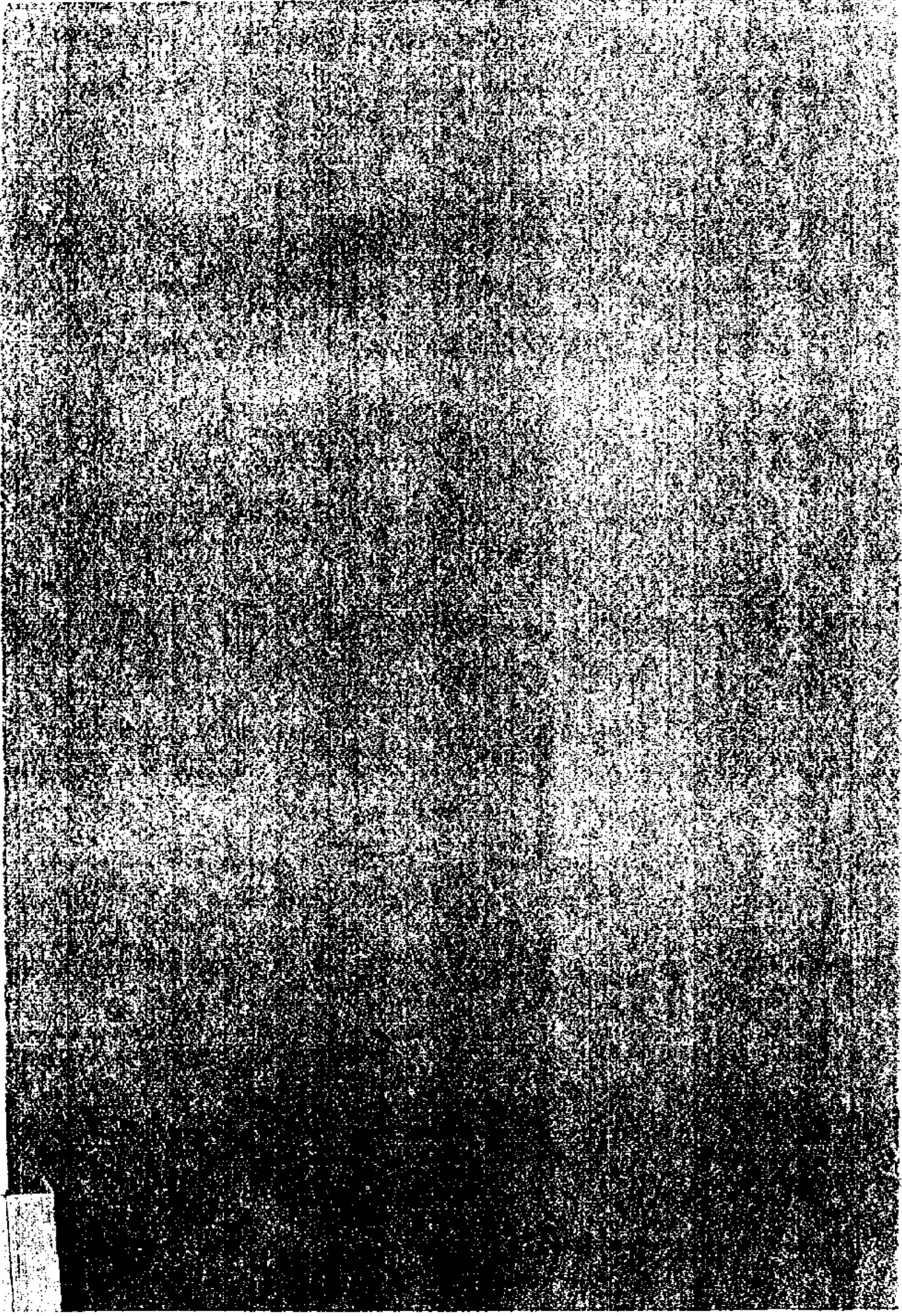


FEB. - JUNE
1988

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FEBRUARY

Mr. Ruggia's

NBS
KAY KYSER'S MUSICAL CLASS

Tuesday, February 1st, 1938

7:00-7:45 p.m.

Program Opens in N.Y.

- ANNOUNCER: Listen to the chant of the tobacco auctioneer!
(CHANT OF AUCTIONEER * ENDING WITH "ALL DONE SOLD TO THE AMERICAN TOBACCO COMPANY.")
- ANNOUNCER: Naturally the independent tobacco experts - like the auctioneer you have just heard - know who buys what tobacco. With these experts - with men who know tobacco best - it's Luckies 2 to 1.
(Switch to Chicago)
- KYSER: (HAPPY DAYS) - 16 Bs.
- ANNOUNCER: Lucky Strike presents Kay Kyser's Musical class!
(THREE) (FULL UP AND UNDER) (APPLAUSE)
- ANNOUNCER: Good evening, ladies and gentlemen, and welcome to the first meeting of Kay Kyser's Musical Class. Tonight's meeting marks a milestone in science and surprises in this hallowed hall. Class exercises will be under way directly, the seminar of sophistication under the personal direction of Dr. Kyser. Later on the old Dr. of music and his young charges will bandy questions and answers for \$85.00 in prizes right here in the classroom. We'll explain, too, how you listeners at home may take part in the correspondence course. But now, attention students! The class is ready to meet with the Old Master of music, Kay Kyser.....
- KYSER: Even' folks - I mean scholars - how're ya all! Thank you, Russ Russell, dean of Public Speakin'. As we meet in this cloistered class room under a silver ceiling on the only fully carpeted

ATX01 0245896

KYSER:
(Cont'd)

campus in America, let me welcome you to this first meeting of our musical class. The young people who are candidates for tonight's degrees are right here with me on the old lecture platform.--Five students of legal age picked by lot from the entire class here in the studio. I'll propound the questions. They'll pronounce the answers. But first let's just condition a reflex or two. Let's step out pretty for a dancin' jubilee. Let's dance, students, let's dance

(I KNOW THAT YOU KNOW)

(YOU'RE A SWEETHEART)

(TRUE CONFESSION BEHIND SPEECH)

KYSER:

Now folks, before we tear into our exercises, I want to outline the course of study for the correspondence school. I'm going to propose five questions for our extension division. Take 'em down, you correspondence scholars. Mail in your answers this week addressed to Kay Kyser, 919 North Michigan Avenue in Chicago. All letters must be postmarked before Saturday midnight, February 5th. Every correspondence scholar who answers the five correctly will receive a handsome, signed diploma making him or her a graduate of this Musical Class. All set, correspondence students?

The five questions are: (7:45-8:35)

1. Name 4 prominent orchestra leaders who play the piano
2. Who is the high-batted tragedian of jazz?
3. Name 3 songs that have the word "love" in the title
4. Is it true or false that Tommy Dorsey's theme song is "Goodnight Sweetheart"
5. What famous singer has favor songs?

ANNOUNCER: Yes indeed, students, there they are, all 5 questions. Mail your answers to Kay Kysar, 919 North Michigan Avenue in good old Chicago before Saturday midnight, February 5th - and we'll forward that diploma to you.

KYSER: But now, students, professors, chaperones, alumni, yes even the cheer-leader and the varsity widow, step out chillun once more, let's dance.....

(3RD DANCE TUNE (a) I Double Dare You
(b) You Took The Words

ANNOUNCER: And now students, here is lesson number one. (Switch)
(SWITCH TO NEW YORK)

ANNOUNCER: Today I have at my elbow a man who is rapidly becoming an old friend, a man whose strange chant is being imitated all through the land, a man who -

RIGGS: (BREAKS IN WITH CHANT 10 SECONDS)

ANNOUNCER: Say, you were a little too hasty on that one, "Speed," I hadn't finished introducing you.

RIGGS: Well now, I'm downright sorry, Sir. I'm afraid I'm still not quite used to this microphone.

ANNOUNCER: (CHUCKLING) All right, Speed ... Ladies and gentlemen, let me introduce "Speed" Riggs. I. A. Riggs, Tobacco Auctioneer of Goldsboro, North Carolina.

RIGGS: Shall I do some more chanting now?

ANNOUNCER: (CHUCKLING) Sure, go ahead.

RIGGS: (CHANT * ONE SALE AND ENDS SECOND)

ANNOUNCER: Whaaa! Wait a minute! (CHUCKLING) You certainly do rattle that off when you get started.

RIGGS: (CHUCKLING) I guess that's habit. You see, down South at the auctions when we get started we don't stop. We keep on chanting six, seven hours at a stretch. (CHUCKLING) These radio chants don't even get me warmed up.

ANNOUNCER: You mean you keep that chant up for six and seven hours! Why after a session like that your voices must sound like a leak in a steam pipe!

RIGGS: (CHUCKLING) Well, sure enough it's tough on the throat. But you can't stop selling tobacco just because your throat gets tired.

ANNOUNCER: The show must go on, eh? But say, it occurs to me that you're another county heard from on this subject of throat strain. Of course, lots of singers smoke Luckies because of their throats, but would you say that's the reason you tobacco auctioneers smoke them?

RIGGS: Well, yes and no.

ANNOUNCER: Yes and no?

RIGGS: Sure enough, auctioneers strain their throats same as singers do. And sure enough that's one reason I smoke Luckies. (LAUGHS) But that's only the half of it.

ANNOUNCER: What's the other half?

RIGGS: Well, speaking for myself, and I've smoked Luckies for six years now - I like their taste better than any other cigarette I've tried. And I suppose the other fellows do too. You see, tobacco counts. And we fellows see the tobacco that's bought for Luckies. So we know Luckies are good.

ANNOUNCER: Well thanks for telling us that "Speed." Now, just for good luck, how about a few more bars of that tobacco auctioneer's national anthem?

RIGGS: (CHUCKLING) Sure enough. It's no hardship for me to chant.

(CHANT FADES OFF INTO:)

ANNOUNCER: Every smoker will be interested in knowing that sworn records back up Mr. Riggs' statement. These sworn records show that among independent tobacco experts like the buyers, warehousemen, and auctioneers, Lucky Strike has over twice as many exclusive smokers as have all the other brands combined. Over twice as many! Remember that when next you ask for cigarettes - the men who know tobacco best smoke Luckies, 2 to 1. (BACK TO CHICAGO)

(LUCKY DAY)

ANNOUNCER: Attention students! On your marks! And here we go on the first dazzling round of musical higher learning. The five students are of legal age. The prizes are of legal tender. A grand prize of thirty-five dollars - thirty-five dollars and a carton of Lucky Strikes ... and the second prize is twenty dollars plus that carton of Luckies ... the other three students get ten dollars each and a carton of Luckies. One more point. Any contestant answering one complete question correctly, gets one of our diplomas in addition to the prizes. Awards are based on the number of points a student gets in answering the several questions. Judges give the final decisions. Step right up, scholars, and listen to the doctor of music. But first, the old class song!

(THEME IN G/S VERSION) (APPLAUSE)

KYSER: Now my young charges, be cool, be calm, be canny. It's do or die for dear old Alma Mater.

(FIRST ROUND)

KYSER: Very fine, students. Most gratifying. What splendid answers some of them were. The old music master can see you've burned the midnight oil right willingly to lay by such a store of knowledge. The judges tell me that so far Miss _____ leads the non-testing students in our Class of Musical Knowledge here on the campus with a score of _____. Mr. _____, from _____ is second with a score of _____. We're going into the second session of class in a few minutes, but now, a brief recess from the toil of research and recollection. Choose your co-eds everybody. Let's dance again. Let's dance.....

(FOURTH DANCE TUNE... "ROSALIX" SHORT)

FIFTH DANCE TUNE... "BEI MIR BIST DU SCHÖN")

ANNOUNCER: And now, sir, will you step up to the microphone... Your name?

MAN: Smoker.

ANNOUNCER: How do you spell that?

MAN: Smoker - S-M-O-K-E-R - you know, one who smokes!

ANNOUNCER: (LAUGHS) Ah, yes, and what can we do for you, Mr. Smoker?

MAN: That's the point. That's just what I want to know.

ANNOUNCER: #2
Perhaps I can be of some help!

MAN: You can, if you'll answer this question. Just what does your product - Lucky Strike - offer me as a cigarette smoker?

ANNOUNCER #2: Well, for one thing, there's the "Toasting" process.

MAN: And what does that do?

ANNOUNCER #2: It makes Luckies a light smoke. You see, the "Toasting" process removes certain throat-irritants that are naturally present in all tobacco. These irritants are out of Luckies.

MAN: Well - that sounds good. But have you proof?

ANNOUNCER #2: Mr. Smoker, I can offer you three kinds of proof of what the "Toasting" Process does for you. First, laboratory tests. These reveal what quantities of throat irritants, found in all tobacco, are actually removed by "Toasting." Second, there is the experience of others. Many of the greatest singers in the world - people whose voices are their fortunes - like Lauritz Melchior, Richard Crooks, Lotte Lehman, and others - have preferred Luckies for years. That's because, as they themselves explain, Luckies are gentle even to their sensitive throats.

MAN: Then I should think Luckies would be gentle to any smoker's throat.

ANNOUNCER: Yes - and that's the third proof. Let your throat actually demonstrate to you the throat-protection of the exclusive process. "It's Toasted." Next time you buy cigarettes, ask for Lucky Strike.

(LUCKY DAY)..UP AND UNDER

ANNOUNCER: Kay Kyser's musical class, presented by Lucky Strike, originates in the studios of WGN, Chicago. This is the Mutual Broadcasting System.

(BREAK)

STUDIO #5: This is WGN, the Voice of the People, Chicago.

(LUCKY DAY UP AND OUT)

ANNOUNCER: Here we are again in the hallowed hall of Kay Kyser's Musical Class.

(SEGUE TO THEME IN 6/8 TIME) (APPLAUSE)

ANNOUNCER: Recess is over, young ladies and gentlemen. The master shuffles his examination papers. Again the 5 candidates will take their

ANNOUNCER: places here on the old lecture platform. Dust off the blackboard.
(Cont'd) Let quiet reign. And we're off on the second lap of our questions and answers. The scholars are at your mercy, Dr. Kyser.....

KYSER: My dear young students, I need not remind you this is the final round. Let's have just the proper verve for the dear old Varsity. You're first _____ and the query is.....

(SECOND ROUND OF QUESTIONS)

KYSER: That completes the second stanza. And now, let us turn to the judges. Do we have a winner, gentlemen. The judges do proclaim such to be the fact. We do have a winner. And the winner is _____ The runner up is _____. The other contestants 3rd, 4th, and 5th in order are _____

To the winner \$35 and a carton of Lucky Strikes. The second prize is \$20 and a carton of Lucky Strikes. The show horse pays - excuse me, the third award is \$10 and a carton of Lucky Strikes. And the others \$10 each and a carton of Lucky Strikes. Now my dear young people, the world is wide and wild and wicked beyond these campus scenes. Go forth remembering these happy days of student life. These credentials with which I present you, total up \$25.00 in mighty pretty documents. There's a picture of a president on every bill, and the figures make good arithmetic in every state in the Union. Congratulations, good luck, and our best wishes go with you. Be back again, won't you! We'll be in session at this same time next Tuesday and every Tuesday following. And now, to each contestant who answered one question correctly, a diploma. And to every adult member of our student body here

KYSER:
(Cont'd)

tonight for their fine school spirit, a package of Lucky Strike Cigarettes. And now, just a bit of folk dancing on the old campus carpet. Step out students ... let's dance

(YOU CAN'T STOP ME FROM DREAMING)

(SEGUE TO LUCKY DAY)

ANNOUNCER:

A little over 20 years ago, Lucky Strike cigarettes were first placed on the market. The reason we offered them to you, as a customer, was because we felt that we had something of real value to you, as a smoker. Now, today it is as true as it was 20 years ago that the process "It's Toasted" is exclusive with Lucky Strike. And if you are not now a Lucky Strike smoker, you may be missing something of advantage to you personally. For the "Toasting" process does a very valuable job. It definitely removes - takes out - certain harsh throat irritants naturally present in all tobacco, even the finest. With these irritants out, the natural result is that Luckies are a light smoke, easy on your throat. Next time you buy cigarettes, get the only cigarette that offers you the throat protection of the process "It's Toasted." Ask for Lucky Strike.

(MEXLEY 29 UNDER SPEECH)

ANNOUNCER:

Again the Old Music Master repeats his questions for the correspondence school.

KYSER:

The questions which must be answered and the answers post marked not later than midnight Saturday, February 5th. Send them to me at 919 North Michigan Avenue, Chicago. Here they are:

(FIVE QUESTIONS)

Answer these questions and the diploma is yours for keeps.

(DANCE TUNE IN AND TO THEM)

LUCKY STRIKE "KAY KYSER'S MUSICAL CLASS"
Tuesday, February 8th, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!
(CHANT OF THE AUCTIONEER ENDING WITH "ALL DONE! SOLD TO THE
AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer
you have just heard - know who buys what tobacco. With these ex-
perts - with men who know tobacco best -- it's Luckies 2 to 1.
(SWITCH TO CHICAGO)
(HAPPY DAYS)

ANNOUNCER: Lucky Strike presents Kay Kyser's Musical Class!
(KYSER'S THEME FULL UP AND UNDER)
(APPLAUSE)

ANNOUNCER: Good evening, ladies and gentlemen, from Kay Kyser's Musical Class
meeting in this hallowed hall in the brotherhood of science and
the sisterhood of surmises. Studies in men and melodies will be
under the personal direction of Dr. Kyser. Later on the old doctor
of music and his young charges will swap questions and answers for
\$95 in prizes right here in the class room. And for you listeners
in your homes who make up the correspondence school, in the world,
we'll outline your course of study in just a moment. But now,
attention! The Class is ready to meet with the old master of
music, the man and his band who gave you singing song titles, Kay
Kyser...
(APPLAUSE)

KYSER: Evenin' Folks...I mean scholars... How're ya all, Thank you
Harlow Wilcox, dean of public speaking. Welcome students to the
cloistered quiet of our class room under the flood lights on the
only fully carpeted campus in America. The candidates for tonight's

ATX01 0245905

KAY KYSER'S MUSICAL CLASS
Tuesday - February 8, 1938

-2-

degree are right here with me on the old lecture platform, six honor students of lawful age and chosen by lot from the happy assembly. I'll produce the questions. They'll deduce the answers. We'll pop up with a few puzzles for the correspondence scholars listenin' in at home. Your correspondence scholars better have your slates and pencils ready. And now on your marks, get set, and let's go for a dollop of dancin'. Let's do or die - I mean dance - for dear old alma mater. Let's dance everybody...

(FIRST DANCE TUNE BRIGET - MAMA-MOON)

(KYSER THEME UNDER SPEECH)

KYSER: attention, now, correspondence school students as Dean _____ outlines the extension course.

ANNOUNCER: Folks, anyone at home can be a correspondence student. The old master of music will propose five questions for you. Take the questions down. Mail in your answers this week addressed to Kay Kyser, 919 North Michigan Avenue in Chicago. All letters must be post marked before Saturday midnight, February 12th. Every correspondence student who answers the five questions correctly will receive a handsome signed, sealed and certified diploma making him or her a graduate of Kay Kyser's Musical Class. The address, Kay Kyser's Musical Class, 919 North Michigan Avenue in Chicago.

ANNOUNCER: And the questions, if you please, Dr. Kyser ...

KYSER: Thank you, thank you, Dean Harlow Wilcox. But first, let me give the answers to last week's questions.

ATX01 0245906

KAY KYSER'S MUSICAL CLASS
Tuesday February 8, 1938

-3-

1. Four leaders who play the piano could be
EDDIE DUCHIN, JOE SANDERS, EARL HINES and LITTLE JACK LITTLE.
2. TED LEWIS is known as "THE HIGH HATTED TRAGEDIAN OF JAZZ".
3. THREE SONGS having the word "LOVE" in their titles could be:
(a) Love in Bloom (b) I Love You Truly, (c) Down with Love.
4. The statement "TOMMY DORSEY'S THEME IS GOODNIGHT SWEETHEART"
is false.
5. The well-known singer having 4 sons is Bing Crosby. And for
those of you who answered these questions correctly, a diploma
is on its way to each of you now. And now pencils ready! The
questions for this week, my colleagues of the correspondence
course, are -

1. Who is known as the "Waltz King" and what's his theme?
2. Name 5 songs that have the word "You" in their titles.
3. Answer true or false - Al Jolson has 5 daughters.
4. Name 4 orchestras that have appeared in movies.
5. Spell "Vieni Vieni" and "Gladys Swarthout"?

ANNOUNCER: Yes, indeed students there they are, all 5 questions. Mail your
answers to Kay Kyser, spelled Kyser, 919 North Michigan Avenue,
in Chicago and we will sign and forward that diploma to you. These
questions will be repeated again before class is dismissed.

(MUSIC OUT -- KYSER THEME)

KYSER: Yes sir, and you don't even have to appear at commencement for
that diploma. But you know, speaking of studies and diplomas
and things like that well, speak of them, Basil Ruysdael.

(SWITCH TO NEW YORK)

ATXO1 0245907

KAY KYSER'S MUSICAL CLASS

Tuesday - Feb. 8, 1938

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ANNOUNCER: Thanks Kay, I will. For I want to tell you about a man who studied for years in one of the hardest universities in the world. The degree he finally graduated with was that of T.E. (SLIGHT PAUSE) Tobacco Expert. His name's Ed. Smith and right now he's operator of a big tobacco warehouse down in Ruidsville, North Carolina. Born and raised on a tobacco farm, Ed. Smith, at the age of 17 got a job in a tobacco warehouse and ... But let's hear about it in Ed. Smith's own words.

VOICE: Well - that was when my real education started! I learned - plenty. I learned what cigarette companies buy what tobacco - and how much each grade is worth. Well - 1937 marks my eleventh year as a tobacco warehouseman and I've been smoking Luckies all these eleven years. And one reason is that in my experience on the tobacco market Luckies have never sacrificed quality to price. I've seen this proved time, and time again!

ANNOUNCER: Thank you, Mr. Smith - thank you very much. It's interesting to note that it's the real tobacco experts like Mr. Smith who vote so overwhelmingly for Luckies. In fact, sworn records show that among independent tobacco experts - not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. These warehousemen, auctioneers and buyers all have been to the same school, all have the same right to the title of tobacco expert. So what could say more for Luckies' quality than this fact. The men who know tobacco best smoke Luckies 2 to 1. So when you hear the chant of the tobacco auctioneer...(CHANT) when you hear that chant, remember..."with men who know tobacco best - it's Luckies 2 to 1!"

ATK01 0245908

(SWITCH TO CHICAGO)

(LUCKY DAY)

ANNOUNCER: The hour is at hand. The time of trial is here. We're all set for the first and fateful round of science and surmises. The students are of legal age. The prizes are of legal tender. A grand first prize of \$35, a second prize of \$20 and 4 consolation awards of \$10 each and a carton of Luckies for every single contestant, await the aspirants for musical honors. The judging is done on a point system...and based on quickness of reply, accuracy and difficulty of question. The decisions of three learned judges is final. Now remember our time is limited, so watch out; don't delay or that time gong will get you. Step forth, scholars and vie for the dear old varsity! But first, the alma mater meter of the old class song.

(THEME IN 6/8 TEMPO)

KYSER: Now my young charges, let's be prompt and let me do the prompting. The first question is.....

(FIRST ROUND)

KYSER: Thus we end the first round of questions. Light up a Lucky and relax while the judges determine the winner of the first session. The second session of musical questions will be under way in a few minutes, when another group of honor students will try and answer the musical questions I propound, then the winners in both groups contend for that grand prize of \$35. Here we are! The judges say.....

(APPLAUSE)

KYSER: Now I call a short recess, and for recess, the recreation is dancing. Come on students - yes dance.

(ROSALIE)

KYSER: May I interrupt our studies for one instant? I simply want to say you've made an excellent class today. You've thrown no paper clips-- at least I haven't seen you do it. You've been obedient, attentive, hard working, intelligent, in fact your faces are so very bright and shining that I am going to have Harlow Wilcox tell you about some other smart musical students.

ANNOUNCER: (LAUGHS) Well, the group of boys and girls I want to speak about, do throw paper clips, I'm afraid. In fact some of the jokes they play on each other are said to be really something! But perhaps you'll forgive them when I tell you who they are. They're the stars of that world-famous institution, the Metropolitan Opera. And they deserve to relax. For they're happy good-natured people the same as you and I. And incidentally they enjoy a good smoke the same as you and I. The fact that so many of them choose Luckies is newsworthy for one reason only...Their fortunes depend, directly, on their voices. They all without exception have to take care of their throats. So surely the fact that great singers like Lotta Lehmann, Lauritz Melchior, Norman Cordon and Gertrud Wettergren, all agree that Luckies are the easiest cigarette on the throat - surely, this fact says something to you about your throat! ... Remember that Lucky Strike is the only cigarette that offers you the throat-protection of the exclusive process "It's Toasted." This "toasting" process takes out certain throat-irritants naturally present in all tobacco. The result is a light smoke easy on your throat. Next time you buy cigarettes, take a tip from the world-famous voices - and throats - of opera. Ask for Lucky Strike.

(LUCKY DAY - UP AND UNDER)

ANNOUNCER: The second semester of Kay Kyser's musical class will follow immediately, ladies and gentlemen. We now pause for station identification. This is the Mutual Broadcasting System.

(BREAK)

STUDIO #5: This is WGN, the Voice of the People, Chicago.

(LUCKY DAY UP AND TO CLOSE)

ANNOUNCER: Ladies and gentlemen, we continue with Kay Kyser's musical class. Before we get into the more serious side of this session, let's have music.

(MUSIC - I'VE GOT A FEELIN')

ANNOUNCER: Recess is over, young ladies and gentlemen, and here's the second round of honor students. The winner of this group meets the winner of the first group for the \$35 grand prize. The students are in your hands, Dr. Kyser.....

(KYSER'S THEME IN 6/8 TIME)

(SECOND ROUND)

KYSER: Thus we end the second session - the judges are determining the winner of this group, and we are about to go into the final examinations for the following prizes. First prize \$35, second prize \$20. The judges pronounce the winner of our second group to be _____. Here we go down the home stretch with _____ winner of the first half, and _____ winner of the second half. We're off!

(WINNERS QUESTIONS)

KYSER: The judges do proclaim a winner, and that winner is _____. To him (or her) we award \$35, and to the runner-up \$20. The other four receive consolation awards of \$10, and to each and

every contestant a carton of Lucky Strikes.

(APPLAUSE)

KYSER: Now my dear young friends, as you go forth into the world remember this is not a commencement but a beginning. The carefree joys of student life, the happy days you have spent here are but a preparation for the years to come. Congratulations, good luck, and our best wishes go with you. And to every adult member of our student body here tonight, for those ringing cheers, volunteer answers, and the old school spirit, a package of Lucky Strike Cigarettes. In a moment, I'll repeat the 5 correspondent school questions again. Now students. Let's dance...

(CAN'T STOP ME)

ANNOUNCER: Everybody knows, heat purifies. The use of higher degrees of heat in Lucky Strike exclusive process "It's Toasted" expels quantities of harsh throat irritants naturally present in even the finest tobacco. These irritants are out of Luckies and your throat gets the benefit. But that isn't all. Once these irritants have been removed, controlled moisture is added to bring out the natural ripe mellowness of the leaf. The result is a light smoke, that leaves your mouth pleasantly moist - a light smoke that is genuinely easy on your throat. Next time you buy cigarettes, get the only cigarette that offers you the throat-protection of the process "It's Toasted." Ask for Lucky Strike.

(LUCKY DAY FADES TO....)

ANNOUNCER: Attention, now, you correspondence scholars listening in wherever you are the old music master repeats his questions for the correspondence school. Here's the homework, listen carefully:

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S MUSICAL CLASS
Tuesday, February 15, 1938

Mr. Kennedy
Union Trust Co.

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ENDING WITH: "ALL DONE. SOLD TO THE AMERICAN TOBACCO COMPANY.")

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer you have just heard - know who buys what tobacco. With these experts - with men who know tobacco best - it's Luckies 2 to 1.

(SWITCH TO CHICAGO)

(HAPPY DAYS)

ANNOUNCER: Lucky Strike presents Kay Kyser's Musical Class and dance.

(KYSER'S THEME FULL UP AND UNDER)

(APPLAUSE)

ANNOUNCER: Again good evening, ladies and gentlemen, from Kay Kyser's Musical Class, meeting for a very merry and modern study and dance period here in this hallowed hall dedicated to research and recollection. Many a musical whats-it will puzzle the populace here tonight under the direction of Dr. Kyser. Later on the master of musical mysteries and his eager young students will bandy questions and answers for \$95 in prizes to be awarded right here on the lecture platform. And of course for the correspondence scholars of the largest school of its kind in the world, for all of you listening in at home, we'll outline a course of study in just a moment. But now, the man and his band who gave you singing song titles, the merry master of music, Kay Kyser...

(APPLAUSE)

KYSER: Evenin' folks -- I mean scholars -- How're ya all? Thank you Dr. Harlow Wilcox, dean of public speakin'. Welcome, my young charges, to this cloistered classroom under the floodlights. As we meet tonight on the only fully carpeted campus in America, perhaps our listeners can hear just the faintest flutter of the academic palms. Candidates for tonight's degree are here with me on the old lecture platform, six honor students of lawful age and chosen by lot from the entire student body. I'm to pop the questions. They're to peep the answers. And we've a few dandy little questions with which to dazzle the correspondence division also. You correspondence students better get your notebooks ready right now. But first, lemme serve you all a helpin' of dancin'. Come on. Let's dance everybody ...

(I DOUBLE DARE YOU)

(KYSER THEME UNDER SPEECH)

KYSER: Attention now, you correspondence scholars listenin' in as Dean Wilcox outlines the home study course. Bear down on 'em Dean.

ANNOUNCER: Folks you're all invited to enroll in Lucky Strike's correspondence school. Dr. Kyser will propound five questions for you. Take the questions down. Think the answers up. Mail in your answers this week to Kay Kyser, 919 (nine, one, nine) North Michigan Avenue in Chicago. All letters must be post-marked before Saturday midnight, February 19. Every correspondent student who answers the five questions correctly will receive a handsomely signed and highly visible diploma making him or her a graduate of Kay Kyser's Musical Class. The address, Kay Kyser's Musical Class, 919 North Michigan Avenue, Chicago. Now the questions, Dr. Kyser if you please.

KYSER: Thank you, with reservations, Dr. Wilcox. But, folks, light up a lucky while I run through the answers to last week's questions.

1. The waltz king is, of course, Wayne King and his theme is "The Waltz You Saved For Me."
2. Five songs with the word YOU in their title might be "Thinking of You," "You and I Know," "You Are My Lucky Star," "I'll See You Again," "Whistle While You Work."
3. False - Eddie Cantor has 6 daughters, not Al Jolson.
4. Rudy Vallee, Ben Bernie, Eddie Duchin, Fred Waring.
5. V-I-E-N-I V-I-E-N-I; G-L-A-D-Y-S S-W-A-R-T-H-O-U-T.

For those of you whose answers satisfied the faculty committee a diploma is on its way even now. But now, students, pencils ready, uh uh uh, no whispering please. The questions for the coming week are as follows:

1. WHO IS KNOWN AS "THE LAST OF THE RED HOT MAMAS?"
2. NAME 4 SONGS THAT HAVE THE WORD "SWEETHEART" IN THEIR TITLES.
3. ANSWER TRUE OR FALSE: "SHEP FIELDS BAND IS KNOWN AS "THE SWEETEST MUSIC THIS SIDE OF HEAVEN."
4. WHO WROTE "STAR DUST" AND "LITTLE OLD LADY"?
6. SPELL "LEOPOLD STOKOWSKI" AND TELL WITH WHAT SYMPHONY HIS NAME IS ASSOCIATED.

I'll repeat the questions before this seminar is over, but now - yets dance.

(TRUE CONFESSION)

KYSER: How about it, students? Have you ever stopped to think what a swell "swing" tune could be written around this? (SWITCH TO NEW YORK)

(CHANT THREE SECONDS - THEN FADE BUT CONTINUE UNDER ANNOUNCER)

ANNOUNCER: Yes, the chant of the tobacco auctioneer has rhythm. It is, in a very true sense, the theme song of one of America's largest industries. To this rhythm, millions of pounds of tobacco are auctioned off every day. And the chant of the auctioneer records each sale. Listen,...

(CHANT UP - 2 SALES - THEN OUT COMPLETELY)

ANNOUNCER: Down in Reidsville, North Carolina, lives a well-known auctioneer, Dewey Huffine, who has sold 100,000,000 pounds of tobacco at auctions in the past thirteen years. So Mr. Huffine has had an unusual opportunity to see who buys what tobacco. And here is what he says - QUOTE - "I've smoked Luckies ever since 1917 and the reason is, simply, that Luckies buy such fine tobacco. At auction after auction in North Carolina, South Carolina, and Georgia, I've seen Luckies buy that same high grade of tobacco" - END QUOTE - (SLIGHT PAUSE) Mr. Huffine is independent. He prides himself on being impartial in his dealings with all cigarette companies. But for his own cigarette he chooses Luckies. And, in this, he is typical of other experts - auctioneers, buyers, and warehousemen - independent tobacco men. Sworn records show that, among these independent experts, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Remember this fact next time you buy cigarettes.... With independent experts - with men who know tobacco best, it's Luckies 2 to 1.

(SWITCH TO CHICAGO)

(LUCKY DAY)

ANNOUNCER: Hear Ye! Hear Ye! Fear Ye, Fear Ye. Well tremble anyway ye, seekers after knowledge because the Old Master of Music stands ready to deal out the first round of questions to the first trio of candidates. Later on another group will strive to win. And the top scholar in each group will contend for the grand prize. The students are of legal age. The prizes are of legal tender. A first grand prize of \$35, and a carton of Lucky Strikes, a second prize of \$20, plus that carton of Luckies and four consolation awards of \$10 each and a carton of Luckies to each await the scholars competing. The judges count up points; and time, difficulty of questions and accuracy of replies are used to determine the winner. The judges' decisions are final. Don't delay in your answers, contestants, or that time gong will get you! Step forth, scholars. Speak up in the old school spirit.

(THEME IN 6/8 TEMPO)

KYSER: Now my young charges, let me caution you: Don't change guesses while crossin' in the middle of a mental stream. The love bug will get you if you don't watch out and the time gong will get you if you don't think fast. Now you're on your own, and here's the first question:

(FIRST ROUND)

KYSER: That was might nice vying for the dear old varsity! The first round of questions now belongs to the ages. Just light up a Lucky and relax while the judges compute the winning score. The second semester of science and surmises will be under way in a few minutes. A second group of students will uphold the honor of the class. The winner of the first group will compete with the winner of the second for that grand prize of \$35. Here's the decision. The judges find _____ the first round winner.

(APPLAUSE)

KYSER: There'll be a short recess between tune tournaments, now. And for the recess, I pronounce the recreation to be dancin'. Come on, students, alumni, faculty, chaperones, everybody - Yes dance...

(FINE AND DANDY)

Hold on, now, everybody! Part of the universal nature of knowledge is due to the freedom with which we learn what smart people the country over are doin'.

ANNOUNCER: The scene is Hollywood - a movie studio. Two extras are discovered in earnest conversation.

(SOUND: WOOD BLOCK)

GIRL: Why, she's just as nice and natural and easy to talk to...I could hardly believe it was really Joan Crawford and that she was really giving me a lift in her car.

MAN: Boy, oh, boy, oh, boy! I wouldn't be able to believe it if it happened to me.

GIRL: Of course everybody we drove past recognized her and just nearly lost an eye.

MAN: What did you talk about?

GIRL: Oh - things and things. She told me about when she was just starting in and all the hard times she had and all the fun and ...see this?

MAN: (LAUGHS) What in the world are you doing with that cigarette?

GIRL: I'm saving it for a souvenir. That cigarette happened to come out of Joan Crawford's own personal cigarette case.

MAN: Really? What kind does she smoke?

GIRL: Oh, Luckies - like the rest of them.

ANNOUNCER: Yes, stars like Joan Crawford, Clark Gable, Myrna Loy have all smoked Luckies for years. And they pick Luckies for a very good reason. Their thousands of hours before the sound cameras have taught them the value of prudence in taking care of their throats. And so, of course, Luckies are the answer. For Lucky Strike is the only cigarette that offers smokers the throat-protection of the exclusive process "It's Toasted". This process takes out certain throat irritants naturally present in all tobacco. Then with these irritants out, controlled moisture is added to bring out the natural mellow flavor of the leaf. Next time you buy cigarettes, follow the example of the people whose voices are their fortunes. Ask for Lucky Strike - "It's Toasted."

(LUCKY DAY)

ANNOUNCER: Before we sweep on to new scholastic triumphs, ladies and gentlemen, may we pause briefly in this meeting of Kay Kyser's class, for station identification? This is the Mutual Broadcasting System.

(BREAK)

STUDIO #5: This is WGV, the voice of the people, Chicago.

(LUCKY DAY UP AND TO CLOSE)

ANNOUNCER: And now a tune to what the musical appreciation of the contestants and their classmates. Will you take over, Dr. Kyser...

("WHISTLE WHILE YOU WORK")

ANNOUNCER: Recess is over, young ladies and gentlemen. The second group of candidates stands before the old master of music. The winner of this second stanza will, of course, meet the winner of the first rhythm rodeo for that \$35 cash prize. The students are hoping for the best, Dr. Kyser...

(THEME 6/8 BRIEF)

(SECOND ROUND)

KYSER: That completes the second session of this evening's class exercise. The judges will have the winner in just a jiffy. The final examination between the champions of the first group and the winner of the second group will be a friendly little contest for \$35. Got it, Judges? Good. The judges pronounce _____ the winner.

(APPLAUSE)

And before we go into the final round, let's dance, students, yes, dance.

("YOU CAN'T PULL THE WOOL OVER MY EYES")

ANNOUNCER: Again attention you correspondence students while Dr. Kyser repeats his questions for the largest correspondence school in America.

Let 'em have them questions, Dr. Kyser...

- KYSER:
1. WHO IS KNOWN AS "THE LAST OF THE RED HOT MAMAS"?
 2. NAME 4 SONGS THAT HAVE THE WORD "SWEETHEART" IN THEIR TITLES.
 3. ANSWER TRUE OR FALSE: SHEP FIELDS BAND IS KNOWN AS "THE SWEETEST MUSIC THIS SIDE OF HEAVEN".
 4. WHO WROTE "STAR DUST" AND "LITTLE OLD LADY"?
 5. SPELL "LEOPOLD STOKOWSKI" AND TELL WITH WHAT SYMPHONY HIS NAME IS ASSOCIATED.

Mail the answers to me in care of Kay Kyser's Musical Class, 919 North Michigan Avenue in Chicago. We'll be just as happy as can be to send you that diploma.

KYSER: Step right up and we're off on the final round while the band plays. Well, what does the band play _____? It's your first question.

(FINAL ROUND) (NO GONG ON FINAL ROUND)

KYSER: Again the judges nod that we have a winner. How say you gentlemen. The winner is _____. And to him (or her) goes \$35. To the runner-up \$20. The other four contestants receive \$10 each, and to all of you contestants for a splendid evening a carton of Lucky Strikes.

(APPLAUSE)

And to every member of the student body here tonight, for those ringing cheers, for those volunteer answers, and for a splendid expression of the old school spirit, a package of Lucky Strike Cigarettes.

But don't go away, because here we go dancin' on the old campus carpet. Yes dance...

("NICE WORK" AND "THERE'S A GOLD MINE" in case of time trouble)

ANNOUNCER: While we're still in the question-and-answer mood why not ask yourself this question right now... "How can I get the most pleasure out of smoking?"... (SLIGHT PAUSE) Well - isn't the answer: a light smoke?... A smoke that has the rich taste of good tobacco, yet is without certain throat irritants? Now Luckies are a light smoke because the exclusive process "It's Toasted" takes out certain throat irritants naturally present in all tobacco. With these irritants removed, controlled moisture is added to bring out the natural ripe mellowness of the leaf. The result is a light smoke, better tasting and easier on your throat. Next time you buy cigarettes, get the only cigarette that offers you the throat-protection of the "Toasting" process.

Ask for Lucky Strike.

(LUCKY DAY)

ANNOUNCER: Ladies and gentlemen, you have met with Prof. Kay Kyser and his Lucky Strike Musical Class. Join us again at class time, this time, next Tuesday, and remember to send the answers to the home study course to Kay Kyser, 919 (nine, one, nine) North Michigan Avenue in Chicago, before midnight, Saturday, February 19. If you have any musical questions you'd like to hear during subsequent meetings, fine, send them along. We'll be glad to have them.

And, above all, remember the next time you buy cigarettes, with independent tobacco experts - auctioneers, buyers, and warehousemen - with men who know tobacco best - it's Luckies 2 to 1.

(HAPPY DAYS)

(APPLAUSE)

KYSER: This is Kay Kyser saying - Goodbye everybody.

ANNOUNCER: Kay Kyser's Musical Class has been presented from the studios of WGN, Chicago. Heard on the program were (LIST OF TUNES AND CREDITS) This is the Mutual Broadcasting System.

(BREAK)

CLOSE: This is WGN, the voice of the people, Chicago.

M. Koffers

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S MUSICAL CLASS
Tuesday - February 22, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ENDING WITH: "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally the independent tobacco experts - like the auctioneer you have just heard - know who buys what tobacco. With these experts, with men who know tobacco best - it's Luckies 2 to 1!

(SWITCH TO CHICAGO)

(HAPPY DAYS) 16 bars and fade

ANNOUNCER: Lucky Strike presents Kay Kyser's Musical Class and Dance!

(APPLAUSE) and cheers over last 14 bars

ANNOUNCER: Good evening, ladies and gentlemen assembled in this hallowed hall where science and surmises are to play ring around the rosy on the only fully carpeted campus in America, and good evening to our listening student body of the largest musical correspondence school in the world! Dr. Kyser will himself conduct the class exercises. The merry master of music and his young charges will exchange you-tell-me's and Izz-sat-so's for \$95 in cash prizes to be awarded right here on the old lecture platform. And, of course, the correspondence scholars, all of you listening, had better pay close attention because your course of study will be outlined in just a moment. But now, the man and his band who gave you singing song titles, the master of music, Kay Kyser ...

(KYSER THEME)

(APPLAUSE)

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KAY KYSER'S MUSICAL CLASS
Tuesday - February 22, 1938

KYSER: Evenin' folks - I mean, scholars - how're ya all? Thank you Harlow Wilcox, dean of public speakin. Welcome my dear young students to this classroom under the floodlights. As we meet tonight six hardy and handsome candidates for tonight's degrees are here with me on the lecture platform, six students of lawful age and commendable courage. The students have been chosen by lot. The questions have been picked by a flint-hearted faculty committee. And we haven't forgotten the correspondence division. Their time of trial will come very soon. Correspondence students, have your pencils and paper ready. But first, step out, scholars. Let's cut a caper on the old campus carpet. Let's dance ...

(1st DANCE TUNE) (ROSALIE)

ANNOUNCER: Folks you're all more than welcome to enroll in Kay Kyser's Correspondence School. Dr. Kyser will propound five questions for you. Take the questions down. Think the answers up. Mail in your answers this week to Kay Kyser, 919 (NINE-ONE-NINE) North Michigan Avenue in Chicago. Please include your name and address, written clearly, in the letter. All letters must be postmarked before midnight Saturday, February 26th. Every correspondent student who answers all five questions correctly will receive a signed, sealed, and very slightly diploma making him or her a graduate of Kay Kyser's Musical Class.

KYSER: Thank you dean Wilcox, spoken like a scholar, sir. Folks, light up a lucky, will you, while I run through the answers to last week's questions:

1. Sophie Tucker is known as "The Last of the Red Hot Mamas."

KAY KYSER'S MUSICAL CLASS
Tuesday - February 22, 1938

KYSER:
(Cont'd)

2. Four songs with the word "Sweetheart" in their titles might be "You're a Sweetheart," "I'm Nobody's Sweetheart Now," "Goodnight Sweetheart," "Let Me Call You Sweetheart" - and there are many more.

3. False - Shep Fields is noted for his "Rippling Rhythm"

MUSIC

4. Hoagy Carmichael wrote "Star Dust" and "Little Old Lady."

5. Leopold Stokowski is spelled, L-E-O-P-O-L-D

S-T-O-K-O-W-S-K-I - and he's associated with the famous

Philadelphia Symphony Orchestra.

For those of you whose answers enlightened the faculty committee a diploma's in the bag - I mean in the mail bag. But now, students, pencils ready - tsk tsk tsk, no paper clips, please. The questions for the coming week are:

1. Who made the Bazooka famous and what's his home town?
2. Name 3 songs that have the word "River" in their titles.
3. How many men are in the Raymond Scott quintette?
4. Answer true or false -
 - A. Alice Faye sang "You're a Sweetheart" in the picture "You're a Sweetheart."
 - B. "You're a Sweetheart" was #1 on "Your Hit Parade" last Saturday.
5. Name 4 child movie stars who sing in pictures.

I'll repeat the questions once more before the semester's over. But now, lemme just ladle up a lilt or two for dancin'. Whatta ya say? Let's dance...

(SECOND DANCE TUNE) (YOU'RE A SWEETHEART)

KAY KYSER'S MUSICAL GLASS
Tuesday - February 22, 1938

KYSER: Boys, my verdict is that you played that mighty well - and here is another verdict -

(SWITCH TO NEW YORK)

ANNOUNCER: We bring you the verdict of the highest court in Tobaccoland! (SOUND EFFECT: WOODEN HAMMER) The three presiding judges this evening will deliver their own opinions...First, Mr. Connor W. Aycock!

1ST MAN: I operate the Banner Tobacco Warehouse in Durham, North Carolina. My Warehouse has a capacity of 300,000 pounds of tobacco - about 2700 baskets. But even on the very best days, not more than 30% of that tobacco is good enough for Lucky Strike. That's less than one basket in three...proof that Lucky Strike buys the best tobacco only. I've smoked Luckies for ten years now.

ANNOUNCER: (SOUND EFFECT: WOODEN HAMMER) Second judge is Mr. Harry R. King....

2ND MAN: I've been 17 years buying tobacco. I've invested around \$648,000.00 for my own account as an independent tobacco buyer. So a knowledge of tobacco is part of my business equipment. I've smoked Luckies for 8 years now because I'm convinced that the tobacco Lucky Strike buys gives me the best smoke for my money.

ANNOUNCER: And the third judge (WOODEN HAMMER) Mr. L. A. Riggs of Goldsboro, North Carolina.

RIGGS: (CHANT -- 3 SECONDS) As a tobacco auctioneer I've chanted that same chant at tobacco markets in Georgia, South Carolina, North Carolina, and Tennessee. I've sold more than 7½ million pounds this year and I've seen Lucky Strike get the prettiest tobacco at the auctions. That's why I've smoked Luckies ever since 1931.

KAY KYSER'S MUSICAL CLASS
Tuesday - February 22, 1938

ANNOUNCER: Warehousemen, buyers, auctioneers -- yes, they represent the highest court in Tobaccoland. That's why Lucky Strike believes you, as a smoker will be interested in this fact...Sworn records show that among these independent tobacco experts Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Remember this fact next time you buy cigarettes. (WOODEN HAMMER) Sworn records show that with men who know tobacco best it's Luckies 2 to 1.

(SWITCH TO CHICAGO)

(LUCKY DAY)

ANNOUNCER: Oh, Dr. Kyser, we who are about to vie, salute you - the candidates for the advanced degree in meters and memories will now take their places before the master of music. Dr. Kyser will dole out the questions to a first trio of aspirants. Later on another group of candidates will try for the dear old varsity. The top scholars in each group will then contend for the grand prize. The students are of legal age. The prizes are of legal tender. The grand prize is \$35 and a carton of Luckies. The second prize is \$20 plus a carton of Luckies. And the four consolation awards are \$10 each, and a carton of Luckies, too, for each scholar competing. The judges, whose decisions are final, score on points and time. Difficulty of questions and accuracy of replies are taken into account. All ready. Heads up, Scholars. Go out there and win for the dear Old Musical Class.

(THEME IN 6/8 VERSION)

KYSER: Now my young charges, step up and face the music. The questions are yours to have and to hold, but don't hold 'em too long or the time gong will speak for you. The first question is:

1. Mr. _____ wants you to identify the following song and also name the leader with whom it is associated. (Play)
2. Mr. _____ feels very patriotic and since this is George Washington's birthday wants you to name a song for each color in our flag. And speaking of George Washington, did he play a musical instrument?
3. Mr. _____ wants to know the name of this song and who wrote it. (Play) By the way did you know _____ can play only on the black keys of a piano and has one especially constructed so he can change keys by pulling a lever, still playing only the black keys. He takes this piano everywhere he goes.
4. Your question comes from _____. Can you name the comedy team that made a famous recording - part of which went something like this:

(HARRY PLAYS KAZOO)

Kay - Boy, even if that was good I wouldn't like it.

Bab - Boy I play anything on this.

Kay - You couldn't play piano on that - you couldn't do that...

Bab - Boy always remember, the early bird catches the worm.

Kay - The early bird catches what worm?

Bab - Why, any worm..

Kay - Well who cares 'bout that...?

KYSER:
(Cont'd)

5. Here's a well known theme. Mr. _____
is asking for the title of the song and the leader it identifies.

(Play)

6. Mr. _____ asks this: What song -
once started, must be played in its entirety? Who wrote it?
Well, he wrote the words - the music _____

_____ written?
In what musical tempo is the _____ written?

7. Mr. _____ wants you to tell us all
about this song. Is it from a show? Is it also used as a school
song and if so name one of these colleges. (Play)

8. I'm gonna ask Lyman Ganlee to imitate a musical instrument that
used to be in practically everyone's parlor - this particular one
has been slightly overused. Mr. _____
wants you to name the imitation. (Lyman)

9. You know - lots of songs have been written about streets in New
York. We'll play two of them now and Mr. _____
wants you to name them. (Play) -- (Play)

ALTERNATE 1. ALLEN TONKIN, SOMERVILLE, N.J. - What instrument did
Bing Crosby play?

ALTERNATE 2. MR. GEORGE DUHAMMEL, JR. OF MANCHESTER, N.H. - Can you
name 4 leaders who feature themselves as vocalists?

ALTERNATE 3. CHARLES WALSH OF CHICAGO - Who is the male singer on
the new Ben Bernie show? He also sings on Your Hit Parade.

KAY KYSER'S MUSICAL CLASS
Tuesday - February 22, 1938

KYSER: Very fine, clever, and true some of those answers were. It was a glorious first half, hard-fought, well-played, and sportsmanship triumphed throughout. Listeners, light up a Lucky and relax, as the judges adjust the score-board. A second group of scholars will hold forth in just a few minutes. The winner of the first group will compete with the winner of the second stanza for that grand prize of \$35. Hold everything, now. Here's the decision. And the judges find the winner of the first round to be _____.

(APPLAUSE)

KYSER: There'll be a short recess between halves. The varsity band will parade on the field. There'll be reunions among the old grads. There'll be dancin' on the old campus carpet. Come on, students, alumni, correspondence scholars, Phi Bates, and everybody, it's dance...

(3RD DANCE TUNE) (BEI MIR BIST DU SCHOEN)

(4TH DANCE TUNE)

KYSER: And now, students, I think Harlow Wilcox has something to say to you.

WILCOX: Thanks, Professor. But, as it happens, I have something to say to you.

KYSER: To me?

WILCOX: That's right. I'd like to ask you a few questions.

KYSER: Say, I thought I was supposed to ask the questions.

WILCOX: You are...when it comes to music. But this doesn't happen to be about music.

KYSER: No? What then?

WILCOX: You'll see. First answer true or false to this...Kay Kyser is a native of North Carolina.

KAY KYSER'S MUSICAL CLASS
Tuesday - February 22, 1938

KYSER: True.

WILCOX: 100 per cent on that one. Next -- as a North Carolinian, do you know what is North Carolina's principal crop?

KYSER: Tobacco.

WILCOX: Right again. But now suppose you were a cigarette manufacturer and wanted to make a really fine smoke. What's the first thing you'd do?

KYSER: That's easy, I'd buy the best tobacco.

WILCOX: Buy the best tobacco - right. Then what?

KYSER: Then? Why, then I'd make it into cigarettes.

WILCOX: Without ageing it?

KYSER: Oh, of course, I'd age it a couple of years.

WILCOX: Well, after ageing, then what?

KYSER: Then? Why then I'd surely make it into cigarettes.

WILCOX: Not if you wanted a light smoke, Doctor - a cigarette that was genuinely easy on your throat.

KYSER: Why not?

WILCOX: Because ageing is not enough to thoroughly mellow tobacco. That's why Lucky Strike's "Toasting" process counts for so much.

KYSER: What does it do?

WILCOX: It takes out certain throat-irritants. These irritants are naturally present in all tobacco - even the finest - but they are out of Luckies, thanks to the "Toasting" process.

KYSER: All right. So Luckies are easy on the throat - I know that.

WILCOX: Correct, Professor. But another thing. After those irritants are removed, controlled moisture is added to bring out the natural mellow flavor of the tobacco. So Luckies are better-tasting as well as being easy on your throat.

KYSER: Well, Harlow, I guess there's more to making a cigarette than this old North Carolian realized.

WILCOX: More to making a Lucky Strike cigarette...you mean, Professor. The "Toasting" process is exclusive with Lucky Strike. That's why so many stars like Lawritz Melchior, Myrna Loy and Lanny Ross are Lucky Strike smokers. Their voices are their fortunes - they must consider their throats. And so they choose Luckies. And in our opinion, Professor, this is the best proof that Luckies will be easy on any smoker's throat. May I ask everyone listening to this program, who is not a Lucky Strike smoker to make this easy test. Simply buy a package of Luckies tonight or tomorrow and let your throat prove the advantages of the exclusive "Toasting" process. Remember! Ask for Lucky Strike.

