

# Ballad Drives Home Need For Good Health In N. C.

Kay Kyser Originated Idea Of Popular Song, "It's All Up To You," And Sammy Cahn, Jule Styne Wrote It

WORTHAM, Feb. 15. — North Carolina's number one need—good health of course—is now being hammered home to the commonwealth's 2,600,000 citizens by Kay Kyser's "It's All Up To You."

with its appeal set to music. And with the result that this week throughout all of Tar Heelia a new songsation has "arrived"—the Good Health Song, "It's All Up To You."

Perhaps no single phase or feature of the never-a-dull-moment Good Health publicity campaign has clicked so decisively as has this latest device.

Given a tremendous build-up by the state's 48 radio stations and sung by hundreds of thousands of teen and pre-teen age voices last week during Good Health Week in the public schools, "It's All Up To You" today was basking in state favor second only to the nutty novelty smash "Open

The Door. Richard."

Written for and donated to the Good Health Association by two of the country's top tunesmiths, "It's All Up To You" enjoys the distinction of being the only song ever written, printed, and recorded exclusively for a North Carolina public service campaign.

Though it has all the qualifications to become a national hit, the song will never be played outside North Carolina, the Good Health Association says, having been designed strictly and solely for homefolks listening.

Sammy Cahn and Jule Styne wrote the words and music for the song. These are the boys who authored such Hit Parade marchers as "Saturday Night is the Loneliest Night in the Week," "Let It Snow," "I'll Walk Alone," "It's Been a Long, Long Time," "Five Minutes More," and, now, on North Carolina's Hit Parade, "It's All Up To You."

Credit for the idea of the Good Health song goes to Kay Kyser. The Ole Professor, who has been a drive shaft of North Carolina's modern health movement from the start, was convinced that many people would never read about the state's bad health record, or listen to even the most eloquent speaker recite the facts. He felt that they would, however, sit up and listen to the appeal if set to music.

After he hit upon the idea, Kay's first big job was to find

somebody to write it. The long list of hits by Cahn and Styne made the team his natural choice (target).

Instilled with the inspiration of a Kyser pep talk, Cahn and Styne locked themselves in their studio, and the following day emerged with "It's All Up To You."

Kay's next job was to procure the services of a couple topflight vocalists. Another pep talk and Frank Sinatra and Dinah Shore were on the line.

Next, to put the song in its present style, Kay called in his personal arranger.

Then: one night of orchestral rehearsals, a Columbia recording studio and engineers, Sinatra and Shore in a gay mood, Kyser and his Orchestra, and one hour's work. Result: "It's All Up To You" as it is now being played from Manteo to Murphy.

Aside from the original composing of the tune, approximately 30 hours work went into the actual recording. This includes arranging, rehearsal, and actual playing.

The song didn't cost the Good Health Association a dime. Everybody—Cahn and Styne, Sinatra and Shore, Kyser and his Orchestra, the recording personnel, etc.—worked for free, with Petrillo's blessings, in the interest of better health for North Carolina.

The problem of how to get "It's All Up To You" known in North Carolina was solved when the Columbia Recording Corporation agreed to make 10,000 records, on the house. These were presented to the Good Health As-

sociation, and have since been distributed gratis by North Carolina radio stations to their listeners.

Juke box owners in principal cities of the state volunteered to aid the cause, and today "It's All Up To You" is being played on more than 1,000 of these machines.

Twenty thousand copies of the sheet music were made available to the Good Health Association without cost by the Edward H. Morris Co. of New York. These have been given to piano students and others by music stores of the state.

Special orchestrations and band arrangements of the song were prepared and presented to every N. C. school band and orchestra and are now being played before assembly programs and other student gatherings. Orchestrations were also given to all college and professional dance bands in the state.

How much good will the song do? Good Health leaders hope it will do a lot. But, they say, it all depends. For in the final analysis, "It's All Up To You."

## SPONSOR CONVENTION

An old-time fiddlers convention will be held at Leland high school on Friday, February 28, under the sponsorship of the Leland Lions Club.

Officials of UNRRA have advised the U. S. Department of Agriculture that the purchase of 18,000 mares and geldings will complete the procurement in the United States of utility draft animals for European countries.

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