

PROGRAM #1
REVISED

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, June 1, 1947

NEC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
TRUDY IRWIN NUMBER
DENNIS DAY SPOT
COMMERCIAL
GARGLES SPOT
PAGE CAVANAUGH TRIO
ENGLISH SPOT
ALLOCATION
COMMERCIAL
BUMPER
TAG

w

ATX01 0309579

JACK PAAR
JUNE 1, 1947

-A-

COMMERCIAL NO. I

SHARBUTT: THE JACK PAAR PROGRAM - Presented by LUCKY STRIKE!
BOONE: (CHANT - 57 to 59 - AMERICAN)
SHARBUTT: Fine tobacco is what counts in a cigarette, and....
RUYSDAEL: LS - MFT
SHARBUTT: Lucky Strike means fine tobacco. Year-in, year-out...
RUYSDAEL: LS - MFT
SHARBUTT: Lucky Strike means fine tobacco. Yes, fine tobacco that
means real, deep-down smoking enjoyment for you.
RUYSDAEL: So smoke that smoke of fine tobacco -- Lucky Strike -- so
round, so firm, so fully packed, so free and easy on the
draw.
RIGGS: (CHANT - 57 to 59 - AMERICAN)

(TIME: .37)

MB

ATK01 0309580

MUSIC: HIT AND FADE FOR:

HY: From Hollywood, Lucky Strike presents, the JACK PAAR program, with songs by Trudy Irwin, the Page Cavanaugh Trio, Jerry Fielding and The Orchestra, yours truly Hy Averbach, and STARRING America's Newest Comedy Personality ----- JACK PAAR ! ! !

MUSIC: HIT FULL - APPLAUSE - FADES FOR ----

ATX01 0309581

(APPLAUSE)

PAAR:

Thank you,.....This is Jack Paar. Well, we're a little late, so GOOD NIGHT FOLKS. (I don't get it either but, everybody says it and it always gets a big hand);.....

..... Well, how do you like the show so far?.....

In case any of you are disappointed, remember 17 more weeks 'till Jack Benny!.....Now for those of you who have their hats on and are starting up the aisle, may I say that I'm not new in radio. I started many years ago as an announcer. But I got tired of saying things like: "The program that was recorded at an earlier hour to be played at this time will not be heard because some jerk fell down and BROKE THE RECORD"

.....

Then for awhile I worked on those daytime serial stories.

This one was called, "Love Came To Her Once But WHAM!"

I played the part of WHAMM!

So you see I'm well prepared to do this job for Lucky Strike. As a matter of fact I'm a linguist.....I understand eight languages and F. E. BOONE.....

Of course, I'm in a little different situation than most comedians. I haven't enough money to hire fourteen gag writers like Bob Hope. I saw Hope and his writers coming out of his office one day, it looked like RECESS AT U.C.L.A.....(MORE)

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ATX01 0309582

PAAR:
(CONT.)

There's one other thing I'd like to explain, we're not going to give anything away on this program. This is not the Pot of Gold or the show they call "Answer It or You're A SCHNOOK." If your telephone rings while we're on the air, it just means one thing, YOUR ^{PHONE} BILL IS PAID. ~~.....~~
for money that's come back - saved for it
 And oh, yes, this is a non-profit show. All the money we make tonight is going to a worthy charity. It's being sent to Washington for the UNDERPRIVILEGED DEMOCRATIC CHILDREN..

.....

P. S.....The management has asked me to announce that immediately after this program there will be ENTERTAINMENT..

.....

MUSIC: PLAYOFF
 (APPLAUSE)

PAAR: Now I'd like you to meet Miss Trudy Irwin, our ALL GIRL SINGER. When you hear her, I'm sure you'll agree that singing is coming back. Trudy.

MUSIC: ORCH AND IRWIN. "THAT'S HOW MUCH I LOVE YOU, BABY"
(APPLAUSE)

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ATX01 0309584

PAAR: Thank you, Trudy Irwin. your carton of ~~Lucky Strikes~~
is in the mail.....

And now friends, as a special added feature of our show
AL JOLSON WILL POSITIVELY NOT APPEAR AS A GUEST STAR
TONIGHT..... Revolutionary, isn't
it?.....