(LUCKY DAY)

ANNOUNCER: This pause on the threshold of still greater scholastic achievement before the second session of Kay Kyser's Musical Class and dance a pause for station identification. This is the Mutual Broadcast System.

(BREAK)

STUDIO #5: This is WGN, the voice of the people, Chicago.

ANNOUNCER: We continue with Kay Kyser's Musical Class and dance. The man and the band that gave you singing song titles invite you to listen to this and dance:

(FIFTH DANCE TUNE) (I'M SHOOTING HIGH)

(SIXTH DANCE TUNE) (BIPSY-DOOILE)

ANNOUNCER: Recess is over, young ladies and gentlemen. The second group of candidates answers to the dread summons to stand before the music master. The winner of this second tournament of trial and error will, of course, meet the winner of the first group in the final contest, for \$35. The candidates await, Dr. Kyser...

(THEME 6/3 BRIEF)

KYSER: Believe me, my Dear Dean Wilcox, I would not for the world cause a frown to appear on one of these smiling faces before me... provided, of course, these young people give evidence of diligence and attention, and know the answers. The first question comes from _____ and is addressed to _____.

It is...

1. Here's a beautiful song. It's associated with a certain well known radio personality. Mr. _____ wants you to name both. (Play)
2. Mr. _____ says lots of voices have been heard on radio besides those of human beings. I'll give you 25 votes for everyone you can name. I'll start you - What about Minnie the singing mouse?
3. Mr. _____ wants us to play this well known orchestra theme and test your knowledge of the song and the orchestra leader. (Play)
4. This one comes from _____. We've all heard this axiom "Don't count your chickens before they're hatched." Once upon a time I heard a minstrel man say it this way - "Never calculate, etc. You get the idea? Now give me the correct title of this song - It's a transgression to divulge a fabrication." Can you name 2 other songs that have the word _____ in their titles?

KYSER:
(Cont'd)

5. Here's a suggestion from _____
We will play a bit of a well known aria from a popular opera.
Name the opera, the aria and the world famous tenor who
immortalized it. (Play)
6. Mr. _____ wants to know what popular
radio orchestra leader directs an all girls orchestra. Can you
name 2 other all girl orchestras.
7. No doubt you'll recognize this song. (Play) Mr. _____
wants to know who wrote it. Do you have his name handy there -
From where? What's his instrument?
8. Mr. _____ insists on a few radio trade-
marks tonight, so here goes: (1) Who says yowzah? (2) What
orchestra leader starts his radio programs this way _____

(3) Who says Oh yeah? (4) Listen - (Kay sings) _____

9. This one takes us back to 1917-18. It was composed by a man
who is now the leader of a great dance band. Mr. _____
asks for the song's name and the composer. (Play) He also wrote

ALTERNATE 1. ALLEN TONKIN, SOMERVILLE, N.J. - What instrument did
Bing Crosby play?

ALTERNATE 2. MR. GEORGE DUHAMMEL, JR. OF MANCHESTER, N.H. - Can you
name 4 leaders who feature themselves as vocalists?

ALTERNATE 3. CHARLES WALSH OF CHICAGO - Who is the male singer on
the new Ben Bernie show? He also sings on Your Hit Parade.

KYSER: This completes the second portion of this evening's class exercise. The judges will have the winner in just a moment. The final examination will be between first and second group champions in a friendly little session of surmises for \$35. Ha, here are the judges' findings. The judges pronounce the winner to be

(APPLAUSE)

KYSER: Before that final round how about a little diversion? Let's dance students, let's dance!

(SEVENTH DANCE TUNE) (YOU TOOK THE WORDS RIGHT OUT OF MY HEART)

ANNOUNCER: Now here's a little lesson in arithmetic...Tobacco counts about 50 per cent in the production of a cigarette; the other 50 per cent depends on what is done to that tobacco. Lucky Strike is the 100 per cent cigarette because only Lucky Strike offers you the finest tobacco plus the throat-protection of the exclusive process "It's Toasted." This "Toasting" process takes out certain throat-irritants naturally present in all tobacco. With these irritants out, controlled moisture is added to bring forth the natural ripe mellowness of the leaf. The result is a light smoke, better-tasting and easier on your throat. Next time you buy cigarettes, remember: fine tobacco plus "Toasting" equals 100% cigarette pleasure. Ask for Lucky Strike.

(LUCKY DAY)

(EIGHTH DANCE TUNE) (RAGS, BONES, ETC.)

ANNOUNCER: Again attention, our worthy colleagues of the correspondence school, while Dr. Kyser repeats the questions for next week's mail matriculation. Shoot 'em Dr. Kyser...

Page 13 (Do not repeat)

KAY KYSER'S MUSICAL CLASS

Tuesday - February 22, 1938

KYSER:

1. Who made the Bazooka famous and what's his home town?
2. Name 3 songs that have the word "River" in their titles.
3. How many men are in the Raymond Scott quintette?
4. Answer true or false -
 - A. Alice Faye sang You're a Sweetheart in the picture "You're a Sweetheart."
 - B. "You're a Sweetheart" was #1 on "Your Hit Parade" last Saturday.
5. Name 4 child movie stars who sing in pictures.

ANNOUNCER:

Mail the answers to Kay Kyser's Musical Class, 919 North Michigan Avenue in Chicago. It's perfectly proper to ask your friends for all the help you need with the home work. We'll be delighted to have you answer all 5 questions correctly because we like sending nice people diplomas.

(NINER DANCE TUNE) (THERE'S A GOLD MINE IN THE SKY)

KYSER:

Now here's a question I thought up especially for you, Harlow Wilcox...Why do so many famous singers like Lanny Ross, Lotte Lehmann, Tito Schipa, Gertrude Wettergren...to mention just a few...why do they, one and all, choose Luckies for their cigarette?

ANNOUNCER:

That's easy, Professor. Their voices are their fortunes, so naturally, in smoking, they think first of their throats. Take the case of Richard Crooks -- yet another Lucky fan. As he explained it to us himself, four songs may bring him as much as \$4,000. He simply cannot afford to risk throat irritation, so when it comes to smoking, he picks Luckies. Why? Because he has found that, no matter how much he uses his voice, Luckies are easy on his throat. And Mr. Crooks' experience is borne out by the many other singers who have smoked Luckies for years. They all

ANNOUNCER: agree that Luckies are gentle even to their sensitive throats. So
(Cont'd)

doesn't it stand to reason Luckies will be easy on any smoker's
throat? We think it worthwhile for smokers everywhere to remember
that only Lucky Strike offers you the finest tobacco plus the
throat-protection of the famous process "It's Toasted." Follow
the example of the people whose voices are their fortunes and make
sure of a light smoke easy on your throat. Next time you buy
cigarettes, ask for Lucky Strike.

(LUCKY DAY)

(TENTH DANCE TUNE)

KYSER:

Come, come now. The winner of the first group _____
and the winner of the second group _____ on your toes
as we scale the Himalayas (him-al-yahs) of harmony. We go into the
final stretch with the first question which is -

1. Mr. _____ wonders if you know whose
theme this is and the name of the song? (Play)
2. S. W. Moore of Bloomington, Indiana, wants you to give the first
names of the 3 Boswell sisters -- also what instrument does
Connie play?
3. Here's one from Carl Weisener of Glen Rock, New Jersey. He
asks this: Is George Washington Dewey a dancer, singer, or
pianist? And is he white or colored?
4. Here's a well known song. Mr. _____ wants
you to name it. (Play) Can you name 2 other _____
songs?

ALTERNATE 1. ALLEN TONKIN, SOMERVILLE, N.J. - What instrument did
Bing Crosby play?

KAY KYSER'S MUSICAL CLASS
Tuesday - February 22, 1938

KYSER:
(Cont'd)

ALTERNATE 2. MR. GEORGE DUHAMMEL, JR. OF MANCHESTER, N.H. - Can you name 4 leaders who feature themselves as vocalists?

ALTERNATE 3. CHARLES WALSH OF CHICAGO - Who is the male singer on the new Ben Bernie show? He also sings on "Your Hit Parade."

ALTERNATE 4. GEORGE WRISTERIDGE, ATLANTIC CITY, N.J. - What star of stage, screen and radio, specializing in opera, is an ex-All American football star?

Do we have a winner, judges? We do! Again the judges find we have a winner. And that winner is _____ . And to you my dear young man (or lady) I am most happy to present this token of learning. The old master of music can see that you've burned the midnight oil freely and that you've learned while you burned. Take then these honors of unsullied scholarship - and just by the way - accept this \$35, horrid stuff, but a mighty pretty green color - and be on your way to fame and fortune with our blessing. To the second place winner goes \$20. The other four contestants receive \$10 each, and to all of you who appeared so splendidly here on the old lecture platform may I present a carton of Luckies. Then to every member of the student body here tonight, for those loyal cheers, for those fine volunteer answers, for that royal demonstration, the old school spirit, a package of Lucky Strike Cigarettes.

(APPLAUSE)

Now don't go 'way, because there's dancing and diversion still to come with a special invitation right here and now to choose a co-ed and canter onto the campus carpet for a bit of dancin'. Yes dance.

(ELEVENTH AND TWELFTH DANCE TUNE - FLEXIBLE)

KAY KYSER'S MUSICAL CLASS
Tuesday - February 22, 1938

ANNOUNCER: Ladies and gentlemen, we hope you have enjoyed this Tuesday meeting with Prof. Kay Kyser and his Lucky Strike Musical Class. Join us again at class time, this time, next Tuesday. Remember to send the answers to the home study course to Kay Kyser, 919 (nine, one, nine) North Michigan Avenue in Chicago, before midnight Saturday, February 26th. If you have a musical question or two you'd like to hear during subsequent meetings, fine, send them along. We'll be glad to have them.

And above all, remember the next time you buy cigarettes, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best - it's Luckies 2 to 1.

(HAPPY DAYS)

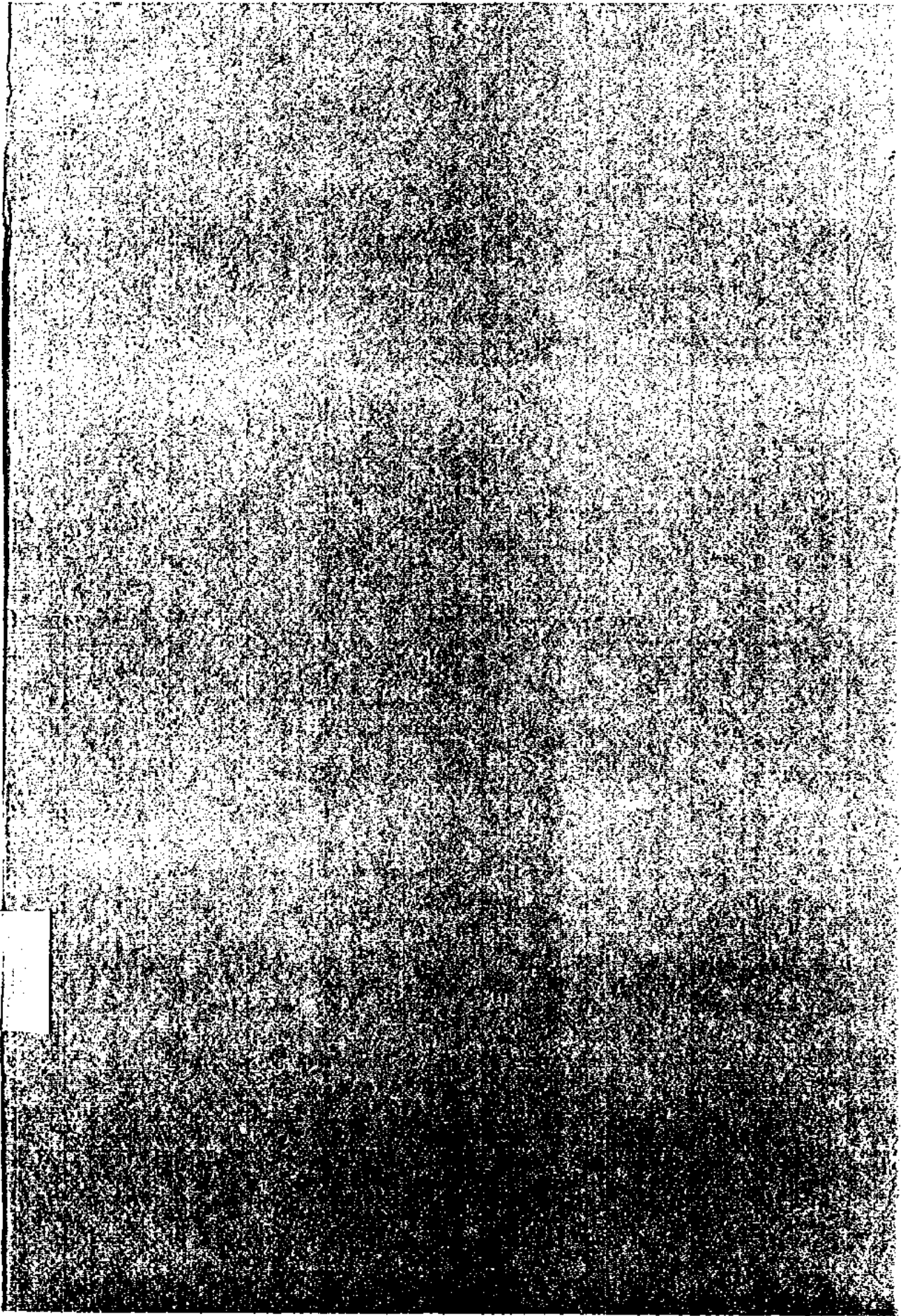
KYSER: This is Kay Kyser sayin' - so long, everybody.

(APPLAUSE)

ANNOUNCER: Kay Kyser's Musical Class has been presented from the studios of WGN, Chicago. The chant of the tobacco auctioneer on tonight's program was brought you by Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina - one of Lucky Strike's two famous auctioneers heard on all programs. On this program were (LIST TUNES AND CREDITS). This is the Mutual Broadcasting System.

(BREAK)

CLOSE: This is WGN, the voice of the people, Chicago.



MARCH

KAY KYSER'S MUSICAL CLASS
Tuesday - March 1, 1938

KYSER: Lovely, Ginny, simply lovely -- There's an old saying - that - uh -
an old saying - what is the old saying, Basil Ruysdaal?

(SWITCH TO NEW YORK)

ANNOUNCER: You know the old saying: "He who hesitates, is lost" ... Well
that's certainly true in the tobacco business. Tobacco experts make
their living by their ability to judge tobacco on sight. Reuben
Fleming, of Middlebury, North Carolina, for example, has bought over
one million pounds of tobacco for his own account in the past 10
years. He can tell the value and quality of tobacco at a glance.
He has to be able to for, as Mr. Fleming says, himself...

VOICE: Even a penny a pound mistake in making a bid at auction would cost
me dollars. Well, I've been eating regularly for the past 10 years,
so I think I can say I'm a pretty fair judge of tobacco. Now, at 9
different warehouses in Henderson, North Carolina this season, I've
seen Luckies buy the finest tobacco the farmers brought in. So,
it's natural for me to step up to the cigarette counter and say:
"Luckies, please." And I've been doing just that for the past 14
years.

ANNOUNCER: Thank you - thank you very much Mr. Fleming. May I point out that
as an independent tobacco buyer, Reuben Fleming actually competes
with our Lucky Strike buyers. Therefore, there's no reason in the
world why he should say what he does except that Mr. Fleming is
big enough and fair enough to give credit where credit is due.
And in this Mr. Fleming is typical of the vast majority of
independent tobacco experts. Here are the facts as shown by sworn
records: Among independent tobacco experts - buyers, warehousemen,
auctioneers - Lucky Strike has over twice as many exclusive smokers

Mr. Duggan

WEEKS

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S MUSICAL CLASS
Tuesday - March 1, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ENDING WITH: "ALL DONE!" SOLD TO THE AMERICAN TOBACCO COMPANY)

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer you have just heard - know who buys what tobacco. With these experts with men who know tobacco best - it's Luckies 2 to 1!

(SWITCH TO CHICAGO)

(HAPPY DAYS - 32 BARS AND FADE)

as best

ANNOUNCER: Lucky Strike presents Kay Kyser's Musical Class and Dance!

(APPLAUSE AND CHEERS OVER LAST 14 BARS)

ANNOUNCER: ~~Again~~ Good evening, ladies and gentlemen as Kay Kyser's Musical Class makes ready for another milestone of music and mystery here in this hallowed hall where a happy student throng await another semester of science and surprises. ~~[A bit later, Dr. Kyser, master of music, will astound the six candidates already assembled on the old lecture platform with his questions. They'll astound him right back with their answers. Ninety-five dollars in cash prizes will be awarded right here in open auction. And for the unseen but admiring audience of the largest musical appreciation course in America, -- to all of you listening in -- we'll outline your cues and questions in just a moment.]~~ But now, let's have a hand for the man and his band who gave you singing song titles: Kay Kyser.

(KYSER'S THEME)

(APPLAUSE)

X #1

KAY KYSER'S MUSICAL CLASS

Tuesday - March 1, 1938

KYSER:

Evenin' folks - I mean scholars - how're ya all? Thank you Dean Harlow Wilcox, dean of public speakin'. Welcome my young charges to the serene quiet of our class room under a silver ceiling here on a fully carpeted campus - softer going than any campus in America. The candidates for tonight's degrees are of lawful age ^{not} chosen by lot from the entire student body. ^{at least they thought so in 1935 in papers} The questions are submitted by correspondents from Maine to California. The answers by a happy combination of information and invention. We'll put the ^{of the largest musical association course in America -} correspondence scholars over a few high musical hurdles in just a moment. Better have a pencil and paper ready ^{you} correspondence students. ^{listen up} But now, cast off, chillun for a caper on the old campus carpet... yes dance, students, yes dance..... awhile in that ol' Kay Kyser style!

(I DOUBLE DARE YOU)

(THEME UP FULL AND UNDER FOLLOWING FOR 1 FULL CHORUS)

ANNOUNCER:

Anyone, anywhere can be a correspondence student duly entered in Kay Kyser's Musical Class. The master will propose five questions for you. Take them down ^{and} carefully and completely. Mail your answers not later than Saturday midnight, March 5th, to Kay Kyser (spelled K-Y-S-E-R) 919 (nine-one-nine) North Michigan Avenue in Chicago. ~~It's perfectly proper to get all the help you can. It's perfectly fair to ask your friends to ^{help you} check up on your answers.~~ And every correspondence student who answers all five questions correctly ^{and who} ~~submits them before Saturday midnight, March 5th, addressed to Kay Kyser's Musical Class, 919 North Michigan Avenue in Chicago~~ will receive a handsomely lithographed and autographed diploma making him or her a graduate with honors too numerous to mention. Now the questions, if you will, Prof. Kyser....

KAY KYSER'S MUSICAL CLASS

Tuesday - March 1, 1938

KYSER: Ah yes, the questions, Dean Wilcox. ~~Let me see, the questions. To be sure, the questions.~~ But first, let me see if I can recall the answers to last week's worries. Last week's correct answers were:

1. Bob Burns made the Banzooka famous and his hometown is Van Buren, Arkansas.
2. "River Stay Away From My Door," "Old Man River," "Deep River."
3. Six men - Raymond Scott doesn't like the word "sextette."
4. (A) True (B) True
5. Shirley Temple, Jane Withers, Deanna Durbin.

To those who answered last week's questions correctly, a diploma is on the way with our best wishes. And now, pencils to your ear, my young charges of the correspondence division. This week, music master wants to know:

1. Who gave Charlie McCarthy and Edgar Bergen the start in radio?
2. With what orchestra does Elmo Tanner whistle?
3. From what song are these lines taken: "You blow it in here and it comes out here."
4. Name 4 leaders who sing with their orchestras?
5. What great comedian and singer recently celebrated his 25th year in the entertainment world?

(REPEAT EACH QUESTION TO ALLOW TIME FOR WRITING THE QUESTIONS DOWN)

I'll repeat the questions before class is dismissed...but now, whatta ya say...yes, dance!

(I CAN DREAM, CAN'T I?)

FAY KYSER'S MUSICAL CLASS

Tuesday - March 1, 1938

ANNOUNCER: as have all the other cigarettes combined. Remember that when you
(Cont'd) hear the chant of the tobacco auctioneer - (FADE IN CHANT) when you
hear that chant, remember, - with men who know tobacco best, it's
Luckies 2 to 1.

(SWITCH TO CHICAGO)

(LUCKY DAY)

ANNOUNCER: A hush comes over the hallowed hall, now, ladies and gentlemen. The
shades of the great composers Bach and Beethoven, Mozart and Brahms
look on out of the past. We're all ready for the first round of
musical questions and mysterious answers. Our students are of legal
age, the prizes are of legal tender. A first grand prize of \$35, a
second award of \$20, and four consolation awards of \$10 each and a
carton of Luckies for all six contestants await the aspirants for
musical honors. Judging takes into account difficulty of questions
and accuracy of replies, and the time is important. The decisions
of the judges are final. Be careful, young students, don't let the
time chime get you. Are you ready. Then up and at 'em, students,
let's have veracity for the dear old varsity!

(THEME IN 6/8 TIME)

ATX01 0245945

KAY KYSER'S MUSICAL CLASS
Tuesday - March 1, 1938

KK build up tension

KYSER: Ah my friends, there was a first round that made history what it is today. Just light up a Lucky, now, and relax while the judges compute the winning standing. The second heat will be run off in a few minutes when a second group of candidates will take the stand for scholarship and such. The winner of the first group will meet the winner of the second for that grand prize of \$35. Here's the decision. Thank you Judges. And the winner is _____.

(APPLAUSE)

KYSER: Well, let's have a short recess after that whirl wind of musical knowledge. And for recess, there's no better recreation than dancin'. So step out prexy, prom queen, frosh and faculty, and oldest living undergraduate... come on everybody ... yes dance....

(WHISTLE WHILE)

(SON PRETTY GIRLS)

KYSER: Well, now, here's an old friend of ours...his name is Smoker
(SPELLS) S-W-O-K-E-E ... Mr. Smoker, will you step up to the mike and tell the folks where you're from?

MAN: Well, my home address is U.S.A.

KYSER: U.S.A.? ...

MAN: Yes, that's my home.

KYSER: Hmmm. Mighty nice little place you've got there, Mr. Smoker.

MAN: I think so.

KYSER: Well, as I understand it, Mr. Smoker, you're up here to tell us a few of those good homespun facts.

MAN: I'm here to speak my mind, yes, sir - and to get facts.

KYSER: Then, suppose I turn you over to our Fact Department, Harlow Wilcox.

WILCOX: At your service, Mr. Smoker.

ATX01 0245946

KAY KYSER'S MUSICAL CLASS

Tuesday - March 1, 1938

MAN: Are you?

WILCOX: Am I what?

MAN: Are you at my service? I mean - is your product Lucky Strike - really designed to please me?

WILCOX: We think so, Mr. Smoker.

MAN: You think so - But I'm interested only in facts.

WILCOX: Well, Mr. Smoker - it's just because of certain facts that we do think Luckies will please you. For example, there's the "Toasting" process.

MAN: And what is that?

WILCOX: It's a private process of manufacture - exclusive with Lucky Strike.

MAN: But what is it?

WILCOX: It's a purifying process that employs higher degrees of heat than is ordinary in cigarette manufacture.

MAN: And the result?

WILCOX: The result is a light smoke easy on your throat. Certain harsh throat-irritants, naturally present in all tobacco are removed by the "Toasting" process. These irritants are out of Luckies.

MAN: That sounds good - but have you proof?

WILCOX: Yes, we have many kinds of proof, including actual laboratory data and the carefully checked experiences of famous singers and actors who have smoked Luckies for years and who tell us frankly that Luckies never irritate their throats....But Mr. Smoker...we haven't time to even begin to tell you all the facts about Luckies tonight! May I suggest that for further facts about Luckies you wait until next week.

MAN: Thanks - and I'll be here.

KAY KYSER'S MUSICAL CLASS
Tuesday - March 1, 1938

ANNOUNCER: All right, it's a date. And, Mr. Smoker, may I suggest that between now and next week at this same time, you try a little test of your own on Luckies. Smoke them, yourself...let your own throat demonstrate to you the advantages of the exclusive process "It's Toasted." Start your own test tonight by buying a package of Lucky Strike cigarettes.

(LUCKY DAY) (IN AND UNDER)

ANNOUNCER: As Kay Kyser's Musical Class pauses on the threshold of still greater things to come, may we pause, also, for station identification? This is the Mutual Broadcasting System.

(BREAK)

STUDIO #5: This is WGN, the Voice of the People, Chicago.

ANNOUNCER: We continue with Kay Kyser's Musical Class and Dance. The man and his band that gave you singing song titles invites you to listen

~~...and dance class, reports to Kay Kyser and his "makes you want to~~
TEN PRETTY GIRLS
~~(MIDNIGHT ANGEL)~~ *dance music?*

(GREAT DAY)

ANNOUNCER: Recess is over. The second group of candidates steps into the scholastic limelight. The winner will, of course, meet the victor of the first fray in the final clash of questions. The students are prepared and perturbed, Dr. Kyser.....

(THEME IN 6/8 TIME)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 1, 1938

KYSER: The second round of questions and answers speaks volumes for the old school spirit. The judges will name the winner in just a jiffy. The final examination, will be a friendly little contest for that \$35. Ah, judges advance with the verdict. Thank you, gentlemen. And the winner is _____.

(APPLAUSE)

KYSER: And now before that final round, let's have a spot O' dancing...yes dance, students. Yes dance!

~~(DIESEY DIDDLE)~~ GOVERNMENT SINGER

~~(LET'S FACE THE MUSIC AND DANCE)~~

ANNOUNCER: Professor, isn't it about my turn now?

KYSER: Okay, Harlow my boy. What have you got?

ANNOUNCER: Well, it's this. I suppose a lot of people who hear on the air or read in the magazines about the many great singers and actors that smoke Luckies would like to know why? Why should singers and actors especially be so "sold" on Luckies? Well, here's the reason... You see, a singer or an actor has to take good care of his throat. Take Constance Bennett, for instance. She's often before the sound track working on a picture twelve or fourteen hours a day and that's a real strain on the throat. So she smokes Luckies, as she explains herself, because they never bother her throat. So it stands to reason that Luckies will be easy on your throat, too. The reason Luckies are easy on anyone's throat is because the exclusive Lucky Strike process "It's Toasted" removes certain harsh irritants naturally present in even the very finest tobacco. This is proved beyond doubt by chemical tests which reveal what quantities of these irritants are removed. So you can easily see why Luckies are easy on Miss Bennett's throat. And, you'll find the same thing true. When you're buying

KAY KYSER'S MUSICAL CLASS
Tuesday - March 1, 1938

ANNOUNCER: cigarettes, get a light smoke of the finest tobacco money can buy.
(Cont'd)

Ask for Lucky Strike.

(LUCKY DAY)

(ROSALIE) ~~ROSALE~~ GREAT DAY

ANNOUNCER: Again may we have the attention of the correspondence scholars of the largest musical class in America? Dr. Kyser will repeat his questions for next week. You read 'em and they'll weep, Professor...

KYSER: (KYSER REPEATS QUESTIONS)

1. Who gave Charlie McCarthy and Edgar Bergen their start in radio?
2. With what orchestra does Elmo Tanner whistle?
3. From what song are these lines taken: "You blow it in here and it comes out here."
4. Name 4 leaders who sing with their orchestras.
5. What great comedian and singer recently celebrated his 25th year in the entertainment world?

ANNOUNCER: Have your answers in the mail not later than Saturday midnight, March 5th. Address your answers to Kay Kyser's Musical Class, 919 (nine-one-nine) North Michigan Avenue in Chicago. We'll be just as happy to send that diploma as you'll be to get it.

(DIRTY DIDDLE)

(LETS FACE THE MUSIC AND DANCE)

KAY KYSER'S MUSICAL CLASS

Tuesday - March 1, 1938

KYSER: Do we have a winner? Yes we do. And the judges say the winner is

_____ . To him (or her) goes \$35.

To the runner-up goes \$20. The other contestants receive \$10 each.

To all contestants, for a splendid evening, a carton of Lucky Strikes.

And to every member of the student body here tonight, proudly gathered

on the old campus carpet, for those cheers and color, for that varsity

vim, and for those ringing volunteer answers, a package of Lucky

Strike Cigarettes.

(APPLAUSE)

KYSER: But stick around, the game's not over till the final gun. Choose

your co-eds, everybody. Yes dance, chillun, yes dance.....

~~(NICE WORK)~~ *ROCK IS*
NICE WORK
(YOU ROCK THE WORDS) (TO FILL)

ANNOUNCER: Ladies and gentlemen, we hope you've enjoyed this meeting with Prof.

Kay Kyser and his Lucky Strike Musical Class. Join us again at

Class Time, same time, next Tuesday. Remember to mail the answers

to the home study course to Kay Kyser 919 (nine-one-nine) North

Michigan Avenue in Chicago, before Saturday midnight, March 5th. If

you have any musical questions you'd like to hear during subsequent

meetings, that's fine. Send them along. We'll be glad to have them.

And above all, remember the next time you buy cigarettes with

independent tobacco experts - auctioneers, buyers and warehousemen -

with men who know tobacco best - it's Luckies 2 to 1!

(HAPPY DAYS)

(APPLAUSE)

KYSER: This is Kay K Y S E R sayin' so long, everybody!

KAY KYSER'S MUSICAL CLASS
Tuesday - March 1, 1938

ANNOUNCER: Kay Kyser's Musical Class has been presented from the audience studio of WGN, Chicago. The famous tobacco auctioneer you heard on tonight's program was Mr. L.A. (SPEED) Riggs of Goldston, North Carolina. Heard on the program were (LIST OF TUNES AND CREDITS)

This is the Mutual Broadcasting System.

(BREAK)

CLOSE: This is WGN, the Voice of the People, Chicago.

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER, ENDING WITH: "ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!")

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer you have just heard - know who buys what tobacco. With these experts - with men who know tobacco best - it's Luckies 2 to 1!

(SWITCH TO CHICAGO)

(HAPPY DAYS - 16 EARS AND TADE)

ANNOUNCER: Lucky strike presents Kay Kyser's Musical Class and Dance!

(APPLAUSE)

ANNOUNCER: Good evening, ladies and gentlemen, as Kay Kyser meets with his musical class here on the only fully carpeted campus in America! And here he is -- the man of the hour -- the man with questions and answers -- the man and his band who gave you singing song titles, Kay Kyser!

(KYSER'S THEME IN AND UNDER)

(APPLAUSE)

KYSER: Evenin' folks - how're ya all? Thank you dean of public speakin'. Welcome my young charges to an hour of science and surprises here under the silver ceiling in the fraternal bonds of music and memory. The candidates for tonight's degrees are chosen by lot from the entire student body. Our faculty committee has designed a few questions to strike these shining faces pink. And you Correspondence scholars listening in, make ready to buckle down to a bit of home study with pencil and paper. Your questions will touch on matters and meters that Einstein overlooked. But first, let's all join in a quaint old custom here on the campus carpet. Lemme ladle out a first helpin' of harmony. And yes dance, students, yes dance.

ATX01 0245953

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

(MAMMA THAT MOON IS HERE AGAIN)

(THEME UNDER FOLLOWING)

ANNOUNCER: Correspondence students - here is your examination for this week. The master will propose five questions for you. Take them down. Mail your answers not later than Midnight, Saturday, March 12th, to Kay Kyser (spelled K-Y-S-E-R) 919 (nine-one-nine) North Michigan Avenue in Chicago. And don't forget, it's perfectly fair to ask your friends and neighbors for help. Every correspondence student who answers all five questions correctly will receive a handsome diploma signed by the music master. And now, the questions for the correspondence school, Prof. Kyser ...

KYSER: All right - deanie - but first, the correct answers to last week's questions.

1. Rudy Vallee gave Charlie McCarthy and Edgar Berger their start in radio.
2. Elmo Tanner whistles with Ted Teens' orchestra.
3. The lines, "You blow it in here and it comes out there" are from the song, "The Music Goes 'Round and 'Round."
4. Four leaders who sing with their orchestras could be - Rudy Vallee, Joe Sanders, Will Osborne, Woody Herman.
5. Eddie Cantor recently celebrated his 25th year in the entertainment world.

To those who answered last week's questions correctly that diploma is already on the way with our best wishes. Now unharness your pencils, students. Here's what the faculty wants to know this week:

ATK01 0245954

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

KYSER:
(Cont'd)

1. Who are known as "Mr. and Mrs. Swing"?
2. Name 3 songs whose titles are the same as the motion pictures in which they were featured -- example:
"True Confession" from "True Confession."
3. Answer true or false -- Bing Crosby has 4 daughters.
4. Who wrote "I Love You Truly" and "The End of A Perfect Day"?
5. Is the clarinet a woodwind or a brass instrument?

(REPEAT EACH QUESTION TO ALLOW TIME FOR WRITING)

I'll repeat the questions before the present class is dismissed,
but now here's a mighty pretty melody.

(MORE THAN EVER)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

KYSER: (CALLS) Pierre! Hey, Pierre Andre - that man is here again.

ANDRE: (FADING IN) Yes? ... What man, Professor?

KYSER: You know that one that was here last week - name of Smoker, I believe - Mr. Average Smoker.

MAN: Yes, that's me. I'm back for a few more facts about cigarettes.

KYSER: Facts? ... Pierre, he's yours.

ANDRE: Mr. Smoker, what would you like to know?

MAN: Well - I've been wondering about these men - these tobacco experts you call them - who vote 2 to 1 for Luckies. Can you tell me exactly who they are?

ANDRE: Certainly. They are - auctioneers, buyers - independent buyers - and men who own and run the warehouses where tobacco is sold.

MAN: The auctioneers are the ones who make those funny sounds?

ANDRE: (LAUGHS) Yes, they chant the bids at the tobacco auctions.

MAN: Now are these auctioneers connected with Lucky Strike?

ANDRE: Not at all. They're independent tobacco men. They deal with all cigarette companies, selling the farmers' tobacco to whomever makes the highest bid.

MAN: But whom do they represent?

ANDRE: Tobacco auctioneers are connected with the warehouses in which the auctions are held. They are in most cases, directly responsible to the operators of those warehouses - the warehousemen.

MAN: And the warehousemen also vote for Luckies?

ANDRE: Yes - they do. And I might point out that warehousemen, too, are absolutely independent. They deal with all cigarette manufacturers but are not connected with any.

ATX01 0245956

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

MAN: Well, how about these buyers you mentioned?

ANDRE: They are the independent buyers, Mr. Smoker - men who buy tobacco for their own account. Like the auctioneers and warehousemen, they are in a unique position to judge impartially the tobacco that is bought for the various cigarette companies.

MAN: Well, if all these kinds of experts vote 2 to 1 for Luckies, that certainly sounds as though Luckies buy mighty good tobacco. But have you proof?

ANDRE: Yes, sworn records, open to the public. These records show that, among these independent tobacco experts Luckies have over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many! These men know tobacco and they know who buys what tobacco. And, Mr. Smoker, I think if you will buy a package of Luckies today or tomorrow, your own taste will tell you why they pick Luckies. So remember, next time you hear the chant of the tobacco auctioneer (FADE IN CHANT ON RECORD). When you hear that chant, remember ... with independent experts - with men who know tobacco best - it's Luckies 2 to 1.

(LUCKY DAY)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

ANNOUNCER: We're all ready for the first round of questions and answers. The students are of legal age, the prizes of legal tender. A first grand prize of \$75, a second award of \$20, four consolation prizes of \$10 each, and a carton of Luckies for all six contestants, await the neophytes in musical knowledge. The judges will cast up accounts reckoning the difficulty of the questions, the accuracy of replies, and the time consumed in answering. Let me caution you, young men and young women, get going or the time-chime will get you. The winners of the first two rounds will match memories and melodies in the final contest. Are you ready? The master puts on his best academic frown. Stern, solemn and severe, he surveys the first group of candidates before him -- the moment of moments is here. The old class song and Professor Kyser!

(TIME IN 6/8 TIME)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

KYSER: Now my young charges, in your stride with the school spirit!

1. Your question comes from Ann Smith of Appleton, Wisconsin.

We'll play a beautiful song and she wants you to tell us the name of it and what orchestra uses it as a sign-off song. (Play) Who wrote it?

_____ was the son of a famous English surgeon. He is an accomplished pianist and is the composer of many well-known songs, including "The Very Thought Of You," "Why Stars Come Out At Night," "The Touch Of Your Lips," etc. He was in the recent picture "Damsels in Distress" with Fred Astaire.

2. Mr. W. C. Weedon of Chicago sent us a honey. Listen -- He's the son of a foremost composer, he's the leader of an orchestra playing at _____. His father composed such scores as "Rose Marie," "The Vagabond King," etc. What's Jr.'s name?

3. Miss Janet Baker of Abbotstown, Pennsylvania, seems to like songs named for streets in New York. She submitted two more. Here's one of them. (Play) And now the other. (Play)

4. Strikes me that it's about time to ask you a question submitted by Mr. William Carlson of Bronx, New York. I'll give you 25 points for every song you name which has the word "strike" in it. Go to it and I hope you're lucky.

KAY KYSER'S MUSICAL GLASS

Tuesday - March 8, 1938

KYSER:
(Cont'd)

5. Mr. Henry Gregory of Rocky Mount, North Carolina, says you should have no trouble telling us with whom the following song is associated. (Play) What's the name of it?

_____ started in burlesque. From there she went to the Ziegfeld Follies and is now on the radio.
6. Speaking of home towns. Mr. John Schmidt of Waukegan, Illinois, wants to know what famous comedian is from Waukegan. Which one is from Van Buren, Arkansas? What about South Bend, Indiana?
7. Let's see if you recognize this one. (Play) Mr. Richard Dunn, Homewood, Illinois, wants you to identify another song that's almost the same melody. Let's listen. (Play)
8. Is a tangle played with the mouth and fingers? Mr. W. Paddock of Bloomington, Indiana, wants you to name these two tangle calls. (Play) - (Play)
9. Here's a school song used by over a hundred colleges and high schools, but Mr. Howard Harris of Cranford, New Jersey, says it's most commonly associated with one college in particular. See if you can call it. (Play)

D'a's all chillun -

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

KYSER: So ends the first round of question and calamity. Just light up a lucky, now, while the judges add up the score. The second group of candidates will do or die for dear old alma mater on this very platform in a few minutes. The winner of this first relay will meet the winner of the second group for the evening's grand prize of \$75. Here's the decision. Thank you, Judges. And the winner is _____.

(APPLAUSE)

KYSER: Well done, my good and faithful students. Your music master glows with pride as he looks upon your labors. And now, for recess let us turn to a dancin' ditty. Come, come, eagles and architects, liberal arts and engineering students, all kinds of eds and co-eds, yes dance, chillun, yes dance...

(BIPSY DOOBLE)

ATX01 0245961

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

KYSER: Now who can answer this one? What famous singer was once leader of the Yale Glee Club and Yale's star quarter-miler?

ANDRE: And a staunch Lucky Strike smoker, Kay.

KYSER: Oh, you know the answer, do you Pierre?

ANDRE: Of course ... Lanny Ross. And I'd like to say something about Lanny and Luckies. He started smoking them back when he was in college and he's still a staunch Lucky Strike fan today. And here is the reason, just as he told it to us: QUOTE - Very often I practice one song 20 or 30 times before a broadcast. As a matter of fact my favorite expression at rehearsals is: "Let's try that again." And if you don't think that's hard on the throat, try it some time. Yet even after this strain my throat welcomes a Lucky - UNQUOTE. Yes, Lanny Ross finds Luckies easy on his throat in spite of the strain of a singing career. So it stands to reason Luckies will be easy on your throat, too. The reason Luckies are easy on anyone's throat is because the exclusive Lucky Strike process, "It's Toasted" removes certain harsh irritants naturally present in even the finest tobacco. Then, with those irritants out, controlled moisture is added to bring forth the natural mellow flavor of the tobacco. The result is a light smoke easy even on the sensitive throats of singers. And you'll find the same thing true. Next time you buy cigarettes, get a light smoke of the finest tobacco money can buy. Ask for Lucky Strike.

(LUCKY DAY)

KAY KYSER'S MUSICAL CLASS

Tuesday - March 8, 1938

ANNOUNCER: Kay Kyser's Musical Class and Dance will resume its scholastic labors in just a moment, ladies and gentlemen. May we pause now, for station identification? This is the Mutual Broadcasting System.

(BREAK)

STUDIO #5: This is WGN, the voice of the people, Chicago.

ANNOUNCER: We continue with Kay Kyser's Musical Class and Dance. We invite you to listen to the man and his band who gave you singing song titles, Kay Kyser and his makes-you-wanna-dance music.

(THANKS FOR THE MEMORY)

ANNOUNCER: Recess is over and the second cluster of candidates trembles in tremendous trepidation before its trials and tribulations begin. The master of music transfixes the triumvirate with a piercing glance -- a hush settles over the hall, and here we go!

(THEME IN 6/8 TEMPO)

KAY KYSER'S MUSICAL CLASS

Tuesday - March 8, 1933

KYSER: A charming group of young people, Dean Andre. Handsome as a group of pictures. And believe me, my young charges, the old faculty committee has framed a pretty group of questions for you. Yes, framed you like a set of pictures. The first question comes from

1. Mrs. R. Noble of Hyde Park, New Jersey. A certain singer's recording of our next song had the biggest sale in the history of records. Name the song and the artist. (Play)
2. Lots of leaders' names are alliterative -- that is their first and last names start with the same letter. Mr. William Scott of Hamburg, Arkansas, wants you to name three. For instance -- my name Kay Kyser is alliterative.
3. Our next song represents a certain type of music. Mr. John McNamara of Altoona, Pennsylvania, wants you to name the type. (Play) Now give us three leaders who are famous for their _____ and _____ music.
4. Mr. Gerry Smith of Cleveland, Ohio, wants you to find several song titles in this verse: If two less than a dozen beautiful maids are unwed and you can marry only the one whose locks are red,
Smile Darn ya Smile and Whistle While You Labor,
She may move next door - then you can love your neighbor.

KYSER:
(Cont'd)

5. Mrs. Anna Shipman of Bellaire, Ohio, says the following theme should quickly bring to mind a great radio character. (Play)
People in Van _____ will feel awful if you don't get this one right.
6. Mr. W. A. Lee, Madison, Wisconsin, wants you to answer true or false to the following:
 - a. Louis Armstrong is light heavyweight boxing champion.
 - b. Fred Allen and Portland Hoffa are married.
 - c. Forace Heidt's theme is Old Black Joe.
 - d. J. and T. Dorsey are brothers.
7. When one of America's best loved orchestras finishes a radio program they use this number to sign off. Mr. T. E. Smith of Doylestown, Pennsylvania, wants to know who it is. (Play)
His is the top band in America in popularity. He is also tops in presence of mind. When playing in a Chicago cafe a few years back, the place was shot up by gangsters. Guy stayed at the mike and announced that someone was shooting off firecrackers.
8. Mr. D. Lester Keller of Willow Grove, Pennsylvania, suggests that you listen to two notes of this well-known song and tell us the name of it. We'll play two notes for you. (Play)
9. Dorothy Meyers of Hagerstown, Maryland, wants you to step right up here _____ and tell me the name of this Overture. (Play)

D'a's all chillun! --

RAY KYSER'S MUSICAL CLASS

Tuesday - March 8, 1938

KYSER: That completes the second portion of this evening's class assignment. The final examination will be a guileless little set of musical mysteries between the group winners. Sure enough, here are the judges with their decision. And the judges pronounce the winner to be _____.

(APPLAUSE)

KYSER: And before the final tune tournament let me put you in a musical mood here in the old class room. Let's dance, students, step right out for a promenade. Yea dance ...

(WHAT'S THE REASON)

(SWEET AS A SONG)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

KYSER: You know - I've got it in mind to do something mighty daring.

ANDRE: What's that, Professor?

KYSER: Well - hold your breath, everybody! I'm going to say a word in criticism of my boss - Mr. Lucky Strike.

ANDRE: (WHISPERS) Gosh, Kay, hadn't you better ... think it over a little?

KYSER: No, I've made up my mind. So here goes, Pierre Why does Mr. Lucky Strike seem to think there's something unusual about all these opera singers and motion picture stars wanting a cigarette that's easy on the throat. Why, Pierre, everybody wants that kind of a smoke.

ANDRE: But of course, Kay. Mr. Lucky Strike knows that. The only thing that's unusual about the opera singers and motion picture stars is that their throats are under unusual strain due to their careers. That's why Mr. Lucky Strike is extra-proud that they find Luckies easy on their throat. To us, it's the best proof that Luckies will be easy on any smoker's throat.

KYSER: Well maybe you've got something there, Pierre. Nevertheless, I think you should point out that there are millions of average smokers who never sang an operatic aria in their lives. And yet, day in, day out, they find Luckies the easiest cigarette on their throats, too.

ANDRE: That's a good suggestion, Kay. And I will point it out. Millions of steady Lucky Strike smokers do possess the best proof of all that Luckies are easy on the throat. But if I may say a word to those of you who are not Lucky Strike smokers, here it is We can only tell you about the throat-protection of the exclusive "toasting" process. We can only show you the example of a few of the many who find Luckies genuinely a light smoke, easy on the throat. Of course,

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

ANDRE:
(Cont'd)

actual laboratory tests reveal what quantities of harsh throat irritants are removed by the "Toasting" process. These certain irritants, naturally present in all tobacco, are out of Luckies. But the best test of all is the one only you can make. Buy a package of Luckies tonight and let your throat demonstrate to you the advantages of the exclusive process, "It's Toasted."

Remember: ask for Lucky Strike.

(LUCKY DAY)

ANDRE: And now, what do you say folks - let's dance awhile in the original Kay Kyser style.

(12TH STREET RAG)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

(12TH STREET RAG)

ANNOUNCER: Once more the toil and moil of learning faces the extension division - the dear old correspondence school. Will you repeat next week's assignments, Dr. Kyser ...

KYSER: (REPEATS QUESTIONS - ONCE ONLY)

1. Who are known as "Mr. and Mrs. Swing"?
2. Name 3 songs whose titles are the same as the motion pictures in which they were featured - example:
"True Confession" from "True Confession."
3. Answer true or false -- Bing Crosby has 4 daughters.
4. Who wrote "I Love You Truly" and "The End of A Perfect Day"?
5. Is the clarinet a woodwind or a brass instrument?

ANNOUNCER: Mail in the answers to these nifties, our colleagues of the correspondence school. Your letters must be postmarked not later than Midnight, Saturday, March 12th. The address, Kay Kyser's Musical Class, 919 (nine-one-nine) North Michigan Avenue in Chicago.

(JUST A SIMPLE MELODY)

(FANFARE)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

KYSER: We're off with the grand round-up in a friendly rivalry for undying academic glory, and - oh yes, \$35. Shake hands, students, and here we go for the dread final exam.

1. Let's listen to this song. (Play) Mr. Howard Craff of Chesling, Illinois, wants you to name that song. Also in the song _____ what was everybody doing?
2. Florence McManus of Lancaster, Pennsylvania, wants you to tell us the difference between a cymbal (c-y-m-b-a-l) and a cymballon (c-y-m-b-a-l-l-o-m).
3. Mr. Russell Jones of Clinton, Iowa, asks - Who was known as the Swedish nightingale?
4. Here's one of the most beloved of compositions. Mr. Edward Jones of Durhamville, New York, asks you to name it. (Play)
Can you spell L _____ ?

KAY KYSER'S MUSICAL CLASS

Tuesday - March 8, 1938

KYSER: What do you say, judges. Do we have a winner? We do! And the winner is _____.

To you, my dear young man (or lady) as you go forth into the world treasure the laurels you have won here. Carry on in the spirit of scholarship and always remember to light up a Lucky. Take with you the memory of these happy hours on the old campus carpet. And just in case you're strapped for carfare, here's a little ticket money for your voyage to success. The first award is \$35. To the runner-up we present \$20. The other four contestants receive \$10 each, and to all of you who held the old scholastic line so nobly here on the old lecture platform, a carton of Luckies. And finally, to every member of the student body here tonight, for those hearty cheers, for those spontaneous volunteer answers, and for the old school spirit, a package of Lucky Strike Cigarettes.

(APPLAUSE)

Now don't go way. The class and dance is still in session. And we're ready, again for a twirl with Terpsichore (terp-sic-cho-ree) on the softest campus carpet in America. Chillun, yes, dance ...

(DOUBLE DARE YOU)

(CAN'T PULL THE WOOL)

ANNOUNCER: Ladies and gentlemen, we hope you've enjoyed this Tuesday meeting with Prof. Kyser's Musical Class and Dance. Join us again at the same time, next Tuesday. Remember to send the answers to the home study course to Kay Kyser, 919 (nine-one-nine) North Michigan Avenue in Chicago. Answers must be in the mail before midnight.

KAY KYSER'S MUSICAL CLASS
Tuesday - March 8, 1938

ANNOUNCER: Saturday, March 12th. If you have a musical question or two you'd like to hear answered during a future class dance, fine, send them along. We'll be glad to have them and give you credit. And above all, remember the next time you buy cigarettes, with independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best - it's Luckies 2 to 1!

(HAPPY DAYS)

KYSER: This is Kay Kyser hopta' you're lucky in love and in love with Lucky -- so long - everybody.

(APPLAUSE)

ANNOUNCER: Kay Kyser's musical class has been presented from the studios of WGN, Chicago. The famous tobacco auctioneer you heard on this program was Mr. L. A. (Speed) Riggs, of Goldsboro, N.C. Heard on this program were (LIST OF TUNES AND CREDITS FOR SAME)

This is the Mutual Broadcasting System.

(BREAK)

CLOSE: This is WGN, the voice of the people, Chicago.

Mr. Boggs

THE AMERICAN TOBACCO COMPANY
KAY KYSER
March 15, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ENDING WITH: ALL DONE SOLD TO THE AMERICAN
TOBACCO COMPANY!)

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer
you have just heard - know who buys what tobacco. With these
experts, with men who know tobacco best - it's Luckies 2 to 1!

(SWITCH TO CHICAGO)

(HAPPY DAYS)

ANNOUNCER: Lucky Strike presents Kay Kyser's Musical Class and Dance!

(APPLAUSE)

ANNOUNCER: Good evening, ladies and gentlemen, as Kay Kyser meets with his
musical class here on the only fully carpeted campus in America!

And here he is - the man of the hour - the man with questions

and answers - the man and his band who gave you singing song titles,

Kay Kyser!

(KYSER'S THEME IN AND UNDER)

(APPLAUSE)

KYSER: Evenin' folks - how're ya all? Thank you Pierre Andre, dean of
public speakin'. Welcome my dear young colleagues to the
alcastered quiet of this circle of scholarship. Tonight's tune
tournament is going to be a lola polooza. But first, join us in
a wholesome frolic on the old campus carpet. Yes, dance, chillun,
yes dance....

(WITH PLENTY OF MONEY AND YOU)

(THEME - 1 CHORUS UNDER FOLLOWING)

RTX01 0245973

KAY KYSER'S MUSICAL CLASS

Tuesday, March 15, 1938

ANNOUNCER: You correspondence students listening in - here is your examination for this week. The master will propose five questions for you. Take them down. Mail your answers not later than Midnight, Saturday, March 19th, to Kay Kyser (spelled K-Y-S-E-R) 919 (nine-one-nine) North Michigan Avenue in Chicago. And don't forget, it's perfectly fair to ask your friends and neighbors for help. Every correspondence student who answers all five questions correctly will receive a handsome diploma signed by the music master. And now, the questions for the correspondence school, Prof. Kyser...

KYSER:

Thank you, Dr. Andre. But first listeners, light up a Lucky and relax while I read the correct answers to last week's questions.

1. Mildred Bailey and "Red" Norvo are known as "Mr. and Mrs. Swing."
2. 3 songs, the titles of which are the same as the motion pictures in which they were featured could be, "You're A Sweetheart," "Ebb Tide," "Pennies From Heaven."
3. False - Bing Crosby does not have 4 daughters.
4. Carrie Jacobs Bond wrote "I Love You Truly" and "The End Of A Perfect Day."
5. The clarinet is a woodwind instrument.

To those who answered last week's questions correctly that diploma is already on its way with our best wishes. Now, get set for this week's questions - Ready? Here we go.

1. Who gave Bobby Breen his start in radio?
2. Complete this salutation -- Everybody, this is Rudy Vallee and --
3. Can you name 3 songs that have the word "song" in their titles?
4. What popular orchestra has 4 brothers in it?
5. Who wrote and first introduced "Josephine?"

ATX01 0245974

KAY KYSER'S MUSICAL CLASS
Tuesday - March 15, 1938

KYSER: I'll run over the questions again before the hour is over, so just
(Cont'd) stand by with the paper and pencil. But now students, lemme just
dish up a dollop o' dancin'. Yes, dance! I mean, yes dance...

(WHISTLE WHILE YOU WORK)

KYSER: Pierre Andre, let's test you out. What famous Metropolitan opera
singer recently published a most successful novel?

ANDRE: Lotte Lehmann.

KYSER: Why - you're right, Pierre, my boy. Let's try another ... what
famous movie actress surprised everyone by revealing a very lovely
singing voice in her most recent picture?

ANDRE: How about Etta Davis?

KYSER: Right again, Pierre. And most marvelous! But, maybe this will trip
you. What talented French radio crooner, recently imported to the
United States, is causing those feminine hearts to flutter from coast
to coast?

ANDRE: His name is Jean Sablon.

KYSER: Pierre, my boy, you're wonderful. How do you do it?

