,000 remaining records should be distributed to the general public through the state's radio stations. A letter was written to the 47 radio stations of North Carolina to enlist their cooperation. All agreed to cooperate in the plan. Spot announcements were prepared and sent to the radio stations to be used as a build-up for the record.

"It's All Up to You" was officially introduced to North Carolina on January 1, 1947, on a special New Year's Day transcribed broadcast made in Hollywood. The build-up started on January 2 and extended through January 10, when listeners were told how they might acquire a copy of the Good Health record.

Distribution

The exact manner of distribution was left up to the individual station. Most stations elected to simplify the procedure by operating on a "first come, first serve" basis until their supply became exhausted.

Railway express, motor transport and private automobile were employed to deliver the boxes of records to the 47 stations in the state. The average station got 100 records, though the larger ones received from 200 to 500 each.

Several hundred window streamers saying that radio stations were giving away records of "It's All Up to You" were printed by the Columbia Recording Corporation. These were mailed direct to Columbia dealers in North Carolina for display purposes.

Results

Even after they had given away their allotment of the records, many radio stations continued to play "It's All Up to You" daily, and disk jockeys reported many requests for the number.

The suggestion was made that the record be placed on juke boxes in principal cities of the state. Operators of the automatic coin machines were contacted and all agreed to use the record.

None of the original 10,000 records contributed by Columbia were left, so it was decided to order an additional 1,000 prints from Columbia.

When the additional 1,000 records were received they were immediately distributed to juke box operators in Durham, Greensboro, Raleigh, Charlotte, Wilson, Wilmington, Asheville and Winston-Salem where they were placed on machines in the best locations in each city.

One box of 100 records was kept on hand at Good Health headquarters to answer mail requests. This supply was soon depleted and dozens of requests for the record had to be turned down daily.

A feature story on "It's All Up to You" was prepared, illustrated and sent to every newspaper in the state.

Song Sheet

As soon as the records had been given out, Kay Kyser made arrangements with a music publishing company, to print 15,000 copies of the sheet music to "It's All Up to You". These were printed gratis.

A package of the song sheets was sent to every Columbia dealer in the state, along with a letter of explanation and an offset photo of a suggested window display.

The letter invited dealers interested in putting in Good Health Window displays to write to state headquarters of the Good Health Association for posters, placards, etc. Several dealers later sent in their requests for these materials.

During Good Health Week in the Public Schools (SEE GOOD HEALTH WEEK - Page 96), "It's All Up to You" was sung by hundreds of thousands of pupils. Words to the song were sent to every school and two records sent to the superintendent of each county and city school system. Superintendents were asked to make the records available to principals within their respective systems for use on assembly programs and chapel exercises. In many schools, children were required to learn the song and words.

Orchestrations

Special orchestrations and band arrangements of "It's All Up to You" were prepared by another music publisher and sent to a list of band and orchestra leaders and music teachers in the public schools obtained from the State Department of Public Instruction.

Orchestrations were also sent to college orchestras and professional musical groups in the state.

(This song written for and donated to the Good Health Association)

IT'S ALL UP TO YOU

(To Make North Carolina Number One In Good Health)

(VERSE)

The questions used to be "Is there a doctor in the house?"
The question now is out of date.
If you think about the phrase it's no good 'cause nowadays
The question is "Is there a doctor in the state?"
Now there's no use denyin' that the situation's tense.
Let's stop the alibiing and start using common sense.

(CHORUS)

Even Superman Supports the good health plan;
He knows what it will do.
IT'S ALL UP TO YOU, IT'S ALL UP TO YOU.
Spread the health alarm.
Through ev'ry town and farm
And preach the good health view.
IT'S ALL UP TO YOU, IT'S ALL UP TO YOU.
You'll find being healthy Means more than a well-filled purse
What good's being wealthy
When you can't buy a doctor or a nurse.
When the job is done
We'll wind up number one
Instead of forty two.
IT'S ALL UP TO YOU, IT'S ALL UP TO YOU.

Even Superman Supports the good health plan;
He knows what it will do.
IT'S ALL UP TO YOU, IT'S ALL UP TO YOU.
Spread the health alarm
Through ev'ry town and farm
And preach the good health view.
IT'S ALL UP TO YOU, IT'S ALL UP TO YOU.
The task is for you alone;
Be a real life saver,
You'll be saving a life beside your own.
Never stop until
We pass the good health bill,
Let's work to put it through.
IT'S ALL UP TO YOU, IT'S ALL UP TO YOU.

(PATTER)

We need vitamins and medicines
and beds to spare,
Places where the sick can go
to get some care,
Lots of new equipment to combat
disease,
Clinics where the poor can go
for moderate fees,
Free examinations for the kids
in class.
A kid whose health is good will
have a chance to pass.
If we do these things then we
will be the state
Where the weak grow strong and
the strong grow great.

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