ANDRE: Why it's easy, Professor. You see I happen to be up on these people
because they're all Lucky Strike smokers. In fact you could name a
regular "Who's Who" of stars of opera, radio, and motion pictures
and they'd all be Lucky Strike smokers. And I think every smoker
will be interested in the reason, as they have explained it to us,
themselves. You see, their voices are their fortunes. They can't
afford to risk throat-irritation from smoking. So they pick Luckies,
for only Lucky Strike offers smokers the throat-protection of the
process "It's Toasted." This "Toasting" process removes certain
throat-irritants found in all tobacco and that's why Luckies are a

KAY KYSER'S MUSICAL CLASS
Tuesday - March 15, 1938

ANDRE:
(Cont'd)

light smoke, easy on any smoker's throat. Next time you buy
cigarettes follow the example of the people whose voices are
their fortunes. Ask for Lucky Strike.

(LUCKY DAY)

ANNOUNCER:

The time has come for the first round of questions and answers.
The tune tournament is on! Contestants have been chosen from the
attending student body...they are all of legal age and will try
for prizes of legal tender. The winner of this first round will
meet the winner of the second round in a final battle of wits
later on. A grand prize of \$35. goes to the winner of the final
round, \$20. to the runner-up, consolation prizes of \$ each to
the other four contestants...in addition, a carton of tea to
all six competing scholars. The judges will make awards according
to the difficulty of the questions, the accuracy of the answers,
and the time taken in answering. Watch that time-chime students...
keep going! We're set ... the master's ready with his list
musical stickers...and here we go with the first round...the
class song...and Professor Kyser.

(THEME IN 6/8 VERSION)

KYSER:

Now my young charges, honor bright for the dear old alma mater.
Be quick on the queries and fast on the facts. Look out for that
time-chime. Don't let it catch you. The first question comes from
1. Leona Simpson of Sterling, Illinois, and she gets us off to
a good start with this one. Listen - (Play) What song is
that? Who's theme is it?

KAY KYSER'S MUSICAL CLASS

Tuesday - March 15, 1938

KYSER:
(Cont'd)

2. Let's make Mr. Millard Williams of Allentown, Pennsylvania, happy and finish these slogans for him - (1) _____ and the Royal Canadians; (2) Music in the _____ manner; (3) _____ and his violin; (4) With the strains of "The Gentleman Awaits" we bring you the slide music of _____.
3. Here's one presented by Miss Irene Aten of Milwaukee, Wisconsin. It's a funny situation - one of the Big Ten schools is known by the state's song - not by its own school song. We'll play the official song of the college and see if you recognize it. (Play) Now, here's the state song and I'm sure you'll get it right away. (Play)
4. For a moment let's take the good old name - Sullivan. We all know John L. was a world champion fighter and we know Hollywood columnist Ed Sullivan is a world champion writer -- but Mr. Frank Clinton of Brooklyn, New York, wants to know what champion comedian used to be named Sullivan. The orchestra on his program is led by Peter Van Steeden.
5. This song is named after Charlie McCarthy's mammy and pappy - Listen - (Play) Della Thomas of Kokomo, Indiana, wants you to name it and two more songs that have the name of a _____ in their titles.
6. Betty Andrews of Hagerstown, Maryland, thinks she'll stump you with this one. What instrument plays Amos 'n' Andy's theme when they come on the air? Do you know their real names? Amos is _____ and Andy is _____.

KAY KYSER'S MUSICAL CLASS

Tuesday - March 15, 1938

KYSER:
(Cont'd)

7. When a well known orchestra leaves the air the leader plays this song. (Play) Mr. E. C. Dornburg of Trenton, New Jersey, asks you what the song is and who plays it.
8. If you've watched a circus parade you'll recognize this imitation. Evidently Mrs. Anna Shipman of Bellaire, Ohio, has, since she sent the question. Let's listen. (Quartette)
9. Here's a song popular during a certain war. Miss Mary Horton of Rowelsburg, West Virginia, wants you to name the song and the war during which it gained its popularity. (Play)

Dass all chillun.

KYSER:

That was a noble first half my dear young charges. Now, listeners, it's time for another Lucky, while the judges compute the scores. A second group of scholars will hold forth in just a few minutes. The winner of the first group will compete with the winner of the second tric for that grand award of \$35. Now here we are with the judges' decision. The winner of the first round is _____

(APPLAUSE)

Congratulations Mr. _____ and don't forget to brush up for the finals. But let's have a short recess between halves, students. Come, come, brothers, sisters, gals, and fellas, alumni and everybody step out on the old campus carpet. Yes dance...

ALTERNATE 1 - Who is known as the Dark Angel of the South?

ALTERNATE 2 - Name 3 songs with the word "rhythm" in their titles.

ALTERNATE 3 - Can you spell Xavier Cugat? Bel Mir Bist Du Schön?

ATX01 0245978

KAT KYSER'S MUSICAL CLASS

Tuesday - March 15, 1956

(ROSALIE)

(I CAN DREAM CAN'T I)

KYSER: Today we have as our guest in the studio a woman you all know very well. Her name is Smoker ... S-M-O-K-E-R ... Mrs. Average Smoker. Now Mrs. Smoker every year spends billions for food, clothing, cosmetics, automobiles as well as cigarettes; she oversees a budget that dwarfs the largest loan Wall Street ever floated. Manufacturers spend millions to win her favor for she controls the buying of about 90 per cent of everything that is used in her home. Let me introduce a great purchasing agent - Mrs. Average Smoker.

WOMAN: Thank you, Mr. Kyser. I had no idea I was so important.

KYSER: You bet you're important, Mrs. Smoker. And Lucky Strike knows it. That's why we want to ask you a question. We want you to tell us, with your keen sense of values ... what influences you in buying cigarettes?

WOMAN: Well, if I may, I'll just answer that question with another question, Mr. Kyser. The first thing I want to know about any product is; what does it offer me that no other similar product does? What does Lucky Strike offer me that no other cigarette does?

KYSER: I could give you a lot of answers on that myself, but I'd rather let Pierre Andre tell you the technical details.

WOMAN: (LAUGHS) Not too technical, please!

ANDRE: Don't worry! I don't have to get technical to tell you about Luckies' advantages. For example, "Toasting."

WOMAN: I've heard of that, of course. But exactly what does "Toasting" do?

KAY KYSER'S PHYSICAL CLASS
Tuesday - March 15, 1938

ANDRE: The process "It's Toasted" takes out certain harsh throat irritants found in all tobacco. Those irritants are out of Luckies. So Luckies are easy on your throat. That's simple enough, isn't it?

WOMAN: Yes - and it sounds like a real point in favor of Luckies. But - have you any proof?

ANDRE: I can take you into any Lucky Strike factory and actually show you the process in operation. Laboratory tests show what quantities of irritants the "Toasting" process removes.

WOMAN: I'd like very much to see that some time - but I can't just now.

ANDRE: Then, let me refer you to the experience of others. Do you often listen to "Your Hit Parade" on Saturday nights?

WOMAN: Yes ... I often do.

ANDRE: Then perhaps you have noticed that the famous singers who appear on this program from week to week - great artists like Lotte Lehmann, Richard Crooks, Bruna Castagna and many others - have all smoked Luckies for years. And the reason, according to their own explanation, is because Luckies have proved themselves easy on their throats, in spite of the strain of their many singing engagements.

WOMAN: That certainly sounds as though Luckies should be easy on any smoker's throat.

ANDRE: Well, Mrs. Average Smoker, as one of the country's foremost Purchasing Agents you don't need to be told what's the best test of all for any product. Buy a carton of Luckies and let your throat demonstrate to you the throat-protection of the exclusive process "It's Toasted." Next time you buy cigarettes, ask for Lucky Strike.

(LUCKY DAY)

ATK01 0245980

KAY KYSER'S MUSICAL CLASS
Tuesday, March 15, 1938

ANNOUNCER: This pause in the exercise of Kay Kyser's Musical Class and Dance is a pause for station identification. This is the Mutual Broadcasting System.

(BREAK)

STUDIO #5: This is WGN, the voice of the people, Chicago.

ANNOUNCER: Kay Kyser's Musical Class and Dance continues. We invite you to listen to the man and his band who gave you singing song titles, Kay Kyser; and his makes-you-wanna-dance music.

(YOU'RE AN EDUCATION)

ANNOUNCER: The time for recreation is over. The time for recollection is here, so stand forth, ye seekers after musical knowledge and brave the frown of the music master. The winner of this second series will, of course, meet the winner of the first series in a final tune tussle for that first prize of \$35. The candidates await, Dr. Kyser...

(THEME IN 6/8)

KYSER: Come, come young candidates. Hold that note and mind that tune. Measure your meters and keep well ahead of the chime. And you, Mr. _____, winner of the first round, listen to see with whom you'll compete in the final. The first question comes from Miss Jean Marr of Saginaw, Michigan.

1. For many years this song has gone hand in hand with one of America's greatest showmen. After you hear it Miss Marr wants you to tell us all about it. (Play) What's the name of it? Whom does it identify?
2. Mr. Theodore Ruth of Doylestown, Pennsylvania, instructs us to give you 25 points for every stringed instrument you can name that's commonly played with a bow. Also can you name a carpenter's tool that's played with a bow.

KAY KYSER'S MUSICAL CLASS

Tuesday - March 15, 1938

KYSER:
(Cont'd)

3. Mr. M. B. Turner of Chicago, Illinois, brings up a mighty pleasant subject - the ladies. He wants us to play a few bars of 4 songs which have a girl's name for a title.
1. _____ 2. _____ 3. _____ 4. _____
4. Iridell Hutton of High Point, North Carolina, is at the bottom of this one. Answer true or false to the following:
1. Elmer Feldkamp sings with Freddie Martin; (3) The aria Lohengrin is from the opera Aida; (3) Fred Astaire has tap danced on radio; (4) My Country 'Tis of Thee is the title of a song.
5. Here's one of the world's best loved waltzes. Mr. Kenneth Allen of Wilkesburg, Pennsylvania, asks for its name and the composer.
6. There are 2 halves to this one. It comes from Guy Sherman of Kalamazoo, Michigan. First, can you name an orchestra besides Ted Weems that uses a whistler? Second, what orchestra has a drummer with a frog voice?
7. From one of the first talking pictures comes this melody. Miss Jean Robb of Clinton, Iowa, wants to know lots of things, but first let's hear it. (Play) Now - name it. Who popularized it? From what picture?
8. This is an idea from Marian Wallace of Spring Lake, Michigan. She wants you to listen to Lyman Candee, then tell us how many hands he's using. (Play) - Again (play) - Again (play). That's enough.

KAY KYSER'S MUSICAL CLASS
Tuesday - March 15, 1938

KYSER:
(Cont'd)

9. Mr. Anthony Fox, Jr., of Chicago, Illinois, knows you'll recognize this song, but he doubts if you'll know who first conducted it as a theme. (Play) Well, we'll give you another chance. Who used it as a campaign song? Who sang it in what picture?

Dass all chillun.

KYSER:

So ends the second portion of this evening's class exercise. The judges will proclaim the winner in just a moment. The final examination will be a friendly little guessing contest for \$35. And here are the judges' findings. The judges do pronounce the winner to be _____.

(APPLAUSE)

(INTRODUCES THE TWO FINAL CONTESTANTS TO EACH OTHER.)

KYSER:

Before the fateful and final round there'll be a pause while the faculty committee hoists the scholastic standards. Come on, students, join your faculty and Music School in a bit of fancin' diversion. Let's step out, students. Yes, dance for the old Musical Class...

(RISE AND SHINE)

(I SEE YOUR FACE BEFORE ME)

ALTERNATE 1 - Who is known as the Dark Angel of the South?

ALTERNATE 2 - Name 3 songs with the word "rhythm" in their titles.

ALTERNATE 3 - Can you spell Xavier Gugot? Bei Mir Bist Du Schon?

KAY KYSER'S MUSICAL CLASS
Tuesday - March 15, 1938

KYSER: And now Pierre Andre here has a story about my own home town - yes, sir, the town where I was born - Rocky Mount, North Carolina. Go ahead, Pierre, only watch what you say. We Rocky Mounters are known for our fierce civic pride....

ANDRE: (CHUCKLES) Well, Professor, this story is a true one. It happened several months ago, when two visitors from the North dropped in to a Rocky Mount tobacco warehouse to see one of those auctions they'd heard so much about. They watched the auction - and incidentally a tobacco auction is as interesting as anything in American business - and later they met a number of the tobacco experts from the auction. Still later, talking it over together, each man found that the other had noticed the same thing - that the big majority of these experts they had met seemed to prefer one particular cigarette ... Lucky Strike. So, upon their return to the North, they mentioned their observation to an official of the Lucky Strike company. And they asked him if he knew what was the cigarette preference of the whole group of tobacco experts in the country. "To tell the truth, gentlemen," the Lucky Strike official replied, "we've never really checked up. But we will. And thanks for the suggestion." Well, they did check up ... and here are the results of that survey as shown by sworn records ... Among independent tobacco experts - not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many. These experts are warehousemen, auctioneers, buyers - men who spend their lives handling tobacco. They know tobacco. Furthermore, they know

DR. KYSER'S MUSICAL CLASS
Tuesday - March 15, 1938

ANDRE:
(Cont'd)

who buys what tobacco. And, being independent, they are in a unique position to judge impartially. So remember their verdict next time you buy cigarettes ... Lucky Strike. Yes, the chant of the tobacco auctioneer is your reminder. (FADE IN CHANT)
That chant means this ... with independent experts - with men who know tobacco best, it's Luckies 2 to 1!

(LUCKY DAY)

(BEI MIR BIST DU SCHON)

ANNOUNCER: May we have the close attention of our correspondence scholars listening in, as Dr. Kyser repeats the questions for this week's assignments in music and mystery. You may fire when ready, Professor....

KYSER:

1. Who gave Bobby Breen his start in radio?
2. Complete this salutation -- Everybody, this is Rudy Vallee and --
3. Can you name 3 songs that have the word "song" in their titles?
4. What popular orchestra has 4 brothers in it?
5. Who wrote and first introduced "Josephine"?

ANNOUNCER: Mail your answers to Dr. Kyser's questions to 919 (nine-one-nine) North Michigan Avenue, Chicago. It's quite all right to have your friends help with the musical home work. Write your name and address plainly in your letter. We'll be very happy to send you your diploma.

(YOU TURNED THE TABLES ON ME)

(FANFARE)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 15, 1938

ANNOUNCER: The Final Round!

KYSER: Here we are on the final dash to academic glory. Two hardy old tune trappers, _____ of the first group and _____ of the second group make ready for their ascent into the musical mountains. On your marks, my hearties, and we're off on the final climb to the peak of the academic alps.

1. Mr. Marshall D. Silverman of Chicago wants to know of what country you think when you hear this song. (Play) Also, who's theme is it? He's playing here at the Palmer House and he also used to be a prize fighter, so don't ever get tough with him!
2. Mr. George Holland, Jr., of Schenectady, New York, wants you to name 3 popular tenors who have sung on radio, on the stage and in pictures.
3. The celeste is a musical instrument. Mrs. Mary Slevin of Belle Harbor, New York, wants to know how you'd play it -- like a violin - drum - piano - or trombone.
4. Mr. Sam Felton of Richmond, Virginia, must be an old timer. He wants you to tell us what type of dancing is done to this tune. (Play) Now name it.

KAY KYSER'S MUSICAL CLASS
Tuesday - March 15, 1938

KYSER: 5. Here's a honey from Howard Weinstein of New Haven, Connecticut.
(Cont'd)

Who started the program known as "The Knights and Ladies of
the Bath" and from where?

Dass all chillun!

KYSER: Now as the judges fix a spy glass on the peak of musical knowledge,
let's pause and see if the height's been reached. How say you,
judges. Do we have a champion? We do? Then hurry with the papers.
Thank you judges. The judges give the palm to the winner who is

To you my dear young man (or lady) allow me to invest you with this
honored token of scholastic approval. As you go forth from this
hallowed hall cherish the laurels you have won here and always
remember to light up a Lucky. As you continue a glorious career,
take with you in one hand the academic palm, and for the other palm,
permit me to present this \$35. To the runner-up goes \$20. The
other contestants receive \$10 each, and to each of you for your
skill and sportsmanship on the old lecture platform, a carton of
Luckies. Then to every member of the splendid student body here
tonight, for those encouraging cheers, for those ringing volunteer
answers, and for that loyal expression of the old school spirit, a
package of Lucky Strike Cigarettes.

(APPLAUSE)

ALTERNATE 1 - Who is known as the Dark Angel of the South?

ALTERNATE 2 - Name 3 songs with the word "rhythm" in their titles.

ALTERNATE 3 - Can you spell Xavier Gucot? Bei Mir Bist Du Schon?

ATX01 0245987

KAY KYSER'S MUSICAL CLASS
Tuesday - March 15, 1938

KYSER: But don't leave the stands till class is dismissed. What do you say now - yes, dance.

(10 PRETTY GIRLS)

(YOU CAN'T PULL THE WOOL OVER MY EYES)

ANNOUNCER: Ladies and gentlemen, we hope you have enjoyed this merry and modern meeting of Kay Kyser's Musical Class. Join us again, class time, this time next Tuesday. Remember that the correspondence school is admonished to send the answers to this week's questions to Kay Kyser, 919 North Michigan Avenue, Chicago. Answers must be post-marked before Saturday Midnight, March 19th. If you'd enjoy hearing a few musical questions of your own, fine, send them along. We'll be happy to have them. Above all, the next time you buy cigarettes, remember with independent tobacco experts, auctioneers, buyers, and warehousemen - with men who know tobacco best - it's Luckies 2 to 1!

(HAPPY DAYS)

KYSER: This is Kay Kyser sayin' so long, everybody!

(APPLAUSE)

ANNOUNCER: Kay Kyser's Musical Class is presented from the studios of WGN, Chicago. The chant of the auctioneer on tonight's program was by _____

Heard on the program were: (LIST OF TUNES AND TITLES)

This is the Mutual Broadcasting System.

(BREAK)

CLOSE: This is WGN, the voice of the people, Chicago.

THE AMERICAN TOBACCO COMPANY
KAY KYSER'S MUSICAL CLASS
TUESDAY - MARCH 23, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT OF AUCTIONEER ENDING WITH - ALL DONE! SOLD TO THE AMERICAN
TOBACCO COMPANY!)

ANNOUNCER: Naturally, the independent tobacco experts - like the auctioneer you
have just heard - know who buys what tobacco. With these experts -
with men who know tobacco best - it's Luckies 2 to 1!

(SWITCH TO CHICAGO)

(HAPPY DAYS --- 16 BARS)

ANNOUNCER: Lucky Strike presents Kay Kyser's Musical Class and Dance!

(KYSER THEME)

ANNOUNCER: Good evening, ladies and gentlemen, as Kay Kyser meets with his
musical class here on the only fully carpeted campus in America!
And here he is - the man of the hour - the man with questions and
answers - the man and his band who gave you singing song titles,
Kay Kyser!

(APPLAUSE)

KYSER: Evenin' folks - I mean scholars - how're ya all! Thank you, Pierre
Andre, dean of public speakin' for that inspirin' invocation.
Welcome my dear young charges to this hallowed hall on the only
campus in any conference where the classroom chairs are a beautiful
plush and there is no required reading. Tonight's quiz is gonna
be a whizz. But first, step out, scholars, for a bit of dancing
on the old campus carpet. Yes dance, chillun', yes dance...

(OF THESE I SING)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

ANNOUNCER: You correspondence students listening in - here is your examination for this week. The master will propose five questions for you. Take them down. Mail your answers not later than Midnight, Saturday, March 26th, to Kay Kyser, 919 (nine-one-nine) North Michigan Avenue in Chicago. And don't forget, it's perfectly fair to ask your friends and neighbors for help. Every correspondence student who answers all five questions correctly will receive a handsome diploma signed by the music master. And now, the questions for the correspondence school, Prof. Kyser...

KYSER: Thank you, Dr. Andre. But first listeners, light up a Lucky and relax while I read the correct answers to last week's questions.

1. Eddie Cantor gave Bobbio Breen his start in radio.
2. With the blanks filled in that salutation would sound like this -- "Hi Ho, everybody, this is Rudy Vallee and his Connecticut Yankees."
3. Three songs having the word "song" in their titles could be -- "Song of Songs," "Song of India," "My Song," "Song of the Vagabond," etc.
4. Guy Lombardo and the Royal Canadians have four brothers in it - the Lombardo brothers -- they are Guy, Carmen, Victor and Leibel.
5. "Minnie the Moucher" is the theme of the King of Hi-de-ho, Cab Calloway.

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

KYSER:
(Cont'd)

For those of you whose answers were correct, a big diploma is on its way with our blessings. Now, get your pencils ready. This week tell us the answers to these:

1. Who is "Baby Snooks" on the radio?
2. Name 3 orchestra leaders who play the violin.
3. Answer true or false -- Pinky Tomlin wrote "The Object of My Affection" and "What's the Reason."
4. Who talks about his granddaddy all the time and what's his granddad's name? (Just make a stab at spelling it -- we'll know who you mean.)
5. Name 3 movie stars married to orchestra leaders.

There you are, you correspondence students listening in, that's your homework for this week. Now, let me just help you all to a dollop o' dancin'. Step out students, frosh and faculty and everybody. Yes dance...

(YOU'RE AN EDUCATION)

ATW01 0245991

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

KYSER: Well - we've got a man in our studio tonight, boys and girls
...a man with what I'd call a dollar complex - yessir and a
dollars-and-cents complex. And if any of you haven't got that
same complex - well, it's about time you worked one up. Now
as I understand it this man wants to apply a little dollars-
and-cents thinking to cigarettes... Is that right, sir?

MAN: I have some questions to ask - yes!

KYSER: Well - fire away! ... Pierre, will you take over?

ANNOUNCER: Of course, Kay...What kind of questions did you have in mind,
sir?

MAN: Well, just one, really ... I want to know how I can get the
for every dollar - every penny - I spend on cigarettes? Does
your product - Lucky Strike - offer me any more for my money
than other cigarettes?

ANNOUNCER: Yes, in two ways.

MAN: That sounds good - but let's get down to facts.

ANNOUNCER: All right, First fact...In Lucky Strike, you get the finest
tobacco money can buy.

MAN: How do I know?

ANNOUNCER: Well - if you'll go to the men who know tobacco best - the
independent experts - you'll find that they vote 2 to 1 for
Luckies. That's shown by sworn records.

MAN: Suppose I do get better tobacco in Luckies. Is that all?

ANNOUNCER: No - but it's a lot. Other things being equal - the better
the tobacco, the better you'll enjoy your cigarette.

MAN: What do you mean - other things being equal?

KAY KYSER'S MUSICAL CLASS

Tuesday - March 22, 1939.

ANNOUNCER: I mean that they aren't equal!... You see, Lucky Strike offers you the finest tobacco plus something else - something no other cigarette does offer you.

MAN: What is that?

ANNOUNCER: The throat-protection of the "Toasting" process.

MAN: But does that really work?

ANNOUNCER: The foremost stars of radio, opera, stage and screen - people whose voices are their fortunes - have been smoking Luckies for years and they tell us frankly that Luckies never irritate their throats.

MAN: I suppose they should know.

ANNOUNCER: You bet they know. They can't risk throat-irritation from smoking.... And if you want any further proof, laboratory tests furnish it. These tests show by actual measurement what quantities of harsh throat-irritants naturally present in even the finest tobacco are removed by the "Toasting" process.

MAN: You say, only Lucky Strike has that process?

ANNOUNCER: That's right, sir, and that's the second reason why you actually get the most for your money in buying Luckies. But let your own throat and your own taste prove this. Buy a package tonight. Find out for yourself how much more cigarette enjoyment there is in a light smoke of the finest tobacco. Ask for Lucky Strike.

ATX01 0245993

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

ANNOUNCER: We're all ready for the first round of questions and answers. The students, chosen by lot from the attending student body, are of legal age, the prizes of legal tender. A first grand prize of \$35, a second award of \$20, four consolation prizes of \$10 each, and a carton of Luckies for all six contestants await the neophytes in musical knowledge. The judges will decide according to the difficulty of the questions, the accuracy of replies, and the time consumed in answering. Let me caution you, young men and young women, get going or the time-chime will get you. The winners of the first two rounds will match memories and melodies in the final contest. Are you ready? The master puts on his best academic frown. Stern, solemn and severe, he surveys the first group of candidates before him -- the moment of moments is here. The old class song and Professor Kyser!

(THEME IN 6/8 VERSION)

KYSER: My young charges, speak right up or the time-chime will get you. The first question is submitted by Mr. Harold Barrans of Astoria, New York, and I'm asking it of _____

1. At the request of Mr. Barrans we open the first examination by playing and talking about a nationally known musical organization. (Play) The song was written by another leader - pianist.
2. Last week we asked for stringed instruments played with a bow. They, of course, were violin, cello, etc. Now, Rosemary Rowland of Clinton, Iowa, wants you to name 3 stringed instruments not commonly played with a bow.

KAY KYSER'S MUSICAL CLASS
Tuesday - March 23, 1938

KYSER:
(Cont'd)

3. Instructions from Mr. Harold Dacker, South Orange, New Jersey.
He wants the name of this song and the two people featured in the picture in which it was played.

4. Miss Wilda Mavis of Towanda, Pennsylvania, wants to know who wrote "Ah Sweet Mystery of Life"? Who wrote "Mendelssohn's Spring Song"? Seriously, can you name another composition by _____?

5. An exciting radio program and this big "Hit Parade" tune have the same name. Mr. Roy Sheffer of York, Pennsylvania, asks what it is. (Play)

6. Here's a rip-roaringer from Thelma Williams of Green Bay, Wisconsin. Here are four titles that sound alike. One is not an opera. Which one is it? Here goes -- La Tosca, Il Trovatore, It's Toasted and La Traviata.

7. The following theme introduces a very popular orchestra -- listen. (Play) Mr. K. B. Horning of Champaign, Illinois, asks what's the name of the song and the leader.

8. Helen Sherk of Colesburg, Iowa, thinks she'll trip you up with this question. "How many notes are there in a do-re-mi scale? I'll have Lyman play one and you count the notes -- How many in an octave?"

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

KYSER:
(Cont'd)

9. At the request of Mr. Cy Horwitz of Tannersville, New York,
listen to this melody and then name it. (Play) In what
city is the _____ located?

So ends the first round of questions, and if there didn't seem to
be enough answers to go around - well, better luck next time.
Light up a Lucky and in a few moments a second group of candidates
will hold the line for the dear old varsity. The winner of this
first group will compete with the winner of that second group in
a final round for that grand prize. Hold on, now. Here's the
decision. Thank you judges. And the judges declare _____
to be the winner.

(APPLAUSE)

KYSER:

There'll be a short recess between convocations. So step out
students, alumni, correspondence scholars and everybody. Yes
dance...

(HEIGH HO)

(PLEASE BE KIND)

ALTERNATE 1 - Name 3 songs with the word "rhythm" in their titles.

ALTERNATE 2 - Can you spell X _____ C _____ ? P _____ M _____ B _____

D _____ S _____ ?

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

KYSER: Well - what did you all want to be when you were kids? Policemen? Railroad engineers? Indian hunters? I know mighty well what my pet ambition was. Like practically every other kid in my home town of Rocky Mount, North Carolina, I wanted to be a tobacco auctioneer. Yes, sir, I wanted to get out there at the auctions and give it this (IMITATES CHANT) You know, a tobacco auctioneer is really King Pin around any tobacco town.

ANNOUNCER: Yes, Kay, and they deserve to be. For it's a mighty important job they do - selling America's billion pound crop of tobacco yearly! And these tobacco auctioneers know their business. Take the case of Dewey Haffine who lives down in Reidsville, North Carolina. Born and raised on a tobacco farm, he's been auctioneering for the past 13 years in North and South Carolina and Virginia. Mr. Haffine knows tobacco, so I think every smoker will be interested in what he says about Luckies. Here is Mr. Haffine's own statement...

MAN: All this time, I've been selling tobacco, I've been buying Luckies. That's purely and simply a matter of my own personal preference. I'm not connected with any cigarette manufacturer. I pride myself on being, absolutely impartial to them all. But when I pick a cigarette for my own personal enjoyment - that cigarette's a Lucky. Why? Because at auction after auction I've seen Lucky Strike buy the same high grade of tobacco.

ANNOUNCER: Now, Mr. Haffine is typical of most other independent tobacco experts - auctioneers, warehousemen, independent buyers. Sworn records show that, among these experts - not connected with any

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

ANNOUNCER: cigarette manufacturer - Luckies have over twice as many
(Cont'd) exclusive smokers as have all the other cigarettes combined.
Over twice as many! Now these experts represent the highest
court in Tobaccoland. So it's worth your while to remember
their verdict next time you buy cigarettes. And when you
hear the chant of the tobacco auctioneer (FADE IN CHANT)
when you hear that chant remember: with men who know
tobacco best, it's Luckies 2 to 1.

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

ANNOUNCER: May we pause, now, briefly, before Kay Kyser resumes his class exercises; a pause for station identification? This is the Mutual Broadcasting System.

(BREAK)

STUDIO #5: This is WGN, the voice of the people, Chicago.

ANNOUNCER: Kay Kyser's Musical Class and Dance continues. The man and his band who gave you singing song titles, invites you to listen awhile, to the original Kay Kyser style.

(THANK FOR THE MEMORY)

ANNOUNCER: Again stern science stalks upon our academic scene. Recess is over. The second group of candidates stands before the master for a tussle with truth, and nothing but the truth. The winner of this second seminar will, of course, meet the winner of the first contest for that grand prize of \$35. These are the young scientists, Dr. Kyser

KYSER: Ah my dear Dr. Andre. As Bacon has it: Reading maketh a full man; Conference a ready man; and writing an exact man. Now music, I say, maketh a merry man - so let's be off on a merry tune tournament. My first question which comes from Mr. Harry Diehl of Philadelphia, Pennsylvania, I'm asking of _____

1. What country do you think of when you hear this? (Play)

Maybe this will help. (Play)

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

KYSER:
(Cont'd)

2. From Marge and Edgar Williams of Portland, Oregon, comes this rhyme containing some song titles. See how many you can pick out.

If a sweet some one dares you - even though it be
double - just try more than ever,
And always remember - me and my shadow will keep you
from trouble,
And flowers - some of them - will bloom in December.

3. Here's the theme of a well-known trumpet player. Mildred Miller of West Point, New York, asks for the name of the song and the leader. (Play)

4. Mr. Raymond Garrity of DeWitt, Iowa, wants to know who Betty Lou is and on who's program?

5. Once more the fair ladies take the spot light. Maxine Willis of Hagerstown, Maryland, wants us to play 4 songs that have the names of girls as titles. See if you can call them.

1. _____ 2. _____ 3. _____ 4. _____

6. Mrs. Howard Baldig of Decatur, Illinois, asks this one. Can you name 2 leaders who have the following last names in common?
King -- Henderson -- Goodman -- Dorsey?

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

KYSER:
(Cont'd)

7. This one comes from Mr. Frank McCarthy of Milwaukee, Wisconsin. He says a few bars of our next song will bring to mind a great comedian and singer. (Play) Who? Name of song?

8. We all know that orchestras, bands, symphonies, etc., are made up of sections such as - the string section, brass, rhythm section, woodwinds, etc. Without looking at the boys Dorothy Stone of New York City wants you to identify a section in our band. Look straight ahead and tell me what section is playing. What do they have in the ends of their horns?

9. Here's a catchy folk song known to everybody. Mr. David Armstrong of Lancaster, Pennsylvania, wants you to name it and the country with which it is associated. (Play)

That was an inspiring second round, my dear young people. The final examination for the grand prize of \$35 will be in in just a jiffy. But the judges are ready with their winner for the second group. Thanks again, Judges. And the verdict is for _____.

(APPLAUSE)

ALTERNATE 1 - Name 3 songs with the word "rhythm" in their titles.

ALTERNATE 2 - Can you spell X _____ C _____ ? E _____ M _____ B _____ D _____
S _____ ?

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

KYSER: You, _____, with the steely glitter in your eye,
meet _____, with the steady glare. You two be
prepared to fight to the finish for the dear old varsity and \$35.
Well thought, students, and cleanly fought, too. Now before the
final examination there's always time for dancing. So step out,
chillun', let's have a cotillion on the old campus carpet. Yes
dance, students, yes dance...

(RISE AND SHINE)

(SWEET AS A SONG)

KAY KYSTER'S MUSICAL CLASS
Tuesday - March 22, 1938

1ST ANNOUNCER: A few months ago in a hunting cabin, high in the Sierras, three men were relaxing in front of an open fire, while they listened to the radio. The three men were Clark Gable, Wallace Beery, and Spencer Tracy. Now here is what they heard... (RADIO EFFECT THROUGHOUT FOLLOWING)
(CHANT TWO SALES)

2ND ANNOUNCER: Yes, it's the tobacco that counts and with independent experts like the auctioneer you just heard - with men who know tobacco best, it's Luckies 2 to 1. This fact is substantiated by sworn records which show...
(FADE OUT AND DROP RADIO EFFECT FOR FOLLOWING)

1ST ANNOUNCER: Yes, it was in that cabin in the Sierras that Clark Gable heard the "Chant of the Tobacco Auctioneer" for the first time and Wally Beery and Spencer Tracy were listening, too. Here is what Clark Gable himself tells us about their reactions - QUOTE - And the three of us - all three Lucky Strike smokers - agreed that, if tobacco experts like that auctioneer - smoke Luckies 2 to 1 - well - it's pretty good proof Luckies have the goods. END QUOTE. (SLIGHT PAUSE)
Yes, Mr. Gable... And the fact that you, yourself have smoked Luckies 10 years proves something, too. It proves that Luckies are not only good-tasting but easy on the throat. For here is a point for every smoker to consider... Clark Gable's voice and throat are under constant strain due to his acting career. Since he finds Luckies easy on his throat, they surely will be easy on your throat, too. Next time you

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KAY KYSER'S MUSICAL CLASS
Tuesday - March 23, 1938

ANNOUNCER: Let's tarry awhile and listen to Kay Kyser and his makes-you-wanna-dance music.

(T. P. TEN)

(DIPSY DOOBLE)

(TANFARE)

ANNOUNCER: The final round!!

KYSER: Come now, my too eager young seekers after the grand prize and the academic laurels! Here goes the final examination! On the alert _____ winner of the first group, and _____ champion of the second cluster. The first question I'm asking of _____ It comes from Harold Parkhurst of Grand Valley, Colorado. And the question is ...

1. This young artist no longer has an orchestra, but when he did have one this was his theme. Mr. Parkhurst wants you to give his name. (Play) Who? What's the song? He is a handsome lad - a beautiful singer - at present is married to a _____.
2. Mr. Forrest Jackson of Danville, Illinois, wonders with what countries you would associate the following instruments.
Ukulele - saxophone - lyre and lute.
3. Your question comes from Francis McManus of Brooklyn, New York.
Is Tannhauser a French, Italian or German opera? Was Irving Berlin a young man when he wrote it?

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

KYSER:
(Cont'd)

always remember to light up a Lucky. For action, here's a substantial little starter of \$35. You are on the way to fame and fortune with our blessing. To the second prize winner goes \$20 and exactly similar sentiments. The other four contestants receive \$10 each, and to all of you who strove so splendidly here on the old lecture platform, may I present a Carton of Luckies? Then to the student body here tonight, for those ringing cheers, for that loyal support, and for all their volunteer answers in the old school spirit - to each of you - a package of Lucky Strike cigarettes.

(APPLAUSE)

KYSER:

Students, don't leave the class room yet, because you're all invited to canter right out on the campus carpet for a final fling of dancin'. So come, on, yes dance...

(DOUBLE DARE YOU)

(YOU CAN'T PULL THE WOOL)

ANNOUNCER:

Ladies and gentlemen, we hope you have enjoyed this Tuesday meeting with Kay Kyser and his Lucky Strike Musical Class and Dance. Note this time change - next week we come to you Wednesday night at 10 o'clock Eastern Standard Time over another network. Consult your local papers for the station. Correspondence students remember to send the answers to the home study course to Kay Kyser, 519 (nine-one-nine) North Michigan Avenue before Saturday midnight, March 26th. It's perfectly fair to ask your friends for help with the homework. If you have a few musical questions you'd like to hear asked, fine. Send them along. We'll be happy to have them.

KAY KYSER'S MUSICAL CLASS
Tuesday - March 22, 1938

ANNOUNCER: And above all, remember the next time you buy cigarettes, with
(Cont'd) independent tobacco experts - auctioneers, buyers, and warehouse-
men - with men who know tobacco best - it's Luckies 3 to 1!
(HAPPY DAYS)

KYSER: This is Kay Kyser hopin' you're lucky in love and in love with
Lucky. Until next time, we'll be thinkin' of you. So long,
everybody.

(APPLAUSE)

ANNOUNCER: Kay Kyser's Musical Class has been presented from the studios of
WGN, Chicago. The famous tobacco auctioneers heard on tonight's
program were _____.

On the program were. (LIST OF TUNES AND CREDITS).

Pierre Andre speaking. This is the Mutual Broadcasting System.

(BREAK)

CLOSE: This is WGN, the voice of the people, Chicago.

THE AMERICAN TOBACCO COMPANY

W E A F

KAY KYSER'S MUSICAL CLASS

2ND REVISION

() ()
10:00 - 11:00 P.M.

MARCH 30, 1958

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer:

(CHANT OF THE AUCTIONEER ENDING WITH "ALL DONE? SOLD!
TO THE AMERICAN TOBACCO COMPANY!") (HOLD THIRTY SECONDS -
BID 5 POINTS)

ANNOUNCER: Naturally the independent tobacco experts, like the
auctioneer you just heard, know who buys what tobacco! With
these experts - "with men who know tobacco best - it's Luckies,
two to one!"

("HAPPY DAYS" . . . 32 BARS FULL UP AND FINISH ORCHESTRA)

ANNOUNCER: Lucky Strike presents a brand new program to amuse and
interest you with a full hour of sparkling entertainment..
Lucky Strike brings you Kay Kyser and his Musical Class and
Dance!

(KYSER THEME: . . . SUSAIN...4 BARS)

ANNOUNCER: Here we are assembled in our Musical Class on the old
indoor campus right in the heart of New York. There's an
abundance of swell music and songs by Ginny Simms and Harry
Babbitt and Sully Mason. Also a great musical contest with
thrills and prizes galore that's fun to play and fun to
listen to. So let's get on with the festivities. All our
students are eager and restless to pursue and perfect their
higher musical education - so the class will now come to order
for here is the man and his band who gave you singing song
titles - Kay Kyser!

ATX01 0246007

(KYSER THEME: UP BIG AND OUT)

(APPLAUSE)

KYSER: Evenin' folks - I mean scholars - how're ya all? Thank you my dear Doctor Utall, dean of public speakin' and welcome my young charges to this flood-lighted campus in New York. Tonight six candidates of lawful age, chosen by lot from the student body here in the class room and assembled on the old lecture platform, will answer musical questions for \$95 in prizes. Two groups of three each will compete and the winner of each group will take the final exam. Our correspondence scholars - that's all of you listenin' in at home - you'll get your home study course a littler later on - So pay attention and stay close at hand for we've got some interesting questions for you. But now let's get the old campus brightened up around here -- let the class caper -- switch on the moon, and, yes dance, students, yes, dance.

("HEIGH HO"ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("PLEASE BE KIND"ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

SEGUE TO:

("FINE AND DANDY"ORCHESTRA)

(MUSIC SWELLS AND FINISHES)

* * * * * (C O M M E R C I A L #1) * * * * *

COMMERCIAL #1:

KYSER: Well now - as one tar-heel to another; you know I'm from Rocky Mount, North Carolina. I'm going to ask our friend, Speed Riggs, the famous tobacco auctioneer, to turn on a little more of that good old North Carolina music for us. How about it, Speed?

RIGGS: Why, sure enough, Professor. (CHANT TEN SECONDS)

KYSER: Whoa! That's enough, Speed. I just wanted to make sure of something musical that I noticed before. Do you realize, Speed, that most all the time you sing your chant, on the same note?

RIGGS: I reckon it must be just habit, Professor Kyser. Don't forget I've been chanting that chant at tobacco auctions for 6 years now.

KYSER: But here's something that's remarkable, Speed. The note you always chant on is what we musical folks call the concert pitch "A". Lyman, will you sound that "A".... (PIANO)
And now, Speed, let's hear you sound yours.

RIGGS: (CHANT - 8 SECONDS)

KYSER: Why, Speed, my boy, it's perfect.

RIGGS: What's perfect?

KYSER: It's a perfect concert pitch "A". And you see, Speed, the concert pitch "A" or "440 A" is the note all orchestras use for tuning purposes. I'll bet you can sing any note of the scale without reference to a piano.

RIGGS: (LAUGHS) Well - I'll bet I can chant tobacco all day without reference to one.

COMMERCIAL #1: (CONTINUED)

KYSER: Speed, I'm afraid you're a man with a one-track mind. Why, you might have made another Caruso - who knows? But all you're interested in is just tobacco.

RUYSDAEL: Just tobacco!... Professor Kyser, if I may make a comment, the only way Speed Riggs has been able to rise to the top in his profession has been by devoting all his time and his interest to tobacco. And, in this, he is typical of other tobacco experts who are heart and soul in their business. Now I think every smoker will be interested in the judgment of these tobacco experts on a matter that concerns them closely - the matter of cigarettes. So here is their judgment. Sworn records show that among independent experts like Speed Riggs, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many. These experts are auctioneers, independent buyers, and warehousemen. They deal with all that are not connected with any cigarette manufacturer. But they see who buys what tobacco and they choose Luckies. Remember that fact next time you hear the chant of the tobacco auctioneer. (FADE IN CHANT) When you hear that chant, remember...with men who know tobacco best - it's Luckies 2 to 1.

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: Now a hush falls over our hall of musical learning... the faculty have taken their places ... the students sit on the edges of their seats and three hardy and handsome candidates stand forth to bandy questions and answers with Professor Kyser. A first grand prize of \$35 ... a second prize of \$20 ... and four other awards of \$10 each and a carton of Luckies for all six contestants await the seekers after musical knowledge. Now, you three students in this first group be warned that the judges take into account the difficulty of the questions - the accuracy of the answers and the passing of time. The students are of legal age ... the prizes are of legal tender. The decision of the judges is final ... now, students, on your toes -- here comes the Dean of Musical Knowledge -- Kay Kyser.

(KYSER THEME ... PLAYED IN MARCH TIME ... FAST AND BRIEF)

KYSER: (BREAKING IN OVER THEME) Alright, Students - do not tremble and do not grin -- pull up your socks and get ready -- here comes the first question:

1) Your question comes from _____
Name the following song and the leader it identifies.
. . . . (PLAY) He wrote his theme; also "I'll see you in my Dreams", "Swingin' Down the Lane", "Wooden Soldier", and so forth. He's now playing in New York at the Lincoln Hotel.

2) _____ wants you to name a famous couple _____ husband and wife pipe organists. They were featured many years ago on the air and in the Paramount Theatre in New York. They once had an orchestra.

3) Which wedding march would you like played at your wedding? Mendelsohn's or Wagner's. We'll play both and _____ wants to know which is which.(PLAY). That one is _____ and this one is(PLAY). _____.

4) Speaking of weddings, _____ asks this: With whom did Ethel Shutta walk down the aisle? To whom did Mildred Bailey say, "I do"? Joan Blondell preferred Mendelsohn's Wedding March when she marched with a famous moving picture actor. Who is he?

5) There's a well known song and a popular radio personality rolled into this question: from _____(PLAY).What's the song? Who popularized it?

6) _____ wants you to identify a few well-known radio trade-marks: a) Who says, "Hello Everybody". b) Who said "Was you dere, Sharlie?" c) Who says, "Lopez speaking" d) "My friends".

7) This one is from _____
Listen: . . . (PLAY) . . . Whose theme is that?
For what famous dance team was he formerly musical
director?

8) _____ asks which is the
treble end of the piano. Is it this end? Now, how
many notes are there on a standard piano keyboard?
_____ black and white notes combined?
Lyman will play them and you can count them.

9) Here's a whiz from _____: Name
this song and the composer. . . . (PLAY)
Who used it as a campaign song in the last Presidential
election?

Das all, chillun, das all.

KYSER:

Well done, students . . . you have acquitted yourselves
like graduates. Now as we wait word from our judges, let
me remind our correspondence students attending their
first exercises tonight that the winner of this first
group must meet the winner of the second group in mortal
combat for first honors in this scholastic grove - first
honors and that \$35 . . . But I hear the tinkle of bells --
here comes the decision of our judges -- hold your
breath students -- who is the winner of the first group?
. . . Yes, the judges proclaim _____ the winner!
I congratulate you, M _____ -- and bid you
hold yourself in readiness for the finish.

(APPLAUSE)

KYSER: Relax now, scholars - and you correspondence school students that means everybody listening in -- get your pencils ready 'cause your homework will come right after recess... But now there will be tender meetings among the old grads -- there will be festivities and fun and right now there'll be a little exercise in our required subject -- dancin' ... come on, everybody - yes, dance!

("TEN PRETTY GIRLS" ORCHESTRA)

SEGUE TO:

("REMEMBER ME" ORCHESTRA FADE FOR)

ANNOUNCER: (MUSIC UNDER) Alright now, you correspondence students - get those pencils ready - Dr. Kyser is ready to give you your homework. Dr. Kyser will ask you five questions. Take these questions down. Mail your answers not later than midnight - April 2nd - to Kay Kyser - spelled K-Y-S-E-R ... at 919 North Michigan Avenue, Chicago. It's perfectly fair to consult your friends and neighboring students. Every corresponding scholar who answers all five questions correctly will receive a handsomely signed, sealed and delivered diploma making him or her a graduate of Kay Kyser's Musical Class. Now, Professor Kyser - the questions if you please:

KYSER: Thank you, Dr. Uttal. These questions have been cooked up by our flint-hearted faculty committee. Just to give you an idea let me reveal last week's answers. The answers to last week's questions were:

(MORE)

KYSER:
(CONT)

- 1.
- 2.
- 3.
- 4.
- 5.

Those who answered last week's questions to the satisfaction of our committee on credentials will receive diplomas at the hands of a duly qualified mail man. But now, students at home - get set for here come the five things your music master wants to know this week:

1. Who sang "Pennies from Heaven" in the picture "Pennies From Heaven"?
2. Name three orchestra leaders whose last names begin with an "H"?
3. What song of a season or so ago was known as the "Suicide Song"?
4. Name three orchestras or singers you have heard on records.
5. Answer true or false: "Nelson Eddy is a ventriloquist."

KYSER: There you are, corresponding students - so get busy with your home work and correspond.

(BRING UP MUSIC AND FINISH.)

. (COMMERCIAL #2).

.....(COMMERCIAL #2).....

KYSER: And now here's our old pal - Mr. Smoker - Mr. Average Smoker. What can we do for you this evening, Mr. Smoker?

MAN: As usual, Professor, I'm here to get some facts. This time it's about the stars.

KYSER: The stars?

MAN: Yes - the stars like Spencer Tracy and Myrna Loy - and Lauritz Melchior of the Metropolitan Opera - and Clark Gable and all the others.

KYSER: All what others?

MAN: All the ones who smoke Lucky Strike cigarettes.

KYSER: Perhaps Basil Ruysdael can tell you what you want to know, Mr. Smoker.

MAN: Well - here's my question: Why is it that Luckies are so especially popular with people like these?

ANNOUNCER: Mr. Smoker, may I answer that question with another question.... Have you noticed that all of these people have one thing in common?

MAN: No - o - o.... I can't say I have.

ANNOUNCER: Well - they all, without exception, have to consider their voices. Whether they're actors or singers - whether they're famous in opera, radio, stage, or screen - the same thing is true. Their voices are their fortunes.

MAN: And you mean, that is the reason they choose Luckies?

ANNOUNCER: Exactly! They can't risk throat-irritation from smoking. And they have found by experience that Luckies are easy on their throats, in spite of the strain of their careers.

MAN: But are Luckies any different from other cigarettes in this respect?

ANNOUNCER: Mr. Smoker, only Lucky Strike offers you the throat protection of the "Toasting" process ... And here's a suggestion. If you want to find out for yourself what "Toasting" means in terms of real smoking comfort - simply try Luckies for two weeks. For surely the same cigarette, that is easy on the throats of so many leading stars of opera, radio, stage and screen - will be easy on your throat, too. Remember that the process "It's Toasted" removes certain throat-irritants naturally present in all tobacco. These irritants are out of Luckies and the result is that Luckies are a light smoke, easy on any smoker's throat. Follow the example of the people whose voices are their fortunes. Beginning tonight or tomorrow, try Luckies for 2 weeks.

("LUCKY DAY"ORCHESTRA)

ANNOUNCER: As frosh and faculty dance to the music played the Kay
Kyser way -- may we pause briefly for station
identification?

.(STATION BREAK).

ANNOUNCER: The man and his band who gave you singing song titles
invites you to a faculty hop -- Kay Kyser's Musical
Class and Dance breaks out into"It's Wonderful".

("IT'S WONDERFUL"ORCHESTRA)

(NAMES SECOND SELECTION)

("HOW WOULD YOU LIKE TO LOVE ME?"ORCHESTRA)

ANNOUNCER: Recess is over and again the Master of Music adjusts
his academic robes and frowns his academic frown. The
second group of candidates for Musical Honors, a hard
and handsome group, too, stands forth here in the
(BEGIN KYSER
THEME FAST)
scholastic limelight. Remember that the winner of this
rhythm relay will be matched with the winner already
pronounced in a friendly little test of trial and
error for a friendly little \$35. -- are you ready,
students? Alright, contesting students - you stand
before the platform of scholastic authority - are you
ready to give your all for Dear Old Alma Mater? Then
speak up when the question is popped and speak
accurately and fast or the time gong will get yuh.
Okay, here we go!

KYSER 1) Your question comes from _____.
Listen to the following song, name it and then tell us
if it's from Gilbert and Sullivan's "Mikado", Passing
Show of 1916 or Puccini's "Madame Butterfly". (Play)
b) Whose theme is it.....They're on the air daily.

KYSER:
(CONT)

Their initials are M. and M.

2) _____ has three parts to the question: a) What girl is famous for singing on top of a piano? b) What girl singer is famous for having the largest mouth? c) What girl singer had Leopold Stokowski directing the orchestra when she sang in a certain picture?

3) _____ wants to know what famous radio comedian greets you with this song? (PLAY)
His real name is John Sullivan.

4) _____ doubts that you can name three songs with the word "Lucky" in their titles.

5) At the suggestion of _____, we are playing the following song: Name it and the composer.
(PLAY) Who wrote Ravel's "Bolero"?

6) _____ says: Answer, true or false to the following statements: a) Hal Kemp is called the "Old Left-Hander" b) The rhumba is usually played faster than the tango. c) Guy Lombardo wrote and introduced "Bei Mir Bist du Schoen" d) Fibber McGee and Molly are married.

KYSER:
(CONT)

7) It's the theme of one of our most colorful orchestras: _____ wants the leader's name and the song. (PLAY)

8) I don't know exactly what you'd call these contraptions - musical effects or instruments - anyway _____ says they're very definitely associated with certain countries. So listen and see what country you think of: a) Maraccas b) Tom-tom c) Tambourine.

9) Here's an interesting situation presented by _____: What leader popularized a school song of one college, yet he was graduated from another university. Maybe this will help: (PLAY)

Das all, chillun, das all.

There you are students. Well, that's the way the boys and girls fight it out on the Kyser front if it takes all Summer. Students I commend you. I receive now the verdict of the judges with a clear eye and a steady hand. Thank you, judges - sh, yes - the fateful news. The winner of our second group of questions is none other than _____.

(APPLAUSE)

KYSER:

Now we're going to give our champions in this vale of knowledge a chance to bone up on their musical learning by hearing a tune and shaking down their cobwebs by shufflin' around - so let's dance students - let's dance.

("DIPSY DOODLE" ORCHESTRA)

. (COMMERCIAL #3)

.....(COMMERCIAL #3).....

KYSER: Well, boys and girls, if you've figured out what it is that tobacco auctioneers really chant -- you've got me beaten. And I've been working on it ever since I was a small boy back in North Carolina. However, even if you can't make out the actual words -- that chant is saying something to you, just the same, and here's Basil Ruysdael with a word on that subject...

STYSDAEL: Thanks, Professor...I'd just like to read something Constance Bennett recently said about the chant of the tobacco auctioneer - QUOTE - "It's one of my favorite radio features. Whenever I hear it on the air, it always reminds me that better tobacco is simply bound to make a better cigarette - and Lucky Strike is the better cigarette." END QUOTE (SLIGHT PAUSE) Yes, Constance Bennett, Luckies do use the best tobacco and the chant of the tobacco auctioneer is everyone's reminder ... At the same time I should like to point out to Miss Bennett and to all smokers that tobacco is only half the story. It is Lucky Strike's exclusive "Toasting" process that makes Luckies, as Miss Bennett herself adds, "a light smoke" -- one that is easy on the throat. For this "Toasting" process takes out certain throat-irritants naturally present in all tobacco -- even the finest. Then with these irritants out, controlled moisture is added to bring forth the natural mellow flavor of the leaf. The result is a light smoke that not only tastes good but is also genuinely easy on the throat.

(MORE)

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RUYSDAEL:
(CONT)

Next time you buy cigarettes, get the cigarette that offers you the finest tobacco plus the throat-protection of the process "It's Toasted." Ask for Lucky Strike!

("LUCKY DAY"ORCHESTRA)

ANNOUNCER:

Now before our Musical Master gets into his habiliments to try the learning and skill of our two champions in Musical Knowledge -- he leads his touted musicians in a number which has the undergraduate body by the ears -- but now students, let's dance a while in the Kay Kyser style.

("I KNOW THAT YOU KNOW"
"WHISTLE WHILE YOU WORK"ORCHESTRA)

ANNOUNCER:

The hour is come. The final exams have arrived. Two question-riddled veterans of our musical wars take their places before our Dr. Kyser for the supreme test of musical scholarship. So once more -- the scholars are at your mercy, Dr. Kyser.

KYSER:

Thank you, Fred Uttal, Dean of Public Speaking. I charge you, students, to be on your toes and ready to come out swinging. The first question in this final round is:

1) Here's one of Charles Wakefield Cadman's greatest compositions. _____ wants you to name it. (PLAY) When you hear this song do you think of Cowboys Italians Indians Mermaids or what? Can you name two other Indian songs?

KYSER:

2) Here's a humdinger from _____: Can you name a former heavyweight boxing champion who once led an orchestra? He recently defeated a British boxer in 15 rounds? His home is in California. I understand he gave up his orchestra because the work was too strenuous.

3) Look out for this one from _____: He says a clavichord is a musical instrument and he wants to know how you play it? Beat it like a drum..... strum it like a guitar.....play it like a piano..... or slide it like a trombone?

4) This one's from _____: It's a well known song and the theme of a well known singer. Name both. (PLAY)

5) _____ dug way back for these. First: What orchestra leader used a big police dog in his vaudeville Act? The dog's name was Lobo? He gave us "Sweet Swing" (not the dog, the leader). He is now in New York at the Biltmore. b) What orchestra used to sign on and off with a train effect? He has an interest in the International Casino?

6) Of what country do you think when you hear this: _____ would like to know. (PLAY) What's the name of it? What does it mean? Das all, chillun, das all.

KYSER:

And so the course of study is complete. The candidates have come through with flying colors. Now, my bearded contemporaries, do you have the vital statistics? We do? We have a winner - To you, my dear young _____ you have scored a triumph - you have brought great credit to your college and to yourself by your valiant performance in the discharge of your scholastic duties. I can tell that you have walked straight and true in the pursuit of musical knowledge and I award you the old academic palm. (SHAKES HANDS) And further as a token of approval and esteem, accept this \$35 -- all in the old college colors - a fine financial green on the white background of pure attainment. To our second winner \$20 and to our four other contestants - \$10 each. And to all of you for appearing here on the old lecture platform, may I present a carton of Luckies. Then to every member of our student body for that loyal support - for those spontaneous cheers and old school spirit -- a package of Lucky Strikes.

(APPLAUSE)

But hold on students. The class bell hasn't rung. Class is still in session. And for a bit of applied science after our seminar in theory, let's dance again, yes dance.....

("TI PI TIN"

("YOU CAN'T PULL THE WOOL OVER MY EYES" ORCHESTRA)

ANNOUNCER: Ladies and gentlemen, these informal meetings with Kay Kyser's Musical Class and Dance will be broadcast weekly this time, class time each Wednesday evening. Remember to mail your answers to the home study course to 919 North Michigan Avenue, Chicago not later than midnight April 2nd. If you have a musical question or two you'd like to hear asked during subsequent meetings - fine, send them along. We'll be glad to have them. And above all, the next time you buy cigarettes, remember with independent tobacco experts, with auctioneers, buyers and warehousemen, with men who know tobacco best - it's Luckies two to one!

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

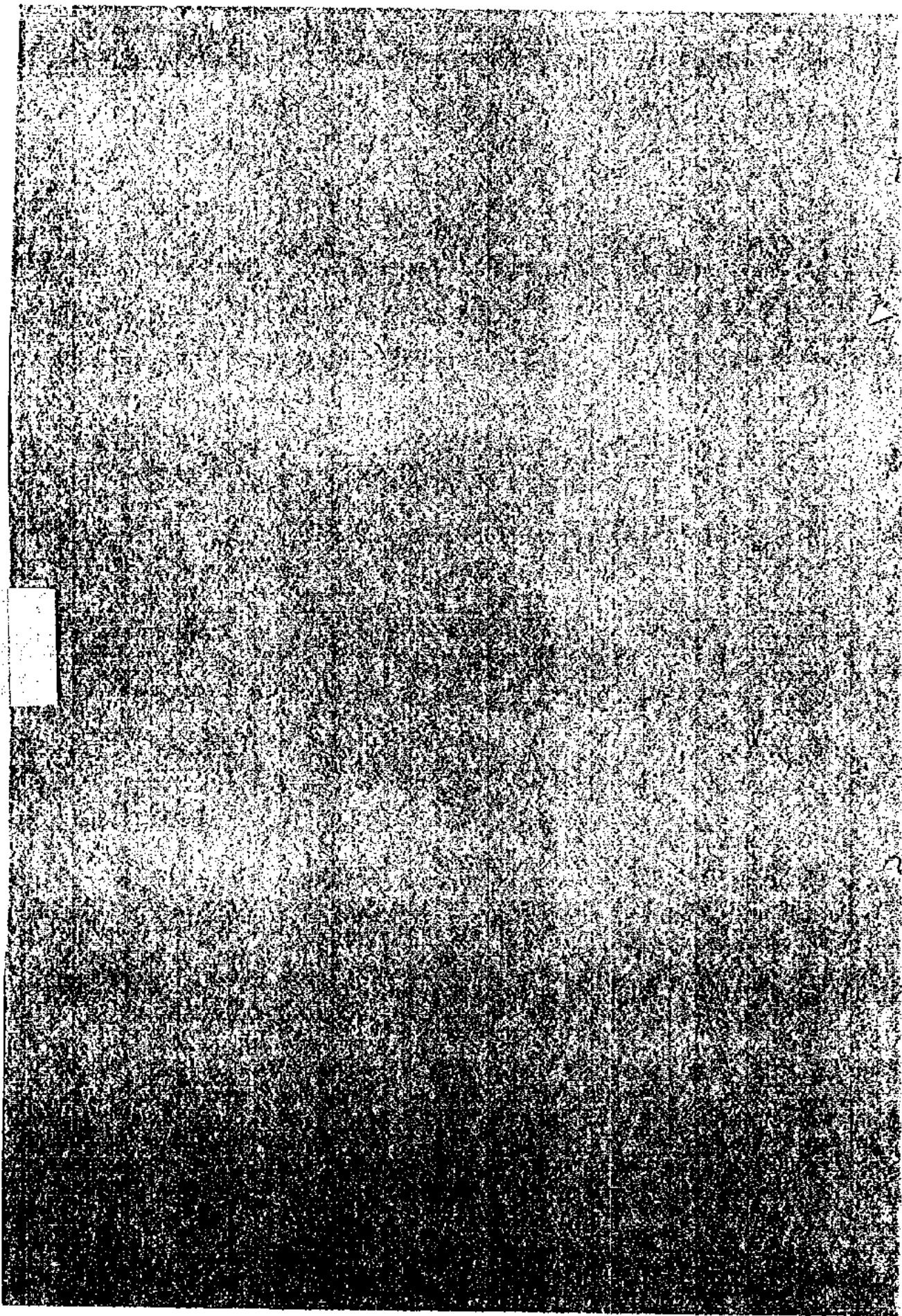
KYSER: This is Kay Kyser sayin' - so long everybody!
(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer heard on tonight's program was L. A. (Speed) Riggs of Goldsboro, North Carolina. Heard on the program were (LIST OF TUNES AND CREDITS).

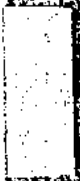
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APRIL



WEAF

AMERICAN TOBACCO COMPANY

() ()
10:00 - 11:00 P.M.

KAY KYSER'S MUSICAL KLAS

APRIL 6, 1938

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st Sale ... 33 - 38
2nd Sale ... 34 - 39
3rd Sale ... 32 - 37

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts, like the
auctioneer you just heard, know who buys what tobacco...
With these experts - "with men who know tobacco best -
it's Luckies two to one!

("HAPPY DAYS" 16 BARS FULL UP AND FINISH ORCHESTRA)

ANNOUNCER: Lucky Strike presents a brand new program to amuse and
interest you with a full hour of fine entertainment ...
Lucky Strike brings you Kay Kyser and his Musical Klass
and Dance!

(KYSER THEME SUSTAIN 4 BARS)

ANNOUNCER: Here we are...all in our places with bright shiny faces...
to pursue our studies in the higher flights of musical
knowledge -- Our class is assembled on the great indoor
campus right smack in the heart of Times Square and we're
all set for some swell recitations in music and song by
Ginny Simms, Harry Babbitt and Sully Mason, and we're all
ready to go with a great musical contest - with prizes,
fun, thrills and academic kudos for one and all. (MORE)

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ANNOUNCER: But right now, let's put the lunch baskets away - give
(CONTD) teacher the apples and get the class in order, for here
is the man and his band who gave you singing song titles
-- Kay Kyser!

(KYSER THEME UP AND OUT AND APPLAUSE)

(APPLAUSE)

KYSER: Evenin', folks -- scholars and students ... how're ya all?
 Thanks to you, my dear Doctor Uttal, dean of Public Speakin'
 and welcome my young neophytes to this dazzling, lighted
 campus in the heart of New York. Tonight, six candidates
 of lawful age, chosen at random from the student body here in
 the class room, are assembled on the old lecture platform
 ready to answer musical questions for the coveted endowment
 of 95 dollars in prizes. Two groups of three each will
 compete and the winner of each group will be eligible to take
 the final exam. Now you correspondence scholars - that's
 all of you listenin' at home - you'll get your home study
 course a little later on - so have your pencils ready and
 pay close attention. But now, let's take the wraps off this
 old campus - hang out the moon -- let the chillun mess around
 -- so, toddle out there -- and yes dance students - yes dance!

("GREAT DAY" ORCHESTRA)

(APPLAUSE)

(SEGUE TO:)

("IT'S WONDERFUL" BABBITT AND ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

KYSER: Well - I thought I was pretty well acquainted down in my home state of North Carolina but in talking to our friend, "Speed" Riggs, the famous tobacco auctioneer - I find he's got me beaten by a mile. So, Speed, will you kindly step up here to the microphone, and tell us if you know who "Alf" Webster is.

RIGGS: (FADING IN) Alf Webster? You mean, the one that has a tobacco warehouse down in Durham, North Carolina?

ANNOUNCER: That's the one.

RIGGS: Why sure. I know Alf Webster well. In fact, I auctioneered in his warehouse there one whole season.

ANNOUNCER: He's pretty well-known among tobacco-men, isn't he?

RIGGS: He sure is. He operates two warehouses - the one in Durham and then another down in South Carolina at a town called Loris. I understand they sell around 6,000,000 pounds of tobacco a year in those two warehouses.

ANNOUNCER: He sells to all the cigarette companies, I suppose?

RIGGS: Oh, sure, there's a full set of buyers at both his warehouses.

ANNOUNCER: Well, thanks, Speed. I wanted to get those facts about him because I've got a statement here, that he made about Luckies and I think it's going to be of interest to every smoker listening in. Here it is - QUOTE - Luckies really buy the finest line of tobacco that's offered in my two warehouses. And for many years, at markets in Georgia, the Carolinas, Kentucky and Tennessee, I've seen Lucky Strike buy this same fine grade of tobacco. That's why I've smoked Luckies myself ever since 1917. And I think that's why so many other Independent tobacco men choose Luckies, too. -
END QUOTE. (MORE)

ANNOUNCER: Yes, independent tobacco men like Mr. Webster -
(CONTD)

warehousemen, buyers, auctioneers - do choose Luckies by an overwhelming majority. Sworn records show that among these independent experts Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT - TEN SECONDS). When you hear that chant, remember... "with men who know tobacco best, it's Luckies two to one!"

("LUCKY DAY" LAST 8 ORCHESTRA)

ANNOUNCER: Now the lights go down softly -- quiet steals over our campus of Musical learning ... the bearded faculty have settled in their high chairs ... an acre of eager students lean forward expectantly, and three handsome candidates stand before the shrine of higher musical knowledge to stake their all in learned joust with Professor Kyser. Fate hangs in the balance and over the heads of our contesting students hangs a first grand prize of \$35 ... a second prize of \$20 and four other awards of \$10 each and a carton of Luckies for all six contestants. Now you three students who stand before the high place of knowledge be warned that the judges take into account the difficulty of the questions - the accuracy of your answers and the passing of time. The students are of lawful age - the prizes of legal tender - the decision of the judges final ---- so, now students -- hold on -- here comes -- Kay Kyser.

(KYSER THEME PLAYED IN MARCH TIME FAST AND BRIEF--NO DRUMS)

KYSER: (BREAKING IN OVER THEME) All right, students -- pull up your socks and hang onto your hats ---- here we go with the first question!

KYSER:

1. Your first question comes from_____. Now, my dear young_____, see if you can name this theme and the leader it represents. (PLAY) He's known as the_____ of the_____. Do you know, my dear?
2. Mr._____wants to know what famous radio character says "Hello Folksies." You follow me -- or do you? He's on Al Pearce's program.
3. One of our best loved comedy teams is introduced by this next number. Mr._____asks you to name them. (PLAY) She says "I'll bet you _____to all the_____."
4. Mr._____sent us a humdinger. He wants you to fill in the blanks in the following: First, Horace Heidt and his_____. Second,_____Marches On. Third, with men who know tobacco best, it's Luckies_____. Fourth,_____and his Violin.
5. Ah - Spring is here - Spring - ah yes, and lots of spring songs are in the air, two of the best known being Sindig's "Rustles of Spring" and Mendelssohn's "Spring Song." We'll play both and Mr._____wants to know which is which. (PLAY) (PLAY)

(MORE)

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- KYSER: (CONT.) 6. I'll name a few famous wives and you name their famous orchestra leader husbands:
1. Mary Pickford _____
 2. Harriet Hilliard _____
 3. Dorothy Lamour _____
 4. Ann Sothern _____
 5. Margaret Livingston _____
7. This next little puzzler comes from Mr. _____.
See if you can give two names for this song. (PLAY)
8. At the suggestion of Mr. _____, we will play two notes of a well known melody. After hearing the two notes, see if you can name the song. (PLAY)
9. Here's the theme of a nationally known orchestra leader. Mr. _____ wants the names of the song and the leader. By the way, _____ has a race horse named for him.

KYSER: Das all, chillun - das all ... and I congratulate you and decorate you with the order of the Seven Dwarfs. Now while we wait the word from our bearded, though learned judges, let me remind our correspondence students who have crashed their first exercises tonight that the winner of this first group must meet later in the program the winner of the second group - each winner must tangle in the final examination to prove who is entitled to top honors in this sacred sanctum of musical learning, and win that \$35 ... but now a breathless runner has arrived from Olympus and informs me that the judges have reared back and passed themselves a decision ... yes, palpitating students, the winner of the first group is _____.

The winner!

(APPLAUSE)

I congratulate you Mr. _____, and want you again to hold yourself in readiness to meet the champion of our second group who shall be chosen in a few minutes. But now, let's go for a romp on the green - come on you faculty - you scholars, and get ready you correspondence students for your pencils are going to be busy and your lamps burnin' low when I get to you right after recess -- right now, yes dance, students - yes, dance.

("HEIGH HO" TRIO AND ORCHESTRA)

(APPLAUSE)

(SEGUE TO . . . "LET'S SAIL TO DREAMLAND ORCHESTRA)

(FADE FOR)

ANNOUNCER: All right you correspondence students -- get those feet off the desk and whip out those trusty pencils -- Dr Kyser is about to give out that home work he's been talking about -- he will ask you five questions. Take these five questions down -- mail your answers not later than midnight - Monday, April 11th - to Kay Kyser - spelled -K-Y-S-E-R, ... at 919 North Michigan Avenue - Chicago - Illinois. It's perfectly fair to consult your friends and your neighboring students. And every corresponding student who answers all five questions correctly will receive a handsomely signed, sealed and delivered diploma making him or her a graduate of Kay Kyser's Musical Klass. Now, Professor Kyser -- your correspondence class is ready for the questions!

KYSER: Thank you, Dr Uttal - but first let me get off my chest the answers to last week's questions.

- KYSER:
1. Bing Crosby sang "Pennies From Heaven" in the picture.
 2. Three orchestra leaders whose last names begin with "H" are Richard Himber, Horace Heidt, Fletcher Henderson, Earl Hines, Phil Harris, and many others.
 3. Jack Benny plays the violin -- (or does he?)
 4. Guy Lombardo, Paul Whiteman, Hal Kemp or any others of some five or six hundred artists have been recorded.
 5. The statement is false -- Nelson Eddy is not a ventriloquist.

There you are, corresponding students. All you boys and gals who answered these five questions correctly have a diploma in the mail. Now here is this week's homework. These questions have been boiled^u~~ed~~ down to a thin but nourishing gruel by our grey bearded faculty committee. So students at home, get set for here comes the five things your Music Master wants to know this week.

1. Name three opera stars who have been in movies.
2. What orchestra is known as "The Royal Canadians?"
3. From what song is this line taken -- "Molly and me, and Baby makes three."
4. Answer true or false -- Dick Powell, Eleanor Powell and Bill Powell are brothers and sister.
5. Name three songs with the word "Spring" in their titles.

There you are, corresponding students -- take a deep breath - light up a Lucky and get at that home work.

(MUSIC UP AND FINISH)

COMMERCIAL #2

ATX01 024603B

(COMMERCIAL #2)

KYSER: Well, here's that veteran "checker-upper" - S-M-O-K-E-R --
Yes, Mr Average Smoker - and he's here to check up on
something again this evening. Is that right, sir?

SMOKER: That's right, Professor Kyser. I want to ask some questions
about aging.

KYSER: Aging! Sir, that's one subject I always avoid ... Basil
Ruysdael, will you take over?

RUYSDAEL: Of course ... what would you like to know, Mr Smoker?

SMOKER: Well - I've heard you explain that even the finest tobacco
isn't good to smoke as is.

RUYSDAEL: Yes, that's true. No tobacco is ready for smoking in its
natural state.

SMOKER: Well, does proper aging mellow the tobacco enough to smoke?

RUYSDAEL: Aging is a very necessary step, Mr Smoker. All Lucky Strike
tobaccos are aged from one and one-half to three years.

SMOKER: Three years!

RUYSDAEL: Millions and millions of pounds of tobacco are aging now
in Lucky Strike warehouses - tobacco that was bought as
far back as 1934 and 1935.

SMOKER: It surely must be mellow enough to smoke after aging that
long?

RUYSDAEL: Well, Mr Smoker, if you want a light smoke genuinely easy
on your throat -- aging is not enough. I could take you
into any scientific laboratory and show you the proof.
Actual tests reveal that Luckies' exclusive "Toasting"
process removes quantities of harsh throat-irritants from
even the most thoroughly aged tobacco. These irritants
naturally present in all tobacco are out of Luckies.....

ANNOUNCER: As undergraduate, graduate, faculty and town dance to music played Kay Kyser's way -- we'll recess briefly for station identification.

STATION BREAK

ANNOUNCER: Kay Kyser's Musical Klass and dance swings into the second Semester and here's the man and his band who gave you singing song titles.

(PLENTY OF MONEY SULLY & ORCHESTRA)

(MUSIC UP AND FINISH)

(APPLAUSE)

(SEGUE TO . . . "TI PI TIN" BABBITT & SIMMS & ORCHESTRA)

ANNOUNCER: Recess is now over and all students will pull up their chairs and make ready for the second half of the battle of the century. The Headmaster of Musical Knowledge takes his place - the judges comb out their beards and once more before the throne of higher musical knowledge comes a hardy and handsome group of students to lay it on the line for dear old Carnarsie. As the spotlight plays and the cameras roll - let's remind you that M ~~XXXXXXXXXXXXXXXXXXXX~~ the winner of this group, will be booked to meet M _____, the hardy champion of our first group in a gruelling grind in the finals a little later on - much is at stake -- so root for your champion --

KYSER: Step up students - and he who hesitates gathers no greenbacks -- Stand close to the shrine of scholastic knowledge - pay attention and speak when spoken to - make it right - and watch out for the time chime -- not let's go

- KYSER:
1. Your question comes from _____. Whose theme is this and what's the name of the song? (PLAY)
 2. Here's a rip-snorter from _____. What movie star famous for her feet is the sweetheart of what symphony conductor famous for his hands?
(_____) Can you spell Stokowski?
 3. Many of our perennial song favorites have the same names as the musical shows in which they were featured. We'll play three of them and Mr. _____ wants you to name them. (PLAY) _____
(PLAY) _____ (PLAY) _____.
 4. Mr. _____ says that he knows three orchestra leaders who have the word "Noble" in their names. He wants you to name at least two.
 5. Here's a honey from _____. Do you know the name of this song? (PLAY) Speaking of _____, what pianist made "Three O'Clock in the Morning" famous from behind _____ walls and was later paroled to finish his radio career?
 6. You'll have to answer to Mr. _____ for this question. He wants you to identify the following:
 - (1) Who says "Don't Ever Do That." _____
 - (2) Listen to this (SOUND) "Good evening, Mr and Mrs North America and all the ships at sea -- Let's go to press. Flash ..." _____.
 - (3) Who sings like this (KAY) _____
 - (4) Who says (Harry) _____.

(more)

- KYSER:
1. Your question comes from _____, whose theme is this and what's the name of the song? (PLAY)
 2. Here's a rip-snorter from _____. What movie star famous for her feet is the sweetheart of what symphony conductor famous for his hands? (_____) Can you spell Stokowski?
 3. Many of our perennial song favorites have the same names as the musical shows in which they were featured. We'll play three of them and Mr. _____ wants you to name them. (PLAY) _____
(PLAY) _____ (PLAY) _____.
 4. Mr. _____ says that he knows three orchestra leaders who have the word "Noble" in their names. He wants you to name at least two.
 5. Here's a honey from _____. Do you know the name of this song? (PLAY) Speaking of _____, what pianist made "Three O'Clock in the Morning" famous from behind _____ walls and was later paroled to finish his radio career?
 6. You'll have to answer to Mr. _____ for this question. He wants you to identify the following:
 - (1) Who says "Don't Ever Do That." _____
 - (2) Listen to this (SOUND) "Good evening, Mr and Mrs North America and all the ships at sea -- Let's go to press. Flash ..." _____.
 - (3) Who sings like this (KAY) _____
 - (4) Who says (Harry) _____.

(more)

ATK01 0246042

KYSER:
(Cont'd)

7. This next song is the theme of one of radio's best known orchestra leaders, and Mr. _____ would like for you to name both. (PLAY) _____.
8. Look away from the band, _____. Now, Mr. _____ wants you to identify a couple of instruments by just hearing them. Also - what the songs are. (PLAY) _____ (PLAY) _____.
9. This next song bears the name of one of America's most cosmopolitan cities, also the title of one of 1936's best motion pictures. Mr. _____ wants you to tell us all about it. (PLAY) _____.

KYSER: Das all, chillun - das all --- and there you are students -- that's the way our boys and girls leave their footprints in the sands of time -- contestants, I salute you -- I congratulate you -- I decorate you with the cross of Good Fellowship -- I receive the verdict of the judges with a steady hand and a stiff upper lip -- I read the portentous tidings -- yes, it is _____ the winner -- the champion of our second group.

(APPLAUSE)

KYSER: I salute you _____ and call upon you and _____ the hardy winner of our first group to hold yourselves in watchful readiness and when I call for the finals, come out fast at the bell and let go with both hands for the honor of your Alma Mater. Right now, I advise rest and study while the entire student body trips the light fantastic - yes, dance, students -- yes, dance.

("LIMEHOUSE" ORCHESTRA)

COMMERCIAL #3

(COMMERCIAL #3)

KYSER: All right, here's a question for everybody -- Who is the Milwaukee warbler who scored her first great successes abroad ... in London and Paris. She's already a veteran of television over there on the continent and she uses this for her theme song

(COUPLE BARS OF "DARLING, JE VOUS AIME BEAUCOUP" - WITH VOCAL)

RUYSDAEL: (BREAKING INTO SONG) Her name is Hildegarde.

KYSER: Basil Ruysdael, you gave that one away.' Now what have you got to say for yourself?

RUYSDAEL: I'm sorry, Professor. You see, not long ago, I had the pleasure of talking to Hildegarde myself on "Your Hit Parade". So I know quite a bit about her unusual career. In fact, she resembles most other singers I've met in only one respect.

KYSER: What's that?

RUYSDAEL: Her voice is her fortune, Professor, and so she smokes Luckies ... the same as Lauritz Melchior and Lanny Ross and Lotte Lehmann and Lois Bennett and any number of others, I've met on Your Hit Parade. And I think every smoker will be interested in this fact. For it surely stands to reason that the cigarette which is gentle even on songers' sensitive throats - will be just as gentle on your throat, too. Now, here's why Luckies ^{are easy on the throat.} ~~do just that.~~ The exclusive Lucky Strike process "It's Toasted" takes out certain throat-irritants found in all tobacco. Then with these irritants out controlled moisture is added to bring forth the natural mellowness of the tobacco.

(more)

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(COMMERCIAL #3 CONTINUED)

RUYSDAEL: That's why Luckies are easy on any smoker's throat. Next
(Cont'd) time you buy cigarettes, follow the example of the people
whose voices are their fortunes. Ask for Lucky Strike.

("LUCKY DAY" LAST 8 ORCHESTRA)

ANNOUNCER: Now before the great moment comes and our champions, who have won their spurs in deadly combat against the wiles and questions of Doc Kyser - enter the scholastic arena in their final struggle for the coveted endowment of \$35 first prize - let's dance a while in the Kay Kyser style.

("DOUBLE DARE YOU" ORCHESTRA)

(APPLAUSE)

(SEGUE TO "YOU TURNED THE TABLES ON ME" ORCHESTRA)

ANNOUNCER: The final round!

(FANFARE)

ANNOUNCER: Now here we are in the white light of the great final competition - our campus is hushed - the students are on the edge of their seats and Kay Kyser fixes the two young champions with a glittering eye.

KYSER: Very good, Dr Uttal - Dean of Speakin' and Such - I charge you contesting champions to be on your toes - this shall be the supreme test of your musical scholarship -- ready all right - Question number one --

1. After you hear this song, Mr. _____ wants you to tell us all about it. (PLAY) Of what country do you think when you hear it? What's the name of it? What does it mean?
2. What famous pianist was once premier of his country. Here's one of his compositions. (PLAY)

(more)

KYSER:
(Cont'd)

3. Mr. _____ asks you to name three songs the titles of which are also the name of a dance. For instance, "Black Bottom" is the name of a song and the name of a dance.
4. Here's an old favorite song and the theme of a rising young maestro. Mr. _____ wants you to name both.
(PLAY) He followed Lombardo at the Roosevelt Hotel here in New York and he's a handsome fellow - doggone it!
5. Mr. _____ thinks he'll stop you with this one. What famous singer and entertainer flew the Atlantic in 1936?
6. This one is from _____. Can you name three characters in the Amos 'n' Andy sketches - other than Amos and Andy.

Das all, chillun - das all ... and now we have completed another chapter in the hard-boiled saga of musical learning -- many were called, and all came through like scholars and gentlemen -- The champions came, they saw; they heard and they answered and now they lean panting against the ropes waiting the final word of the judges -- Ho, my bearded friends in black - how goes' the night? You have a winner? Name him Fine - to _____ goes the palm the \$35 and the order of Lucky Strike for attaining first honors in our scholastic battle royal -

(APPLAUSE - LOUD AND LONG)

KYSER:
(Cont'd)

I congratulate you my dear young _____ and accept this \$35 printed in the old class colors - a fine financial green on the pure white of legality. To our second winner \$20 and to our four other contestants - \$10 each ... and to all of you for appearing here on the old lecture platform, may I present a carton of Luckies ... and to each member of our student body here ~~on~~ ^{campus} the ~~classroom~~ for answering questions correctly and in appreciation of their support and old scholastic zeal - a package of Lucky Strikes.

(APPLAUSE)

KYSER:

But hold on there, students - the old campus is still rockin' -- put away those sling shots and those runnin' pants and get out there in a fine old school hop - yes dance students - let's dance!

("HOW WOULD YOU LIKE TO LOVE ME" ORCHESTRA)

(APPLAUSE)

(SECUE TO "ROSALIE" ORCHESTRA)

ANNOUNCER: Ladies and gentlemen, these informal meetings with Kay Kyser's Musical Klass and Dance will be presented at this time each Wednesday evening. Remember to mail your answers to the home study course to 919 (nine-one-nine) North Michigan Avenue, Chicago, not later than midnight April 11th. If you have a musical question or two you'd like to hear asked during subsequent meetings - fine, send them along. We'll be glad to have them. And above all, the next time you buy cigarettes, remember with independent tobacco experts, with auctioneers, buyers and warehousemen - "with men who know tobacco best - it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

KYSER: This is Kay Kyser sayin' -- so long everybody!
(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer heard on tonight's program is L A (Speed) Riggs of Goldsboro, North Carolina. Heard on the program were (LIST OF TUNES AND CREDITS)

THIS IS THE NATIONAL BROADCASTING COMPANY.

4/5/38
boys/bk

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W E A F

THE AMERICAN TOBACCO COMPANY

KAY KYSER SHOW

{ } ()
10:00 - 11:00 P.M.

APRIL 13th, 1938

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st SALE ... 33 - 38
2nd SALE ... 34 - 39
3rd SALE ... 32 - 37

... All done? ... Sold to the American Tobacco Company!

ANNOUNCER: Naturally, the independent tobacco experts, like the auctioneer you just heard, know who buys what tobacco... with these experts ... "with men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS"16 BARS FULL UP AND FINISH . . . ORCHESTRA)

ANNOUNCER: Lucky Strike presents a brand new program to amuse and interest you with a full hour of fine entertainment ... Lucky Strike brings you Kay Kyser and his Musical Class and Dance!

(KYSER THEMESUSTAIN4 BARS. . . .)

ANNOUNCER: Well, here we are once again in the old classroom of higher musical knowledge, all set to give our feet a shuffle and our minds a sled-ride ... and what's more ... we're all set to go with another great musical contest, with prizes, laughs, thrills and scholastic scholarships for one and all. But, right now the class will come to order - hold on to their caps - adjust their glasses - and pay attention, for here is the man and his band who gave you singing song titles - Kay Kyser!

(KYSER THEME UP AND OUT.ADD APPLAUSE)

ATX01 0246051

KYSER: Evenin' folks, scholars, students ... how're ya all?
 All thanks to you, my dear Doctor Uttal, Dean of Public
 Speakin' -- and welcome my young pilgrims to this Mecca
 of readin', writin' and rhythm. Tonight six candidates
 of lawful age, chosen at random from our student body
 enrolled here in the old classroom, are gathered around
 me on the lecture platform to struggle for \$95 in prizes.
 Now, you correspondence scholars - that's everyone of
 you listenin' at home - you'll get your home study course
 a little later on - so keep your ears forward and pay
 attention to the goings on 'round here. But, right
 now we got to shake down our student body with a little
 plain and fancy messin' 'round ... so, yets dance,
 students, yets dance!

("HEIGH HO"BOYS TRIO AND ORCHESTRA.)

(SEGUE TO:)

("PLEASE BE KIND"GINNY SIMMS & ORCHESTRA. .)

(APPLAUSE)

.(COMMERCIAL #1).

(COMMERCIAL #1)

ANNOUNCER: Our old friend "Speed" Riggs, the famous tobacco auctioneer, seems to know just about everybody who is anybody down in Tobaccoland. Just this afternoon during rehearsals I asked "Speed" if he was acquainted with Joe Burnett, tobacco auctioneer, of Buffalo Springs, Virginia ... Sure enough, Speed knew him. And Speed told me Joe Burnett is an A-1 tobacco man. Mr. Burnett, it seems, learned tobacco from his father, a tobacco farmer. Then Joe's uncle, a tobacco auctioneer, taught him the auctioneering side of the business. Joe Burnett has been auctioneering tobacco himself for 7 years now and he's sold millions and millions of pounds. I am glad to be able to give you this first hand information about Mr. Burnett for he has something to say that I think will interest every smoker ...

MAN: All in all, I think I know tobacco. And I can speak my mind about it because I'm independent ... I sell to all companies. So, I'll say this: I've smoked Luckies for the past 10 years because I see what mighty good tobacco Lucky Strike buys. It's good, rich, ripe tobacco ... the kind that makes the best smoke. And I've seen Luckies buy this same type of tobacco at every auction. I know for a fact a millionaire couldn't smoke any better tobacco. Yes, Luckes are a grand cigarette.

ANNOUNCER: Thank you, Mr. Burnett. It's interesting that most other independent experts of Tobaccoland - buyers, warehousemen and auctioneers - agree with Joe Burnett. Like him they know tobacco from A to Z ... like him they see what tobacco is bought for what cigarette ... And like him, they choose Luckies for their own smoking. Here are the facts as shown by sworn records. Among these independent experts like Joe Burnett, Lucky Strike has over twice as many exclusive smokers as all the other cigarettes combined. Over twice as many! Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT 10 SECONDS) - when you hear that chant, remember, with men who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: Now comes the time of the Unveiled Mysteries -- the sacred and awful moment when the students gathered here on the old campus, bite their tongues, chew their beards and scratch their heads in awe. The grand prize of \$35 - a second prize of \$20 and four other awards of \$10 each and a carton of Luckies to all six contestants, are the awards which bring them before our Music Master in this first competitive exam for Musical honors. So, now, you three contestants be warned - our judges take into consideration the difficulty of the questions - the accuracy of your answers and the passing of time. The students are of lawful age, the prizes of legal tender, the decisions of the judges final ----- so, students, the best of luck for here comes -- Kay Kyser!

(KYSER THEME PLAYED IN MARCH TIME)

KYSER: (BREAKING IN OVER THEME) All right, my handsome young contestants - stand and deliver - here comes the first question:

FIRST QUESTION ROUND:

1. Your question comes from_____. We will play a well-known orchestra theme and you name the song and the leader. (PLAY) He and Phil Baker used to do a double in vaudeville, but both are doing okay by themselves now. What does this orchestra leader play?
2. Speaking of Bernie suggests a good question from_____. He can think of several feuds between well-known radio personalities. Can you name two of them?
3. Here's a song, the composer wrote in about five minutes. Mr._____wants you to name it and tell when it was popular. (PLAY) Do you know who the composer is? He's the star of a musical comedy here in New York called "I'd Rather Be Right" and he also played in "Ah, Wilderness".
4. Mr._____of_____, mentions three well-known male movie stars and wants you to name their singing wives.
5. What great character in radio does this theme identify? This question comes from_____. (PLAY) If you don't guess this one, the people in Van Buren will be plenty sore.

FIRST QUESTION ROUND: (CONT.)

6. _____ wants you to name a song for each color in the American flag.
7. Listen to our next number and then at the request of _____ tell us of what country you think when you hear it. (PLAY) Can you name it?
8. After you hear Lyman Gandee at the piano, _____ wants to know of what popular orchestra leader you think. He was once a pharmaceutical student in Boston and now he has 'magic _____'. (PLAY)
9. See if you can name this song: (PLAY) It is also the official school song of a certain college in Southern California. Can you name it?

KYSER: Das all, chillun - das all ... The first heat of the contest is over and while we await the decision of our judges, let me remind you correspondence students at home that the winner of this first group must meet the winner of our second group later in this program in a knock-down, drag out fight to the finish for that first prize of \$35. Now, I believe the machinery of higher education has rattled 'round and our learned judges have produced a verdict --- Ah, yes, my winded friends - the winner of the first group is _____.

(APPLAUSE)

KYSER: I congratulate you, _____, and instruct you to keep yourself in readiness to meet the champion of our second exam, who will be chosen in a few minutes. But, right now let's hitch up those scholastic gowns - come on you students, yets dance, kids - yets dance.

("AFTER YOU'VE GONE" ORCHESTRA)

(SEGUE TO:)

("SWEET AS A SONG" ORCHESTRA)

(FADE FOR:)

ANNOUNCER: All right you correspondence students - I mean all you good people listening at home - whip out those trusty pencils -- Dr. Kyser is about to give out that home work we spoke of earlier -- he will ask you five questions. Take these five questions down -- mail your answers not later than midnight Monday, April 19th -- to Kay Kyser -- spelled K-Y-S-E-R ... at 919 (nine - one - nine) North Michigan Avenue, Chicago, Illinois. (MORE)

ANNOUNCER:
(CONT.)

It's perfectly fair to consult your friends and your neighboring students. And each of you corresponding students who answer all five questions correctly will receive a handsomely signed, sealed and delivered diploma making you a graduate of Kay Kyser's Musical Klass. Now, Professor Kyser - your correspondence class is ready for the questions!

KYSER:

Thank you, Dr. Uttal. But before I ask next week's questions, let me tell you about last week's wonders. Answers to last week's questions, believe it or not, were and are:

1. Grace Moore, Lily Pons, Lawrence Tibbet, Nin^o Martini, Gladys Swarthout.
2. Guy Lombardo.
3. My Blue Heaven
4. False
5. Mendelssohn's Spring Song, Rustles of Spring, Paris in the Spring, Spring Fever and many more.

Those whose answers of last week found favor with the faculty committee are assured that their diplomas are in the mail. And now, pop in there with pencil, colleagues of the correspondence division. This week the music master hankers to know the correct come-back for these little nifties. (REPEATING EACH QUESTION)

(MORE)

KYSER:

1. Who gave Alice Faye her start in radio?
2. Name 3 songs, the title of which asks a question.
3. Answer "true" or "false":- Bing Crosby has five daughters.
4. What is the tenor singer's name on Jack Benny's program?
5. Can you name 3 orchestra leaders who play trumpet?

There you are, corresponding students - light up a
Lucky and get down to work.

(MUSIC UP . . . AND FINISH)

.(COMMERCIAL #2).

COMMERCIAL #2:

KYSER: And now, merry scholars all, here's another question:
What famous American is at my elbow now? (PAUSE) Here's
a hint: He's the chap who asks all those questions
about cigarettes. Know him? Sure, you do. Here he
is, folks, that living Question Mark ... Mr. Average
Smoker. Take a bow, Mr. Smoker.

SMOKER: Thanks, Professor. (CHUCKLING) But if you smoked as
many cigarettes as I do - well, you'd want to know all
about them, too.

KYSER: Just how many cigarettes do you smoke, anyway?

SMOKER: Last year, alone, my wife ... Mrs. Average Smoker and
I ... smoked 165 billion!

KYSER: 165 billion cigarettes! Mr. Average Smoker, you're
entitled to ask questions!

SMOKER: I think I am, Professor. So, now I'd like to know -

KYSER: Just a minute, Mr. Smoker! Mr. Ruysdael can answer
your questions a lot better than I can.

RUYSDAEL: (FADING IN) What would you like to know, Mr. Smoker?

SMOKER: About cigarettes, as usual. But, specifically, about
the controlled moisture you speak of in connection with
Luckies. What is controlled moisture anyway?

RUYSDAEL: Controlled moisture, Mr. Smoker, is the carefully
regulated quantity of moisture that is added to Luckies'
tobacco after the "Toasting" process has removed certain
harsh throat irritants.

(MORE)

-11-

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RUYSDAEL: Laboratory tests tell us exactly how much moisture is
(CONT.) needed ... and an ingenious little device known as
the "Moisture Meter" ensures that the moisture in
every Lucky will be uniform.

SMOKER: But ... just what's the point, Mr. Ruysdael?

RUYSDAEL: The point, Mr. Smoker, is that the proper amount of
moisture enhances the natural flavor of the tobacco.
It makes Luckies just right for smoking, never dry nor
hot.

SMOKER: Then is it controlled moisture that makes Luckies a
light smoke, as you say?

RUYSDAEL: No, that's only part of it, Mr. Smoker. And, don't
forget Lucky Strike's exclusive process "It's Toasted".
This process removes certain harsh throat irritants,
naturally present in all tobacco - even the finest!
That's why Luckies are genuinely a light smoke, easy on
your throat. Try Luckies for a week and your own
throat will prove to you the throat-protection of this
exclusive "Toasting" process. Next time you buy
cigarettes ask for a light smoke. Ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: As undergraduates, graduates, faculty and friends dance to music played Kay Kyser's way - we recess briefly for station identification.

.(STATION BREAK).

ANNOUNCER: Kay Kyser's Musical Klass and Dance moves on to new scholastic triumphs. The man and his band who gave you singing song titles come through with this musical endowment.

("I KNOW THAT YOU KNOW" ORCHESTRA)

(SEGUE TO:)

("THANKS FOR THE MEMORY"GINNY SIMMS, HARRY RABBITT & ORCHESTRA)

(APPLAUSE)

ANNOUNCER: Well, here we are with our varsity victims assembled on the old lecture platform. Once more the ambassador of music whips out his old question-box. And our second group of candidates makes ready to do or die for the old college curriculum. Let's have the battle hymn, Professor.

(KYSER THEME.)

KYSER: All ready, my aspiring young neophytes - Lend me your ears for here comes the first question. Can you tell me whose theme song this is, Mr. _____?

(SECOND QUESTION ROUND:)

1. This leader is a classmate of mine from the University of North Carolina and he has one of America's most distinctive dance bands. _____ wants you to identify him by his theme. (PLAY)
2. _____ wants you to name three 'Macs' of radio - like McNamara, McIntyre, and so forth. I know of two Macs who are announcers, two who are comedians, and two singers.
3. I'm told this next melody was originally taken from a book of German folk songs and among other things it's the national anthem of a small European principality named Lichenstein. It's about seven miles wide and thirteen miles long - the country, not the name. After you hear this song, _____ wants you to give me two names for it. (PLAY)
4. Here's a bit of scandal - what well-known radio star was caught in a studio sitting on a man's knee? Who gave them their start in radio?
5. Here's an unfinished symphony. _____ asks whose it is and what's its name. Now can you tell us who composed the immortal unfinished symphony?

(SECOND QUESTION ROUND:) (CONT.)

6. See how many personalities you can pick out of the following statement. "The last of the Red Hot Mamas had a dinner for 'The King Of Jazz' - 'The Waltz King' - 'The Sultan of Swat' and the 'King of Swing'. Who was the hostess and who were her guests?

7. What famous orchestra signs off the air with this number. (PLAY) Can you name it? And by the way, _____ and two of his brothers had the pleasure of entertaining Mrs. George O'Neill who many years ago gave the three _____ brothers their first engagement, playing at a tea dance for the sum of five dollars.

8. Here's a gadget that most all beginners at the piano use to keep time. ... _____ wonders if you know what it is. There's a musical magazine by the same name.

9. Here's a famous aria from a well-known opera. _____ wants you to name both. (PLAY)

KYSER:
(CONT)

This completes the second stanza of our happy campus queries. The judges will hand down their decision in just a moment. The final examination will be a hazardous set-to for that happy little three tens and a five in dollars. Here's the decision. Thank you, judges. And the judges proclaim the winner to be _____.

(APPLAUSE)

KYSER:

That was a delightful series of science and surmises. And now we have two champions to tilt for final honors a little later in our program: Mr. _____ and _____ will do or die for that fine endowment of \$35 - But now before the final round let me decree a little diversion. The prescribed course is dancin'. Step out here students and vibrate for the dear old varsity.

("MA, HE'S MAKIN' EYES AT ME"SULLY MASON AND ORCHESTRA)

.(COMMERCIAL #3).

COMMERCIAL #3:

KYSER: And now, bright pupils all, there's been rank injustice done in this studio tonight. Yes sir, rank injustice. But never let it be said that the old Professor wasn't big enough to do something about it. No sir. Fair and square to all is our motto, so now I'm going to call our golden-voiced announcer, Basil Ruysdael, to this microphone and give him the chance to do what he's been aching to do all night. Basil Ruysdael?

RUYSDAEL: Right here, Key. But what have I been aching to do?

KYSER: To answer my musical questions, Sir. Why, every time I asked a question tonight, I was afraid you'd pop out with the answer. So, I'm going to give you a private little quiz all your own.

RUYSDAEL: (CHUCKLING) Well, that's mighty nice of you.

KYSER: Don't mention it, Basil. Ready or not - here goes! What famous Hollywood star played this instrument in a recent picture? (FEW BARS ON TRUMPET)

RUYSDAEL: Fred MacMurray ...

KYSER: Correct, Basil my boy. But here's another: Can you tell me what's the name of the following number, who wrote it ... and what instrument does the author himself play? (PIANO PLAYS FEW BARS OF "I'LL FOLLOW MY SECRET HEART")

RUYSDAEL: That's "I'll Follow My Secret Heart".. Noel Coward wrote it ... and plays the piano himself.

COMMERCIAL #3 - (CONT.)

KYSER: Mar-vel-ous! Mar-vel-ous! You're just steeped in musical lore, sir.

RUYSDAEL: Thanks, Kay. But, now if you don't mind I'd like to ask you a question.

KYSER: Turn about's fair play, sir. Go ahead.

RUYSDAEL: Fred MacMurray and Noel Coward are two very different people. But can you tell me in what respect both are exactly alike?

KYSER: You have me there.

RUYSDAEL: Well - both are Lucky Strike smokers. And both smoke Luckies for the same reason...the same reason so many other famous stars smoke them - great singers like Lauritz Melchior and Lotte Lehmann of the Metropolitan, radio headliners like Lois Bennett and Lenny Ross, actors like Clark Gable and Myrna Loy...and a host of others. And that very big reason in two short words is this: "It's Toasted". You see Luckies' exclusive "Toasting" process removes certain harsh throat irritants that are naturally present in all tobacco, even the finest. Then with these irritants out, controlled moisture is added to enhance the natural flavor of the tobacco. The result is a light smoke, easy on the throat. That's why these people whose voices are their fortunes - who can't risk throat irritation from smoking - choose Luckies. And it's the reason why you will find Luckies easy on your throat, too.

(MORE)

COMMERCIAL #3 - (CONT.)

RUYSDAEL:
(CONT)

Next time you step up to a cigarette counter, consider your throat. Ask for the only cigarette that offers you the throat protection of the "Toasting" process -
Lucky Strike!

ANNOUNCER: Now before the great moment comes and our champions enter the scholastic arena in their final round for the coveted endowment of \$35 - first prize - let's dance awhile to the Kay Kyser style.

("ROSALIE" ORCHESTRA)

(SEGUE TO:)

("SUNDAY IN THE PARK" HARRY BABBITT AND ORCHESTRA)

(APPLAUSE)

ANNOUNCER: The final round!

(FANFARE)

ANNOUNCER: Shadows fall ... Quiet steals over the campus - students gape and our two eager champions strain at each other ready to do or die for dear old varsity. The great moment has come and in these next thrilling minutes the musical world will be rocked by titanic conflict. Only one student can win the coveted first prize - who will it be? - Fate alone can tell - and now Kay Kyser lifts his hand - the tournament is on!

KYSER: Thank you, Dean Uttal, and on your toes my contesting champions for this is the big moment - the time has come to speak fast and truly for the honor of the old school - Ready? - Here comes the first question:--

WINNER'S ROUND:

1. Here's a good old song. Name it for _____
and tell me what famous leader wrote and popularized
it. (PLAY) He also introduced this one of his.
(LYMAN)
2. Answer this one for _____: Who are known
as the "Royal Family" of the theatre. They've been
on the air -- in fact one of them plays "Scrooge"
in Dickens' "Christmas Carol" on the air every year.
3. We've had three foreign songs that were hits in the
last six months. _____ wants you to
name them.
4. Here's one from _____. We'll play the
theme of an orchestra leader and composer and you
name both. (PLAY) He composed his theme, also
"I'm Yours", plays piano and recently married Betty
Furness.
5. Here are a few notes on a much heard instrument on
the radio. Without looking back, identify it for
_____.
6. _____ of _____ wants to know
if you can name two song titles of one word, each
of which asks a question.

KYSER: So ends the final question of the final round. Now my young charges, relax if you're able. The judges are conferring on the final award. Here it is! Thank you, judges. And the winner is _____.

My dear young man (or lady), yours has been a proud achievement...in this historic hall. Learning has brought you honor. Study has won success. And success declares a dividend. The dividend in the rich financial green of our dear old college is legal tender for all debts, public and private not to exceed \$35. To the second place winner I am glad to present \$20. The other four contestants receive \$10 each and to all of you who strove so nobly here on the old lecture platform, a carton of Luckies. Then to every member of the student body here tonight, for their old varsity spirit, volunteering those splendid answers and cheering to the echo in our old college hall, goes a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER: But don't go away, there's still time for dancin'. The campus moon is still mighty pretty and she'll shine just as long as the current's turned on. Step out, students, judges, frosh and faculty, yes dance.

("HOW JA LIKE TO LOVE ME"? SULLY MASON & ORCHESTRA)

(SEGUE TO:)

("I DOUBLE DARE YOU" ORCHESTRA)

ANNOUNCER: Ladies and gentlemen, these informal meetings with Kay Kyser's Musical Klass and Dance will be presented at this time each Wednesday evening. Remember to mail your answers to the home study course to 919 (nine-one-nine) North Michigan Avenue, Chicago, not later than midnight April 18th. If you have a musical question or two you'd like to hear asked during subsequent meetings - fine, send them along. We'll be glad to have them. And above all, the next time you buy cigarettes, remember with independent tobacco experts, with auctioneers, buyers and warehousemen - "with men who know tobacco best - it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

KYSER: This is Kay Kyser sayin' - so long everybody!

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneers heard on tonight's program are F. E. Boone of Lexington, Kentucky and L. A. (Speed) Riggs of Goldsboro, North Carolina. Heard on the program were (LIST OF TUNES AND CREDITS)

THIS IS THE NATIONAL BROADCASTING COMPANY.

wlb-jgs
4/12/38

Mr. [unclear]

W E A F

THE AMERICAN TOBACCO COMPANY

KAY KYSER SHOW

() ()
10:00 - 11:00 P.M.

APRIL 20th, 1938.

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st Sale ... 34 - 39
 2nd Sale ... 32 - 37
 3rd Sale ... 33 - 38

.. All done? Sold to the American Tobacco Company!

UTTAL: Naturally, the independent tobacco experts, like the auctioneer you just heard, know who buys what tobacco .. with these experts .. "with men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS" ... 16 BARS FULL UP AND FINISH ORCHESTRA)

UTTAL: Lucky Strike presents a brand new program to amuse and interest you with a full hour of fine entertainment ... Lucky Strike brings you Kay Kyser and his Musical Class and Dance!

(KYSER THEME SUSTAIN 4 BARS)

UTTAL: Welcome once more to the Times Square Campus .. we've gathered again in the class room of higher musical knowledge to pursue our educations in the most popular night school in the country .. We're scheduled for another great musical exam and we're in for fun, thrills, prizes and handsome report cards for one and all .. But now the time has come to put aside serious things, so, schools done took in for here comes the man and his band who gave you singing song titles - Kay Kyser!

(KYSER THEME . . . UP AND OUT . .)

(APPLAUSE)

KYSER: Evenin, folks, scholars and faculty - how goes the night?
.. Welcome to these hallowed halls where learning doubles
in brass and the three R's are for readin, ritin, and
rhythm ... welcome, thrice welcome. Tonight, six handsome
and hopeful candidates for cap and gown are gathered here
with me on the old lecture platform .. They are of lawful
age and have been chosen at random from our student body
enrolled in the classroom. These hardy souls will celebrate,
calculate and struggle unto death in fine intellectual
fashion for \$95 in prizes. And you corresponding scholars
- that's everyone of you listening at home - you'll get
your home study course a little later on - so keep your
heads tucked in the speakers and follow the ball, because
right now the course in readin is about over and the course
in rhythm's comin' up .. So come on you students -let's
get messin' - yes, dance chillun, yes dance.

(1. "SOMEBODY STOLE MY GAL" ORCHESTRA")

(APPLAUSE)

(SEGUE TO)

(2. "I'LL FALL IN LOVE WITH YOU EVERY DAY" . . . GINNY SIMMS AND ORCH)

(APPLAUSE)

(COMMERCIAL #1)

KYSER: Your old Professor got himself stepped in real campus atmosphere last week down at the University of Georgia. Yes man .. And on the way back, I stopped at my home town, Rocky Mount, North Carolina. Folks there were pretty pleased over the fact that more than 50 million pounds of tobacco were sold in Rocky Mount this past season. Now... Basil Ruysdael .. I wonder how much of that tobacco Lucky Strike bought?

RUYSDAEL Well, Kay .. I can tell you this .. the quantity Lucky Strike bought depended on the quality. To give you an idea of how Lucky Strike buys tobacco, let me refer you to Mr. Connor W. Aycock. Mr. Aycock operates the big Banner Tobacco Warehouse in Durham, North Carolina. He sells tobacco to all the cigarette companies. But is not connected with any. So he's in a unique position to judge in this matter. Now here's what Mr. Aycock says:

VOICE My warehouse has a capacity of 300,000 pounds of tobacco. But even on the very best days, not more than 30 percent of that tobacco is good enough for Lucky Strike. That's less than one basket in three ... proof that Lucky Strike buys the best tobacco only. And that's why Luckies taste so good. I've smoked Luckies myself for ten years now.

RUYSDAEL Thank you, Mr. Aycock .. Mr. Aycock's opinion as an independent tobacco expert means a lot. For he actually sees who buys what tobacco. And his preference for Luckies is typical of most independent tobacco experts - buyers, warehousemen and auctioneers. Sworn records show that among these independent tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. - 3 -

(MORE)

RUYSDAEL: (CONTINUED)

Over twice as many! Remember this fact next time you hear
the chant of the tobacco auctioneer (FADE IN CHANT 10
SECONDS) When you hear that chant, remember ... with
men who know tobacco best .. It's Luckies 2 to 1!

("LUCKY DAY"ORCHESTRA ..)

UTTAL: Now, the lights grow dim .. a hush falls over the campus and the students grip their chairs .. high up on the lecture platform three contesting students make ready to match their wits with the old Music Master in the first examination this evening. The winner of this first exam must meet the winner of the second exam in a titanic final contest of wits and knowledge for a grand prize of \$35 and a second prize of \$20. So now as the first half of our six contesting students make ready for the struggle - let them be warned .. the judges take into consideration the difficulty of the questions .. the accuracy of the answers and the passing of time. The students are of lawful age - the prizes of legal tender, the decisions of the judges final. So now students beware - and the best of luck for here comes - Kay Kyser!

(KYSER THEME PLAYED IN MARCH TIME)

KYSER: (BREAKING IN OVER THEME) A--h!, my fine and handsome young Seekers after knowledge - let me caution you to be cool, calm and canny .. each of these questions has an answer and the answer is in English - look out for the time chime and beware - oh, beware. Our first question is a faculty favorite from Audrey Ellis of Philadelphia, Pa. who asks

(ADD FIRST ROUND OF QUESTIONS)

1. Take it easy now, and name this theme and the two well known comedians it identifies. (PLAY) Their real names are Mr And Mrs Goodman Ace, and they're on the air 3 times a week.

2. Look out for a mighty big word in this one from Mittie Campbell, Indianapolis, Indiana. He wants you to name 3 radio personalities who have a military appellation before their names - such as Sergeant, General Somebody -

3. Here's a band leader whose name is almost the same as one of our great Presidents. This leader used to be a taxi driver in Chicago. Nellie Watkins of Norfolk, Virginia wants you to name him by his theme. (PLAY)

4. Mr Roy Pickett, of Jackson, Michigan is presiding judge for this one. He wants you to answer true or false to the following:
 1. Perry Como sings with Ted Weems' Orchestra.
 2. The song "Blue Danube" is a fox trot.
 3. Mark Warnow and Raymond Scott are brothers
or
 4. A trombone is a woodwind instrument.

5. I can tell what kinda fan Miss Rose LoBue of Sacramento, California is by the question she sent. Listen to this (PLAY) Can you name it? Speaking of _____, can you name a _____ star you've heard on radio? - I understand Buddy H _____ is quite a singer and Joe M _____ has his own band

6. Light up a Lucky and tell Leo Albert Gauthier of Hartford, Connecticut at least 2 songs that have the word "Smoke" in their titles, and one that has the word Cigarette in its title.
7. Surprise Dorothy Nisbet of Portland, Maine and name these two songs for her, one of which Irving Berlin wrote. (PLAY) Now, name this one.. (PLAY) Now, which one did Irving Berlin write?
8. One of our popular orchestra leaders is a great student of numerology. (His Lucky numbers are 36 and 9 and he recently lectured on modern music at New York University. Miss Marjorie Marks of San Antonio, Texas, wants Lyman Gande at the piano to imitate him and then you give us his name and theme. (PLAY)
9. Here's the school song ~~song~~ of one of the Mid-West Big Ten. Mrs. E. Frances Clark of Omaha, Nebraska asks you to name it. (PLAY) They recently secured Princeton's football coach, Crisler.

KYSER: Das all, chillun - and now before our handlers carry you to the showers and the decision of our judges is made known to you - let me remind our corresponding students at home that the winner of this first group must meet the winner of our second group of three contestants later in this program in a grand final examination to determine the big winner of \$35. Now, I hear the polite murmurs of approaching Justice - a verdict has been reached - the first contestants have been graded - and, ah yes, my friends - the winner of our first session is none other than_____.

(APPLAUSE)

I salute you_____and advise you to rest and study until you are called later in the program to match your agile wits and profound learning in competition with the winner of our second exam which will be held in a few moments - but, right now, while class is being changed, let's go messin' round the campus - come on you, chillun, yes, dance, students - yes dance!

(3. "I LOVE TO WHISTLE"SULLY MASON AND ORCHESTRA.)

(APPLAUSE)

(SEGUE TO:

(4. "IT'S WONDERFUL" ORCHESTRA . . .)

(FADE FOR ANNOUNCEMENT AND CARRY AS BACKGROUND:)

UTTAL: Now for that home work, you corresponding students listening at home ,.. sharpen your pencils and your wits -- Dr. Kyser is about to have at you for a little written examination.

(more)

UTTAL: (CONTINUED)

The good Doc will ask you five questions. Take these five questions down - mail your answers not later than midnight Monday, April 25th to Kay Kyser - spelled K-Y-S-E-R.. at 919 (nine one nine) North Michigan Avenue, Chicago, Illinois. It is perfectly fair to consult your friends and your neighboring students. And, each of the corresponding students who answers all five questions correctly will receive a handsomely signed, sealed and delivered diploma making you a proud graduate of Kay Kyser's Musical Class. Now, professor Kyser -- your corresponding class is ready for the questions:

KYSER: Thank you, Doc Uttal. But, before I ask the questions for next week let me read to you the answers to last week's questions. The correct solution to last week's queries were:

1. Alice Faye was given her start in radio by Rudy Vallee
2. Three songs, the titles of which ask questions, could be: "Did I remember?"; "Have You Got Any Castles, Baby?"; and "What's the Reason?". Also "Is It True What They Say About Dixie?", "Knock, Knock, Who's There?" and many others.
3. The statement that "Bing Crosby has five daughters" is false.
4. Kenny Baker is the singer on Jack Benny's program
5. Three orchestra leaders who play the trumpet could be Bunny Berrigan, Red Nichols, Clyde McCoy, also Henry Busse, Louis Armstrong and several others. (MORE)

5. Grace Simon, of New Orleans, Louisiana, wants you to name the song. (PLAY) Can you name 2 more songs with the word _____ in their titles? Here's an interesting high-light on the song _____. It got its name from a Manhattan farmer named Johann _____. It was written by a northerner, an end man in a minstrel show named Dan Emmett -- and was used as a popular song for many years ^{before} it was adopted as the song of the South.
6. Mr Ray Lenardi, of Alpha, Michigan, asks - Can you name the male singer who recently left Hal Kemp to organize and lead his own orchestra. He also played drums in Kemp's band.
7. A famous composer and orchestra leader are identified by the following theme. Ben Koffman of Boston, Massachusetts wants the names of both the leader and the song. (PLAY)
8. Look straight ahead. Don't face the band, and see if you can tell Barbara McCarthy of _____ what instrument is playing now and what's the song. (PLAY) What about this one? (PLAY)
9. After you hear this next song, be prepared to tell Mrs G V Pelletier of Providence, Rhode Island lots of things about it. (PLAY) What's the name of it? Who wrote it and introduced it?

KYSER: (CONTINUED)

If your answers of last week were correct and the faculty committee gave you a nice big "A" you can be sure that your diplomas are in the mail. And, right now, my conscientious colleagues of our home study course, get ready with your pencils - for here comes the questions our learned committee on entrance and emoluments have propounded for your home study course this week.

1. What trumpet player is famous for his rendition of "Sugar Blues?"
2. Construct a sentence from the following song titles: "Kiss Me Again"
"I Double Dare You"
"In The Still of the Night"
"Rosalie"
3. Answer True or False to this Statement:
Horace Heidt's theme is "Coming Through the Rye."
4. Name 3 movie stars under 16 years of age who have sung on the radio.
5. Who is known as the "Ole Maestro?"

KYSER: And there you are, corresponding students - your home work for the week - So light up a Lucky and get to work.

(MUSIC UP AND FINISH)

(ADD LEAD FOR COMMERCIAL #2)

(COMMERCIAL #2)

(#2 COMMERCIAL)

- 12 -

KYSER Now, students, here's a bit of good old fashioned rhythm that I'm sure you'll all recognize... (CHANT 10 SECONDS)

MAN: That's the chant of the tobacco auctioneer!

KYSER Why - if it isn't our old Friend, Smoker .. Mr. Average Smoker. And Mr. Smoker, you're absolutely correct. That's the chant of the tobacco auctioneer, sure enough. Now tell me. In your mind, what does that chant stand for?

MAN: Lucky Strike cigarettes.

KYSER Das right. Das right.

RUYSDAEL: But perhaps, Professor, Mr. Smoker would like to know why that chant has come to stand for Luckies.

MAN Yes, I would like to know that.

RUYSDAEL Well, here's the reason! Among independent tobacco experts, such as the auctioneers, Luckies have twice as many exclusive smokers as have all other cigarettes combined. With men who know tobacco best, it's Luckies 2 to 1!

MAN: 2 to 1! That's an impressive lead.

RUYSDAEL Yes, and we think it says a lot for the tobacco in Luckies ... And two words say the rest.

MAN Two words?

RUYSDAEL: Yes, "It's Toasted" .. Luckies' exclusive "Toasting" process takes out certain throat-irritants naturally present in all tobacco - even the finest.

MAN: So when I smoke Luckies I get the finest tobacco without certain irritants?

RUYSDAEL That's right, Mr. Smoker. And that's why Luckies are as easy on your throat as they are good to your taste.

- 12 -

ATX01 0246085

MAN: Sounds like a lot for my money.

RUYSDAEL Well, Mr. Smoker. only Lucky Strike combines the advantages of the finest tobacco plus the throat-protection of the "Toasting" process. Try Luckies for a week. Let your own throat and your own taste be the judges. Begin this personal test tonight by stepping up to the cigarette counter and saying, "Luckies, please."

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT AND CONTINUE THROUGH STATION BREAK)

UTTAL: As freshmen and faculty, co-ed and grad, dance to music played Kay Kyser's way .. our Musical Class and Dance recesses briefly for station identification.

STATION BREAK

(MUSIC UP AND FINISH)

UTTAL Kay Kyser's Musical Class and Dance moves on towards the heights of academic attainment: The man and his band who gave you singing song titles spurs on onward, ever onward with his musical text:

(5. "HALLELUJAH" ORCHESTRA)

(APPLAUSE)

(SEGUE TO:

(6.. "GOODNIGHT ANGEL" HARRY BABBITT AND ORCHESTRA ...)

UTTAL Once more Kay Kyser puts aside his baton and takes up the birch rod and book of Musical Knowledge. Again it is examination time in the old classroom. The second half of our six contesting students make ready to do or die for high honors. Three anxious and comely scholars heed the call of the Master of Music and approach the lecture platform. So, let's have the old Battle Hymn, Professor.

(KYSER THEME)

KYSER: (BREAKING IN) All ready, my young neophytes - let me warn you as I warned those who have gone before you to be on your toes and remember the winner of this exam meets the winner of the first exam in mental combat for first honors - and, here we go:

(ADD SECOND ROUND OF QUESTIONS)

6. Listen to this - concentrate now - "She once sang for Ted Fio-Rito -- is now on radio and in pictures - she's very blonde. He was once a child movie star - recently had his own orchestra, and they were married a few months ago - who are they?"
7. A certain orchestra leader uses his college Alma Mater for his theme. Listen and name the leader and his school for Arthur Rubin, of New York. (PLAY) He was a _____ star at Rutgers?
8. Tell William Mehle of Des Moines, Iowa, what song was based on this auto horn. (PLAY) What instrument imitated the auto horn - play it again, Bobby. (PLAY)
9. Morton Von Dike of Wilmington, Delaware asks you to name this stirring march and also tell us what great march King its playing brings to mind. (PLAY) It's interesting to note this his real name was John _____. He signed his name JOHN _____ U.S.A. He later took the SO from _____, added U.S.A. and got his present last name. _____.

KYSER: And so ends the second round - the answers were noble and your efforts shower you with credit. The final examination to be held in just a little while will be a knock-down, drag-out affair for that \$35 simoleons. And here comes the judges' decision. Thank you, my bearded contemporaries - you proclaim _____ to be the winner.

(APPLAUSE)

That was a magnificent display of scholastic spirit and ability and you, my learned winner, are to be congratulated - I congratulate you and advise you to rest and study as your adversary has rested and studied so that you will acquit yourself nobly for final honors later in the program.

at the same time. We have two champions to compete

and _____

will rip into their old curricula in a battle of the century, but right now class is changed and I decree, divert, dispense and declare that there shall be tripping of the light fantastic - get rockin' on down, students - yes, dance chillun - yes dance.

(7. "ONLY A ROSE" DUET AND ORCHESTRA)

(ADD LEAD FOR COMMERCIAL)

(COMMERCIAL #3)

KYSER: Let it never be said that your old Professor cannot take it .. as well as dish it out. Last week ,.. you may remember, I gave a little private quiz to Basil Ruysdael, our announcer, And lo and behold .. friend Basil not only answered all my questions, but he turned around and asked me one I couldn't answer. But tonight's another night ... and I've got a couple of humdingers for Basil. Come, Sir.. step up and twist your brain on these!

RUYSDAEL (CHUCKLES) Okay, Professor. What have you got?

KYSER: Well, here's the first one .. What famous radio star - who has sung to millions and has never gotten the bird - encounters this whenever she sings in her own home.

(SOUND OF CANARIES)

RUYSDAEL (CHUCKLING) Countess Olga Albani. She loves canaries - and her pet canaries love to sing along with her.

KYSER Hmm .. Klass, you see that, this Ruysdael is a tough guy to stop. But .. here's another question .. and I've got my fingers crossed. Basil, my friend, what famous singing star of the world's largest theatre first attracted attention on New York's lower East Side, playing this instrument?

(FEW BARS ON VIOLIN)

RUYSDAEL Jan Peerce of the Radio City Music Hall. How do you like my answers, teacher?

KYSER: What a man Ruysdael! 100% perfect.

RUYSDAEL Then isn't it my turn to try you out on one of my questions ?

KYSER: Well I started this - so what can I do?

RUYSDAEL All right .. Countess Olga Albani is a soprano .. Jan Peerce is a tenor .. But in one respect you can't tell one from the other .. Now I'd like to ask you ...

KYSER: (BREAKS IN) For once I'm ahead of you, Basil. I think I know the answer almost before you ask the question. Both Countess Olga Albani and Jan Peerce are Lucky Strike smokers. Is that right?

RUYSDAEL 100% perfect, Kay. But I suspect my question wasn't as hard as it should have been. For so many singers are Lucky Strike smokers that you could almost guess the right answer. But I wonder how many people know why Luckies are the favorite with the people whose voices are their fortunes. In two words, the answer is "It's Toasted." This exclusive Lucky Strike process, removes certain harsh throat irritants that are naturally present in all tobacco, even the finest. Then with these irritants out, controlled moisture is added to enhance the natural flavor of the tobacco. The result is a light smoke, easy on the throat. That's why Luckies are the choice of the great singing stars who can't risk throat irritation from smoking. And, it's the reason why you will find Luckies easy on your throat, too. So next time you buy cigarettes .. get the only cigarette that offers you the throat protection of the "Toasting" process. Ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA...)

UTTAL: While the dormitory students make the old classroom ready for the festival of the final competition and the acquirement of that \$35 first prize - let's dance awhile to the Kay Kyser style.

(8. "I DOUBLE DARE YOU"ORCHESTRA...)

(SEGUE TO:

(9. "LET'S FACE THE MUSIC AND DANCE"GINNY SIMMS AND ORCHESTRA)

(APPLAUSE)

UTTAL: The final round!

(FANFARE)

UTTAL: Oyez .. Oyez, girls and boyez! ... The two champions of the evening - fresh and eager - stand forth in the presence of the Master of Music - each in opposite corners strains to be in the fray and do or die for old Varsity. The Big moment is at hand and within these next thrilling minutes the Campus will rock - the Class will vibrate and endowments will hang in the balance. Only one student can win the coveted first prize - who will it be? -- Only fast talk, good ears, and ready wit can tell. But now, Doctor Kyser lifts his ferule - the judges lean forward - the tournament is on!

KYSER Thank you, Doc Uttal, and ready on the right and ready on the left my contesting champions .. Our scientific inquiry into your qualifications for highest musical honors is under way.

1. Mrs. Dan Dean of Richmond, Virginia knows of three beautiful moon songs identified with three swell singers. Can you name them? Maybe this will help (PLAY) This one was introduced by Nora Bayes in 1906, but it is more recently associated with someone else. (PLAY) It's also J. Joy's theme. What about this one? (PLAY)
2. Nora H Hubley of York, Pennsylvania asks for the difference between a melody and a medley? Also, what's a melodian?
3. Carol Sue Bressler of Houston, Texas asks what singer recently received an honorary degree from his Alma Mater? What was the college? What's his first name?
4. Here's a cat's meow from Grace Johnson, of Duluth, Minnesota. See if you can name this song. (PLAY) Speaking of _____ can you sail into the titles of 2 more songs that have that word _____ in their titles.
5. _____ answer this one for William Pratt of Buffalo, New York. He's very short - a lock of his blonde hair always hangs over his forehead, and he's the wizard of the banjo - who is he? His first name is Ed.
6. _____ from Paul Baron of Cheyenne, Wyoming. Who is known as The Pagliacci of the Piano?

KYSER: So ends the final trial by tunes and theories. The judges will now develop a clear picture of the photo finish. How say you learned judges? Does the better student emerge victorious? Yes, the verdict comes - the decision is in -- let's go to press: Here we are -- thank you, benevolent keepers of the momentous decisions- and, yes my breathless colleagues - they proclaim _____ to be the winner!

(APPLAUSE)

KYSER My dear young _____ your tender years have proved themselves fruitful of learning. Your diligence and devotion to higher things have snaffled the sheepskin with highest honors. As you go forth into the world, my dear young _____ you go crowned with the academic laurel and heeled with a bit of what the wordly world calls Lottuce ... you win the \$35. I confer the award upon you .. count it and keep it. To the winner of the second place I am happy to present \$20. The other four contestants receive \$10 each and a carton of Luckies. Then to every member of the student body here in the classroom tonight, who gave in goodly measure of the old Class spirit and answered correctly when called upon --- goes a package of Lucky Strike Cigarettes.

(APPLAUSE)

But, don't make for the doors, students - there's dancin' to be done - the moon is propped on high - the campus rug is rolled back and Judges, Faculty, students and scholars get out there and step for - yes, dance, chillun, yes dance.

(10. "YOU'RE AN EDUCATION" ORCHESTRA)

(SEGUE TO:

(11. "YOU CAN'T PULL THE WOOL OVER MY EYES"ORCHESTRA)

UTTAL: Ladies and gentlemen, these informal meetings with Kay Kyser's Musical Klass and Dance are presented at this time ^{Don't forget, too, next week will be at a new time 10.11 P.M. E.D.S.7} each Wednesday evening. And remember, your answers to the home study course should be mailed to 919 (nine one nine) North Michigan Avenue, Chicago, not later than midnight April 25th. If you have a musical question or two you'd like to hear asked during subsequent meetings - fine, send them along. We'll be glad to have them. And above all, the next time you buy cigarettes, remember with independent tobacco experts, with auctioneers, buyers and warehousemen - "with men who know tobacco best, it's Luckies two to one!"

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

KYSER This is Kay Kyser sayin' - so long everybody!

(APPLAUSE)

ANNOUNCER The famous tobacco auctioneers heard on tonight's program are F.E. Boone of Lexington, Kentucky and L.A. (Speed) Riggs of Goldsboro, North Carolina. Heard on the program were.

(LIST OF TUNES AND CREDITS)

THIS IS THE NATIONAL BROADCASTING COMPANY.

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER SHOW

() ()
10:00 - 11:00 P.M.

APRIL 27, 1938

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER:(CHANT) 1st Sale ... 32 - 37
2nd Sale ... 34 - 39
3rd Sale ... 33 - 38

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts, like the auctioneer you have just heard, know who buys what tobacco. With these experts - "with men who know tobacco best - it's Luckies two to one!"

("HAPPY DAYS" 16 BARS)

GRAUER: Lucky Strike presents Kay Kyser and his Musical Class and Dance - a full hour of fun, thrills and prizes . . And, here comes the man and his band who give you singing song titles - Kay Kyser!

(KYSER THEME)

(APPLAUSE - NO SHOUTING, WHISTLING OR CATCALLS)

(FADE FOR)

KYSER: Evenin', folks - I mean scholars - how're ya all? Welcome to our Times Square Campus. The old Music Master is happy to see all these bright and shinin' faces here in the classroom tonight - and up here on the old lecture platform, six handsome and hardy students who are ready to do or die for a fine endowment of \$95 in prizes. But now let me ladle out a helpin' of harmony. Snap on the moon, lads ... choose your co'eds and yes, dance students, yes dance.

1. ("HEIGH HO" TRIO & ORCHESTRA)

(SEGUE TO)

2. ("ON THE SENTIMENTAL SIDE" SIMMS & ORCHESTRA)

COMMERCIAL #1:

KYSER: Students - you might never suspect it but your old Professor was once a student himself. And back in those days when I was grinding into the three "R's" down in Rocky Mount, North Carolina - there was a fellow at the same school we all called "Jo-Jo" ... That was short for Joseph E. Cuthrell. And just about the time I started monkeying with dance rhythms, Jo-Jo Cuthrell was learning a different set of rhythms from his pappy - the Chant of the Tobacco Auctioneer. Das right! Jo-Jo's pappy was a crackerjack auctioneer and Jo-Jo's followed right along in his father's footsteps.

RUYSDAEL: Yes, Kay. Joseph E. Cuthrell today is one of the top auctioneers of Tobaccoland. He has sold tobacco all over the Bright and Burley Belts, in Georgia, the Carolinas, Virginia, Tennessee, and Kentucky. So here's a statement he made recently which should be of interest to every smoker ...

VOICE: In my experience, at all times and at every auction, I've seen Lucky Strike buy the top grades of tobacco. That's the reason I've smoked Luckies myself for the past six years and I'd say it's the reason so many other tobacco-men prefer Luckies, too.

RUYSDAEL: Yes, most independent tobacco experts like Joseph E. Cuthrell - auctioneers, buyers, and warehousemen, who deal with all cigarette companies on an equal basis -- choose Luckies for their own smoking. (MORE)

COMMERCIAL #1 - CONT:

RUYSDAEL: Here are the facts as shown by sworn records. Among these independent experts, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined!- Over twice as many! Remember that fact next time you hear the chant of the tobacco auctioneer..
(CHANT - 10 SECONDS) When you hear that chant ~~and when you buy cigarettes~~, remember...with men who know tobacco best - it's Luckies 2 to 1!

("LUCKY DAY" SEARS & FINISH . . . ORCHESTRA)

GRAUER: Now comes the time when students take their places - faculty dons its robes and judges preen their fine white whiskers -- class is called to order and six candidates of lawful age -- chosen at random from our entire student body enrolled here tonight are ready and eager to perform in oral competition for that neat and juicy endowment of \$95 in prizes. The judges will take into account the difficulty of the questions - the accuracy of the answers and the passing of time. And, for you correspondence students - that's all you listenin' at home - there's a written examination for honors in the old Varsity system comin' at you later. So keep on your toes and pay attention. But, right now -- let's get the old classroom cooking for here comes the head man of Musical Knowledge - Doctor Kyser.

(KYSER THEME IN MARCH TEMPO)

(FADE FOR)

KYSER: Thank you, Doctor Grauer - dean of Public Speakin' -- Salaams and salutations my young candidates for musical honor -- welcome to the serious side of campus life -- frivolity yields to science stern of soul and hard of heart. The first three candidates come before me. And, let me warn you again, my three young charges, that this examination will cover all the angles on the old musical quadrangle - all the notes in the band and all the lore and science of syncopation. Are you ready? ...

(MORE)

(CONT)

KYSER: Here comes the first question:

1. Our first question comes from Alice Schmitt, of Pittsburgh, Pa. Name this well-known theme, and also the Orchestra it identifies. (PLAY)
2. Mrs George Dates of Seattle, Washington asks from what songs the following lines are taken:
 1. "You take the high road and I'll take the low road."
 2. "Can't go on - everything I had is gone."
 3. "One night the moon was so mellow - Rosita met young Manuelo."
3. Make Dick G Daley of Minneapolis, Minnesota, Happy by naming this song. (PLAY) One of ~~Minneapolis~~ most illustrious sons is one of America's greatest popular song writers. Do you know who he is? Here's one of his best known compositions. (PLAY)
4. Miss Betty Gallant, of Washington D C brings to light a very unusual situation. There are two trios of singing sisters that have probably achieved equal success in the entertainment field. Both trios are inactive now, two sisters of each having married and retired. Who are the teams and which sister of each is still singing?

(MORE)

(CONT)

KYSER: Das all, chillun. Nobly thought and nobly fought my dear young students of the first division. While the judges ponder over the decision, let me remind you that the winner of this first goup will vie with the winner of the second, meeting just around the recess corner, for first lien on the academic laurels and a clear title to that grand award of \$35. Now the learned judges have a decision. Thank you judges. The winner is _____.

(APPLAUSE)

KYSER: Magnificent, my dear young man (or lady) -- a triumph of mind over matter. A credit to our college. Win that cash award and you won't need the credit! You correspondence students, get set and review your rhythms while there's still time. Your questions will be propounded right after recess. But now, swing out for a freshman frolic, a sophomore soiree, a junior prom and a senior ball all wrapped up into one. Yes dance, chilun yes dance

3. ("SOMEBODY LOVES ME" ORCHESTRA)

(SEGUE TO)

4. ("PLEASE BE KIND" ORCHESTRA)

(FADE FOR ANNOUNCEMENT AND CONTINUE AS BACKGROUND)

GRAUER: Attention, now, you scholars of the correspondence school. Pencils to paper as Dr Kyser hands out the home work. Take down the five forthcoming questions. Test them with research and recollection. Mail your answers to Kay Kyser (that's K-A-Y K-Y-S-E-R), 919 (nine one nine) North Michigan Avenue, Chicago, not later than Monday midnight, May 2nd.

(MORE)

(CONT)

GRAUER: Every correspondence colleague answering all five queries correctly will receive a beautifully embossed, ~~handsomely embroidered~~ and very visible diploma making him or her a graduate of Kay Kyser's Musical Klass. Let 'em hear the questions, Dr. Kyser

KYSER: Nothing up the sleeves, Dr Grauer. Every question can be answered. And just to prove it, I'm going to read the answers to last week's home work for the correspondence division. Last week's answers were:

1. Clyde McCoy is the trumpet player who is famous for his rendition of "Sugar Blues".
2. A sentence containing three song titles might be almost any combination such as "I double dare you to kiss me again in the still of the night."
3. The statement that Horace Heidt's theme is "Comin' Thru the Rye" is false. His theme is "I'll Love You In My Dreams."
4. Three movie stars under 16 years of age who have sung on the radio might be Bobby Breen, Shirley Temple, and Deanna Durbin; also Jane Withers, Judy Garland and several more.
5. Ben Bernie is known as the old maestro.

Now here's what the music master and his faculty committee want to know this week. All very easy, all very practical, all little nuggets of knowledge for the neophytes.

(MORE)

(CONT)

KYSER: Here they are:

1. Who is identified with the song "When my Baby Smiles At Me?"
2. Name three songs that have the word "music" in their titles?
3. What night of the week is Charlie McCarthy on the air and name another comedian who broadcasts the same night.
4. Answer true or false - Louis Armstrong is lightweight boxing champion of the world?
5. Who is known as the songbird of the South?

GRAUER: And it's perfectly fair to ask for help with the home work isn't it, Dr Kyser?

KYSER: My dear Dr Grauer, when we compound a cluster of questions, it's all right with us if they holler them from the housetops. Listen on the party line, dig in the dictionary, ask your friends and fellow students, wangle on the ouijaboard, it's the answers we want before that diploma goes forward.

(MUSIC UP & FINISH)

COMMERCIAL #2

KYSER: Well, now, here's an old friend of ours...His name is Smoker (SPELLS) S-M-O-K-E-R...Mr. Smoker, will you step up to the mike and tell the folks where you're from?

MAN: Well, my home address is U.S.A.

KYSER: U.S.A.?

MAN: Yes, that's my home.

KYSER: Hmmm. Mighty nice little place you've got there, Mr. Smoker.

MAN: I think so.

KYSER: Well, as I understand it, Mr. Smoker, you're up here to tell us a few of those good homespun facts.

MAN: I'm here to speak my mind, yes, sir - and to get facts.

KYSER: Then, suppose I turn you over to our Fact Department, Basil Ruysdael.

RUYSDAEL: At your service, Mr. Smoker.

MAN: Are you?

RUYSDAEL: Am I what?

MAN: Are you at my service? I mean - is your product Lucky Strike - really designed to please me?

RUYSDAEL: We think so, Mr. Smoker.

MAN: You think so - But I'm interested only in facts.

RUYSDAEL: Well, Mr. Smoker - it's just because of certain facts that we do think Luckies will please you. For example, there's the "Toasting" process.

MAN: And what is it?

RUYSDAEL: It's a private process of manufacture - exclusive with Lucky Strike.

MAN: But what is that?

RUYSDAEL: It's a purifying process that employs higher degrees of heat than is ordinary in cigarette manufacture.

MAN: And the result?

RUYSDAEL: The result is a light smoke easy on your throat. Certain harsh throat-irritants, naturally present in all tobacco are removed by the "Toasting" process. These irritants are out of Luckies.

MAN: That sounds good - but have you proof?

RUYSDAEL: Yes, we have many kinds of proof, including actual laboratory data and the carefully checked experiences of famous singers and actors who have smoked Luckies for years and who tell us frankly that Luckies never irritate their throats...But Mr. Smoker...we haven't time to even begin to tell you all the facts about Luckies tonight! May I suggest that for further facts about Luckies you wait until next week.

MAN: Thanks - and I'll be here.

RUYSDAEL: All right, it's a date. And, Mr. Smoker, may I suggest that between now and next week at this same time, you try a little test of your own on Luckies. Smoke then, yourself...let your own throat demonstrate to you the advantages of the exclusive process "It's Toasted." Start your own test tonight by buying a package of Lucky Strike cigarettes.

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCER AND CONTINUE THROUGH STATION BREAK)

GRAUER: As town and gown dance to music played Kay Kyser's way ...
our Musical Class recesses briefly for station
identification.

(STATION BREAK)

(MUSIC UP AND FINISH)

GRAUER: Kay Kyser's Musical Class and Dance moves in its second
Semester of Academic syncopation. The man and his band
who gave you singing song titles tampers with the
curricula and makes the first required subject dancin' -
here it comes!

5. ("TOY TRUMPET" ORCHESTRA)

(SEGUE TO)

6. ("WHISTLE WHILE YOU WORK" HARRY RABBITT & ORCHESTRA)

GRAUER: Once more the fateful summons to stand before the music
master compels a hush in the historic class room. Three
more handsome and hopeful young students brave the
spotlight all ready for the memory marathon. The winner
of this group is to meet the winner of the first rhythm
relay in a frolic of fact and fancy for a very definite
\$35. The stands are tense. The varsity band bulges up to
keep a beep for sportsmanship and science. The judges have
their eyes on the finish line. On your marks, get set and
go for the glory of old Kyser college!

(THEME)

KYSER: The race is on ... Here we come around the first turn with
_____ taking the first harmonic hurdle.

Careful now, don't trip on a single bar of this music.

1. This one comes from P. M. Chase of Miami, Florida.

Here it is. What nationally known orchestra leader used "Somebody Stole My Gal" for his theme song ten years ago? Here is his present theme.

(PLAY) Did you know that this song was written by a Hit Parade Orchestra leader Harry S²asnick?

2. Miss Gladys Dewese of Waucoma, Iowa wants to know what country you think of when you hear the following instruments.

1. Bagpipe
2. Accordion
3. Harp

3. Here's a universally known song, and Grace Dunn of Chicago, Illinois says that when you hear it you should not only know the name, but should also think of a great statesman. (PLAY) He has been on the radio many times.

4. Miss Agnes McLarney of Detroit, Michigan asks what southpaw orchestra leader playing at the Palace Hotel in San Francisco used to be a southpaw pitcher. He once struck out 21 men while playing with Kansas City. He pitched with his left hand.

(MORE)

(CONT)

KYSER:

5. Name this song for Anne Regets of New York.
(PLAY) Can you name two other songs, the titles of which are one word, and are names of girls?
6. Here's a whiz - We've all played pins and needles - salt and pepper, etc. haven't we? Well, Mr Stevens Bomer of Chicago, Illinois wants us to play the game with radio personalities. I'll mention something and you tell me the star's name that it suggests. I'll be salt and you be pepper.
 1. Arrows
 2. Minutes, hours, days.
 3. Hill, Mountain .
7. One of America's foremost comedy teams that has just split up, used to come on the air with this song. S. Bernard Lever of Columbia, South Carolina would like you to name the team and the song. (PLAY)
8. Lyman Gande at the piano will imitate a well-known piano stylist and orchestra leader, and Vivian Hansen of Madison, Wisconsin wants you to name the leader and the song. (PLAY)
9. See if you can name this song for Evelyn Sisco of Detroit, Michigan. (PLAY) Are _____ and _____ the same people, and if not, about which one was this song written. (MORE)

(CONT)

KYSER: Das all, chillun. Well run my varsity volunteers. That was a merry chase you led your coach and questioner. The judges will decide which one of you has most cleverly outfooted the queries. The winner will meet the champion of the first relay in a final race through the fields of rhythm and recollections. Here's the decision. Thank you judges. And the judges pronounce the winner to be

(APPLAUSE)

KYSER: Well begun is half done, my dear _____, so rest up for the final effort. The student body will cluster on the college green for a semester of dancin' ... step out, chillun' for a campus cotillion, yes dance . . .

7. ("WHAT'S THE REASON SULLY MASON & ORCHESTRA)

COMMERCIAL #3

KYSER: May I interrupt our studies for one instant? I simply want to say you've made an excellent class today. You've thrown no paper clips - at least I haven't seen you do it. You've been obedient, attentive, hard working, intelligent, in fact your faces are so very bright and shining that I am going to have Basil Ruysdael tell you about some other smart musical students.

RUYSDAEL: (LAUGHS) Well, the group of boys and girls I want to speak about, do throw paper clips, I'm afraid. In fact some of the jokes they play on each other are said to be really something! But perhaps you'll forgive them when I tell you who they are. They're the stars of that world-famous institution, the Metropolitan Opera. And they deserve to relax. For they're happy good-natured people the same as you and I. And incidentally they enjoy a good smoke the same as you and I. The fact that so many of them choose Luckies is newsworthy for one reason only...Their fortunes depend, directly, on their voices. They all without exception have to take care of their throats. So surely the fact that great singers like Lotte Lehman, Lauritz Melchior, Norman Cordon and Gertrud Wettergren, all agree that Luckies are the easiest cigarette on the throat - surely, this fact says something to you about your throat! ...Remember that Lucky Strike is the only cigarette that offers you the throat-protection of the exclusive process "It's Toasted."

(MORE)

RUYSDAEL: This "Toasting" process takes out certain throat-
(CONT'D) irritants naturally present in all tobacco. The
result is a light smoke easy on your throat. Next
time you buy cigarettes, take a tip from the world-
famous voices - and throats - of opera. Ask for Lucky
Strike.

("LUCKY DAY" ORCHESTRA)

GRAUER: Before our two champions meet in the final round,
the learned faculty pulls its collective beard
and says: "Let's dance awhile to the Kay Kyser style."

("LUCKY DAY" ORCHESTRA)

(SEGUE TO)

8. ("GREAT DAY" ORCHESTRA-)

(SEGUE TO)

9. ("TI PI TIN" DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE)

GRAUER: The final round! Two champions stand forth in the old class colors of white and green. White you know is for science and sportsmanship. The financial green represents that \$35 first award. Now they smile. They bow. They run over the alphabet, the Key of C, the lives of the great composers, the tunes and croons and lilt and lyrics. Now's your chance, Professor Kyser.....

KYSER: All right, my eager contestants - make ready for the fray and beware of the pitfalls which beset youth as it struggles onward and upward.

1. Here's a song that won the Motion Picture Academy Award for 1937 for being the best song used in any motion picture during the year. Mr Dominick Galati of Cleveland, Ohio, wants you to name it, tell what picture it came from and who sang it in the picture. (PLAY)

(MORE)

(CONT)

KYSER:

2. Miss Grace Wynn of Washington, D C wants to know what song once started must be played in its entirety. The melody comes from "Anacreon on Heaven" - the words were written in 1814 by whom? The song was officially made our national anthem in 1931. By the way did you know that it was written in waltz time?
3. Mr Herb Weber of Schenectady, New York, asks - Who is Alex Templeton and with what orchestra was he formerly associated? He gave a grand concert at Town Hall this past season and is now appearing at the Cocomanut Grove in Los Angeles.
4. Here is a song that you no doubt associate with the Fife and Drum boys, or the Spirit of '76. Ann Manion of Wooster, Massachusetts, wonders if you know the title of it. (PLAY) Now name 2 other songs that have _____ in their title.
5. For Mr Herbert Gilson, of East Orange, New Jersey. Name 3 orchestra leaders who wear glasses.
6. Here's a humdinger from Mr Charles Reilly of Philadelphia, Pennsylvania. What is the difference between a flute, a mute, and a lute.

(MORE)

(CONT)

KYSER: That's all my good and faithful students! So ends our seminar of scholarship. Now the judges confer across the scoreboard. We'll have their decision in the shake of a long white beard. Here's the verdict. Thank you, Judges. And here's the winner. The winner is _____
Glorious my dear young scholar! And to you the \$35 in lawful lucre.

(APPLAUSE)

My compliments to the runner-up, also. And here's a little calling card signed by the treasurer of the United States - good for \$20. To the other four contestants - \$10 each and to all six of you a carton of Luckies. Then to each and every member of the student body here in the classroom for cheers, charm and for volunteering those fine answers, a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER: Yet stay, awhile - stay here in the spirit of mirth and melody - There's time and mind for dancin!... Rally round for a frolic ... come on chillun, yes dance . . .

10. ("HOW'D JA LIKE TO LOVE ME" SULLY MASON & ORCHESTRA)

(SEGUE TO)

11. ("YOU CAN'T PULL THE WOOL OVER MY EYES" ORCHESTRA)

GRAUER: Kay Kyser's Musical Klass and Dance meets every Wednesday evening at this same time. And remember that answers to the home study course, pre-requisites to that fine diploma, must be in the mail no later than midnight, May 2nd -- the address -- Kay Kyser (K-A-Y K-Y-S-E-R) 919 (nine-one-nine) North Michigan Avenue in Chicago. We'll be glad to ask your musical questions, too. All you've got to do is send them along.

And above all, the next time you buy cigarettes, remember that with independent tobacco experts - with auctioneers, buyers and warehousemen - with men who know tobacco best - it's Luckies 2 to 1.

("HAPPY DAYS" ORCHESTRA)

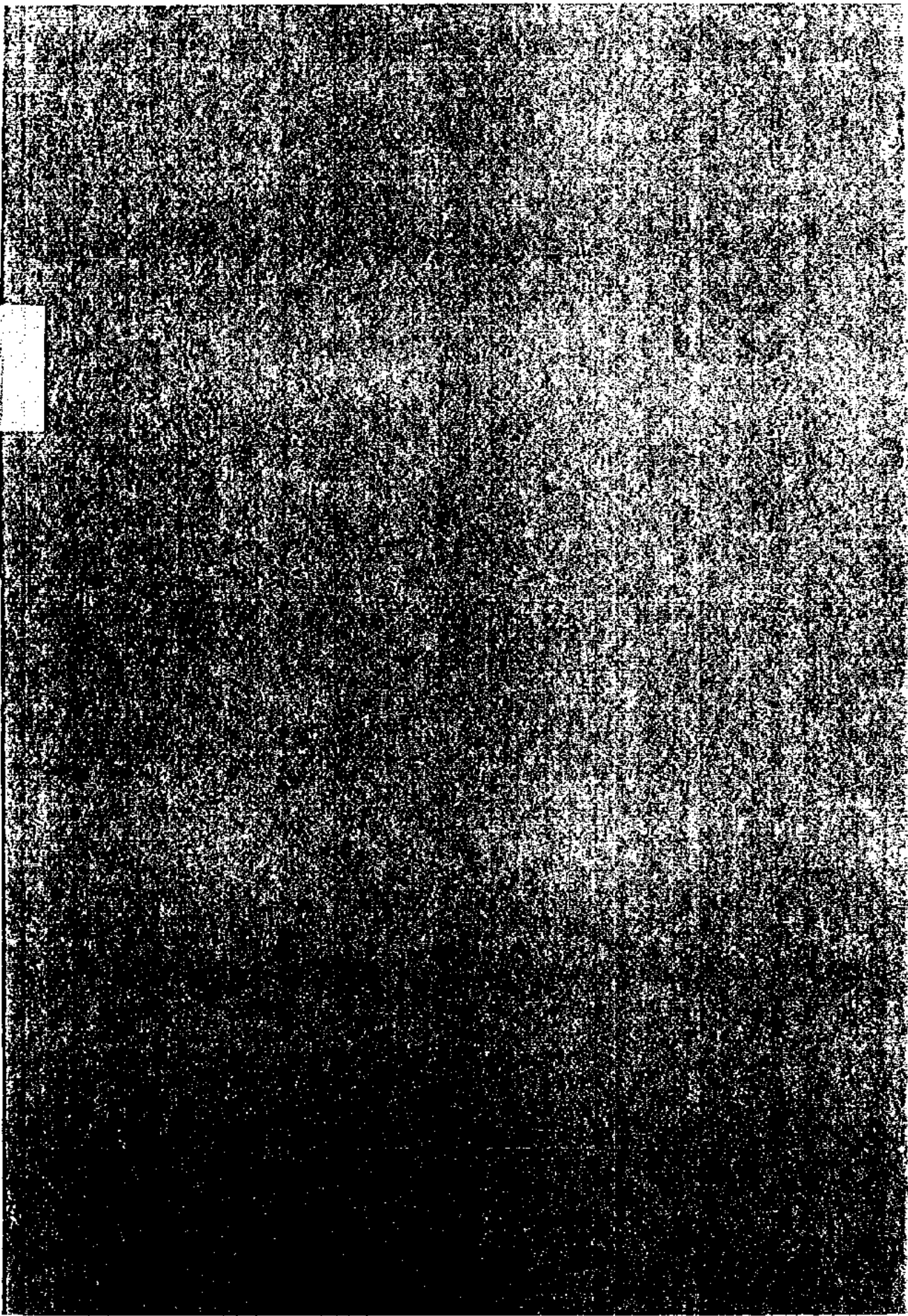
KYSER: This is Kay Kyser sayin' - until next Wednesday we'll be thinkin' of you. So long everybody.

(APPLAUSE)

GRAUER: The famous tobacco auctioneers heard on tonight's program were F. E. Boone of Lexington, Kentucky and Joe Burnette of Buffalo Spring, Virginia. (LIST TUNES & CREDITS)

This is the National Broadcasting Company.

→ Many thousands of correspondence students have sent in the correct answers to Prof. Kyser's questions and there has been a slight delay in mailing out some of the diplomas - but they'll all be on their way soon.



MAY 1970

THE AMERICAN TOBACCO COMPANY

W E A F

KAY KYSER'S MUSICAL KLAS AND DANCE

() ()
10:00 - 11:00 P.M.

MAY 4, 1938

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st Sale... 33 - 38
2nd Sale... 32 - 37
3rd Sale... 34 - 39 (ENDING WITH:

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!)

ANNOUNCER: Naturally the independent tobacco experts, like the
auctioneer you just heard, know who buys what tobacco.
With these experts-with men who know tobacco best -
it's Luckies two to one!

("HAPPY DAYS ARE HERE AGAIN".....(16 BARS)ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser and his Musical Klass
and Dance - a full hour of fun, thrills and prizes...
and, here comes the man and his band who gave you singing
song titles - Kay Kyser!

(APPLAUSE)

(KYSER THEME:)

KYSER: Evenin' folks ... scholars and boardin' students..how're
ya all? Welcome to our well-lighted Times Square Campus.
The old Music Master is tickled a bright pink to see all
these shinin' faces here in the class room tonight ...
and right up here on the old lecture platform, six daring
and dashing scholars are primed and ready to stand
examinations in all branches of higher musical knowledge
for a magnificent endowment of \$95 in prizes. But right
now let's get acquainted - let's mingle out on the old
Struggle Green, and trip about to some real varsity
rhythm -- snap on the moon, lads ... scatter some stars
and yes, dance students... yes, dance.

COMMERCIAL #1:

KYSER: (CALLS) Basil! Hey, Basil Ruysdael - that man is here again.

RUYSDAEL: (FADING IN) Yes?...What man, Professor?

KYSER: You know that one that was here last week - name of Smoker, I believe - Mr. Average Smoker.

MAN: Yes, that's me. I'm back for a few more facts about cigarettes.

KYSER: Facts?... Basil, he's yours.

RUYSDAEL: Mr. Smoker, what would you like to know?

MAN: Well--I've been wondering about these men - these tobacco experts you call them - who vote 2 to 1 for Luckies. Can you tell me exactly who they are?

RUYSDAEL: Certainly. They are - auctioneers, buyers - independent buyers - and men who own and run the warehouses where tobacco is sold.

MAN: The auctioneers are the ones who make these funny sounds?

RUYSDAEL: (LAUGHS) Yes, they ~~chant~~ the bids at the tobacco auctions.

MAN: Now are these auctioneers connected with Lucky Strike?

RUYSDAEL: Not at all. They're independent tobacco men. They deal with all cigarette companies, selling the farmers' tobacco to whomever makes the highest bid.

MAN: But whom do they represent?

RUYSDAEL: Tobacco auctioneers are connected with the warehouses in which the auctions are held. They are in most cases, directly responsible to the operators of those warehouses - the warehousemen.

MAN: And the warehousemen also vote for Luckies?

COMMERCIAL: #1:(CONTINUED)

RUYSDAEL: Yes - they do. And I might point out that warehousemen, too, are absolutely independent. They deal with all cigarette manufacturers but are not connected with any.

MAN: Well, how about these buyers you mentioned?

RUYSDAEL: They are the independent buyers, Mr. Smoker - men who buy tobacco for their own account. Like the auctioncers and warehousemen, they are in a unique position to judge impartially the tobacco that is bought for the various cigarette companies.

MAN: Well, if all these kinds of experts vote 2 to 1 for Luckies, that certainly sounds as though Luckies buy mighty good tobacco. But have you proof?

RUYSDAEL: Yes, sworn records, open to the public. These records show that, among these independent tobacco experts Luckies have over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many! These men know tobacco and they know who buys what tobacco. And, Mr. Smoker, I think if you will buy a package of Luckies today, your own taste will tell you why they pick Luckies. So remember, next time you hear the chant of the tobacco auctioneer (FADE IN CHANT). When you hear that chant, remember.. with independent tobacco experts - with men who know tobacco best - it's Luckies 2 to 1.

("LUCKY DAY" ORCHESTRA)

GRAUER: Now the students have taken their places and the class comes to order. Our six eager candidates -- each chosen at random from our student body enrolled in the classroom tonight -- are ready to stand before the bar of higher musical knowledge and take it on the chin for that tasty and timely little scholarship fund of \$95 in prizes. The judges will take into account the difficulty of the questions -- the accuracy of the answers and the passing of time. So light up a Lucky and get on your toes, for here comes the Dean of Musical Knowledge -- Doctor Kyser.

(APPLAUSE)

("KYSER THEME IN MARCH TEMPO. . . .")

(FADE FOR ANNOUNCEMENT:)

KYSER: Thank you, Doctor Grauer -- Dean of Detail and Public Speakin' -- And official greetin's to you, my handsome young candidates for honor and emolument -- welcome to the hardwood floor battleground of higher musical education -- textbooks will get you no place -- only science can pull you through. Now, the first three contesting scholars approach ... get set, my friends -- here comes the first question:

(FIRST QUESTION ROUND)

FIRST QUESTION ROUND

1. The first question comes from Mr. Bob Wines of Ann Arbor, Michigan. We'll play the theme of a popular orchestra and you see if you can identify the leader and name the theme. (PLAY)

2. A certain movie star and singer got his start in radio on the First Nighter series. He is now master of ceremonies on Charlie McCarthy's program. Mrs. Marge Goodwin of Chicago, Illinois wants you to tell me his name.

3. Let's dedicate this one to a great sporting event which will take place this coming Saturday. Mr. Jack Fox of Louisville, Kentucky asks the name of this song. (PLAY) That's right, and there'll be the best of them at the _____ in _____ this Saturday. Among the horse owners gathered in the stands, see if you can identify this one. (PLAY) What's _____'s horse named? His jockey is Sunshine.

4. Answer right or wrong to these questions for Miss Frances Martin of Washington, D.C.
 1. Lum and Abner are a well-known vocal duo.
 2. Zwei Herzen im Drei Viertel Takt means Two Hearts in Three Quarter Time.
 3. John Scott Trotter is known as the Idol of the Air lanes.
 4. Paderewski and Rachmaninoff are masters of the piano.

5.

FIRST QUESTION ROUND: (CONTINUED)

6. Miss Catherine Corrigan of Groton, New York is posing this one. She wants me to name a few great men in various fields, and you are to tell me the orchestra leader whose last name corresponds to the last name of the great man. For instance, I say Oscar Wilde -- and you answer Ran Wilde. Catch on? Good.

Will Rogers

Woodrow Wilson

Zane Grey

7. We're gonna swing into a school song used by hundreds of colleges and high schools all over America. However, Mr. M. C. Shrader of Austin, Minnesota, says it really belongs to one school in particular and he wants you to name it. (PLAY)

8. Here's a dookey from Mr. Paul Hirsch of Columbus, Ohio. Listen closely to the flying fingers of Lyman Gardee at the piano and tell us how many hands he is using. (PLAY) Now listen again. (PLAY) Once more. (PLAY)

9. Name this song for Miss Ruth Bishoff of Hasbrook Heights, New Jersey, and tell us what orchestra leader's theme it is. (PLAY)

KYSER: Hold, enough -- as Shakespeare said -- das all, chillun.
 While our judges retire to their reveries and hunt a decision,
 let me remind you that the winner of this first group will
 have it out with the winner of the second class session to
 be held after recess to determine for town and gown alike
 the student with clear title to that first award of \$35
 in this great Lucky Strike competition.
 But, hark -- the dogs do bark and the judges have gone to
 town ... by my long grey beard and glittering eye, 'tis a
 decision -- thank you, judges, and the winner is _____.

(APPLAUSE)

Eureka, my dear young scholar! You have proven that the
 yen is mightier than the sword and a soft answer is better
 than no answer at all. You are a credit to the Old Kyser
 Klassroom and we congratulate you. Right now there's rompin'
 to be done on the old school sward, so come on, you scholars
 -- grab yourselves a co-educational doll and dance, students
 -- yes, dance.

3. ("CRY BABY CRY" MASON AND ORCHESTRA)

(SEGUE TO:)

4. ("SUNDAY IN THE PARK" RABBITT AND ORCHESTRA)

(APPLAUSE)

***** (C O M M E R C I A L #2) *****

KYSER: You know, students, your old Professor kind of prides himself on an eye for feminine pulchritude and as I've been glancing around the old campus tonight, I've noticed we've got some mighty pretty coeds here ... yes, sir, mighty pretty. I'll bet some of them would even make a hit out in Hollywood.

RUYSDAEL: Well - Kay, I can tell you one thing that would count even more in Hollywood than their looks.

KYSER: What's that, Basil Ruysdael? What could possible count for more than these pretty girls'--er -- prettiness?

RUYSDAEL: The answer is ... their voices! In motion pictures today your voice is literally your fortune. That's why the famous stars like Myrna Loy, Sally Eilers, Clark Gable, Spencer Tracy ... and many others ... take such care of their precious throats. And when they smoke they are careful to choose a light smoke ... a smoke they know will be kind to their throats ... Lucky Strike. Yes, all of these stars and many others of motion pictures, stage, radio, and opera have been smoking Luckies for years and they tell us frankly that Luckies never irritate even their sensitive throats. Now here's the reason. Lucky Strike's exclusive process "It's Toasted" expels certain harsh throat irritants naturally present in all tobacco. Then with these irritants out, controlled moisture is added to enhance the natural mellowness of the tobacco. The result is a light smoke ... easy on any smoker's throat. Next time you buy cigarettes, follow the example of the people whose voices are their fortunes. Ask for a light smoke. Ask for Lucky Strike.

(LUCKY DAY ORCHESTRA)

(FADE FOR ANNOUNCER AND CONTINUE THROUGH STATION BREAK)

GRAUER: As student and Savant, town and gown dance to music played Kay Kyser's way ... our Lucky Strike Musical Klass recesses briefly for station identification.

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

(MUSIC SWELLS AND FINISHES)

GRAUER: Kay Kyser's Musical Klass and Dance moves into its second semester of scholastic syncopation and campus competition. The man and his band who gave you singing song titles offers a first course in dancing -- here it comes!

5. ("SOME OF THESE DAYS" ORCHESTRA)

(SEGUE TO:)

6. ("DON'T BE THAT WAY BABBITT & ORCHESTRA)

GRAUER: Once more the deans and the dons, the scholars and students take their places in the ivied hall of Musical Knowledge... a hush falls upon the gathering and three more handsome and eager students step forward before our Music Master ready for the fray. The winner of this group is to meet the winner of the first rhythm roundelay in a final fest and frolic of fact and fancy for a financial tidbit of \$35. The classroom is tense. The judges are wrapped in their beards -- the fight is on -- ready on the right -- ready on the left and here comes Kay Kyser!

(KYSER THEME)

KYSER: All right, my staunch contestants -- think fast and talk faster -- here comes the first question:

(SECOND QUESTION ROUND)

SECOND QUESTION ROUND

1. As Horace Greeley once said - "Go West, young man" - and identify this orchestra leader for Mr. Earl Payne of Greeley, Colorado, and name the theme. (PLAY) He composed such hits as "Laugh Clown Laugh" - "King for a Day" - "Three on a Match" and many others.

2. Miss Edna Bader of Philadelphia, Pennsylvania asks this - What is the title of the song which starts with this lyric - "M is for the million things you gave me." Can you name two more songs that have _____, the sweetest word in the dictionary in their titles? By the way, don't forget that this coming Sunday is _____.

3. Back in the days of Rooney and Bent, Van and Schenck, and the Duncan Sisters, a certain team became famous with the following song. (PLAY) Name the song and the team for Mr. Eugene Ford of Atlanta, Georgia. Now, can you name two popular comedy teams on the radio today.

4. Miss Madelin Ryan of St. Paul, Minnesota wants to know if you can name three orchestra leaders whose names are alliterative -- that is, their first names and last names start with the same letter. For instance, my name - Kay Kysor - is alliterative.

5. This is not an orchestra theme, but the song is associated with one certain band. Mr. Sam Tarb of Creighton, Pa., wants to know the orchestra and name of the song. (PLAY)

SECOND QUESTION ROUND: (CONTD)

6. Miss Gail Foster of Brooklyn, New York asks - What is the name of a famous baritone of screen, concert stage and radio whose first name is usually a last name and last name is usually a first name. (IF NO ANSWER THEN THIS HINT) He sang "Rosalie" in the picture "Rosalie".

7. With the compliments to Mr. Bert Block we want to play a little bell music. Here are three songs written about bells - name them quickly for Mr. Jim Spellman of Terre Haute, Indiana. (PLAY) What's this one - (PLAY) The third was written by orchestra leader Art Kassel. (PLAY)

8. At the suggestion of Mr. Merle Curtis of Manning, Iowa we'll play two notes of a familiar song and you name it from hearing those two notes.

9. Mr. Floyd Knoll of Chicago, Illinois wants to know what famous songstress immortalized the following song. (PLAY) She is known as the last of the Red Hot Mammams, and has as a protege young Judy Garland who is now becoming popular in her own right.

KYSER: Das all, chillun -- well done. The judges will tangle with their figures and soon we will know which of you agile-minded scholars plucks the plum of musical knowledge. The winner will meet the champion of the first relay in a final romp through rhythm and recollection. Here's the decision. Thank you, Judges. And they pronounce the winner to be _____.

(APPLAUSE)

Now, my fine friends and fraternal for unates, you might as well take a quick gander at the book of musical knowledge before you have your come uppance in that financial finale. I decree a sabbatical for you with library and a soothing Lucky Strike to help you through. The rest of the student body will gather on the veranda and kick it around - I declare a campus cotillion - a philosophical paso-doble - yes, dance students - yes dance!

7. ("I LOVE TO WHISTLE" MASON AND ORCHESTRA)

(COMMERCIAL #3)

KYSER: Basil Ruysdael, will you step over here, sir .. I'd like to ask you a question.

RUYSDAEL: Why, of course, Professor What is it?

KYSER: Just this, Basil. It's something that's been puzzling me .. why does Mr. Lucky Strike seem to think there's something unusual about all these motion picture stars and opera singers wanting a light smoke. Why Basil, everybody wants a cigarette that's easy on the throat.

RUYSDAEL: But of course, Kay. Mr. Lucky Strike knows that. The only thing that's unusual about the opera singers and motion picture stars is that their throats are under unusual strain due to their careers. That's why Mr. Lucky Strike is extra-proud that they find Luckies easy on their throats. To us, it's the best proof that Luckies will be easy on any smoker's throat.. And millions of steady Lucky Strike smokers bear this out. But if I may say a word to those of you who are not Lucky Strike smokers, here it is .. we can only tell you about the throat-protection of the exclusive "Toasting" process. We can only show you the example of a few of the many who find Luckies genuinely a light smoke, easy on the throat. Of course, actual laboratory tests reveal what quantities of harsh throat irritants are removed by the "Toasting" process. Those certain irritants, naturally present in all tobacco, are out of Luckies. But the best test of all is the one only you can make. Try Luckies for a week. Let your throat demonstrate to you the advantages of the exclusive process, "It's Toasted."
Remember; ask for Lucky Strike.

"LUCKY DAY" ORCHESTRA)

GRAUER While the contesting scholars haunt the halls of musical knowledge readying up for the finals, let's dance a while to Kay Kyser's style.

8. ("FINE AND DANDY" ORCHESTRA)

(SEGUE TO:

9. ("ONE SONG" from "SNOW WHITE" DUET AND ORCHESTRA)

(APPLAUSE)

(FANFARE)

GRAUER The final round! Our two champions stand forth. They concentrate -- cerebrate and calculate .. they hitch up their gowns -- they come out smiling - throwing sharps and flats - they're in the center of the ring-- take over, Doc Kyser.

KYSER: All right, contostin' scholars - Tin Pan Alley rules will prevail - no listenin' in the clinches -- no whisperin' between rounds - and beware - oh, beware of the pitfalls which beset Youth as it reaches for the brass ring.

(FINAL QUESTION ROUND)

(THIRD QUESTION ROUND)

1. Name this song for Mr. Harold Hayes of Woodstock, Illinois (PLAY)
- 2.
3. Lyman Gande at the piano will play three well-known compositions, and you tell Charles Conrad of Baltimore, Maryland what type of dance you would do to each. (PLAY - Paderewski's Minuet in G)
(PLAY: - La Cucaracha) (PLAY: - Turkey in the Straw)
4. Mr. K.H. O'Connor of Ferndale, Michigan is sure you'll recognize this song, but he doubts that you'll know who wrote it - let's see. (PLAY) Who wrote it? He also composed the "Beale Street Blues," "Memphis Blues," and other ever-popular blues songs.
5. Miss Elsie Wilson of Spokane, Washington wants to know whether Fritz Kreisler, Mischa Elman, Jose Iturbi and Jascha Heifetz all play violin, and if not - which one does not.
6. And here's a sweetie from Jean Davis of Denver, Colorado. What is the name of the musical instrument that is commonly called a "Sweet Potato." It's a big wooden instrument shaped like a sweet potato and it's got holes in it. This is what it sounds like. (PLAY) Now, what is it?

KYSER: That's all, my good students. So ends the final examination in our Lucky Strike contest for highest musical honors. The judges confer ..we'll get a decision in just a moment - there it is - the verdict - thank you, judges - and here's the winner. The winner is _____ . Huzzah, my dear young scholar and to you the \$35 in final, financial green.

(APPLAUSE)

My compliments to the runner-up, also, and here's a little memento better known as folding money and good for \$20. To the other four contestants -- \$10 each and to all six of you a carton of Luckies. Then to each and every member of the student body here in the class room tonight - for cheers, chuckles and for volunteering those fine answers - a package of Lucky Strike cigarettes.

(APPLAUSE)

And now, as beard and bustle take their places in the galleries.. as faculty and freshmen meet and mingle - let's gather on the old campus and have fun - yes, dance, students - yes dance.

10. ("YOU'RE AN EDUCATION" ORCHESTRA)

(SEGUE TO:

11. ("GEE BUT YOU'RE SWELL" ORCHESTRA)

GRAUER: Before we let school out until next week, here are the correct answers to last week's correspondence school questions:

1. Ted Lewis is identified with the song "When My Baby Smiles at Me."
2. Three songs that have the word 'music' in their title might be - "Say it with Music," "I love Mountain Music," "Let's Face the Music and Dance," "There's Music in the Air" - and many others.
3. Charlie McCarthy is on the air Sunday night, and another comedian broadcasting that evening might be Jack Benny, Phil Baker, Joe Penner.
4. Louis Armstrong is not the heavy weight boxing champion of the world - the answer to the statement that he is, is false.
5. Kate Smith is known as the Songbird of the South.

There they are, and to every one of you who answered these questions correctly goes the last round of diplomas now in the mails.

GRAUER: If you have a musical question or two you'd like to hear asked during subsequent meetings - fine, send them along, addressed to Kay Kyser, care of this station. We'll be glad to have them.

Kay Kyser's Musical Class and Dance meets next Wednesday evening at this same time - so be sure to be on hand promptly when school opens -- and above all, the next time you buy cigarettes, remember that with independent tobacco experts -- with auctioneers, buyers and warehousemen -- with men who know tobacco best -- it's Luckies two to one.

("HAPPY DAYS" ORCHESTRA)

KYSER: This is Kay Kyser sayin' - until next Wednesday we'll be thinkin' of you. So long everybody.

(APPLAUSE)

GRAUER: The famous tobacco auctioneer heard on tonight's program was

_____)

(LIST TUNES AND CREDITS) This is the National Broadcasting Company.

jgs/
rfg/sk
5/3/38

W E A F

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S MUSICAL KLAS

() ()
10:00 - 11:00 P.M.

MAY 11th, 1938

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

(CHANT) 1st Sale .. 33 - 38
2nd Sale .. 32 - 37
3rd Sale .. 34 - 39

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts, like the auctioneer you have just heard,, know who buys what tobacco. With these experts - with men who know tobacco best - it's Luckies 2 to 1!

("HAPPY DAYS" 16 BARS FULL AND FINISH . . .)

ANNOUNCER: Lucky Strike presents Kay Kyser and his Musical Klass and Dance - a full hour of fun, thrills and prizes - and here comes the man and his band who gave you singing song titles - Kay Kyser!

(APPLAUSE)

(KYSER THEME4 BARS FULL . . . THEN UNDER)

KYSER: Evenin' folks - scholars and cogs in the wheel of progress .. how're ya all? .. Welcome to the old class^{room} in this cloistered quiet of Times Square. The Old Music Master is all a scholastic twit and a-twitter to see your rosey faces gathered here tonight. ... And, right smack up here on the lecture platform, six scrumptious and salubrious scholars are shufflin' their feet on the resin, ready to give out in an examination for higher musical honors, and a fine old Boola-Boola-Boodle Bag of \$95 in prizes and a carton of Luckies to every contestant. But, right now let's shove off the shackles of worldly restraint - put vine leaves in our hair - mingle, contact, socialize, and manoeuver about on the campus - up with the moon - down with worry - yes, dance, students -- yes dance.

1. ("I LOVE TO WHISTLE"MASON & ORCHESTRA)

(SEGUE TO:

2. ("PLEASE BE KIND"SIMMS AND ORCHESTRA)

(COMMERCIAL No. 1)

KYSER: And now, students, here's our own fact department - Basil Ruysdael. And Basil, I want to say that when it comes to facts I think you're out ahead. I've never heard you make a statement, you couldn't back up. That's why I'd like to ask you something now. I'd like to know what proof you have for that statement of yours about the "men who know tobacco best."

RUYSDAEL: You mean - "With men who know tobacco best, it's Luckies 2 to 1" ..Kay, to back that up, I can offer you the best proof in the world .. sworn records, duly witnessed and verified. Sworn records which you may examine yourself. They reveal that among independent tobacco experts - buyers, warehousemen and auctioneers - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many! Now that is a most significant fact. For these independent experts are in a unique position to judge cigarettes. They earn their living in buying, selling and handling tobacco. Not connected with any cigarette manufacturer but dealing with them all, they actually see with impartial eyes what tobacco is bought for what cigarettes. They see - and they choose Luckies 2 to 1. Remember that fact next time you hear the chant of the tobacco auctioneer (CHANT - 10 SECONDS) Remember -sworn records show that .. with men who know tobacco best - it's Luckie 2 to 1.

("LUCKY DAY" ORCHESTRA)

GRAUER: Now, the students settle in their chairs - light up their Lucky Strikes and all is ready for the test. Our six hardy and handsome candidates, who have been chosen at random from the entire student body enrolled in the classroom tonight, approach with firm step and frivolous fundamentals the bar of higher musical knowledge - they are ready and willing to take it - give it - and maybe win it -- in this epic scholastic skull drill for \$95 in prizes. The judges will take into account the difficulty of the questions, the accuracy of the answers and the passing of time. So on your toes for here comes the Dean of Cleffs and Culture - Doctor Kyser!

(KYSER THEME IN MARCH TEMPO)

(APPLAUSE)

(FADE FOR ANNOUNCEMENT)

KYSER: Well done, my good and faithful Doctor, Grauer - Dean of Public Speakin' - and a doff of the academic benny to you, my handsome young candidates for honor and fortune ... Welcome to this asphalt academy - this battle-ground of higher musical knowledge -- listenin', learnin' and lucidity are the rules - science will surmount all obstacles. Now, our first three contesting scholars approach - get in the groove, my friends - here comes the first question:

1. Your first question comes from Mrs. Glen Gustafson of Omaha, Nebraska. What orchestra leader and trumpet player made the following song famous? (PLAY)
2. Mr. Bernard Levy of the Bronx, New York wants us to play this game you all know - Rich man, poor man, beggar man, thief - doctor, lawyer indian Chief. I'll touch a button and call a name, and as I do, you give me a musical personality whose name is the opposite of what I say. It's really very simple:

Foor man

Bad man

Red man

3. Joseph Sparks of Philadelphia, Pennsylvania wants to know what famous newspaper woman and radio commentator is always introduced on the air with this theme. (PLAY) She interviews movie stars on

4. Let's delve into the classics for a moment, and see if you can tell Miss Nancy Griffin of Salt Lake City, Utah what three composers are known as the three E's.

5. Here are the songs of three famous training schools. Donald Zimmer of San Francisco, California wants you to name them by hearing their best known songs. (PLAY) (PLAY) (PLAY)

6. For Harold Sperber of Tampa, Florida, answer right or wrong to the following statements:

1. Leopold Stokowski leads with a baton.
2. Red Norvo and Mildred Bailey are known as the Mr and Mrs. of Swing.
3. Phil Spitalny leads an All Girl Orchestra.

4. The sports announcer Clem McCarthy and Charlie Mc Carthy are brothers.
7. He is the brother of a famous singer and his theme is from "Porgy and Bess." Name the song and the orchestra leader for Mildred White of Schenectady, New York. (PLAY)
8. Mr. Robert Johnson of Providence, Rhode Island reminds us that it's circus time again and he wants you to tell me a few things ~~about~~ the circus. When you enter the big tent and start through the menagerie, of what animal does this remind you? (PLAY) And now where are you in the menagerie? (PLAY) You aren't supposed to, but let's stop and feed peanuts to (PLAY)
9. Now some more circus talk from George Dunberry of Boston, Massachusetts... We're in the big tent. What part of the show is this? (PLAY) There are lots of (PLAY) The show is over (PLAY) On the way out of the big tent you are invited to attend (PLAY)

KYSER: Whoa, chillun - das all - das all .. While our learned judges roll up their beards and seek a decision, let me remind you that the winner of the first group will have it out with the winner of the second session of our musical examinations to be held after recess, to determine for the morning editions the student with clear title to that first award of \$35. But, lo - the beards part - a courier dashes out waving a parchment - the judges have reached a decision - what, ho?... Yes - 'tis true -- the judges proclaim-----
to be our first winner!

(APPLAUSE)

My very highest handshake to you, young scholar - You have proven yourself in this trial by music as a student, a worthy devotee to the muse. You are a credit to the old school and we congratulate you. But, right now there's commotion in the Commons .. There's Varsity Vibration .. Come, lads and lassies tangle for the Academy - yes, dance students - yes, dance.

3. ("OF THEE I SING" ORCHESTRA)

(-SEGUE TO:

4. ("WHISTLE WHILE YOU WORK" RABBIT AND ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #2)

KYSER: Students - ~~I feel kind of envious about our own Basil~~
~~Ruysdael~~ ~~Yes~~ ~~in~~ .. on Your Hit Parade, ^{our own Basil Ruysdael} he's talked ^{to} ~~to~~ ^{has}
^{talked} more famous stage, ~~and~~ radio and opera stars, ~~than~~ ^{anybody} ~~anybody~~ ^{might}
~~else your old professor knows about.~~ Basil how about ^{plenty}
giving us a little inside information. Tell us what
these famous people are really like - out of school, so
to speak?

RUYSDAEL: Kay, I'm afraid I couldn't begin to tell you that. Each
star I've met has had a distinct personality - different
from all the others. Why, if I'd start to describe
Gertrud Wettergren .. Lanny Ross .. ^{Gertrud Wettergren} ~~Bernice Geisinger~~ ..
Lauritz Melchior .. I'd be talking all night. But, I can
point out one interesting thing. In a certain respect all
these stars are alike. When they smoke, they are careful
to choose a light smoke .. a smoke they know will be kind
to their throats .. Lucky Strike. Yes.. all of these ..
and many, many other stars of motion pictures, stage,
radio, and opera have been smoking Luckies for years
because Luckies never irritate their throats. Now,
smokers, there's a real reason for this. Lucky Strike's
exclusive process "It's Toasted" expels certain harsh
throat irritants naturally present in all tobacco. Then
with these irritants out, controlled moisture is added to
enhance the natural mellowness of the tobacco. The
result is a light smoke .. easy on any smoker's throat.
Next time you buy cigarettes, follow the example of the
people whose voices are their fortunes. Ask for a light
smoke. Ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCEMENT AND CONTINUE THROUGH STATION BREAK)

GRAUER: As students and scholar - faculty and friend light up their Luckies and listen to music played Kay Kyser's way .. our musical class recesses briefly for station identification.

S T A T I O N B R E A K

(MUSIC SWELLS AND FINISHES)

GRAUER: Kay Kyser's Musical Klass and Dance moves into its second semester of scholastic syncopation and campus competition. Lucky Strike presents the man and his band who gave you singing song titles. Here we go.

5. ("TOY TRUMPET" ORCHESTRA)

(SEGUE TO:

6. ("GLORY OF LOVE" SIMMS AND ORCHESTRA)

GRAUER: Once again beard and briefcase - primer and prexy gather here in the old stadium of scholastic syncopation to hear the second session in the titanic titillation for top degrees in musical knowledge .. So, light up a Lucky as three more eager students step forward before our Music Master ready for the fray. The winner of this group is to meet the winner of our first musical elimination in a final frolic of fact and fancy for a fine financial scholarship of \$35. The classroom is still - the judges glare - and the contest is on for here comes Kay Kyser.

(KYSER THEME)

KYSER: At ease, my young Jasons - the Golden Fleece hangs high
- so be calm - be careful and you might be collected.

Here comes the first question:

1. Alan Moore of Grand Rapids, Michigan tells us that this next song, which was popular during the World War, is now used as a theme by a handsome fellow who plays a lot of instruments. See if you can name the song and the leader. (PLAY)
2. A good drummer, formerly a member of a famous swing band, recently left that organization to form his own band. Mr. James Grieg of Patchogue, Long Island, wants you to tell me his name. He made his debut at the Steel Pier in Atlantic City and has been going great guns since then, he bases his music on jungle rhythms.
3. Here's a subject I like to talk about -- and so does Fred Baker of Aurora, Illinois -- the ladies. We'll play four songs, each having a girl's name for its title, and you name the songs quickly.
(PLAY) (PLAY) (PLAY) And then I wrote (PLAY)
4. Here are a few well-known radio trademarks. Miss Grace Brant of Charlotte, North Carolina wants you to identify these radio personalities. Who says -
 1. You wanna buy a duck?
 2. Hello everybody, this is _____.
 3. What famous comedienne always closes her act with the words - "Tally Ho"?
 4. What radio commentator closes his program with the words "The clock on the wall says it's time to say - Cheerio?"
5. Miss Anne Mayer of Denver, Colorado asks us to play this well-known aria from a well-known opera. It was immortalized by the greatest of tenor singers. Listen, and tell us about it. (PLAY)

6. Mr. Alex Reiser of St. Louis, Missouri wants to know the nationality of Ti Pi Tin, and was it originally written as a waltz or a fox-trot?
7. Lyman Gaudes at the piano is going to play a well-known orchestra theme. Name the song and the leader for Miss Alberta Weir of Baton Rouge, Louisiana. (PLAY) The leader is an Englishman, and he composed this number and also "Goodnight Sweetheart," "The Touch of Your Lips", and many other hits.
8. Mr. Leon Rosen of Trenton, New Jersey wants to know of what countries you think when you hear the following songs.
(PLAY "Ach Du Lieber Augustine") (PLAY "O Sole Mio.")
(PLAY "La Marseilles")
9. See if you recognize this next song, and also tell David Gross of Seattle, Washington who composed it. (PLAY) Who wrote Mendelssohn's Spring Song? Seriously, can you name one more composition by Irving Berlin?

KYSER: Hold your fire, lads -- that's all -- wheel away the question machine. Sit back and enjoy a Lucky Strike. The judges go into the barrel for the decision and soon the campus will rock with the tidings that one of you brave and bold contestants has run off with the fun. The winner is scheduled to meet the winner of our first relay in a final fandango of rhythm and recollection. But -- there comes the decision -- Thank you, judges -- and they proclaim _____ to be the winner.

(APPLAUSE)

Now, while our handlers put up the bunting -- prop up the old grads and make ready for the final fling, I warn you, my champion contestants to take to the woods and meditate on the multiple mysteries of mooch -- for come very soon you'll be secred in an opera of opportunity that never knocks, only boosts. Go - avaunt - get thee to the wraproom - we got to tingle and tangle and take a recess of terpsichore -- So I say fellow me to the greensward, lads -- Let's shuffle off -- yes, dance -- I say -- yes, dances.

7. ("RISE AND SHINE" ORCHESTRA)

(COMMERCIAL #3)

COMMERCIAL #5:

KYSER: As a good North Carolinian I've got plenty of friends in the tobacco business. And I'm glad to say they all seem agreed about the high quality tobacco Lucky Strike buys down in my home State. But tell me, Basil Ruysdael, does Lucky Strike do as well by all the States in the tobacco belt?

RUYSDAEL: Well, Kay, for first hand information on that matter, let me refer you to Mr. Roscoe D. Graham. He's been auctioneering on the tobacco market for 15 years in Virginia, Tennessee, South and North Carolina, and Kentucky. Mr. Graham sells to all cigarette manufacturers! But, he is not connected with any. So he's absolutely impartial - and he can give you the facts about who buys what tobacco in five of the big tobacco States. Now here's what Mr. Graham says:

VOICE: Since I became an auctioneer, I've sold an average of 3,000,000 pounds of tobacco a year... approximately 120,000,000 pounds in all. And at auction after auction I've seen Lucky Strike buy the choice tobacco. As a tobacco man I certainly would not smoke Luckies if I didn't think Luckies' tobacco is A-1. And I have smoked Luckies for the past 8 years.

RUYSDAEL: Thank you, Roscoe Graham ... Mr. Graham's opinion as an independent tobacco expert means a lot to smokers. For he actually sees who buys what tobacco. And his preference for Luckies is typical of most independent tobacco experts ... buyers, warehousemen, and auctioneers.

(m o r e)

COMMERCIAL #3:(CONTINUED)

RUYSDAEL:
(CONT'D)

Sworn records show that among these independent experts, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many. Remember this fact next time you hear the chant of the tobacco auctioneer. (FADE IN CHANT 10 SECONDS)

When you hear that chant, remember with independent experts - with men who know tobacco best - it's Luckies 2 to 1!

("LUCKY DAY" ORCHESTRA)

GRAUER: While town and gown come from dormitory and droschky
light up a Lucky Strike and listen awhile to music played
Kay Kyser's style.

8. ("CRY BABY CRY" MASON AND ORCHESTRA)

(SEGUE TO:)

9. ("LOVE WALKED IN" DUET AND ORCHESTRA)

(APPLAUSE)

(FANFARE:)

GRAUER: The final round! Our two champions tear out in three-
four time, trampling the tundra in tremendous terror....
concentration is rife - it's left -- co-eds tremble --
strong men weep - judges take to the galleries ---
the class is ready - the stage is set ----- Here comes
Kay Kyser:

KYSER: Before we share this solemn occasion, my young charges
--remember that you bear the reputation of this great
institution on your stout shoulders. Now eyes bright -
conquer fright - and make your answers right. Ready -
for the first question:

1. Mr. Cal Zamoski of Baltimore, Maryland, wants two names for
the following song. (PLAY)
2. For Julius Cathy of South Norwalk, Connecticut, name two 2-word
song titles, both words being the same.
3. Miss Geraldine Miller of Chicago, Illinois, wants you to tell me
the difference between a tune, tone and tuba.

(m o r e)

4. Name this song for Miss Margaret Cowan of Hammond, Indiana, and tell me who wrote it. (PLAY) It was written by a red headed music maker who plays the ukelele. He led a very popular community sing program on the air.
5. Can you tell Alene Heiser of Louisville, Kentucky, what comedy team created the characters of Jake and Lena.
6. Frank Sunquist of Los Angeles, California, wants to know what popular Irish tenor used to be a policeman.

KYSER: Well done - bully -- and that's all and so ends the final examination in our contest for highest musical honors. The judges confer - confab and confound themselves with wisdom and jurisprudence -- There - the campus rocks - the lights grow dim - the final decision's in -- Eureka - and - they proclaim _____
to be the winner!

(APPLAUSE)

KYSER: A whoop and a holler for you my fleet friend -- yours is the talent which will carry you far - yours is the knowledge which shall prevail against corn -- I commend you - I salute you - I award you in financial frenzy this hunk of wrapping money to the tune of \$35. My salutations to the runner-up also -- here a little trifle on both sides of the counter as \$20. To the other four contestants ^{to} \$10 each and to all six of you a carton of Luckies. Then to each and every member of the student body here in the classroom tonight - for cheers - chuckles and for volunteering those fine answers - a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER: And now as co-op and co-ed - gown and gallery - beards
and bosces go into a campus wing-ding -- let's kick off
a prom for our old Alma Mater - yes, dance, kids - yes
dance.

10. ("DON'T BE THAT WAY" BABBITT AND ORCHESTRA)

(SEGUE TO:)

11. ("HOWJA LIKE TO LOVE ME" ORCHESTRA)

GRAUER: Well, school is out until we gather with Kay Kyser next Wednesday evening at a little night work in the field of advanced musical knowledge - Be sure to come early and be on hand for the course offered in your Musical Klass and Dance. And if you have any musical questions you'd like to have asked, send them along. We'll be glad to have them. Just send your questions to Kay Kyser - K-A-Y K-Y-S-E-R -- 919 - nine-one-nine - North Michigan Avenue, Chicago.

(P A U S E)

And the next time you buy cigarettes - remember that with independent experts -- with auctioneers, buyers and warehousemen -- "with men who know tobacco best - it's Luckies two to one!"

("HAPPY DAYS" ORCHESTRA)

KYSER: This is Kay Kyser sayin' - goodnight until next Wednesday and we'll be athinkin' of you. So long everybody.

(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.

(LIST TUNES AND CREDITS)

THIS IS THE NATIONAL BROADCASTING COMPANY.

rfg-jgs
5/10/38

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S MUSICAL KLAS AND DANCE

() ()
10:00 - 11:00 P.M.

MAY 18, 1938

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER: (CHANT) 1st Sale ... 33 - 38
2nd Sale ... 32 - 37
3rd Sale ... 34 - 39

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts, like the
auctioneer you just heard, know who buys what tobacco.
With these experts - with men who know tobacco best - it's
Luckies two to one!

("HAPPY DAYS" IN FULL UP AND FINISH ORCHESTRA)

ANNOUNCER: Lucky Strike presents Kay Kyser and his Musical Klass and
Dance - a full hour of fun, thrills and prizes -- and here
comes the man and his band who gave you singing song titles
-- Kay Kyser!

ATX01 0246155

(KYSER THEME IN AND UP FOUR BARS THEN UNDER)

KYSER: Evenin' folks -- scholars and faculty ... how're ya all?
Welcome to the old classroom nestled high above the shady
campus of Times Square. Your humble Master of Music is
right happy to see those pink cheeks and happy smiles
gathered here tonight, and chuck full of gladness to have
up here on the old lecture platform six sharp and sheepskin-
minded scholars who are just bustin' to get up and go, in
an exactin' examination for higher musical honors and that
\$95 endowment in prizes. So, in a few moments we'll fry a
freshman and finagle financially, but right now let's have
a hop ... snap on the moon, lads and yes dance, students --
yes dance.

1. ("HEIGH HO" TRIO & ORCHESTRA)

(SECUE TO)

2. ("ON THE SENTIMENTAL SIDE" SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

KYSER: And now students, gather 'round. We're about to have a little class in American History. Professor Basil Ruysdael, will you take charge?

RUYSDAEL: Thanks, Kay. I want to talk about something that happened just 128 years ago in Lynchburg, Virginia. The occasion: the opening of the first public auction house ever chartered to sell tobacco in America. History tells us that in that era bugles were used to summon the buyers to the sale. So I'm going to ask you to imagine the scene as that tobacco auctioneer of 1810 began his spiel. Listen ... (FAIRFARE OF BUGLES)

MAN: Look ye, gentlemen, look ye .. prime choicc Virginia leaf ... fine tobacco ... aye, very fine tobacco ... as pretty tobacco as ye'll ever see, gentlemen ... Step closer, gentlemen. Closer, please ... (RISING) What am I bid? What am I bid. (FADING UNDER) What am I...

RUYSDAEL: Today, tobacco is still sold at auction but to a livelier tempo ... Listen...

Boone
RIGGS:

(CHANT 10 SECONDS)

RUYSDAEL: Yes, today it's the chant of the tobacco auctioneer. That chant carries on that time-honored American tradition of selling tobacco at open auction. (PAUSE) The experts who attend these auctions can actually see what tobacco is sold to all the cigarette manufacturers. That is why independent tobacco experts -- buyers, warehousemen and auctioneers, not connected with any cigarette manufacturer -- are in a truly unique position to judge cigarettes.

(MORE)

-3-

ATX01 0246157

RUYSDAEL:
(CONTD)

And what cigarette do they choose?...Luckies by an overwhelming majority. Yes, among these independent experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Now, this is not a claim (PAUSE) It is a fact - a fact substantiated by sworn records which you yourself may examine. Next time you buy cigarettes remember the chant of the tobacco auctioneer -- remember, with independent experts -- with men who know tobacco best -- It's Luckies two to one.

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: Now the classroom fills ... the moon is under wraps and our six hardy and handsome candidates -- chosen at random from our student body -- are ready to split hairs and juggle facts for scholarships and endowments of \$95 in prizes. The judges will take into consideration the difficulty of the questions -- the accuracy of the answers and the passing of time. So -- be warned and be wary -- for here comes the Dean of the Downbeat -- Kay Kyser!

(KYSER THEME IN MARCH TEMPO)

(APPLAUSE)

KYSER: Noble noodling, my dear Ben Grauer -- Dean of Public Speakin' -- welcome students. Fast thinking and fast talking will get you far -- science will see you through. -- Here comes the first question!

1. One of American's greatest showmen is identified by this song. See if you can name the song and also the orchestra leader for Miss Erna Hanson of Akron, Ohio. (PLAY) He is known as the High Hatted Tragedian of Jazz. By the way, _____ has worn the same _____ for twenty years and has spent over \$200.00 keeping it in repair.

2. Miss Jean Larson of Detroit, Michigan wants me to name a few movie stars and you give me the names of their singing husbands:

1. Joan Blondell
2. Dixie Lee
3. Irene Hervey

3. Many states have been written about in song - Mr. John A. Newsom of Worthington, Indiana wants you to identify the three well known songs we are about to play. All set? Here we go. (PLAY) (PLAY) (PLAY)

4. Let's devote this next question to the sisters of the air. They have contributed much to radio. Mr. Martin French of Cincinnati, Ohio wants you to name three sister teams whom you have heard broadcast.

5. Can you tell Mr. George Burke of Lexington, Kentucky what singer is associated with the song we are about to play? (PLAY) Name the song and the singer.

(MORE)

6. Don Schaid and Nick Crosby of Berwin, Illinois would like to have you fill in the rest of the following slogans. I'll name the orchestra leader and you fill in the words necessary to complete the slogan - for instance: Horace Heidt and his _____ Brigadiers. Ready now!

1. Fred Waring and his _____
2. Guy Lombardo and his _____
3. Art Kassel and his _____
4. Red Nichols and his _____

7. Tell Miss Arlene Lakin of Swan Lake, South Dakota of what country you think when you hear this song. (PLAY) Now, can you also tell us what orchestra leader's theme is it? He was once a lightweight boxer back in Akron, Ohio and his first name is Ben Bernie's last name.

8. Mr. Bob Davenport of Spokane, Washington writes to remind us that last week we missed a very important part of the circus -- the parade. Besides the real bands and the clown bands, at the end of the parade a certain instrument is always played. Here is an imitation of it. (PLAY) Can you tell us what it is?

9. Listen to this song and tell Miss Margarie Olsen of Brooklyn, New York whether it reminds you of cowboys, G-men, sailors or baseball players. (PLAY) Do you know this famous one? (PLAY)

KYSER:

Das all, chillun -- das all ... Now light up a Lucky Strike while our learned judges tangle around the bars of justice and seek a decision and let me remind you that the winner of the first group will meet the winner of the second group examination for musical honors, later on, to determine the winner of tonight's number one award of \$35. But, now here the judges come in a terrific power dive from their ivory tower -- the decision is in. What ho, my judicial juxtaponents --? Fine stuff -- the judges declare the winner to be _____ . Salubrious salaems and acoustical accolades to you, my fine young friend ... you have tussled with titanic truths and you have truckled to no one -- you are a credit to the campus and we salute you. But, I hear sounds of revelry -- rare up, scholars -- follow the fun to the greensward -- come on, vibrate -- grab a partner and mingle mightily -- yes dance, students -- yes dance.

3. ("DRUMS IN MY HEART" ORCHESTRA)

(SEGUE TO)

4. ("WHISTLE WHILE YOU WORK" BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

COMMERCIAL #2

mighty interestin

KYSER: You know, Basil Ruysdael was telling me something about
 Hollywood ~~this afternoon~~. He said that when they're
 filming a big picture out there, if one of the stars'
 voices should go back on him in the middle of a scene,
 that might cost the company up in the thousands of dollars.

RUYSDAEL: That's right, Kay. Because, you see, it would mean doing
 the whole scene over. And that's just one example of why
 motion picture actors and actresses have to be so careful
 to keep their voices always in condition. Famous stars
 like Myrna Loy, Sally Eilers, Clark Gable, and Spencer
 Tracy do everything possible to protect their voices and
 throats. So, we think every smoker will be interested in
 knowing what cigarette these stars smoke. Now the answer
 is Lucky Strike. Yes, these and many other stars of motion
 pictures, stage, radio, and opera smoke Luckies because
 they have found by experience that Luckies never irritate
 even their over-worked throats. And here's the reason.
 Lucky Strike's exclusive process "It's Toasted" expels
 certain harsh throat irritants naturally present in all
 tobacco. Then with these irritants out, controlled moisture
 is added to enhance the natural mellowness of the tobacco.
 The result is a light smoke ... easy on any smoker's throat.
 Let your own throat be the judge. Try Luckies for a week.
 Follow the example of the people whose voices are their
 fortunes, and ask for a light smoke. Ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCER AND CONTINUE THROUGH STATION BREAK)

ANNOUNCER: Co-op and co-ed -- town and gown ~~light up their lucky~~
~~Strikes and~~ listen to music played Kay Kyser's way --
our Musical Klass recesses briefly for station
identification.

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

(MUSIC SWELLS AND FINISHES)

ANNOUNCER: Kay Kyser's Musical Klass and Dance moves into its second
semester of scholastic syncopation and campus competition.
Kay Kyser and his makes-you-want-to-dance-music -- offers
a course in dancing, or if you prefer light up a Lucky and
listen.

5. ("THREE LITTLE WORDS" ORCHESTRA)

(SEGUE TO)

6. ("YOU'RE AN EDUCATION" MASON & ORCHESTRA)

ANNOUNCER: Recess is over, ^{*So light up a Lucky Strike while a gain*} ~~Again~~ the old lecture platform assumes
an air of scholastic solemnity. The three candidates who
present themselves and the winner of this group will meet
the winner of our first musical elimination contest in a
final examination for a first prize of \$35. But now --
Dr. Kyser produces the fateful parchment bearing the
fore-ordained questions. Hats off ... the college hymn...

(KYSER THEME)

KYSER:

Welcome young people and for the honor of our old alma mater, answer clearly and correctly. Don't make the mistake your Master of Music made on our class night of April 20th. On that night we stated that Sousa's real name was John Philipso, and that he signed his name John Philipso, USA. And by taking the SO from Philipso and adding USA, he derived the name Sousa. We are indebted to John Philip Sousa's sister, Elise Sousa Bower for the following letter which clearly shows that your old Professor of Music doesn't know it all: Dear Colonel Kyser-Sir: - It seems incredible that a distinguished Southern gentleman should know so little about another prominent Southern gentleman, as your statement tonight about John Philip Sousa leads me to believe. In John Philip's book "Marching Along" he tells how the John Philipso U.S.A. originated, and how he has denied it from Afghanistan to Zanzibar. But even with this alphabetical-geographic denial the story -- like Tennyson's Brook -- goes on forever. It gives me great pleasure to tell you the real facts. John Philip was born on the sixth of November 1854, on G. Street., S.E. near old Christ Church, Washington, D.C. Our parents were Antonio and Elisabeth (Trinkaus) Sousa. He was christened JOHN PHILIP at a church on Twenty-second Street, N.W. by Dr. Finkel the presiding Rector. In his book he affirms - QUOTE Had I the opportunity to be born again I would select the same parents, the same city and the same time. END QUOTE. With the exception of two older sisters all of us were born and raised South of the Mason and Dixon Line, and we are all powerful proud of the fact. (MORE)

ATX01 0246165

KYSER:
(CONTD)

Most sincerely yours, Elise Sousa Bower. Your Music Master
will stay after school and beat the erasers. And I'm
sending Mrs. Bower an apple in the next mail. All right,
contesting students -- boy will I take it out on you.
Here comes the first question:

1. A great band and well-known leader are identified by this popular song. Listen and tell Mr. Raymond W. Bryant of Hot Springs, Arkansas the band leader's name. (PLAY)
What is the name of the song?
2. Miss Elizabeth Scott of Dallas, Texas wants to know of what comedian you think when you hear this. (PLAY) What's the name of that song? What's the difference between that song and this one. (PLAY)
3. Miss Mary Ferguson of Greenville, South Carolina wants you to listen to this next number and then tell us the name of it, when it was popular, and what orchestra leader composed it. (PLAY)
4. For Mr. George Parker, Jr. of Richmond, Virginia, can you name a song with the word "Whistle" in its title? Can you name two orchestras that feature whistlers?
5. This year the Mask and Wig Club at a certain University gave us the following two hits. See if you can name the songs for Miss Rita Farren of Pittsburgh, Pennsylvania. (PLAY) (PLAY) Can you tell us what University gave them to us?
6. Miss Elizabeth English of Buffalo, New York tells us that the "Song Bird of the South" played golf with the "Sentimental Gentleman of Swing", the "Magic Fingers of Radio", and "The Singing Lady". Who were the foursome?

(MORE)

7. A great trumpet player, a unique musical organization and a standard song are all wrapped into this question from Blaine Bates of Baltimore, Maryland. Listen. (PLAY)
He also uses this next song as a theme. (PLAY)

8. Let's listen to the flying fingers of Lyman Gande at the piano. For Miss Margaret Adams of Fresno, California Lyman will imitate an instrument that used to be in practically every parlor. This particular one has been slightly overused. It's a little on the broken down side. (PLAY)

9. This next song was composed by one of America's most talented and prolific composers. See if you can name the song and also the composer for Evelyn Carr of Providence, Rhode Island. (PLAY) He also wrote (PLAY) Can you name one other song that he wrote? In addition to his genius as a musician, _____ was also a talented painter. At present there is a memorial exhibit of his works including his painting of his grandfather at the Print Rooms in Hollywood.

KYSER:

So ends a second round for science and for syncopation. Those were answers designed to make higher education a thing of beauty and a joy forever. Have a Lucky Strike while the judges come to their momentous decision. Remember the final examination will be the climax of a glorious evening of scholarship and sportsmanship. How say you, judges? Have we a winner? We have! Here's the decision. And the winner is _____.

(APPLAUSE)

Ah my dear young man (or lady), yours is the high privilege to meet with the winner of the first group in the final test of tunes and theories for a most material \$35. But right now the books are closed, the lecture platform becomes a bandstand, and let your Master of Music lead, as chaperone and campus cutie, frosh and faculty swing out for a seminar of terpsichore -- terpsi -- ah -- Yes dance, students - yes dance...

7. ("JOSEPH JOSEPH" DUET & ORCHESTRA)

COMMERCIAL #3

KYSER: And now here's Basil Ruysdael with the answer to a question which many people have asked me: "What is a tobacco expert like, anyway?"

RUYSDAEL: Yes, Kay, many people ask that question. But I think if they could meet a tobacco expert, chances are they'd find him just like any other American business man. Most of these experts are quiet, unassuming, conservative men - even when expressing their views on the subject they know best - tobacco. But that's why, when they do express an opinion, it's worth listening to. Now Bill Currin of Durham, North Carolina, is typical. Last season alone he sold over 13,000,000 pounds of tobacco in Georgia and North Carolina. He sold this tobacco to all the cigarette companies, including Lucky Strike, and, naturally as an independent, he's extra conservative in what he says. Yet here is his honest judgment...

VOICE: That tobacco I sold to Lucky Strike was awfully good tobacco! That's why I smoke Luckies myself. I've been auctioneering tobacco 16 years and I've been smoking Luckies at least 15 years. So, you can see it didn't take me long after I began watching tobacco sales at auction, to decide on Luckies for my own cigarette.

ANNOUNCER: Thank you, Bill Currin...It's interesting that the independent experts like Bill Currin - men who watch tobacco sales at auction after auction - who actually see what tobacco is bought for what cigarettes - choose Luckies by an overwhelming majority.

(MORE)

-16-

ATX01 0246170

ANNOUNCER:
(CONTD)

Sworn records which you may examine prove that among these independent tobacco experts - auctioneers, buyers and warehousemen - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. When you hear the chant of the tobacco auctioneer (CHANT - 10 SECONDS) When you hear that chant remember: with independent experts - with men who know tobacco best - it's Luckies 2 to 1!

("LUCKY DAY" ORCHESTRA)

ANNOUNCER: While the grads and undergrads - alumni and freshmen gather from land and sea to witness the great musical Battle of the Century -- light up a Lucky Strike and listen awhile to the original Kay Kyser Style.

8. ("SWEETIE PIE" MASON & ORCHESTRA)

(SEGUE TO)

9. ("TI PI TIN" DUET & ORCHESTRA)

(FANFARE:)

ANNOUNCER: The final round!
Our two champions are ready for the fray -- the classroom is tense and silent -- the judges are wrapped in their shawls -- and into the limelight -- comes Kay Kyser!

KYSER: Welcome, young champions -- hold onto your hats and remember this is to higher musical education what Custer's last stand was to General Custer -- the winner is he who gets away! Here we go!

1. Mr. Thomas McBrady of Portland, Maine tells us that there are four well-known names for the following song. Listen to it and see if you can give us at least two names.

(PLAY)

2. Miss Helen Slater of Chicago, Illinois wants to know what famous comedy team created the radio characters of Jake and Lena. Both of these two boys' names start with 'G'. They are on the air now from Hollywood.

3. Mr. Phil Walkley of Birmingham, Alabama wants you to name one composition for each of the following composers:

1. Cole Porter
2. Duke Ellington
3. Francis Scott Key

4. Mrs. Warren Miller of Salem, New Jersey wants you to name two songs, the titles of which contain the words "Satan" or "Devil".

5. Can you tell Mr. Walter Kansic of Willimantic, Connecticut what is the difference between an orchestra and a band? Name one of each.

6. A certain trumpet player and this next song kind of grow up together into national popularity. Mr. Ray Elam of St. Louis, Missouri wants you to name both. (PLAY)

KYSER: Das all, chillun. What a round, what a relay, what a record. Have a Lucky while the judges ponder, and your professor points with pride to the classroom champion... first in score, first in place, and first in the arts of his countrymen. The winner -- come come, judges, the winner? Thank you, judges. And the winner is _____.

(APPLAUSE)

My dear young man (or lady), you stand at the threshold of a glorious career. Keep up your learning and you'll never lack a tune to whistle. Yours is the scholastic palm... and yours, too -- oh, just a coincidence in currency -- is the \$35. To our second placer, \$20. To the other four contestants \$10 each. And let me present each of you also with a carton of Luckies. Then to every member of the student body, for those cheers and color, for applause and answers and assistance -- I'm happy to have you all receive a package of Lucky Strike Cigarettes.

(APPLAUSE)

(OPTIONAL) And now, don't go away, because we're going to have a class dance right here on the old campus. Choose your co-eds, step out students, and - yes dance once more -- yes dance...

10. ("NICE WORK IF YOU CAN GET IT" ORCHESTRA)

(SEGUE TO)

11. ("OF THEE I SING" ORCHESTRA)

ANNOUNCER: Well, school is out until we gather with Kay Kyser next Wednesday evening for a little more night work in the field of advanced musical knowledge. Be sure to come early and be on hand for the course offered in your Musical Class and Dance. And if you have any musical questions you'd like to have asked, send them along. We'll be glad to have them. Just send your questions to Kay Kyser -- K-A-Y K-Y-S-E-R -- 919 - nine one nine - North Michigan Avenue, Chicago (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strike - first, the exclusive process "It's Toasted" makes Luckies a light smoke - easy on your throat. Second, Luckies give you finer tobacco. The proof? -- Sworn records that you yourself may examine -- with independent experts, with men who know tobacco best, it's Luckies 2 to 1.

("HAPPY DAYS" ORCHESTRA)

KYSER: This is Kay Kyser sayin' -- goodnight until next Wednesday
and we'll be e-thinkin' of you. So long everybody.

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer heard on tonight's program
were Mr. F.E. Boone of Lexington, Kentucky ^{and Mr. H. L. Boone} ~~and Mr. L.A.~~
^{of Smithfield, D.C.}
~~(Speed) Riggs of Goldsboro, N.C.~~

(LIST TUNES AND CREDITS)

THIS IS THE NATIONAL BROADCASTING COMPANY.

5-17-38
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WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S MUSICAL KLAS AND DANCE

() ()
10:00 - 11:00 P.M.

MAY 25, 1938

WEDNESDAY

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

AUCTIONEER: (CHANT) 1st Sale ... 34 - 39
2nd Sale ... 32 - 37
3rd Sale ... 33 - 38

ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts, like the
auctioneer you just heard, know who buys what tobacco.
With these experts -- with men who know tobacco best --
it's Luckies two to one!

("HAPPY DAYS" ORCHESTRA)

ANNOUNCER: Lucky Strike presents Kay Kyser and his Musical Klass and
Dance ... another full hour of the finest in makes-you-
want-to-dance music as well as the complete sixty minute
course in higher musical education for fun, for scholarships
and for real, honest-to-goodness money -- it's Class night
again and here comes the man and his band who gave you
singing song titles -- Kay Kyser!

(KYSER THEME IN AND UP FOUR BARS THEN UNDER)

ATK01 0246177

KYSER: Evenin' folks ... scholars and faculty members ... how're ya all? Welcome to the old indoor campus right smack in the heart of Times Square in Old New York. Your humble Master of Music is downright glad to see all your beamin' faces here tonight, and mighty, mighty tickled to have up here on the old lecture platform six eager and earnest students -- I mean scholars eager to go to town for that fine endowment of 95 dollars in prizes. In a very few minutes we'll be ready to tangle for fortune and finance, but right now -- let's vibrate, scholars -- and yes, dance students, ... yes dance.

1. ("I LOVE TO WHISTLE" ORCHESTRA)

(SEGUE TO:)

2. ("PLEASE BE KIND" SIMMS & ORCHESTRA)

(APPLAUSE)

("HAPPY BIRTHDAY TO YOU" ORCHESTRA)

KYSER: (PRESENTING GINNY SIMMS WITH CAKE) We have a birthday in the old class room tonight -- Ginny Simms and your old Master of Music is as happy as can be to present to her with the best regards of the faculty this little birthday cake. (KYSER ADDS REMARKS)

(APPLAUSE)

COMMERCIAL #1

COMMERCIAL #1

KYSER: Students, you know a lot of people have made comments on that 1810 model tobacco auctioneer we told you about on our program last week. But I don't think anyone was more interested than the 1938 model streamlined tobacco auctioneer you've often heard on the air - Mr. F. E. Boone of Lexington, Kentucky. How about it, Mr. Boone?

BOONE: That's right. I was very interested - especially in the fact that way back there in 1810 they used to blow bugles to open a tobacco auction.

KYSER: They don't blow any bugles for you today, eh, Mr. Boone?

BOONE: No, they don't. But when I was a kid, I remember hearing from the old-timers how, back around 1860, they used to call the buyers together by ringing a bell.

KYSER: You mean, this way.

(SOUND: CLANG OF BELL)

BOONE: That's right. They rang a bell in the warehouse. Then, the auctioneer gave his spiel.

RUYSDAEL: Tell us, Mr. Boone, was the chant of the auctioneer very different back in those days?

BOONE: It sure enough was, Mr. Ruysdael - according to what the old timers told me. You see it was so much slower.

RUYSDAEL: Because the sales themselves went slower?

BOONE: That's right. And year by year, as the auctions speeded up, the auctioneer had to talk faster till finally he was chanting the way we do today.

RUYSDAEL: Could you show us how that development took place?

COMMERCIAL #1 (CONTD)

BOONE: Well - I can try. You see Old Time auctioneers simply ^{talked} ~~took~~ the bids like this. (BOONE TALKS - 33 dollars BID ...33...33...WHO'LL GIVE 34 ... 34 DOLLARS BID - 34)
Then, faster sales made him talk like this...(SAME ONLY FASTER). Finally, it got to this...(BOONE CHANTS VERY FAST - 8 SECONDS)

RUYSDAEL: And do all auctioneers now chant the way you do, Mr. Boone?

BOONE: Well - more or less ... Of course, like everybody else, we're all different people and so our chants are different, too.

RUYSDAEL: Well - thank you, Mr. Boone. But now I think smokers may be interested to hear about one point in which the overwhelming majority of tobacco auctioneers and other independent tobacco experts are exactly alike ... That's in their choice of Luckies. Yes, among these independent experts, auctioneers, buyers, and warehousemen, not connected with any cigarette manufacturer - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes put together! Over twice as many! This is a fact - a fact established by sworn records which anyone may examine. So remember this fact next time you buy cigarettes. And when you hear the chant of the tobacco auctioneer, remember ... with independent tobacco experts, with men who know tobacco best, it's Luckies 2 to 1!

("LUCKY DAY" ORCHESTRA)

GRAUER: Hols - hola -- lack-a-day ... come one and come all --
 the students take their seats -- and high on the lecture
 platform six handsome and scholarly candidates -- chosen
 at random from our student body -- are ready and eager
 to step up to a tough question or two and knock them for
 a loop and that fine, Lucky Strike scholarship of \$95 in
 prizes. The judges will take into consideration the
 difficulty of the questions -- the accuracy of the answers
 and the passing of time. So -- be warned and be wary --
 for here comes the Dean of the Downbeat -- Kay Kyser!

(KYSER THEME IN MARCH TEMPO)

(APPLAUSE)

KYSER: Sharp - mighty sharp, my dear Ben Grauer - Doan of Alarms
 and Excursions. Welcome, scholars, and let me caution you
 that the idea of higher musical education is to keep one
 eye on the clock and the other on the boss -- talk fast,
 talk true and the clock won't get you -- Here comes the
 first question:

1. Here's the theme of an orchestra leader who has
broadcast from one hotel for six consecutive years. Miss
Shirley Stranberg of Queens Village, Long Island, says you
should have no trouble in recognising both the song and
the leader. (PLAY)

(MORE)

KYSER:
(CONT'D)

2. Mr. Lester Fischer of Chicago, Illinois wants to know what Maestro is famous for always smoking a cigar? Can you name a comedian whom you never see without a cigar?
3. In past sessions of our class we have discussed girls, states and countries that have been glorified in song. This week Mr. James Laughlin of Bowling Green, Kentucky wants you to identify three well known songs that have the names of three popular American cities in their titles.
(PLAY) (PLAY) (PLAY)
4. For Mr. Frank N. Riroco of Morristown, New Jersey, answer right or wrong to the following:
 1. Tiger Rag is a Christmas Carol.
 2. Rudy Vallee plays saxophone.
 3. Toscanini and Greta Garbo are sweethearts.
 4. Eleanor Holm sang with Arthur Jarrett's orchestra.
5. Tell Miss Mary Ann Riley of Huntington, Indiana what famous songstress immortalized the following song: its title contains two words which you should think of the minute you hear the melody. (PLAY) What familiar character has she recently popularized on the radio?
6. Answer the following questions for Mrs. D. Dean of Los Angeles, California:
 1. What news commentator and columnist was in the picture "Wake Up and Live" and "Love and Hisses".
 2. What comedian and newspaper columnist plays the bazooka.
 3. What radio Master of Ceremonies and columnist wrote "Gold Mine in the Sky", "Cabin of Dreams", "Carelessly" and "Cathedral in the Pines".

(MORE)

KYSER:
(CONTD)

And -- drum beats and doffed sombreros to you, my fine young amigo ... you have tangled with trials and tribulations and you have come forth with honor -- you are a credit to the old school and you go up on the old Campus Totem Pole -- come next semester. Right now, I hear the call of the wild -- I hear the pipes of Pan ... so I says -- let's fold, Fenimore -- let's fold -- let there be gaiety and romping and fun -- oh, yes dance students -- yes dance.

3. ("THREE LITTLE WORDS" ORCHESTRA)

(SEGUE TO:)

4. ("DON'T BE THAT WAY" RABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

COMMERCIAL #2

KYSER: Now, if there's anybody here that objects to eavesdroppin', I advise them not to listen, because we're going to do some A-1 eavesdroppin' right now. Yes, sir, we're going to listen in to a little conversation between a husband and a wife ... Hubby's just gotten back from a business trip down to Richmond, Virginia. All right? ... Yes eavesdrop, chillun, yes, eavesdrop ...

MAN: (FADING IN) Well, as you know, dear, one of the things to see in Richmond is the Lucky Strike plant there. So I dropped in one afternoon.

WIFE: Really? ... What's it like?

MAN: Well, I've never seen cigarettes made before, so I was really interested.

WIFE: I suppose it's all very complicated.

MAN: Yes, it is, but wonderfully efficient...And you know, I really saw that "Toasting" process of Luckies. As a matter of fact it was one of the first things I asked about.

WIFE: What did they tell you?

MAN: Darling, they showed me. I was taken right up on the roof of the plant. There they opened a window into a flue that led up from where the tobacco was going through the "Toasting" process. They explained: "Just take a whiff of that and, remember, these irritants are naturally present in all tobacco but they're out of Luckies."

WIFE: What did it smell like?

COMMERCIAL #2 (CONTD)

MAN: Well - I'll tell you ... I couldn't help thinking what those irritants might do to my throat if they weren't removed from the tobacco. (FADE) And I said to myself (FADE OUT)

RUYSDAEL: Yes - Luckies' own exclusive "Toasting" process removes certain harsh throat irritants that are naturally present in all tobacco. Then with these irritants out, controlled moisture is added to enhance the natural mellowness of the leaf. The result is a light smoke easy on the throat. That's why many of the most famous stars of opera, radio, stage and screen - people like Lanny Ross, Lotte Lehmann, and Charles Boyer - have been smoking Luckies for years. And you will find Luckies easy on your throat, too. Give Luckies a week's trial and let your throat be the judge. Ask for a light smoke. Ask for Lucky Strike.

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCER AND CONTINUE THROUGH STATION BREAK)

GRAUER: As friend and foe ... town and gown ... co-ed and co-op
light up their Lucky Strikes and take their ease to listen
to music played Kay Kyser's way -- our Musical Klass
recesses briefly for station identification.

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

(MUSIC SWELLS AND FINISHES)

GRAUER: Kay Kyser's Musical Klass and Dance moves into its second
semester of scholastic syncopation and campus competition.
Kay Kyser's makes-you-want-to-dance music offers a
different and brief course in dancing --

5. ("WHO" ORCHESTRA)

(SEGUE TO:)

6. ("HOWJA LIKE TO LOVE ME" MASON & ORCHESTRA)

(APPLAUSE)

GRAUER: Recess is now over -- dance tempo yields to question and
answer and over the class room comes that certain hush
hush which tells us that school's done took in. The three
candidates for musical honors present themselves - knowing
full well that the winner of this group will meet the
winner of our first musical examination in a final fling
for that coveted \$35. But now Dr. Kyser is heard coming
from the faculty room -- he comes in cap ^{and} gown bearing the
secret papers -- Hats off, everybody -- the old college
hymn!

(KYSER THEME)

KYSER: Make yourselves to home, Contesting Students -- many have come and few have answered, but be of good cheer -- all you have to do is to think -- fast and correctly and the boodle bag is yours.

SECOND QUESTION ROUND:

1. Miss Barbara Southwick of Topeka, Kansas says that to identify this next theme will really be just a bubble. But listen and then I will ask you something that may not be quite so easy. (PLAY) Can you tell us how he conceived the idea?

2. Margaret and Rosemary Gorman of Washington, D.C. want to know from what songs these lines are taken:

1. I might say bella bella, even say Wonderbar.
2. Below below - and it comes out here.
3. Rockets red glare - bombs bursting in air.

By the way, my good friend Lieutenant _____ of the United States Navy told me the other day that the only red, white and blue buoy in use marks the approximate anchorage of the British man of war which stood off famous Fort McHenry and upon whose decks Francis Scott Key stood when he conceived his immortal song.

3. Here's a school song taken from a Latin hymn -- (Amici amati -- I hope it's not a Mickey). It is used by hundreds of high schools and colleges all over the country, but Mr. Paul G. Stewart of Ithaca, New York, says it is most commonly associated with a certain eastern college. Listen and see if you can name that particular school. (PLAY)

(MORE)

SECOND QUESTION ROUND (CONTD)

4. Here's a humdinger from Mrs. Margaret Simmonds of Mounds, Illinois. Listen closely now. 1. What radio comedian has a sitting-down name. If you put your body down it's the name of what comic. 2. When you eat an ear of corn what you have left in your hand is a famous humorist and writer's last name. Who is he?
5. Here is a very familiar melody -- name it for Mr. Jack Holt of Jackson, Mississippi. (PLAY) Speaking of _____, what talented and pretty young star has done more than anyone else to popularize _____ in this country? What nationality is she?
6. Three former members of Fred Waring's Pennsylvanians are now in pictures. Can you name them for Lois Hitsmann of Akron, Ohio?
7. Among the outstanding notables in the Sigma Alpha Epsilon College Fraternity we find such names as Rudy Vallee, Jack Holt, Herbie Kay, Conrad Nagel, Bob Jones and many others. One of these S.A.E.'s uses his fraternity song for a theme song on the radio. We'll play it and Miss Martha Marston of Hartford, Connecticut wants you to name the song and also the personality it identifies. (PLAY)
8. Here's a humdinger from Mr. Frank Breslin of Chicago, Illinois. He wants you to name this next song from just hearing the first two notes of its melody. We will play two notes and you name the song. (PLAY)

(MORE)

SECOND QUESTION ROUND (CONTD)

9. A rollicking song and a brilliant comedian and musician are rolled into this question from Miss Esther Werner of Milwaukee, Wisconsin. See if you can name the personality. (PLAY)

KYSER: Das all, kids -- das all. Retire - relax and unbend. But now while the judges seek a decision let me advise you all once again that the final examination in tonight's scholastic spree will climax this week's glorious forensic finagle for fun and fortune. But, ho, the deck! What goes with our judges?

(CORNY FANFARE)

KYSER: The judges have found their way out of their beards and they hand in a decision. Thank you, judges. Zounds! They proclaim the winner to be _____.

(APPLAUSE)

And to you, dear student, may the gods and the gravy be kind -- you have tossed and tussled and you have taught us a great lesson. Go -- find an easy place -- a soft place by a bubbling brook and light up a Lucky and think about the wars to come. And the rest of you students -- scholars, friends and faculty -- get out and gambol -- gimme the old school sockaroo -- gimme the business -- oh, yes dance, studes -- yes dance.

7. ("OH MAMA" BABBITT & ORCHESTRA)

COMMERCIAL #3

COMMERCIAL #3

RUYSDAEL: Ladies and gentlemen, you constitute a jury, yes an immense nation-wide jury. And now, as jurors, may we ask you to hear certain evidence. This evidence has all been duly sworn and verified. Clerk, please proceed!

MAN: (STENTORIAN VOICE) Mr. Ruben Glenn Fleming, of Middlebury, North Carolina, says ...

VOICE: As an independent buyer, not connected with any cigarette manufacturer, I've been buying tobacco at the auctions for 10 years now. And at auction after auction, I have seen the most desirable types of tobacco go to Lucky Strike.

MAN: (STENTORIAN VOICE) Mr. Frank Brown of the Banner Warehouse, Martinville, Virginia, says ...

VOICE: As a tobacco warehouseman for 17 years - dealing with all cigarette companies - I've seen Lucky Strike buy exactly the same high-grade of tobacco at many different markets in North Carolina, South Carolina and Virginia.

MAN: (STENTORIAN VOICE) And now, Mr. L.A. Riggs of Goldsboro, North Carolina,

RIGGS: (CHANT 5 SECONDS) As a tobacco auctioneer I've chanted that same chant at tobacco markets in Georgia, South Carolina, North Carolina and Tennessee. I sold more than 8 million pounds this past season and I saw Lucky Strike get the nicest tobacco at every auction.

COMMERCIAL #3 (CONTD)

RUYSDAEL: Ladies and gentlemen of the jury there is the evidence. You have heard from actual eye-witnesses to the quality of the tobacco that is bought by all the different cigarette companies. Now these three independent tobacco experts have been smoking Luckies themselves for years. And they are typical of most other independent experts - auctioneers, buyers and warehousemen, not connected with any cigarette manufacturer. Among these independent experts Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. This is a fact -- a fact established by sworn records which anyone may examine. Remember this fact next time you buy cigarettes. And when you hear the chant of the tobacco auctioneer (CHANT 10 SECONDS) When you hear that chant, think of fine tobacco and remember, with men who know tobacco best it's Luckies 2 to 1!

("LUCKY DAY" ORCHESTRA)

GRAUER: From near and far grads and undergrads gather once more on the campus to witness the battle of the century. Here you are, stranger, light up a Lucky and go right that way to see the fun -- listen awhile to the original Kay Kyser style.

8. ("CRY BABY CRY" MASON & ORCHESTRA)

(SEGUE TO:)

9. ("LOVE WALKED IN" DUET & ORCHESTRA)

(APPLAUSE)

GRAUER: The final round!

(FANFARE)

From their brief rests the two scholastic champions come forth -- the judges wear their beards in tandem -- and firmly stalking from his Ivory Tower comes -- Kay Kyser!

KYSER: Huzzah, my young neophytes -- hang on to your hats and don't forget to duck for low bridges. The metronome swings and the goosehangs high. Here comes the question first:

1. Here is a well-known radio theme song that Miss Dorothy Duffey of Berwin, Illinois wants you to name and also tell whom it identifies. (PLAY)

2. Miss Carol Campbell of El Centro, California, wants some information about musical instruments. Let's see if you can help her:

1. Is a vibraphone a stringed instrument?
2. Does a tube play treble or bass notes?
3. Is a violin a stringed instrument? (MORE)

3. Here's another question about radio personalities. This time it's from Mr. Edward McDermott of Worcester, Mass. 1. Is Tizzy Lish a man or a woman? 2. Who is known on the radio as the town crier?

4. Here are two much loved compositions by a renowned composer. Miss Jo Anne Risley of Dixon, Illinois wants you to name both the songs and the composer. (PLAY) (PLAY)

5. Can you name a popular Irish tenor who used to be a policeman? He has just completed a personal appearance in New York on Broadway.

6. Mrs. Warren Miller of Salem, New Jersey wants you to name two song titles which contain the words "Satan or "Devil".

KYSER: Das all, chillun -- das the business ... what a tournament -- what an examination -- who is the winner? The hounds are out and they bring the quarry home.

(SOUND: HOUNDS IN FULL BAY ... THEY COME TO HAND)

DYSER: Here they are -- the judges from the desert deep. Oh, the famine and the winter -- oh ---- well -- here they are and while our student champions gnash their teeth, the judges hand in their decision -- and -- for the honor of the old school 'tis a good one. The judges proclaim the week's winner to be _____.

(APPLAUSE)

(MORE)

KYSER:
(CONTD)

My dear student, your handsome face and figure -- or a reasonable facsimile thereof -- shall take its place in our hall of fame. I congratulate you -- I salute you -- I give you the old school mitten -- and by the way, I award you the old top token for your campus coziness -- this fine financial fact of \$35. To our handsome second placer I give this \$20. To the other four contestants -- \$10 each. And to you all a carton of Luckies. Then and now to every member of the student body, for those cheers and that local color, for applause and for swell advice in the pinches -- I'm happy as all get out to have you receive a package of Lucky Strike Cigarettes.

(APPLAUSE)

KYSER:

But -- look there, students -- up comes the moon -- Romance is stirring -- co-eds are flirting -- close your books -- grab your partners -- and yes, dance students -- yes dance.

10. ("YOU COULDN'T BE CUTER" RABBITT & ORCHESTRA)

(SEGUE TO:)

11. ("OF THESE I SING" ORCHESTRA)

GRAUER: Well, school is out until we gather with Kay Kyser next week -- don't forget - next Wednesday night is class night. Be sure to come early and be on hand for the course offered in your Musical Klass and Dance. And if you have any musical questions you'd like to have asked, send them along. We'll be glad to have them. Just send your questions to Kay Kyser -- K-A-Y K-Y-S-E-R -- 919 -- nine one nine -- North Michigan Avenue, Chicago. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strike -- first, the exclusive process "It's Toasted" makes Luckies a light smoke -- easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that anyone may examine -- with independent experts - with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS" ORCHESTRA)

KYSER: Until class night next Wednesday night, we'll be a-thinkin' of you. This is Kay Kyser sayin' -- so long, everybody!

(APPLAUSE)

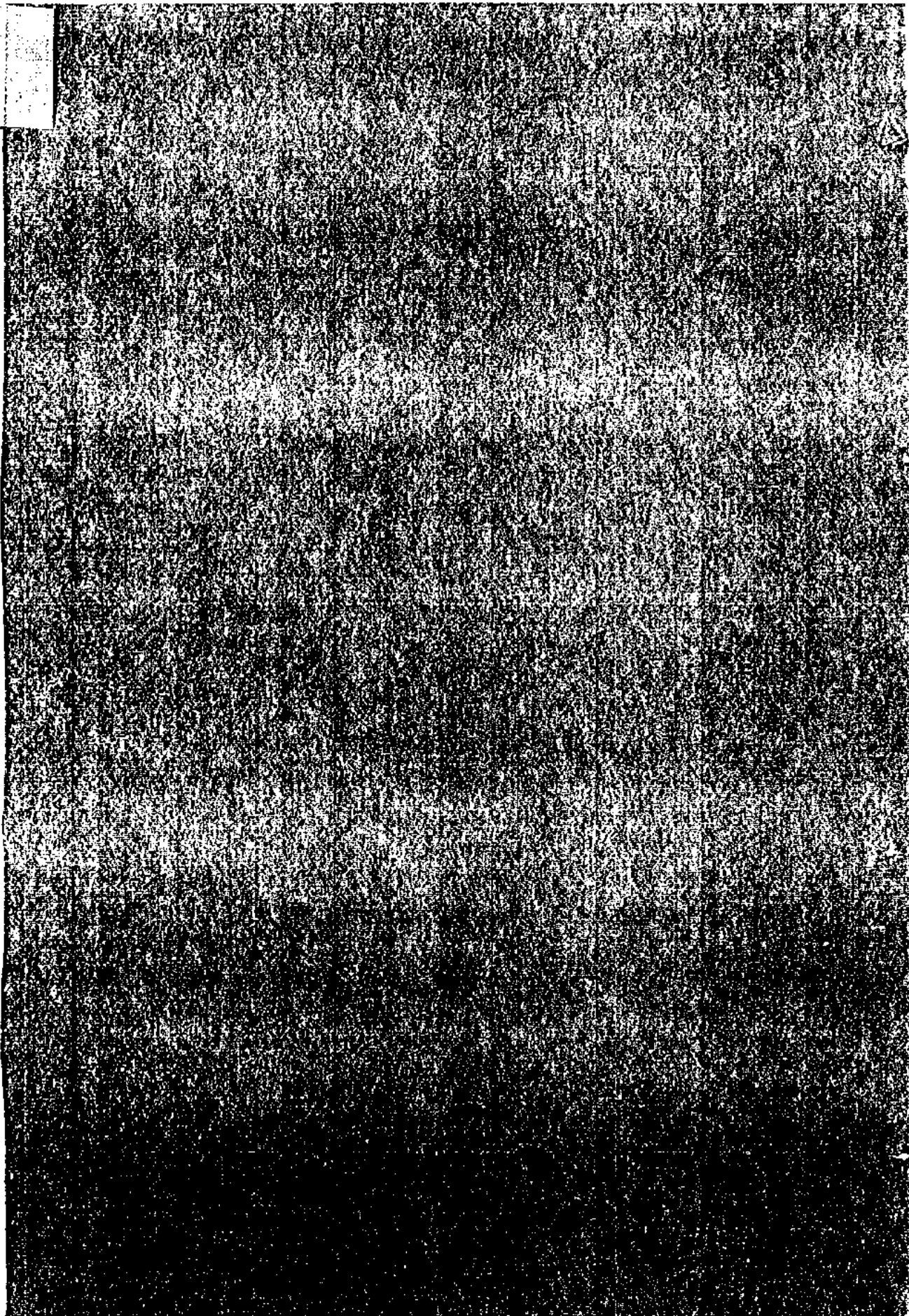
ANNOUNCER: The famous tobacco auctioneers heard on tonight's program were Mr. F.E. Boone of Lexington, Kentucky and Mr. L.A. (Speed) Riggs of Goldsboro, North Carolina.

(LIST TUNES AND CREDITS)

THIS IS THE NATIONAL BROADCASTING COMPANY.

5-24-38
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JUNE



Mr. Farrelly

W E A F

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S MUSICAL KLAS AND DANCE

() ()
10:00 - 11:00 P.M.

JUNE 1st, 1938

WEDNESDAY

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

AUCTIONEER: (CHANT) 1st Sale .. 34 - 39
 2nd Sale .. 32 - 37
 3rd Sale .. 33 - 38

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts - like the
 auctioneer you just heard - know who buys what tobacco.
 With these experts - with men who know tobacco best -
 it's Luckies two to one!

("HAPPY DAYS" ORCHESTRA . . .)

GRAUER: Lucky Strike presents Kay Kyser and his Musical Klass and
Dance .. another full hour of the finest in makes-you-want-
to-dance music as well as the complete sixty-minute course
in higher musical knowledge for fun, for scholarships
and for real prizes of genuine spending money. It's
Class Night tonight and here comes the man and his band
who gave you singing song titles - Kay Kyser!

(KYSER THEME IN AND UP FOUR BARSFADE)

KYSER: Evenin' one and all, folks - scholars, students and everybody - how're ya all? Welcome to the old hard-wood campus high over Times Square in the heart of New York. Your Master of Music is delighted to see your shining faces in the classroom tonight and happy to have up here on the old lecture platform six eager and brilliant young scholars rarin' to take their examinations for degrees and endowments of \$95 in prizes. Hold on to your rockers, folks, for in a very few minutes we'll have the old campus stripped for action to determine who shall sink and who shall swim, but right now there's vim, vigor, and vibration goin' on - so, yes dance, students -yes dance.

1. ("SOMETHING TELLS ME" MASON AND ORCHESTRA)

(SECUE TO:

2. ("I LET A SONG GO OUT OF MY HEART" SIMMS AND ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #1)

KYSER: Basil Ruysdael has invited to the studio tonight one of our very best friends. Her name is Smoker -- yes, Mrs. Average Smoker, and she's a mighty charmin' lady .. Mrs. Smoker, please make yourself at home- this program rightly belongs to you and your husband.

WOMAN: Thank you, Professor Kyser.

RUYSDAEL: For the benefit of those listening in, let me say that Mrs. Smoker - together with her husband - is typical of the American men and women whose taste it is our ambition, as a cigarette manufacturer, to please. And, Mrs. Smoker, I guess you are about as experienced a cigarette buyer as there is in the world. Am I right?

WOMAN: Next to my husband -- perhaps, that's true, Mr. Ruysdael.

RUYSDAEL: Well - now - may we ask what points you take into consideration in buying cigarettes?

WOMAN: I think I judge cigarettes the same as I judge any other product.

RUYSDAEL: And how's that?

WOMAN: Well, I always want to know first if it's made of the best materials.

RUYSDAEL: I think I can answer that question as regards Luckies, Mrs. Smoker, simply by referring you to the judgment of experts ... The independent tobacco experts - the men who know tobacco best - smoke Luckies 2 to 1!

WOMAN: That does sound convincing, but have you proof, Mr. Ruysdael? Where did you get that figure of 2 to 1?

(COMMERCIAL #1 - CONT'D)

RUYSDAEL: Mrs. Smoker, I'm glad you asked that question. For the figure 2 to 1 is the result of an actual survey made among independent tobacco experts down South - auctioneers, buyers and warehousemen not connected with any cigarette manufacturer. And among these independent experts it was learned - Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. This is a fact proved by sworn records - sworn records which anyone may examine. So, Mrs. Smoker, consider this fact next time you buy cigarettes. And tell your husband, Mr. Smoker about it too. Whenever you hear the chant of the tobacco auctioneer (CHANT 10 SECONDS) When you hear that chant, think of the fact it stands for .. with independent experts - with men who know tobacco best -- it's Luckies 2 to 1!

("LUCKY DAY" ORCHESTRA)

GRAUER: Now the scholars take their places in the classroom---
tension is terrific and feeling runs high .. up on the
lecture platform six handsome and hopeful candidates -
chosen at random from our student body - are ready and
eager to betray their musical secrets for the Dean's
ducats -- that \$95 in prizes. The judges will take into
consideration the difficulty of the questions - the
relative accuracy of the answers and the passing of time.
So - be warned and be wary for here comes the Dean of
Disbursements - Kay Kyser!

(KYSER THEME IN MARCH TEMPO)

KYSER: Nice goin', my dear Ben Grauer - Dean of Public Speakin-
and welcome, contesting scholars .. Let me warn you that
in this school they who hesitate go home empty satchel
handed -- but those who talk fast and rightly - go home
on the plush - steady, students - here comes the first
question.

(FIRST QUESTION ROUND)

1. Here is the theme of a very unique musical organization. See if you can identify the leader by this imitation for Mr. Drew McNichols of Philadelphia, Pa. (PLAY) What famous songstress is featured in this organization?

2. Can you tell Miss Edith Labb of Canton, Ohio - 1. Who is Betty Lou on the radio? 2. Who introduced Judy Canova and her brother Zeke on the air?

3. You know rondelays are songs that go around and around, and Mr. Edwin Holy of Martinsville, Indiana, wants you to identify these two well known rounds.. (PLAYS)

4. Orchestras are made up of sections like woodwinds, strings, brass, etc. Mr. George Hayes of Knoxville, Tennessee, wants you to name three brass instruments.

5. Here's a little giant knowledge tester from Mr. Bob Kelley of McCook, Nebraska. It is not the theme of an orchestra, nor of a singer or a personality. It is the theme of a certain Island where there is lots of fun and where lots of famed orchestras have played. See if you can name the Island for us from hearing this song. (PLAY)

6. Can you finish these song titles for Miss Frances Gaffney of Ryan, Iowa. Piccolo _____, Harmonica _____, Barnacle _____, Dapper. _____.

7. Miss Myrtle Hart of Winston-Salem, North Carolina, wants you to clap an ear to the musical terra firma and see if you can hear the Indians coming. Whose identifying theme is this, and what's the name of the song? (PLAY)

(more)

8. Decoration Day is over and amusement parks all over America are really in full swing. So for Mrs. H. Frischmann of St. Louis, Missouri, let's take a little musical trip into one of these amusement parks. The first thing most kids want to do is ride the _____ (PLAY)
Now a trip down the mid-way without a stop (PLAY.) For a moment let's pass up the miniature trains, the whip and the roller coaster and let's listen to the Barker as he invites us to _____ (PLAY)

9. For Mr. Robert Hammerle of Batesville, Indiana, let's identify three familiar characters of Amusement Parks. What is a park without a _____ (PLAY) Now let's go over and shake hands with _____ (PLAY) And over there turning out a little jollity we have _____ (PLAY)

KYSER: Das all, students - go to a neutral corner while our learned judges scamper out of their whiskers with a decision .. Light up a Lucky Strike and take things easy and let me remind you that the winner of this first group will meet the winner of the second examination for higher musical honors in a final bout later in this program to settle for fame and fortune who the big winner of the week shall be and who shall get the first prize of \$35. Right now, I'm being jostled by dwarfs - no, 'tis a decision. The judges proclaim the winner to be _____.

(APPLAUSE)

KYSER: Fraternal felicitations to you, my dear young student - you are a credit to the institution - you are likely to succeed and someday you'll be plastered all over the Tabs -- right now, Class is out - and there's fun and feastin' goin' on -Let's go to the mat, lads - let's turn one on - I say, yes dance.

3. ("JERICHO" ORCHESTRA)

(SEGUE TO:

4. ("YOU COULDN'T BE CUTER" BABBITT AND ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #2)

KYSER: Coming to the studio tonight, your old Professor passed right by the Metropolitan Opera House. Now, man .. there's a quiet spot these evenings .. not a high C in the neighborhood. Say .. Basil Ruysdael .. when the Metropolitan Opera Season closes, what happens to the opera singers anyway?

RUYSDAEL: They go right on singing, Kay .. concert tours .. study ... long hours of practise for new roles. Great opera singers like ^{and} ~~Le~~aritz Melchior, and Lotte Lehmann never get a real vacation for their voices, any more than do leading motion picture stars like ⁱⁿ ~~Ca~~udette Colbert and Charles Boyer. Their work places a never-ending strain on their throats .. So, it's interesting that these and many others stars have smoked Luckies for years. The reason is that Luckies are a light smoke, easy on any smoker's throat. You see, Lucky Strike's exclusive "Toasting" process is a purifying process. It takes out certain harsh throat irritants, naturally present in all tobacco. Then with these irritants out, controlled moisture is added to enhance the natural mellowness of the leaf. The result is a light smoke .. a smoke that has been purified of certain undesirable elements and is therefore easy on your throat. Test this for yourself. Try Luckies for a week and let your own throat demonstrate to you the throat protection of the exclusive process "It's Toasted." Begin this personal test next time you buy cigarettes. Ask for Lucky Strike

("LUCKY DAY" ORCHESTRA)

(FADE FOR ANNOUNCER AND CONTINUE THROUGH STATION BREAK)

GRAUER: As town and gown light up Lucky Strikes and sit back to listen to music played Kay Kyser's way .. our Musical Klass recesses briefly for station identification.

. S T A T I O N B R E A K

(MUSIC SWELLS AND FINISHES)

GRAUER: Kay Kyser's Musical Klass and Dance moves into its second semester of scholastic syncopation and campus competition. Kay Kyser's makes-you-want-to-dance music offers a different and dazzling course in dancing.

5. ("WHO" ORCHESTRA)

(SEGUE TO:

6. ("CATHEDRAL IN THE PINES" DUET & ORCHESTRA . . .)

(APPLAUSE)

GRAUER: Recess is over .. the students are back from vacation - so light up a Lucky while the scholastic scrounges bring out three more handsome and hardy scholars eager to take their exams and win this round of competition. The winner goes up against the first round winner in a final sockeroo for that \$35 first prize. But now, Dr. Kyser comes from his sanctum - the ball's in play and the whole thing is up for grabs - hats off - give us the old school hymn.

(KYSER THEME)

KYSER: Clap your spurs into the floorboards, students - be steady and be warned that only science can pull you through - here comes the first question!

(SECOND QUESTION ROUND)

1. A beautiful song and a well known orchestra leader are identified in the playing of this tune. Miss Bonnie Mae Sheehan of Custer, South Dakota, wants you to name them. (PLAY)

2. For Mr. James Graham of Marfa, Texas, can you name three songs that have questions for titles, such as: "Why Was I Born?"

3. Ah! Ah! 'tis June - that famous month for - well, you know what. For Miss Jean Diggs of Portsmouth, Virginia, let's all attend the _____ (PLAY) Can you name that song? Speaking of _____ here are a few facts about June that are not concerned with the weather. 14% of all _____ in 1937 were in the month of June. There were 1,400,000 couples married in 1937.

4. Here's a skull buster from Mr. Ewell Hall of Kansas City, Missouri. I will mention the name of a well known comedy team and you name the orchestra leader for each member of that team. Now, I will name two well known singers. You combine their names and identify a popular radio team.

5. For Mr. Edward H. Ferguson of Dorchester, Mass. Lyman Gande at the piano and the band are going to gang up on a well known orchestra leader and piano stylist's theme. See if you can identify the leader. (PLAY)

6. Miss Dorothy Hope Smith of Madrid, Iowa, invites you to take a nose dive with the following little jewels of query: "What comedian is introduced this way. "Mama, that man is here again"? Who says "Evenin' Folks, How're You All"? Another professor says "Now Poopils, After Der Moosic, Comes Shooshie."

(more)

7. Mr. Willy Woodworth of Bloomington, California, has gone a little highbrow on us and wants you to identify the following aria. (PLAY)

8. Here's a little musical phrase we have heard all our lives and I imagine there are many versions of the words to each. For Miss Ann Milligan of Convent, New Jersey, can you name at least two versions you have heard of _____, (PLAY)

9. One of radio's most lovable characters and a great song are combined in this question from Mr. Norman Markman of Denver, Colorado. Please identify both. (PLAY)

KYSER: Das all, kids - das all ... drape yourselves against the old school wall while our learned judges seek a decision. Let me remind you again that whoever wins must meet the first winner in the final exams for the clear title to \$35. But, here comes a carrier pigeon with a message - 'tis a decision -- the judges proclaim the winner to be _____.

(APPLAUSE)

And - you, you, dear student - you got one leg up on the old financial cup - take it easy - light up a Lucky and rest up for the final round. And the rest of you - students, faculty, judges and scrounges - wax up your dancin' shoes - grab yourself a partner - totter out there and yes dance -- I mean yes dance;

7. ("MA" MASON AND ORCHESTRA)

(COMMERCIAL #3)

KYSER: And now, students, here's Basil Ruysdael. Basil, if these old eyes don't deceive me I believe I saw you just now talking in the wings with "Speed" Riggs, the tobacco auctioneer. And unless I miss my guess, you were talking tobacco again.

RUYSDAEL: That's almost right, Kay. We were talking about tobacco experts. "Speed" was telling me how important it is for the independent tobacco experts down South to keep a reputation for being fair and square in their dealings with all cigarette companies. Take for example - the operators of warehouses. If they were partial to any one company - well - they wouldn't stay in business long! And that's exactly why, when a warehouseman expresses an opinion about cigarettes, you can be sure it's absolutely impartial and fair. Now here is the opinion of John L. Pinnix - who operates the New Brick Warehouse in Chadbourne, North Carolina ...

VOICE: I've been operating tobacco warehouses for 20 years and I've been smoking Luckies for 20 years, too. And one reason I've kept to Luckies all this time is because, at every market I've ever attended, Lucky Strike has bought the ripest mellowest tobacco. And I know other tobacco men agree with me. Everywhere I've been in the Tobacco Belt, I've noticed that men with tobacco training like my own are smoking Luckies.

RUYSDAEL: Yes .. among independent tobacco experts, like Mr. Pinnix -- auctioneers, buyers, and warehousemen, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. (MORE)

(COMMERCIAL #3 - CONT'D)

- 15 -

RUYSDAEL: (CONTINUED)

This is a fact established by sworn records - sworn records
which anyone may examine. So, next time you hear the
chant of the tobacco auctioneer (CHANT 10 SECONDS)
- let that chant remind you of the fine tobacco in Luckies.
With men who know tobacco best .. it's Luckies 2 to 1!

- 15 -

ATX01 0246211

("LUCKY DAY" ORCHESTRA)

GRAUER: From upstairs - downstairs - from stadium and srorrity
come the grads and undergrads to be in on the great
struggle for top musical honors of the week - so get in
the mood - light up a Lucky Strike and listen a while to
the original Kay Kyser style.

8. ("FAREWELL BLUES" ORCHESTRA)

(SEGUE TO:

9. ("TI PI TIN" DUET AND ORCHESTRA)

(APPLAUSE)

GRAUER: The final round!

(FANFARE:)

GRAUER: Rested and refreshed our two champions return to the
lecture platform - ready to do or die for that \$35... the
judgos mumble in their beards - the scholars in the
classroom shudder with anticipation and firmly to the
fore comes - Kay Kyser.

KYSER: Greetings my two young friends - roll with the punch and
don't forget to duck for low bridges - here comes the
first question!

(FINAL QUESTION ROUND)

1. Miss Anne Somerleigh of Ontario, Canada, wants to know what orchestra leader's theme song we are about to hear. (PLAY)
2. Mr. Henry Deutsch of Cincinnati, Ohio, asks - Does the piano usually supply melody or harmony to an orchestra? Is a polka an instrument, flower, animal, dance, Chinese song, or a Congressman?
3. For Mr. K.L. Thomas of Seaford, Long Island, can you name two classical pianists, one classical violinist, and one opera singer?
4. Mr. Jack Burns of Santa Ana, Calif, wants you to name this song (PLAY) Does that song remind you of cowboys, firemen, Indians, or midgets? All right can you name two other _____ songs?
5. For Mr. I.B. Johnson of Pulaski, Virginia, can you name a stringed instrument spelled with four letters starting with "H". Also two orchestra leaders whose last names start with an "H"?
6. Can you name an Irish tenor who used to be a policeman? He recently completed a personal appearance in New York.
7. Mrs. Warren Miller of Salem, New Jersey, wants you to name two song titles which contain the words "Satan" or "Devil."

KYSER: Das all, chillun - noble, true blue - what a battle -
koon ears, vast knowledge and fast talking won the day.
Bear with me while our judges find their way out of their
beards -- there - the bushes part and out springs a
decision - the judges proclaim the big winner to be

(APPLAUSE)

KYSER: My dear scholar - your scholarly profile shall grace a
niche in the old Hall of Fame - I salute you - I
congratulate you -- I give you the old school grip and I
sweeten your coffee with a little sugar - this fine
concentrated job of \$35 -- to our handsome second
placer this \$20 and to the other four candidates \$10
each - to all of them a carton of Luckies. Then and now
to every member of our student body here in the classroom
for those cheers - that local color - that applause and
those swell answers - a package of Lucky Strikes to each
and every one.

(APPLAUSE)

But, now let's off with dull care - up with the bunting--
hang out the moon - and yes, dance kids - yes dance.

10. ("DIPSY DOODLE" MASON AND ORCHESTRA)

(SEGUE TO:

11. ("SOMEBODY STOLE MY GAL" BABBITT AND ORCHESTRA)

GRAUER: Well, school is out until we gather with Kay Kyser next week - don't forget - next Wednesday night is class night. Be sure to come early and be on hand for the course offered in your Musical Klass and Dance. And if you have any musical questions you'd like to have answered, send them along, We'll be glad to have them. Just send your questions to Kay Kyser - K-A-Y K-Y-S-E-R -- 919 nine one nine - North Michigan Avenue, Chicago. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strike - first, the exclusive process "It's Toasted" makes Luckies a light smoke - easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that anyone may examine - with independent experts - with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS" ORCHESTRA)

KYSER: Until class night next Wednesday night, we'll be a-thinkin' of you. This is Kay Kyser sayin' - so long, everybody!

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneers heard on tonight's program were Mr. Ray Oglethy, of Winserville, N.C. and Mr. F.E. Boone of Lexington, Ky.

(LIST TUNES AND CREDITS)

THIS IS THE NATIONAL BROADCASTING COMPANY.

Mr. Benjamin

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S MUSICAL KLAS AND DANCE

() ()
10:00 - 11:00 P.M.

JUNE 8, 1938

WEDNESDAY

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

AUCTIONEER: (CHANT) 1st Sale ... 34 - 39
(MR OGLEBLEY) 2nd Sale ... 32 - 37
3rd Sale ... 33 - 38

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts -- like the
auctioneer you just heard -- know who buys what tobacco.
With these experts -- with men who know tobacco best --
it's Luckies two to one!

("HAPPY DAYS" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser and his Musical Klass
and Dance ... another full hour of the finest in makes-you-
want-to-dance music as well as the complete sixty-minute
course in higher musical knowledge for fun, for
scholarships and for prizes totalling \$95 in genuine
spending money. It's Class Night tonight ... and here
comes the man and his band who gave you singing song
titles -- Kay Kyser!

(KYSER THEME IN AND UP FOUR BARS FADE)

KYSER: Evenin' folks -- I mean scholars -- how're ya all? Welcome to the old covered campus in Times Square -- New York -- New York. Your Music Master is happy to see all your beamin' faces in the classroom tonight and delighted to have up here on the old lecture platform six eager and aspiring students who are ready to take their examinations for degrees and endowments of \$95 in prizes. There's goin' to be a hot time round here when the questions start flying, but right now the old school brushes off the cobwebs -- the scholars leap to the greensward and the varsity vibrates -- I mean, yes dance, students -- yes dance.

(1. "I LOVE TO WHISTLE" ORCHESTRA)

(SEGUE TO:)

(2. "BEWILDERED" SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

COMMERCIAL #1

KYSER: You know, Students, I walked in for rehearsal today and there was our trumpet player ... Bobby Guy ... playing that popular American game of imitating the chant of the tobacco auctioneer. Only Bobby gave it a new wrinkle. Yessir, chillun, he was imitating that chant on his trumpet!

RUYSDAEL: On his trumpet! That's interesting. How about Bobby giving us a demonstration?

KYSER: Fair enough, Basil. But first, let's ask Mr. F.E. Boone, the auctioneer, to lead off with his regular chant.

BOONE: Why sure - (CHANTS 10 SECONDS)

KYSER: Okay, Bobby - play that on your trumpet!

GUY: (IMITATES CHANT 10 SECONDS ON TRUMPET)

(APPLAUSE)

KYSER: Anything wrong with that imitation, Basil?

RUYSDAEL: Sounded fine to me, Kay. What do you think, Mr. Boone?

BOONE: Mighty good, Mr. Ruysdael. But I kind of missed the words. You see what a chant really is, is just a way of recording the bids as they're made at an auction.

RUYSDAEL: Mr. Boone, suppose you prove that to us. Chant another sale but slow it down gradually toward the end and see if we can get the actual words.

BOONE: All right. Listen: (CHANTS FAST, GRADUALLY SLOWS DOWN UNTIL HE IS TALKING: "33...33...33...WHO'LL GIVE 34... 34...34. ENDS "SOLD AMERICAN".)

COMMERCIAL #1 (CONTD)

RUYSDAEL: Thank you, Mr. Boone. Maybe if you'd keep on giving us lessons, we could all go down South to the tobacco auctions next Fall and actually follow the sales for ourselves. But, in the meanwhile, here is the impartial, unbiased judgment of experts who do follow the sales at tobacco auctions everywhere - independent experts who actually see what tobacco is bought for what cigarettes. (PAUSE) Among these independent experts - auctioneers, buyers and warehousemen - Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. This is a fact established by sworn records - sworn records that anyone may examine. Next time you buy cigarettes, remember: "with men who know tobacco best, it's Luckies 2 to 1."

("LUCKY DAY")

GRAUER: The dancing is over -- the moon has gone to the showers and the students take their places in the classroom ... up on the lecture platform six handsome and hardy scholars -- chosen at random from our student body -- are ready and willing to pitch a little knowledge for \$95 in prizes. The judges take into consideration the difficulty of the questions -- the relative accuracy of the answers and the passing of time. So be warned and be wary for here comes the Dean of the Ducats -- Kay Kyser!

(KYSER THEME IN MARCH TEMPO)

KYSER: Nifty narration, my dear Ben Grauer -- Dean of Public Speakin' -- and welcome contestin' scholars. Let me warn you to stand up close to the plate and when I bend a question at you, swing hard and fast -- if you miss you're out of luck and if you bunt you'll have to run it out with the time chime -- steady -- here comes the first question.

1. It's a beautiful song and the theme of a well-known orchestra leader and showman. Identify both for Mr. Bill Irwin of Albuquerque, New Mexico. (PLAY)

2.

(MORE)

KYSER:
(CONTD)

3. This question from Mr. Fred Tyrell of West Haven, Connecticut is a welcome one, because it deals with the co-eds. Let's quickly identify the following songs which have girls' names for titles. (PLAY) (PLAY) (PLAY)

4. Mr. John O'Connor of Troy, New York tells us that there was once a bridge game played by four people -- in this corner the lovely young singing star of Hollywood Hotel - her partner one of the twins on Charlie McCarthy's program -- on her right the original Boop-a-Doop girl -- on her left, the other twin. Who were the foursome?

5. Here's the theme of one of radio's most popular masters of ceremony. Name the song and name the man for Miss Benita Allison of Los Angeles, California. (PLAY)

GRAUER:

Most everyone knows that _____ received an honorary degree from his Alma Mater, Gonzaga University, but he has nothing on our own professor, because here is Mr. Bernard Eidler, President of the Senior Class of the Washington Square College of New York University, who is going to confer upon Kay a Master's degree from his class. Mr. Eidler.

EIDLER:

Mr. Kyser, as a gesture of respect and esteem in appreciation of the excellent work done by you in furthering the cause of Musical Knowledge - and on behalf of New York University and the Senior Class, I bestow upon you this honorary degree - M.A. - Master of ^{Arts} Music.

(APPLAUSE)

KYSER: Thank you, Mr. Eidlor -- I accept the honor you bestow with gratitude. I shall endeavor to carry on in the work you have seen fit to commend. To you, sir -- and to the Senior Class of NYU, my very best thanks.

6. On the way down from the Pennsylvania Hotel, my cab driver, named Mr. Skelly, gave me a honey of a question and I want to use it right here. See if you can tell us what well known song has the word 'taxi' in the first line of the lyric. It goes like this: "I'll be down to see you in a taxi, honey."

7. For Mr. Jack Campbell of Portland, Oregon, identify this next orchestra theme song. (PLAY)

8. This question comes from Miss Edna Horton, of Gardner, Massachusetts. Here's another well-known musical phrase. I wonder what words you have used to it. (PLAY)

9. Miss Jane Smith of Drake, Arizona, asks what aria from the opera "Il Trovatore" was once played in Boston in the year _____ by 1,667 musicians accompanied by 100 firemen hammering with a battery of cannon outside, which were set off electrically in tempo with the music? Here's a pocket edition of that musical triumph. (PLAY)

KYSER: Das all, students -- relax, unbend -- light up a Lucky Strike and take it easy while our learned judges open a can to find a decision ... and let me remind you, scholars, that the winner of this first group will take on the winner of the second round of examination for higher musical honors in a final session of questions later in this program to settle just who is to win the first prize of \$35. (MORE)

KYSER:
(CONTD)

But look out, there goes a beard - Beaver! Beaver! --
'Tis a judge with a decision -- and he reports that the
winner of the first round is none other than _____.

(APPLAUSE)

I congratulate you, my doer young student -- I give you the
old school glove stretcher ... you have dazzled the judges
and won the right to go into the finals with a second round
winner, yet to be chosen. Go take things easy while I
call out the chillun -- dry off the moon -- hang it high --
So -- yes dance, students -- yes dance.

(3. "GREAT DAY" ORCHESTRA)

(SEGUE TO:)

(4. "SAYS MY HEART" BABBIT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

COMMERCIAL #2

KYSER: Students: Now, in this rare old month of June is the season of Commencements ... Yessir, now's the time, when umpty-umpty thousands of young graduates troop from their cloistered halls out into the world of affairs. And tonight, ladies and gentlemen, Basil Ruysdael has brought one of these young graduates here with him - Basil, introduce him, will you?

RUYSDAEL: Why of course, Key. He's the son of our good friends, Mr. and Mrs. Average Smoker. He's young Mr. Smoker. And because he's typical of thousands of young men and women all over the country, we've invited him here tonight to tell us what he looks for in buying a cigarette.

MAN: (DEFTIDENTLY) Well - that's kind of a hard question to answer, Mr. Ruysdael. I think - well - I really think all I look for in a cigarette is just my own pleasure.

RUYSDAEL: Young Mr. Smoker, no one could give a better answer! But can you tell me what makes a cigarette pleasing?

MAN: Well - good tobacco, I suppose.

RUYSDAEL: Yes, that's half the story.

MAN: What's the other half?

RUYSDAEL: Let me explain. Even the finest tobacco is not pleasing to smoke in its natural state. That's why Lucky Strike's exclusive "Toasting" process counts for so much. This purifying process expels certain harsh throat irritants found in all tobacco. These undesirable elements are out of Luckies and so you can really enjoy Luckies' fine tobaccos to the full - without fear of throat-irritation.

MAN: Can you prove that?

COMMERCIAL #2 (CONTD)

RUYSDAEL: I can refer you to many of the most famous stars of opera, radio, stage and screen - people like Lauritz Melchior, Lotte Lehmann, Charles Boyer, Myrna Loy. They've been smoking Luckies for years and they tell us frankly Luckies never irritate even their sensitive throats. But the best proof of all is up to you yourself...Try Luckies for a week. Let your own taste and your own throat be the judges. For, remember: Only Lucky Strike offers you the finest tobacco plus the throat-protection of the exclusive process "It's Toasted". And that's the complete formula for your smoking pleasure. Begin your one week test of Luckies next time you buy cigarettes. Ask for a light smoke ... Ask for Lucky Strike.

("LUCKY DAY")

("LUCKY DAY" FADES AND CONTINUES THROUGH STATION BREAK)

GRAUER: As frosh and faculty light up their Lucky Strikes and listen to music played Kay Kyser's way -- our Musical Klass recesses briefly for station identification.

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

(MUSIC SWELLS & FINISHES)

GRAUER: Kay Kyser's Musical Klass and Dance moves into its second semester of scholastic syncopation and campus competition. Kay Kyser's makes-you-want-to-dance music offers a different and dazzling course in dancing.

(5. "SOMETHING TELLS ME" MASON & ORCHESTRA)

(SEGUE TO:)

(6. "I GOT A FEELING YOU'RE FOOLING" SIMMS & ORCHESTRA)

(APPLAUSE)

GRAUER: Class takes in! Scholar and faculty take their seats and it's time to light up a Lucky and get set for the second round ... three more eager and erudite scholars take their places on the lecture platform and dangling within reach is the chance to win \$35 first prize. Everything is ready -- everything is set -- and here comes Kay Kyser!

(KYSER THEME)

KYSER: Greetings, neophytes -- hang onto your hats -- here comes the first question:

(MORE)

KYSER:
(CONT'D)

1. For Mr. William Watson of Davenport, Iowa here's the fraternity song of such outstanding persons as George Ade, Booth Tarkington, Roy Chapman Andrews and Ish Kabibble. See if you can name it. (PLAY) Can you name one other song?

2. Miss Owen Weiner of Denver, Colorado wants to know if you can name two all-girl orchestras.

3. Mr. Dudley Smith of Excelsior, Minnesota asks what orchestra leader is also a very fine comic artist. At one time he was staff artist on the Los Angeles Times; he did the curtain of the famous Grauman's Chinese Theatre in Hollywood. Here's his theme song. (PLAY)

4. Answer right or wrong to these questions from Mr. James Kirkpatrick of Columbus, Ohio.

- a. Fred Allen and Gracie Allen are brother and sister.
- b. Perry Como sings with Ted Weems' Orchestra.
- c. Arlene Harris, the human chatterbox, is on Rudy Vallee's program.

5. Well, here's a musical mellerdrama from Miss Margaret Brent of Arcadia, Wisconsin. As the scene opens, it is (PLAY). What time of day is it? And onto the stage stealthily steps the (PLAY). Who is it? Ah, the cruel beast -- he leaves with a final scorching sentence, and Little Nell is (PLAY). Is she happy or sad? What's the name of the song? But ho, in a cloud of dust - the thunder of flying hoofs -- and Heigh-~~ho~~ Silver. It's the Lone Ranger and he has the mortgage. The farm is saved, and everyone lives happily ever after. (PLAY)

(MORE)

KYSER:
(CONTD)

6. Can you tell Miss Marie O'Dea of Baltimore, Maryland what Baltimore baritone always signs off with 'Goodnight, mother.' While his wife was ill, what famous comedian was given special permission to sign off with 'Goodnight, Mollie.'

7. Name this song for Miss Sylvia Eulo of Lansdale, Pennsylvania and tell who made it popular and in what picture it was sung. (PLAY)

8. Here's a lollapalooza from Mr. Charles Ellis of Kansas City, Missouri. It's the theme of an orchestra leader and quite a piano player. Listen and tell whose it is. (PLAY)

9. Here's a thrilling song from one of Rudolf Friml's greatest operettas. See if you can name it for Mr. Leo Baron of Manchester, Connecticut. (PLAY) Do you know of a college that uses it for a school song? I can think of two and I imagine there are many others.

KYSER: Das all, kids - das all. Now hold yourselves in escrow until the judges get out of the barrel with a decision. And, let me remind you again that whoever wins this round goes up against the winner of the first round in the finals to be played off a little later to determine the big winner of the evening -- the one who gets clear title to that \$35. But yoicks! The barrel shakes and the judges roll out -- they proclaim the winner to be _____.

(APPLAUSE)

(MORE)

KYSER:
(CONTD)

Kindest felicitations and absolute prostrations, dear student -- you are nominated by cleverness and flushed by success to meet the first winner in the finals. Go to the wraproom and recuperate for the struggle -- and the rest of you -- off with your caps -- up with the moon -- onward to glory and yes, dance students -- yes dance!

(7. "OH MAMA" BABBITT & GANG)

(APPLAUSE)

COMMERCIAL #3

COMMERCIAL #3

KYSER: Basil Ruysdael was telling me that 300 years ago in Jamestown, Virginia, tobacco was used as money. Now ... Basil ... you don't mean a man could walk into a store, peel a few leaves of tobacco off his roll and buy something with it?

RUYSDAEL: (CHUCKLES) Well, roughly speaking, Kay, yes. And in a different sense, today, tobacco is still the money of Tobaccoland. Take for example ~~Chas.~~^{ES} Turner of Shelbyville, Kentucky. Tobacco has fed and clothed and housed Mr. Turner for 35 long years now. As a warehouseman he handles about 4 million pounds of tobacco a year, selling, of course, to all the cigarette companies. So he's in a unique position to judge tobacco, and here is what ~~Charles~~^{ES} Turner has to say about cigarettes:

VOICE: I started to smoke Luckies because I see American get the best tobacco and I always want the best I can get. I've been smoking Luckies for ten years now and most other independent tobacco men I know smoke Luckies too.

RUYSDAEL: Yes, among independent tobacco experts like Mr. Turner - auctioneers, buyers, and warehousemen - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. This is a fact established by sworn records ... sworn records which anyone may examine. So next time you hear the chant of the tobacco auctioneer (CHANT 10 SECONDS) ... let that chant remind you of the fine tobaccos in Luckies. With men who know tobacco best ... it's Luckies 2 to 1.

("LUCKY DAY")

GRAUER: From town and campus the grads and undergrads, the eds and co-eds come to witness the final round .. so join up -- grab a seat and sit back and relax with a Lucky Strike and listen awhile to the original Kay Kyser style.

(8. "NOBODY'S SWEETHEART" ORCHESTRA)

(SEGUE TO:)

(9. "LOVE WALKED IN" DUET & ORCHESTRA)

(APPLAUSE)

(FANFARE)

GRAUER: The final round! Flushed with victory the two champions march towards the lecture platform -- the classroom is hushed -- the judges have their beards flying at half mast and to the rostrum steps Kay Kyser.

KYSER: Hola, my fine friends -- part at the bell - no roughing in the clinches -- the old school rules will prevail and may the best student win --

1. Here's one of Irving Berlin's songs. See if you can name it for Mr. Billy Brown of Mount Sterling, Kentucky.

(PLAY) Berlin wrote this song before the days of the Charleston, the Black Bottom, the Suzie Q, etc... yet, in this number they are doing a certain dance. What was everybody doing?

2. This question is from Miss Lillian Rux of Maywood, Illinois.

- a. Would you wear a falsetto at a masquerade?
- b. What is a fife? Of what family of instruments is it?

(MORE)

KYSER:
(CONTD)

3. For Mr. Bing Miller of New York City, can you name a four letter instrument beginning with an 'H'. Can you name two orchestra leaders, whose names also begin with an 'H', that feature the _____ in their radio broadcasts?
4. We'll play one of Franz Liszt's best loved compositions. Name it for Miss Jane Sorenson of St. Paul, Minnesota.
(PLAY) What does the title mean?
5. Can you name an Irish tenor who used to be a policeman? He recently completed a personal appearance in New York.
6. Mrs. Warren Miller of Salem, New Jersey wants you to name two song titles which contain the words "Satan" or "Devil".

KYSER:

Das all, kids -- das all ... what a battle -- fine forensic ability coupled with exhaustive knowledge -- keen wit and an eye for the long green won the day. But, ~~it~~ ^{it} -- the judges have grounded -- the decision's in -- yes, they proclaim the big winner to be _____.

(APPLAUSE)

My dear scholar -- your fame has gone around in par -- you are a credit to the old school and I nominate you for life membership in the Okey Eating Club -- I cross your palm with this fine financial lucky piece of \$35. To our talented and wise second placer, this \$20 and to the other four candidates \$10 each. To all of them a carton of Luckies.

(MORE)

KYSER:
(CONTD)

And now to every member of our student body here in the classroom for those cheers - that local color - that applause and those timely tips in the heat of battle - a package of Lucky Strikes to each and everyone.

(APPLAUSE)

But -- hold everything -- there's a jamboree -- gather round me, scholars -- we're off to the races -- grab a date - prep up the moon -- yes dance, students -- yes dance.

(10. "HOWJA LIKE TO LOVE ME" ORCHESTRA)

(SEGUE TO:)

(11. "YOU CAN'T PULL THE WOOL OVER MY EYES" ORCHESTRA)

GRAUER:

Well, school is out until we gather with Kay Kyser next week - don't forget - next Wednesday night is class night. Be sure to come early and be on hand for the course offered in your Musical Class and Dance. And if you have any musical questions you'd like to have answered, send them along. We'll be glad to have them. Just send your questions to Kay Kyser - K-A-Y K-Y-S-E-R -- 919 -- nine one nine -- North Michigan Avenue, Chicago. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strike. First, the exclusive process "It's Toasted" makes Luckies a light smoke - easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that anyone may examine -- with independent experts -- with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS" ORCHESTRA)

KYSER: Until class night next Wednesday night, we'll be a-thinkin'
of you. This is Kay Kysar sayin'-- so long, everybody!

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneers heard on tonight's program
were Mr. Roy Oglesloy of Winterville, North Carolina and
Mr. F.E. Boone of Lexington, Kentucky.

(LIST TUNES AND CREDITS)

THIS IS THE NATIONAL BROADCASTING COMPANY.

6-7-38
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ATX01 0246234

W-E-A-F

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S MUSICAL KLAS AND DANCE

() ()
10:00 - 11:00 P.M.

JUNE 15th, 1938

WEDNESDAY

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

AUCTIONEER: (CHANT) 1st Sale ... 33 -- 38 } Sales to be nine
2nd Sale ... 32 - 37 } seconds each.

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent experts - like the auctioneer
you just heard - know who buys what tobacco. With these
experts - with men who know tobacco best - it's Luckies
two to one!

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser and his Musical Klass and
Dance .. a full hour of the finest in makes-you-want-to-
dance music, as well as the complete course in higher
Musical Knowledge, for fun, for scholarships, and for
prizes totaling \$95 in genuine coin of the realm. Yea,
it's "Class Night" tonight! ... and here comes the man and
his band who gave you singing song titles - KAY KYSER!

(KYSER THEME IN AND UP FOUR BARSFADE)

(APPLAUSE IN WITH THEME)

KYSER: Evenin' scholars - how're ya all? And welcome to the sequestered shade of our stately campus just off Times Square in the heart of New York. Your old Professor of Sharps and Flats beholds six eager candidates -- picked at random from our student body - up here on the platform waiting with shining evening faces for their turn to tussle with our musical examinations for \$95 in prizes. In a very few moments the campus will resound to the class and clangor of mortal mental combat --- but right now, let's rally round the rostrum - let's pound around the podium - I'll give a downbeat of my scholastic quill, and yes dance, students - come on yes dance.

1. ("WHY DID YOU MAKE ME LOVE YOU"MASON)

(SEGUE TO:

2. ("I LET A SONG GO OUT OF MY HEART"SIMMS)

(COMMERCIAL #1)

WJZ

LUCKY STRIKE - "KAY KYSER"

(REVISED)

() ()
10:00 - 11:00 P.M.

JUNE 15, 1938

WEDNESDAY

(COMMERCIAL #1)

KYSER: And now, students, here's our own fact department - Basil Ruysdael. And Basil, I want to say that when it comes to facts I think you're out ahead. I've never heard you make a statement, you couldn't back up. That's why I'd like to ask you something now. I'd like to know what proof you have for that statement of yours about the "men who know tobacco best."

RUYSDAEL: You mean - "With men who know tobacco best, it's Luckies 2 to 1"...Kay, to back that up, I can offer you the best proof in the world ... sworn records, duly witnessed and verified. Sworn records which you may examine yourself. They reveal that among independent tobacco experts - buyers, warehousemen and auctioneers - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined! Over twice as many! Now that is a most significant fact. For these independent experts are in a unique position to judge cigarettes. They earn their living in buying, selling and handling tobacco. Not connected with any cigarette manufacturer but dealing with them all, they actually see with impartial eyes what tobacco is bought for what cigarettes. (MORE)

ATK01 0246237

(COMMERCIAL #1 - CONTINUED)

RUYSDAEL: They see - and they choose Luckies 2 to 1. Remember that
(CONT'D) fact next time you hear the chant of the tobacco
auctioneer (CHANT - 10 SECONDS)
Remember - sworn records show that ... with men who
know tobacco best - it's Luckies 2 to 1!

("LUCKY DAY")

GRAUER: The time has come - the clock in the old school tower strikes ten-thirteen -four and a half .. and up on the platform our six handsome and hopeful candidates tighten their belts to loosen their stays in readiness for the fracas over that \$95 in endowments and prizes. The judges will take into consideration the difficulty of the questions -- the relative accuracy of the answers - and the passing of time. So on your toes, contestants - here comes the Professor of Prestidigitation .. Kay Kyser!

(KYSER THEME IN MARCH TEMPO)

KYSER: Thank you, Ben Grauer, Dean of Tellin' 'Em What's What .. and to you, my lovely contesting scholars .. shoot straight from the hip and fire even if you don't see the whites of their eyes. - Here comes the first question.

1. It's a well known orchestra theme in this question from Mr. Joe Barry of Newport, Rhode Island. Name the song and identify the orchestra leader. (PLAY)
2. Name three other characters in the Amos and Andy skit besides Amos and Andy for Miss Frances Gray of Culver, Kansas.
3. Mr. Curtis Fay of Columbia, Missouri, wants you to clear up a musical mystery of his childhood. See if you can name these two well-known nursery rhymes. (PLAY) (PLAY)
4. Miss Rosemary O'Keefe of St. Cloud, Minnesota, wants you to complete the following slogans:
Shep Fields and his _____
Swing and Sway with _____
George Olsen and His _____
Bert Block and His _____

5. Here's a beautiful song. It's the theme of a popular radio comedian and singer. Name the song and identify the singer for Mr. Larry Plumb of Oberlin, Ohio. (PLAY)

6. With Miss Kathleen Edens of Elizabethtown, Tennessee, let's make an imaginary visit to a farm where they raise and train horses. See if you can associate a radio personality's name with the different gaits of the horses as they go by. Look at that horse trot. He's a beautiful trotter. Oh, boy - just see that one break into a graceful_____. (Ish Kabibble: I guess that slow nag over there is Jimmy Walker) There's one they can't handle. They try to get him to trot and he breaks into a Frank_____.

7. My. Lyle Franklin, of Lincoln, Nebraska, is curious to know of what country you think when you hear this catchy folk song. Is it Ireland - Italy - Latvia - Russia? (PLAY)

8. A well-known trumpet player made his interpretation of a certain song famous on records years ago. He now uses the song as a radio sign-off. Mr. Leslie Sigmund of Long View, Texas, would like you to identify the song and also the trumpet-playing orchestra leader.(PLAY)

9. Miss Caroline Irish of St. Charles, Missouri, brings an odd situation to our attention. One of the Big Ten Colleges in the middle west is nationally recognized by a song which is the official State song and not the song of the College. First, we will play the College song and see if you can recognize the school. (PLAY) Now here's the State song and I am sure you will recognize the College the minute you hear this one. (PLAY)

KYSER: Das all, Students - das all. Relax in the shade of the old Campus Music stand while the judges ponder over the decision. Light up a Lucky Strike, chillun, and cool off --- and let me remind you that whoever wins this first round will tangle with the winner of the second examination in a final foray to decide our Phi Beta Kyser of the week ... and who cops the delicate little scholarship of \$35 first prize. But hold, enough ...the beards part -- a hand reaches out of the depths -- a hirsute hurrh, for 'tis a decision. The judges proclaim the winner to be _____.

(APPLAUSE)

KYSER: Kudos and accolades to you, my dear young sir (lady), and a friendly clasp of the professorial lunch-hook. You have been weighed in the scales, and you were found wanting \$35. Go forward to fame and fortune in the final round, but first, tarry for some terpsichore - terpsichore - terpsi - Shucks, I still don't know how to pronounce it .. I mean yes dance, students -- yes dance.

3. ("YOU CAN'T PULL THE WOOL OVER MY EYES" ORCHESTRA)

(SEGUE TO:

4. ("YOU COULDN'T BE CUTER" BABBITT AND ORCHESTRA)

(COMMERCIAL #2)

(COMMERCIAL #2)

KYSER: You know - recently our good friend Basil Ruysdael, has been coming off scot-free, as far as the quizzing goes. So tonight, I'd like to shoot him a fast one and see if I can't ruffle him up a bit.

RUYS: All right, Kay. Fire away!

KYSER: All right, Basil. I'm firing!....Here's my question... How do you know so much about these movie stars' private lives?

RUYS: Kay, movie stars don't have private lives. They live in glass houses.

KYSER: And is that how you know about so many of them smoking Luckies?

RUYS: That's about right, Kay. To find out their smoking preferences, we check all the people who know them best - their friends, the actors they work with, the cigarette-girls at the studio commissaries, and so on. Take the case of Charles Boyer, for example. Our investigations revealed that he was a Lucky Strike smoker and when we asked him he volunteered that he has been smoking Luckies for seven years. Now that's significant to every smoker... Because a great actor like Charles Boyer obviously can't risk throat-irritation from smoking. So since he finds Luckies easy on his throat, doesn't it stand to reason Luckies will be easy on your throat, too? You see, Lucky Strike offers you something no other cigarette does - the throat-protection of that exclusive process "It's Toasted".

(MORE)

ATX01 0246242

(COMMERCIAL #2 - CONTINUED)

RUYS:
(CONT'D)

This purifying process removes certain harsh throat irritants naturally present in all tobacco. These irritants are out of Luckies. So the natural mellowness of the leaf is enriched and the result is Luckies are a light smoke - easy on any smoker's throat. Test this for yourself. Try Luckies for a week and let your own throat be the judge. Begin this personal test next time you buy cigarettes. Ask for Lucky Strike.

GRAUER: As Dean and students mingle on the campus, light up a Lucky Strike while Kay Kyser's Musical Klass and Dance recesses briefly for station identification.

S T A T I O N B R E A K

("LUCKY DAY" UP AND FINISHES . . .)

GRAUER: Kay Kyser's Musical Klass and Dance moves into its second semester of scholastic syncopation and campus competition. Kay Kyser's makes-you-want-to-dance music offers a different and dizzifying course in dancing.

5. ("CRY BABY CRY" MASON AND ORCHESTRA)

(SEGUE TO

6. ("CATHEDRAL IN THE PINES" DUET AND ORCHESTRA)

(APPLAUSE)

GRAUER: Recess is over - serious work is at hand, for we have three more picked at random young hopefuls ready to brave the musical inquisition for that crinkling green of thirty-five dollars. The judges have braided their beards - the Professor puts down his musty tomes and takes up his ferrule -- here he is - your old Music Master - Kay Kyser!

(KYSER THEME IN MARCH TEMPO..)

KYSER: Thank you, Beaming Ben Grauer - Dean of Alarums and Excursions. Ready my brave contestin' students, for here comes the first question:

1. For Mr. Louis Lawson of Greenville, South Carolina, see if you recognize this orchestra's theme song and leader. (PLAY) He wrote the Dipsy Doodle - has a swell swing band and is now playing at the Glen Island Casino.

2. Now a bit of information for Miss Lillian Rux of Kaywood, Illinois:

- a. What is a musicale - a vegetable, a piano teacher, an instrument or a musical recital?
 - b. In what section of a band does the trombone play?
 - c. Is a masurka a Polish hat, a dance or a bowl of sour cream?
3. Here's a bit of musical philosophy from Mr. Jack Convery of Raymond, Illinois. When you have (PLAY) don't let it get you down, just (PLAY) because after all (PLAY)

4. Miss La Verta Boring of St. Petersburg, Florida wonders if you can name three orchestra leaders with the word "Noble" in the first or last names?

5. Here's a catchy theme of a radio program which has been on the air for many years. See if you can identify it for Miss Merle Umbach of New Orleans, Louisiana. (PLAY)

6. Here's a humdinger from Miss Harriet Simons of Brooklyn, New York. Ben Grauer will now mention four types of radio entertainers. I will then mention the name of a radio personality and you type the personality.

GRAUER: Singer - piano player - ventriloquist - sports announcer.

KYSER: Edgar Bergen ... Now, we'll turn it around, and Ben Grauer will mention four personalities and I will mention a type, and you hang the type on one of the four names.

GRAUER: Eleanor Powell - Edwin C. Hill - Helen Hayes - Irene Beasley.

KYSER: Dramatic Actress.

7. Here's a question from Miss Marie Biesinger of Oxford Junction, Iowa. This young man recently gave up his orchestra, but for many years his theme was (PLAY) Can you name that song and also tell us the leader's name?

8. This next musical phrase was suggested by Miss Marilyn Smith of Santa Monica, California. Tell us what words you have sung to it. (PLAY)

9. Mr. L.A. Stegg of Toledo, Ohio, wants the name of this next song. (PLAY) Now, can you tell us where _____ is?

KYSER: Das all, students - das all .. relax and light up a Lucky Strike while the judges retire to their cave to ponder a decision. Remember, the winner of this second round meets our first winner in a final furore for the academic palm and oh yes, the \$35. But hark! From the limbo comes a faint cry ... is there a doctor in the house? .. Never mind, sir, it was just the judges reaching a decision. Thank you, mercuric messenger .. the judges proclaim the winner to be _____

(APPLAUSE)

Take heed, dear student... you have scaled only the first barrier to fame and finance, and perilous waters lie ahead. So rest and ruminate, and light up a Lucky Strike while you await the final round.. But hold on, chillun .. I see procrastination and palpitation written on your faces - let there be romance and relaxation - I mean .. yes dance .. yes dance...

7. ("LIMEHOUSE BLUES" ORCHESTRA)
(COMMERCIAL #3)

(COMMERCIAL #3)

RUYSDAEL: Listen to these reports ... from every section of
TobaccoLand!

SOUND: (TELEGRAPH KEY)

ANNOUNCER: Georgia! G.F. Tilley, independent tobacco buyer on the
Nashville, Georgia market, has been watching what the
different cigarette companies buy for 18 years. He
smokes Luckies because - in his own words - they
consistently buy the finest grades of tobacco. And -
Mr. Tilley also says - most other independent tobacco
men smoke Luckies, too.

SOUND: (TELEGRAPH KEY)

ANNOUNCER: Kentucky! Rebyrn R. Rose, famous tobacco auctioneer
of Bowling Green, Kentucky reports Luckies "tops" among
independent tobacco men. Mr. Rose himself has smoked
Luckies for 20 years because QUOTE. I know the quality
of tobacco in them. END QUOTE.

SOUND: (TELEGRAPH KEY)

ANNOUNCER: North Carolina! Branch Bobbitt - warehouse owner of
Greenville, North Carolina says: (PAUSE) The A-1 leaf
in Luckies is why I smoke them and I have noticed that
most of the independent tobacco men I've seen smoke
Luckies, too.

SOUND: (TELEGRAPH KEY - HOLD 2 SECONDS)

RUYSDAEL: From every corner of TobaccoLand - Georgia, the Carolinas,
Florida, Virginia, Tennessee and Kentucky - the reports
are the same.

(MORE)

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(COMMERCIAL #3 - CONTINUED)

RUYSDAEL:
(CONT'D)

Luckies are the overwhelming favorite of the men who know tobacco best. For your interest, here are the actual figures. (PAUSE) Among independent tobacco experts - not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. This is a fact established by sworn records - sworn records which anyone may examine. So think of the fine tobacco in Luckies next time you hear the chant of the tobacco auctioneer. (CHANT 10 SECONDS) Let that chant remind you of this fact, with independent experts - with men who know tobacco best, it's Luckies 2 to 1!

(LUCKY DAY)

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6/15/38

ATX01 0246248

GRAUER: Reunion is upon us -the class of '38 mingles mightily - and everyone's on hand for the final round. But first grab a co-ed or - if you prefer - grab a chair, and listen awhile to the original Kay Kyser style.

8. ("RISE AND SHINE" ORCHESTRA)

(SEGUE TO:

9. ("YOU LEAVE ME BREATHLESS" BABBITT AND ORCHESTRA)

(APPLAUSE)

(FANFARE)

GRAUER: The final Round! A hush falls over the classroom - the two young champions advance to the fray .. the judges have put their beards up in curl papers ... and forward steps our Pedagogical Prodigy .. Kay Kyser!

KYSER: Eureka, Ben Grauer - and you hoo, my brave contestants! Play your cards fast and sure, and remember that ace is high, and high wins. Here's that first question:

1. Here's a honey from Miss Clothilde E. Russell of Freeport, Long Island. A few years ago Janet Gaynor and Charles Farrell were starred in a picture which won the Academy Award and here's the theme from that picture. (PLAY) Can you name that song? Is it the theme of any current radio show?
2. Can you name one singer who used to be a fighter for Mr. Primo Bastoni of Plymouth, Massachusetts?
3. Mr. Jerry Siegler of Chicago, Illinois, wants you to tell us what orchestra leader features himself playing two clarinets at the same time. His theme is "Harvest Moon."

4. Here are two songs very similar in melody, and I wonder if you can name them for Miss Barbara Corey of Manchester, New Hampshire.

(PLAY) (PLAY)

5. Miss Ruth Fichter of Akron, Ohio would like to know who is Ukelele Ike.

6. For Mr. Harold Henning of Hobart, Indiana, can you name two songs with the word "Satan" in their titles?

KYSER: Das all, chillun .. the books are closed. It was indeed a battle. But Gesundheit! The judges have swan-dived gracefully from their ivory tower and smiling gently, up comes a little dolphin with a decision. They proclaim the winner of the final round to be _____.

(APPLAUSE)

My dear scholar - a bit of valedictorian advice. Today you are crowned with laurel, with glory .. and with that \$35 first prize. But spend it wisely, dear boy (girl) for fame will slip away and fortunes fade in the night, To our second placer goes a fine financial bonanza of twenty dollars. To the other four scholars who sat at the feet of musical learning tonight, ten dollars .. and to all six, a carton of Lucky Strikes. And now to every member of the student body assembled in the classroom tonight - for those cheers - for their loyalty to the old school - and for their invaluable aid to the old Professor when he couldn't remember the answers himself - a package of Lucky Strikes to each and every one.

(APPLAUSE)

(MORE)

- 16 -

KYSER: (CONTINUED)

But hold on .. for there's syncopation in the stadium
and I decree that there shall be some plain and fancy
playin' round. Come on students .. swing your partners,
gather round and - yes dance.

10. ("I'M SHOOTIN' HIGH" SIMMS AND ORCHESTRA)

(SEGUE TO:

11. ("DON'T BE THAT WAY" ORCHESTRA)

GRAUER: Well, school is out until we foregather with Kay Kyser
next week. Don't forget - next Wednesday night is Klass
Night. Be sure to come early and take your places quietly
in the old lecture hall for another full hour Musical Klass
and Dance. And if you have any musical brain teasers you'd
like to have answered, send them along. We'll be glad to
have them. Just send your questions to Kay Kyser -
K A Y K Y S E R - 919 - nine-one-nine - North Michigan
Avenue, Chicago. (PAUSE) Now a final word to every
smoker. There are two important facts you should remember
about Lucky Strike. First, the exclusive process "It's
Toasted" makes Luckies a light smoke - easy on your throat.
Second, Luckies give you finer tobacco. The proof?
Sworn records which anyone may examine - with independent
experts -- with men who know tobacco best, it's Luckies
two to one.

("HAPPY DAYS" ORCHESTRA)

KYSER: Until Klass Night next Wednesday night, we'll be a-
 thinkin' of you. This is Kay Kyser sayin' - so long,
 everybody!

 (APPLAUSE)

ANNOUNCER: The famous tobacco auctioneers heard on tonight's
 program were Mr. L.A. "Speed" Riggs of Goldsborough,
 North Carolina, and Mr. Ray Oglesby of Winderaille, N.C.

 (LIST TUNES AND CREDITS)

 THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0246252

WEAF

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S MUSICAL KLAS AND DANCE

() ()
10:00 - 11:00 P.M.

JUNE 22, 1938

WEDNESDAY

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

AUCTIONEER: (CHANT) 1st Sale ... 33 - 38
HICKS: 2nd Sale ... 32 - 37
3rd Sale ... 34 - 39

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts, like the auctioneer you just heard, know who buys what tobacco. With these experts -- with men who know tobacco best, it's Luckies -- two to one.

("HAPPY DAYS ARE HERE AGAIN" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser and his Musical Klass and Dance ... another full hour of the finest in makes-you-want-to-dance music, as well as the complete sixty minute course in higher Musical Knowledge for fun, for scholarships, and for real prizes of genuine spending money. Yeah man and yeah woman -- it's Klass Night tonight, and here comes the man and his band who gave you singing song titles ...
Kay Kyser!

RTX01 0246253

(KYSER THEME IN AND UP FOUR BARS FADE UNDER)

(APPLAUSE IN WITH THEME)

KYSER: Evenin' folks -- how're ya all? Welcome, thrice welcome, scholars and students to the floor boards of our freshly varnished campus just off the stately splendor of Times Square in the heart of New York City. And even though there may not be a fight at the Yankee Stadium tonight, I can see there's a good tussle comin' up, for before me on the platform are six handsome and hardy candidates -- picked at random from our student body -- ready for their examinations in higher musical learning to determine the winners of tonight's \$95 in prizes. But first, students, relax for a while ... your old Professor decrees that there shall be a bit of limbering up in the track and field ... shucks, come on and yes dance ... yes dance!

1. ("STRIKE UP THE BAND" ORCHESTRA)

(SEGUE TO:)

2. ("LET ME WHISPER" SIMMS & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #1

COMMERCIAL #1

RUYSDAEL: Would you know what this man is talking about? Listen ...

MAN: (FADE IN) No, Bill, I don't want that Blue-tail. And that other's too slick. It's got to be the center cutters and I mean Number 1 - top-flying.

RUYSDAEL: Well, that was all good tobacco English. And I'm going to ask Mr. ~~P. E. Boone~~ ^{Riggs} - the famous auctioneer - if he'll do a little interpreting for us ... Mr. ~~Boone~~ ^{Riggs}, what's "Blue-Tail" mean?

~~Riggs~~
~~BOONE~~

Why that's tobacco that's greenish blue at the tip of the leaf. Tends to make kind of a strong smoke.

RUYSDAEL: Well - what's "too-slick" mean?

~~Riggs~~
~~BOONE~~

It just means too slick - Mr. Ruysdael - tobacco leaves that haven't got the right texture. They're tough and hot-smoking.

RUYSDAEL: Well - the man rejected that kind of tobacco but he said "It's got to be the center cutters and I mean #1 top-flying". Now what's that mean?

~~Riggs~~
~~BOONE~~

Well, the "center cutters" are the center leaves - the leaves that are at the same time the most delicate and the richest and "Number 1 top-flying" is really just another way of saying the same thing. They're the best leaves on the tobacco plant.

RUYSDAEL: Well - thank you, Mr. ~~Boone~~ ^{Riggs}. And, smokers I think you'll be interested in knowing that the "center cutters" - "Number one top flying" are the kind of leaves that Lucky Strike always buys. Among tobacco men themselves, these Lucky Strike grades are known as the "Cream of the Crop".

(MORE)

COMMERCIAL #1 (CONTD)

RUYSDAEL:
(CONTD)

So no wonder the independent tobacco experts choose Luckies for their own smoking. Among these independent experts - auctioneers, buyers, and warehousemen, not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. This is a fact established by sworn records - sworn records which anyone may examine. Next time you hear the chant of the tobacco auctioneer (CHANT 8 SECONDS) Let that chant remind you of the rich tender center leaf tobacco in Luckies ... Remember: with men who know tobacco best - it's Luckies two to one!

("LUCKY DAY")

GRAUER: A tremendous hush falls over the class-room ... 'tis the lull before the storm. Up on the platform, the six hopeful candidates crouch in the starting position -- ready to do or die for the dear old school and for that dear old scholarship fund of \$35 first prize. The judges are assembled in solemn conclave to score the students on the difficulty of their questions, the accuracy of their answers and the passing of time. But put away your books, scholars, and prepare yourselves for the fray, for here comes the Dean of Musical Fourth Dimension ... Kay KYSER!

(KYSER THEME IN MARCH TEMPO)

KYSER: Softly spoken, breathless Ben Grauer, dean of fight talks ... and to you, contestin' scholars -- answer up pretty or that old time chime will catch you. Hold on, now -- here comes the first question.

FIRST QUESTION ROUND:

1. Here's a swell theme song which identifies one of America's most popular orchestra leaders. Identify the song and the leader for Mr. Bill Smith of Raleigh, North Carolina.
(PLAY)

2. Now, from Miss Betty Temple of Norwood, La., a little spelling bee. (FIDDLE SIMULATE FLIGHT OF BEE) Thank you, Bee. Can you spell Pic_____; now can you spell the name of this song. (PLAY) Look out for this third one - spell
A _____ To _____.

(MORE)

KYSER:
(CONTD)

3. Here's one from Mrs. F. Bierman of St. Louis, Missouri. We are going to make a fast musical trip to three foreign countries. Tell us what country is represented in the title of each song. (PLAY) And now let's visit (PLAY) (PLAY)

4. He used to be a vocalist with the Dorsey Brothers when they had a band together and also with Anson Weeks, and now he has an orchestra of his own. His theme song is "Summer Time" and he is playing at the Blackhawk in Chicago. Can you name the orchestra leader for Miss Virginia McMaster of Chicago, Illinois.

5. One of America's most interesting radio programs comes on the air with this thrilling theme. Name it for Mr. Jack Niley of Salem, Mass. (PLAY) And that program's familiar slogan is "_____".

6. Here's a daisy from Mr. Carlock Miller of Colton, California. I will mention a person, an animal, and a town and you tell us what musical instrument is similar to each in the sound of the name.

7. Mr. Tom Kromar of Trafford, Pennsylvania, says that just a little of this next theme should be enough for you to know what orchestra is on the air. (PLAY)

8. This one from Mr. Bernard M. Dabney, Jr. of Richmond, Virginia, gives Lyman Gande a terrific workout on the piano. Lyman will play the first three notes of a famous classical composition and then you name it. (PLAY)

(MORE)

KYSER:
(CONTD)

9. Our examination stays in the long hair class with this question from Miss Alice Jalek of Mellette, South Dakota. It's one of Rossini's well-known compositions. (PLAY) Although it was written in 1823, before the days of eccentric dancing, the story reminds us of what dance and what song.

KYSER:

Well, students -- das all ... Relax and light up a Lucky Strike while the judges climb into the piano to decide on the winner. Remember -- the winner of this first group will meet the winner of the second examination in a final bout to decide who the new musical heavyweight champion of the evening shall be -- and who gets the lion's share of the \$95 in prizes. But look -- the old piano lid flies up -- a snapping of strings ...

SOUND:

(PIANO STRINGS)

KYSER:

And the judges file out of the piano in lockstep with a decision. They proclaim the winner to be _____.

(APPLAUSE)

KYSER:

Congratulations to you, dear sir (lady) ... your name shall be whitewashed on the locker-room wall for all posterity to see. But rest and recuperate, for you shall be quizzed again in the final round. Come on, students -- it's time for some more class-room calisthenics, so I decree diversion and ... yes dance -- I said ... yes dance.

3. ("SOMEBODY LOVES ME" ORCHESTRA)

(SEGUE TO:)

4. ("SAYS MY HEART" BABBITT & ORCHESTRA)

(APPLAUSE)

COMMERCIAL #2

COMMERCIAL #2

KYSER: Now we've got a surprise for you, students ... Here's a little drama in seven acts - seven poignant scenes directed and produced by our old friend, Basil Ruysdael. Yessir! Boys, raise that curtain, will you?

(FANFARE . . .)

RUYSDAEL: Scene One ... Monday!

GIRL: Wonder what's in this idea of giving Luckie a one week trial Hmm ... Think I'll do it and find out.

RUYSDAEL: Tuesday!

GIRL: My second day ... and my second package. Say, these Luckies taste swell.

RUYSDAEL: Wednesday!

GIRL: Listened to Kay Kyser. I'm beginning to understand now why they're so proud of that "Toasting" process.

RUYSDAEL: Thursday!

GIRL: Bridge last night. I smoked a lot. I always do when I play. But my throat feels fine this morning.

RUYSDAEL: Friday!

GIRL: Went to a dance last night with Fred. Smoked a lot again, of course. But the old throat isn't complaining one tiny bit.

RUYSDAEL: Saturday!

GIRL: You know, I'm getting to like Luckies more and more. All those singers who smoke Luckies must know. Luckies certainly seem easier on my throat.

RUYSDAEL: Sunday!

COMMERCIAL #2 (CONTD)

GIRL: Golfed and swam today. Plenty of Luckies and did they taste good! And afterwards my throat felt as fresh as I felt after my swim. Yes, indeed! It's Little me for Luckies from now on!

RUYSADAEL: Well - everybody, that is what thousands of smokers who have given Luckies a one week's trial have actually found out for themselves. You see, Luckies offer you something no other cigarette does - the throat protection of the exclusive process "It's Toasted". This Lucky Strike "Toasting" process takes out certain harsh throat irritants that are found in all tobacco. It gets rid of certain undesirable elements and enriches the natural mellowness of the leaf. As a result Luckies are a light smoke, easy on any smoker's throat. But let your own throat prove this to you. Make a one week trial yourself. Begin this personal test tonight. Ask for Lucky Strike.

("LUCKY DAY")

("LUCKY DAY" ORCHESTRA)

(FADES AND CONTINUES THROUGH STATION BREAK)

GRAUER: As students and faculty take a fifteen second sabbatical, light up a Lucky Strike while Kay Kyser's Musical Klass and Dance recesses briefly for station identification.

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

(MUSIC SWELLS AND FINISHES)

GRAUER: Kay Kyser's Musical Klass and Dance moves into its second semester of scholastic syncopation and campus competition. Kay Kyser's original makes-you-want-to-dance music brings you a different and devastating course in dancing.

5. ("WHY DO YOU MAKE ME FALL IN LOVE" ORCHESTRA)

(SEGUE TO:)

6. ("DAY DREAMING" DUET & ORCHESTRA)

(APPLAUSE)

GRAUER: Recess is over -- and all the students of the class of '22 -- June 22 ... are back in their places. Three more greasy grinds are up here on the platform willing and eager to match their knowledge of musical miscellany with the nimble wit of the old Professor. But the door of the inner sanctum opens, I hear the sound of rustling paper ... and here comes the Dean of the Downbeat -- Kay Kyser!!

(KYSER THEME IN MARCH TEMPO)

KYSER: Go to your corners, students -- no hitting in the clinches and the Marquis of Queensbury rules will prevail. Here comes the first question ...

SECOND QUESTION ROUND:

1. This next musical moniker ushers in one of radio's better-known maestro's. Identify the theme and the leader for Mr. Don Otto of Pontiac, Michigan. (PLAY) As you know it is against fire rules and studio regulations to smoke in the studio even during rehearsal. But as _____ is lost without his cigar, he went to the President of the National Broadcasting Company and was granted the only permission ever granted to smoke in a studio.
2. Identify the following radio trademarks for Miss Betty Schmidt of Frontenac, Minnesota. 1. Who says "Why, Daddy".
2. "It's Only the Beginning, Folks". 3. "My Friends".
4. "Tain't Funny, McGee".
3. Two famous movie comedians have a familiar theme that is woven into all of their pictures - see if you can name them for Mr. Arthur Singleton of Fort Worth, Indiana, when you hear the tune. Their latest picture is "Swiss Miss". (PLAY)
4. Can you tell Miss Mary Kennedy of Towson, Maryland, what instruments the following orchestra leaders play.
1. Clyde McCoy. 2. Claude Hopkins. 3. Wayne King.
4. Guy Lombardo.

(MORE)

KYSER:
(CONTD)

5. This next song is Charlie McCarthy's Mammy and Pappy - name it for Mr. Harold H. Cram of Angola, Indiana. (PLAY) Oscar Rosbach wrote the music to that song and Joyce Kilmer wrote the poem. Is Joyce Kilmer living or dead?

6. Here's a sockaroo from Mr. Bernard Noven of Brooklyn, New York. Let's imagine we are at a table on the Roof of the Pennsylvania Hotel. Listen to the conversation and tell us who was at the table.

KAY: "Evenin' folks, do you mind if I ask who you are?"
GRAUER: "Certainly not. They call me the 'Old Left Hander'".
GINNY: "I am the 'Rockin' Chair Lady'".
GRAUER: "Now, may I present the blonde bombshell of rhythm and her escort, Ukelele Ike."
KAY: "Thank you, and so long everybody."

Now tell us who made up the party.

7. This next orchestra leader is known as the "musical host to the coast" - he just finished a four year engagement at the Biltmore Hotel in Los Angeles, and he is well-known throughout the whole country because he has been on several nationwide commercial programs - with Joe Penner.

8. Mr. John Hamilton of Burlington, Iowa, wants you to identify two instruments in our band - look straight ahead and as they play, tell us what the instrument is. (PLAY)
(PLAY)

9. Here is a song that became popular during a certain War. Miss Marjorie Eaton of Denver, Colorado, wants you to name the song and tell us the War during which it gained its popularity. (PLAY)

KYSER: Das all, students -- das all...and while the judges gaze into their crystal ping-pong ball to determine the high-scorer, let me remind you that the winner of this second round meets our first winner in the final battle of arpeggios for the academic lettuce amounting to \$95. But hear ye, hear ye ... (CRASH OF CYMBALS) ... the gears have meshed and the judges proclaim the winner to be

(APPLAUSE)

KYSER: Hail to you, _____ ... keep your fingers crossed and cogitate in the key of C for in a very few minutes you will be on the spot again in the final round. But right now it's time for a bit of a Prom ... a bit of scuffing up the campus varnish -- I mean ... yes dance, students ... yes dance!

7. ("DON'T BRING LULU" MASON & ORCHESTRA)

COMMERCIAL #3

COMMERCIAL #3

KYSER: And now a word from our Dean of Public Smoking - Basil Ruysdael.

RUYSDAEL: In the heart of the Blue Grass region of Kentucky - in the city of Lexington - stands the largest tobacco warehouse in the world. It holds 2 million pounds of tobacco at a single sale ... has a driveway capacity for 200 loaded trucks ... and special prism lighting that eliminates glare so that buyers can judge tobacco accurately. Truly a monument to the whole tobacco industry, this great warehouse is operated by the famous tobacco man, Floyd Greene Clay. Now Mr. Clay is recognized as one of the highest authorities in Tobaccoland and he is absolutely impartial, dealing with all cigarette companies but not connected with any. So every smoker can respect Mr. Clay's opinion on cigarettes. Here's what Mr. Clay said:

MAN: For 19 years now I've seen just what tobacco each cigarette company buys and I know for a fact that Luckies select the choicest grades of tobacco ... the best. That's the reason I've smoked Luckies, myself, ever since 1928.

RUYSDAEL: And there you have the honest impartial judgment of Floyd Greene Clay, operator of the world's largest tobacco warehouse. So, is it any wonder Luckies are the favorite with most other independent tobacco experts as well! Among these independent experts - warehousemen, auctioneers and buyers - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined.

(MORE)

RUYSDAEL:
(CONTD)

This is a fact established by sworn records - sworn records which anyone may examine. Remember this fact the next time you buy cigarettes. Try Luckies for a week. Find out for yourself how much more pleasure there is in a light smoke of the finest tobacco. Ask for Lucky Strike.

("LUCKY DAY")

GRAUER: From lecture hall and lunchroom -- from sorority and fraternity stream the scholars to be on hand for the battle of the century. Yes, the final round is just around the corner, but while the Professor marshals his musical machinations, light up a Lucky Strike and listen to music played Kay Kyser's way ...

8. ("OH MAMA" BABBITT, MASON & GANG)

(SEGUE TO:)

9. ("HOWJA LIKE TO LOVE ME" MASON & ORCHESTRA)

(APPLAUSE)

(FANFARE:)

GRAUER: The Final Round! The contestants are strapped in their chairs...the judges have come back from night school and take their places at the chopping block ... and into the limelight steps our misanthropic musicologist ...
Professor Kay Kyser!

KYSER: Bingo, Ben Grauer -- and Beware brave contestants! You approach the final hurdle in your higher musical education -- so speak up clear and true. To be, or not to be -- here is the first question.

FINAL QUESTION ROUND:

1. Name this song for Mr. Gifford Briggs of West Point, Kentucky. (PLAY) Who wrote it and what orchestra's theme is it? His band is known as the "Kentucky Sorenaders".
2. Miss Kathleen Leeper of Ontario, Canada, asks if the following instruments are played with the lips, hands or feet. 1. Pipe Organ. 2. Bugle. 3. Theremin.

(MORE)

KYSER:
(CONTD)

3. Mr. Ralph Cecil of Tippecanoe, Ohio, wants you to name at least two familiar quartets on the radio - past or present.

4. Can you tell Miss Thelma Martin of Kansas City, Missouri, what type of dance is done to the following song and see if you can name the song? (PLAY)

5. Miss Margaret Little of Millbury, Mass., would like to know who led the Deep River Orchestra. Now, can you name one opera singer whose last name sounds the same as the last name of that band leader.

6. Mrs. Warren Miller of Salem, New Jersey, wants you to name two song titles of which the word "Satan" or "Devil" is a part.

KYSER: Well, das all, chillun -- the die is cast and the judges are mumbling incantations in their air-conditioned dungeon. But hark -- I hear the patter of little feet tripping over the sands of time. Can it be that the judges have reached a decision? Excelsior! They proclaim the winner to be

(APPLAUSE)

KYSER: Ah, dear scholar -- you have scaled the dizzy pinnacle of success. Yes indeed, you have crashed through handsomely, and that you may long remember this event, take this memento -- this \$35 dollars first prize -- and pass the night in quiet meditation.

(MORE)

KYSER;
(CONTD)

To our second placer goes this crinkling green of twenty dollars -- to our four other contestants, ten dollars each -- and to all, a carton of Luckies. And to every member of the student body here in the lecture hall tonight -- for their cheers, for their flag waving, and for not throwing things at the old Professor, a package of Lucky Strikes to each and every one.

(APPLAUSE)

But now, chillun, let there be music and merriment -- hang up the bunting and out with the moon -- yes dance, chillun -- yes dance.

10. ("AFTER YOU'RE GONE" ORCHESTRA)

(SEGUE TO:)

11. ("DON'T BE THAT WAY" ORCHESTRA)

GRAUER: Well, school is out until we gather with Kay Kyser next week -- don't forget -- next Wednesday night is Class Night. Be sure to come early and be on hand for the course offered in your Musical Klass and Dance. And if you have any musical questions you'd like to have answered, send them along. We'll be glad to have them. Just send your questions to Kay Kyser -- K-A-Y K-Y-S-E-R -- 919 -- nine-one-nine -- North Michigan Avenue, Chicago. (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strike. First, the exclusive process "It's Toasted" makes Luckies a light smoke -- easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records that anyone may examine -- with independent experts -- with men who know tobacco best, it's Luckies two to one.

("HAPPY DAYS" ORCHESTRA)

KYSER: Until class night next Wednesday night, we'll be a-thinkin' of you. This is Kay Kyser sayin' -- so long, everybody!
(APPIAUSE)

GRAUER: The famous tobacco auctioneers heard on tonight's program were Mr. E.B. Hicks of Kinston, North Carolina and Mr. L.A. 'Speed' Riggs of Goldsborough, North Carolina.
(LIST TUNES AND CREDITS)

THIS IS THE NATIONAL BROADCASTING COMPANY.

6-21-38
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W E A F

THE AMERICAN TOBACCO COMPANY

KAY KYSER'S MUSICAL KLAS AND DANCE

() ()
10:00 - 11:00 P.M.

JUNE 29th, 1938

WEDNESDAY

ANNOUNCER: Listen to the chant of the tobacco auctioneer!

AUCTIONEER:

(RIGGS OR (CHANT) 1st Sale .. 33--38
LOVE:) 2nd Sale .. 32--37
3rd Sale .. 34--39

ALL DONE? SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts, like the auctioneer you just heard, know who buys what tobacco. With these experts -- with men who know tobacco best, it's Luckies two to one!

("HAPPY DAYS" ORCHESTRA)

GRAUER: Lucky Strike presents Kay Kyser's Musical Klass and Dance! A full hour of the finest in makes-you-want-to-dance music, as well as the complete course in higher Musical Knowledge for fun, for scholarships and for prizes amounting to \$95 in genuine spending money. Hear ye, hear ye .. it's Klass night tonight, and here comes the man and his band who gave you singing song titles .. Kay Kyser!

(APPLAUSE ... FADE FOR)

KYSER: Evenin' folks -- how are ya all? Welcome to our old Times Square class room, solemn and studious, far above the fume and footrace of Times Square in New York. It's good to see you all here intent on scholastic seclusion. It's refreshin' to welcome to the old lecture platform six eager candidates--picked at random from our student body - at whom we'll direct our musical questions tonight. We'll turn our minds to higher things and harder studies later on. But first, swing out here classmates, gambol on the greensward - shag around the stadium, and yes dance, I mean, yes dance ..

1. ("STRIKE UP THE BAND" ORCHESTRA)

(SECUE TO:

2. ("MUSIC MAESTRO PLEASE" SIMMS AND ORCHESTRA)

(APPLAUSE)

(COMMERCIAL #1)

COMMERCIAL #1

KYSER: And now a word from our Dean of Public Smoking - Basil Ruysdael.

RUYSDAEL: In the heart of the Blue Grass region of Kentucky - in the city of Lexington - stands the largest tobacco warehouse in the world. It holds 2 million pounds of tobacco at a single sale ... has a driveway capacity for 200 loaded trucks ... and special prism lighting that eliminates glare so that buyers can judge tobacco accurately. Truly a monument to the whole tobacco industry, this great warehouse is operated by the famous tobacco man, Floyd Greene Clay. Now Mr. Clay is recognized as one of the highest authorities in Tobaccoland and he is absolutely impartial, dealing with all cigarette companies but not connected with any. So every smoker can respect Mr. Clay's opinion on cigarettes. Here's what Mr. Clay said:

MAN: For 19 years now I've seen just what tobacco each cigarette company buys and I know for a fact that Luckies select the choicest grades of tobacco ... the best. That's the reason I've smoked Luckies, myself, ever since 1928.

RUYSDAEL: And there you have the honest impartial judgment of Floyd Greene Clay, operator of the world's largest tobacco warehouse. So, is it any wonder Luckies are the favorite with most other independent tobacco experts as well! Among these independent experts - warehousemen, auctioneers and buyers - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined.

(more)

RUYSDAEL: (CONTINUED)

This is a fact established by sworn records - sworn records which anyone may examine. Remember this fact the next time you buy cigarettes. Try Luckies for a week. Find out for yourself how much more pleasure there is in a light smoke of the finest tobacco. Ask for Lucky Strike.

("LUCKY DAY")

GRAUER: Comes now a lull in levity as the academic standards of the institution are trooped to the assembly hall. The first three candidates for advanced degrees in music and memory present themselves before the Music Master. Endowments and prizes amounting to \$95 are at stake. The candidates are of lawful age. The prizes are of legal tender. The judges will take into account the difficulty of questions, the accuracy of answers, and the passing of time. Now the first candidates nerve themselves for a mighty mental effort. Let the class anthem ring out .. Dr. Kyser.

(KYSER THEME)

KYSER: Thank you, Ben Grauer, dean of public speakin'. And a likely looking trio of candidates this semester has brought forth. Pry into the class treasure chest with a crow-bar of truth. Here comes the first question.

1. Here's the theme of one of America's favorites for many years. Take your time now and identify both for Miss Pearl Cartledge of Atlanta, Georgia. (PLAY) Now, can you name two personalities whom he introduced to radio?

2. Mr Russell Kano of Patchogue, New York, wants you to tell us who the ~~announcer~~ is on the Jack Benny show, and the orchestra leader on the Good News of 1938 Program. Their last names are the same as our World War President.

3. Can you tell Miss Jean Foley of Milwaukee, Wisconsin of what country you think when you hear the following song? (PLAY) Can you name that song?

(more)

- KYSER: 4. For Mr. Donald Morrison of Detroit, Michigan, can you name three instruments that are commonly used in the rhythm section of the orchestra?
5. Here's a honey from Mr. Bud Waples of St. Louis, Missouri. The orchestra leader it identifies also composed the song. Name both. (PLAY) He always starts his radio program this way_____.
6. The girl singer on the Hollywood Hotel program recently married the male star of the picture "Hurricane." Can you tell Miss Grace Tompson of Miami, Florida who was the bride and who was the groom? Also in Hollywood one member of Lum and Abner recently became a father. Is it Pappy Lum or Pappy Abner?
7. Miss Ethel Mathias of Washington, D.C. really gets into the spirit of things with this next one and it's very appropriate, since next Monday is the Fourth of July. (PLAY) The title of that song is "The Girl I Left Behind Me." Now can you tell me what famous painting this song is associated with? In the picture, beside the Flag Bearer what two musicians are represented?
8. Continuing in the patriotic vein comes this question from Miss Dorothea Valha of New Orleans, Louisiana. Let's take the colors of the flag. I will name two colors and you name the orchestra leader whose first name is the name of the other color. 1. Red, White. 2. White, Blue. 3. Think hard on this one because this leader is really an old-timer. Red, Blue.

KYSER: 9. We are also reminded by Mr. Manie Samis of Jamaica, Long Island that not only the Fourth of July will have been celebrated, but also the 60th birthday of one of America's greatest composers of patriotic songs. Let's see if you can name two of the songs and also give us the composer's name. (PLAY) (PLAY) Besides writing these patriotic songs he has also played the role of President Roosevelt in_____

No more .. no more .. that's all, my learned students. Leave a trace of treasure for our classmates of the second section. Those were splendid answers you divulged for the glory of our scholarship and the rich financial green bay leaves of the cash endowment. The judges will now select the knowlingest neophyte. Here's the decision. Thank you, judges. They name as the honor student_____

(APPLAUSE)

KYSER: Well done,_____. But a caution goes with our congratulations because it won't be long until you meet with the winner of the second section in a final grilling for the highest honors in our power to bestow. Light up a Lucky and muse on your music for that test to come. But as for you, my care-free colleagues, surge out here on the indoor campus, lope from lab to library in a bit of folk dancing in the old school spirit .. yea, yea, ha ha yea, dance ...

3. ("CRY BABY CRY" MASON AND ORCHESTRA)

(SEGUE TO:)

4. ("SAYS MY HEART" BABBITT AND ORCHESTRA)

(APPLAUSE) (COMMERCIAL #2)

(COMMERCIAL #2)

KYSER: Now we've got a surprise for you, students ... Here's a little drama in seven acts - seven poignant scenes directed and produced by our old friend, Basil Ruysdael. Yessir! Boys, raise that curtain, will you?

(FANFARE)

RUYSDAEL: Scene One .. Monday!

GIRL: Wonder what's in this idea of giving Luckies a one week trial .. Hmm ... Think I'll do it and find out.

RUYSDAEL: Tuesday!

GIRL: My second day.. and my second package. Say, these Luckies taste swell.

RUYSDAEL: Wednesday!

GIRL: Listened to Kay Kyser .. I'm beginning to understand now why they're so proud of that "Toasting" process.

RUYSDAEL: Thursday!

GIRL: Bridge last night. I smoked a lot. I always do when I play. But my throat feels fine this morning.

RUYSDAEL: Friday!

GIRL: Went to a dance last night with Fred. Smoked a lot again, of course. But the old throat isn't complaining one tiny bit.

RUYSDAEL: Saturday!

GIRL: You know, I'm getting to like Luckies more and more. All those singers who smoke Luckies must know. Luckies certainly seem easier on my throat.

RUYSDAEL: Sunday!

GIRL: Golfed and swam today. Plenty of Luckies and did they taste good! And afterwards my throat felt as fresh as I felt after my swim. Yes, indeed! It's Little me for Luckies from now on!

RUYSDAEL: Well -- everybody, that is what thousands of smokers who have given Luckies a one week's trial have actually found out for themselves. You see, Luckies offer you something no other cigarette does- the throat protection of the exclusive process "It's Toasted." This Lucky Strike "Toasting" process takes out certain harsh ~~throat~~ irritants that are found in all tobacco. It gets rid of certain undesirable elements and enriches the natural mellowness of the leaf. As a result Luckies are a light smoke, easy on any smoker's throat. But let your own throat prove this to you. Make a one week trial yourself. Begin this personal test tonight. Ask for Lucky Strike.

("LUCKY DAY")

("LUCKY DAY" FADES FOR . . . :)

GRAUER: As Dean and Students take a siesta from their seminar, light up a Lucky Strike while Kay Kyser's Musical Klass and Dance recesses briefly for station identification.

S T A T I O N B R E A K

("LUCKY DAY" SWELLS AND FINISHES)

GRAUER: Kay Kyser's Musical Klass and Dance swings on to greater achievements in rhythm and recreation. The man and his band who gave America singing song titles invite you to dance a while to the original Kay Kyser style . . .

5. ("SIBONEY" ORCHESTRA)

(SEGUE TO:

6. ("DAY DREAMING" DUET AND ORCHESTRA)

GRAUER: Once more at the font of learning - grind and grad make ready to drink deep of wisdom. The second group of candidates rises to meet the master. The varsity band bulges to beep a beep for science and scholarship. Here he is, majestic in his mortarboard Dr. Kyser.

(KYSER THEME)

KYSER: A thrilling word picture, Ben Grauer. So come, hopeful scholars, dare the known and the unknown. Speak briskly before the time chime speaks for you. Here comes the first question:

1. Here's the theme of one of America's most prolific writers of popular songs. For Mr. Murray A Loomis of Fargo, North Dakota, see if you can identify him by hearing his orchestra theme? (PLAY) Now, can you name one of his hit songs?

(more)

KYSER: 2. For Mr. Bruce Lawson of Athens, Ohio, answer right or wrong to the following statements:

1. A jitterbug is a harmful insect
2. Leopold Stokowski formerly conducted the Philadelphia Orchestra.
3. Ti Pi Tin is Czecho-Slovakian.
4. Ti Pi Tin was written by George M. Cohan.

3. Names of these next three songs are also names of dances. Let's rip off the answers for Miss Gwen Gose, of Madison, Wisconsin. (PLAY) (PLAY) (PLAY)

4. I can think of several male movie stars who are masters of ceremony on several popular radio programs. Miss Betsy Harwood of Riverside, California wants you to name at least two.

5. Tell Miss Rose Kapra of Sacramento, California whether the following song is Mendelssohn's Wedding March or Wagner's Wedding March. (PLAY) What is the popular translation of the first line of the lyrics. When they enter the church they are not married and yet the song says "_____." Can you explain that? Miss Martha Case of Burlingame, California writes that in Germany the woman is known as a bride from the time she announces her engagement until she is married, and after marriage she becomes a "Frau."

6. For Mr. James Jarvis of Mt. Airy, North Carolina, name one song with the word "Time" in its title. How long do you think an average phonograph record runs? And speaking of time, how long was Phil Spitalny's "Hour of Charm?" (MORE)

KYSER: 7. Identify this theme song and also give the leader's name for Miss Margaret Hartwell of Denver, Colorado. (PLAY)

8. Lyman Gande is going to play one of America's first and best known ragtime piano solos - see if you can name it for Mr. Robert Mc. Bride of Manchester, New Hampshire, and give us the composer's name.

9. Mr. William Bengs of Salt Lake City, Utah, wants you to tell us what college the following song is associated with -- "Crimson Tide of Alabama," "The Trojans of Southern California," "The Fighting Irish of Notre Dame," or "The Bulldogs of Yale." (PLAY)

So be it, scholars! There was a round to fetch a sign from science. Remember, the winner of this second round meets our first winner in a baccalaureate battle of wits to decide the final winner of the \$35. But hark - (WHISTLE) I hear a whistle in the harbor! The fleet's in and so is a decision. The judges declare the winner to be _____.

(APPLAUSE)

KYSER: Grandly dared and grandly done, my dear _____.
Your learning is a pearl beyond price. So relax with a Lucky and review your musical studies before that frantic final. And again, what say, students... join hands, cut classes and cut a caper or two - come on, shillun - yes dance.

7. "DON'T BRING LULU" MASON AND ORCHESTRA)

(COMMERCIAL #3)

RUYSDAEL: Would you know what this man is talking about? Listen ..

MAN: (FADE IN) No, Bill, I don't want that Blue-tail. And that other's too slick. It's got to be the center cutters and I mean Number 1 -- top-flying.

RUYSDAEL: Well, that was all good tobacco English. And I'm going to ask Mr. L.A. (Speed) Riggs - the famous auctioneer - if he'll do a little interpreting for us .. Mr. Riggs, what's "Blue Tail" mean?

RIGGS: Why that's tobacco that's greenish blue at the tip of the leaf. Tends to make kind of a strong smoke.

RUYSDAEL: Well - what's "too-slick" mean?

RIGGS: It just means too-slick - Mr. Ruysdael - tobacco leaves that haven't got the right texture. They're tough and hot-smoking.

RUYSDAEL: Well - the man rejected that kind of tobacco but he said "It's got to be the center cutters and I mean #1 top-flying." Now what's that mean?

RIGGS: Well, the "center cutters" are the center leaves - the leaves that are at the same time the most delicate and the richest and "Number 1 top-flying" is really just another way of saying the same thing. They're the best leaves on the tobacco plant.

RUYSDAEL: Well - thank you, "Speed" Riggs.. And, smokers, I think you'll be interested in knowing that the "center cutters" - "Number one top flying" are the kind of leaves that Lucky Strike always buys. Among tobacco men themselves, these ^ULucky Strike grades are known as the "Cream of the Crop."

(more)

RUYSDAEL: (CONTINUED)

So no wonder the independent tobacco experts choose Luckies for their own smoking. Among these independent experts - auctioneers, buyers, and warehousemen, not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. This is a fact established by sworn records --- sworn records which anyone may examine. Next time you hear the chant of the tobacco auctioneer (CHANT 8 SECONDS) Let that chant remind you of the rich tender center leaf tobacco in Luckies .. Remember: with men who know tobacco best--- it's Luckies two to one!

("LUCKY DAY")

GRAUER: Gently, scholars, gently. While the old Professor prepares himself for the final round, there shall be a ^{bit of} ~~short~~ musical recess - so light up a Lucky and relax -- or let's dance awhile to the original Kay Kyser style.

8. ("OH MA MA"BABBITT AND ORCHEATRA)

(SEGUE TO:

9. ("THERE'S HONEY ON THE MOON TONIGHT"SIMMS AND ORCHEATRA)

(FANFARE)

GRAUER: The final round! The two top ranking scholars find their places before the master of music - Dr. Kyser permits himself a sardonic scholastic smile. Fling them the first fateful question, Dr. Kyser!

KYSER: My dear young charges, this is a solemn occasion. Take a firm reef knot in the flying gib of fancy, clue down your answers to the mainstay of fact. My first question I'm askin' of _____.

1. Mr. J. Robert Hanson of Duluth, Minnesota, wants you to name this song. (PLAY) Can you tell us in what city that street is located?

2. For Miss Gertrude Maloen of Chicago, Illinois can you name one composition by Fritz Kreisler. What instrument does he play? Do you know if he plays any other instrument?

3. Miss Marion Peterson of Rockford, Illinois wants to know the difference between a harp, a mouth harp and a jews harp.

4. We are going to play two familiar minuets, one is by Mozart and one is by Paderewski. See if you can tell Mr. Carlson Briley of Amarillo, Texas which is which. (PLAY)(PLAY)

GRAUER: Kay Kyser's Musical Klass and Dance meets every Wednesday evening for a full hour of rhythm and romance, song and syncopation. If you'd like to submit a few favorite questions, we'll be most happy to have them. Address your questions to Kay Kyser - K-A-Y K-Y-S-E-R -- 919 - nine-one-nine -- North Michigan Avenue in Chicago, (PAUSE) Now a final word to every smoker. There are two important facts you should remember about Lucky Strikes. First, the exclusive process "It's Toasted" makes Luckies a light smoke, easy on your throat. Second, Luckies give you finer tobacco. The proof? Sworn records which anyone may examine .. with independent experts -- with men who know tobacco best, it's Luckies two to one.

KYSER: Until Klass Night next Wednesday night, we'll be a-thinkin' of you. This is Kay Kyser sayin' - so long, everybody.

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneers heard on this program were Mr. George E. Love of Danville, Virginia and Mr. L.A. "Speed" Riggs of Goldsboro, N.C.

(LIST TUNES AND CREDITS)

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Musical Knowledge



THAT

has satisfactorily completed the prescribed Course in



MUSICAL KNOWLEDGE

and is hereby declared a Graduate and is awarded

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Diploma

*In witness whereof we have set hereunto our hands
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