Incidentally, how about that guest star situation in Radio?
...Every show you hear has a guest - and always the same
ones. Are they interchangeable like plumbing fixtures?....
.....Is Ford turning them out?..... If so, will
General Motors meet the challenge and turn out a CONVERTIBLE
GUEST STAR?.....First he's Sydney Greenstreet then you
turn him inside out and he's LOUELIA PARSONS.....
.....

Really, the whole Guest star idea is becoming overworked,
abused, and Costello....It's getting so that even the
Guest stars have Guest stars.....But the thing
that impresses me is the false enthusiasm of guest
appearances...you know what I mean...there's a knock on the
door, the door opens and the comedian says; (BIG) WHY IT'S
KAY KYSER! ... WHAT A SURPRISE! ... What surprise? ...
They've been rehearsing for 12 hours! - they're sick of
~~looking at~~ each other! Have you ever wondered what
the Guest Star and the comedian really think when they stand
up there and compliment each other? ~~What's~~ going on
in their minds?What are they saying to themselves?
.....It would be interesting to find out, wouldn't it.....?

MUSIC: PANFARE

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ATX01 0309585

HY: ..AND NOW, LADIES AND GENTLEMEN, OUR GUEST STAR...

DENNIS DAY!

(APPLAUSE)

DAY: THANK YOU...HELLO JACK, GOSH IT'S CERTAINLY GREAT BEING
HERE...(What's great about it? - on a nice Sunday like
this me and my mother could be out with a girl)

PAAR: AND DENNIS IT'S CERTAINLY GREAT HAVING YOU HERE.....
(What's great about it? - for what I'm paying him I
could have my choice of any two of the Andrew Sisters
and a Corned Beef Sandwich!)

DAY: THANK YOU, JACK...AND DID I TELL YOU - YOU CERTAINLY
LOOK WONDERFUL - YOU'RE THE PICTURE OF HEALTH.....
(How long can he last? - Gee, I wonder if I can take
over his show after the funeral?)

PAAR: VERY KIND OF YOU TO SAY SO, DENNIS....BUT YOU TOOK THE
WORDS RIGHT OUT OF MY MOUTH...I WAS JUST GOING TO SAY
THAT YOU LOOK THE PICTURE OF HEALTH...(I'd swear the
kid has Ricketts!)

DAY: TELL ME, JACK, HOW DO YOU LIKE HAVING YOUR OWN SHOW?

PAAR: IT'S WONDERFUL, DENNIS...I JUST HOPE I CAN BE AS
SUCCESSFUL AS YOU'VE BEEN THIS YEAR.

DAY: I'M SURE YOU WILL BE, JACK.

PAAR: BUT DENNIS, DO YOU REALIZE WHAT YOU'VE ACCOMPLISHED?...
YOU'RE ON THE JACK BENNY SHOW, THE STAR OF YOUR OWN
SHOW...GUEST APPEARANCES...RECORD ALBUMS...EVERYTHING.

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ATX01 0309586

DAY: BELIEVE ME, JACK, WITH THE RIGHT BREAKS, PLENTY OF OTHER PERFORMERS COULD HAVE DONE THE SAME THING... (WHO??? ...Dennis Day, I dare you to name one!)

PAAR: OH NOW DENNIS, YOU'RE MUCH TOO MODEST.... (Modest - the kid's got two programs already and he's still punching.. if he could find the right Girdle, he'd try to be "John's Other Wife")

DAY: BY THE WAY, JACK, IS THERE ANYTHING I CAN DO TO GET YOUR SHOW OFF TO A GOOD START? ... (I hope he asks me to sing "Glockamorra"... I do it great ... to hear me you'd think I was a native Glocka-Moron)

PAAR: WELL, IT WOULD BE NICE IF YOU SANG ONE OF THOSE IRISH SONGS YOU'RE SO FAMOUS FOR..... (if he sings "Glockamorra" again, I'll blow my brains out!)

DAY: I'D LOVE TO SING AN IRISH SONG, JACK....AFTER ALL, I CAN'T DENY THAT I'M A SON OF OLD IRELAND... (If he only knew I'm really an Armenian.... (KITZEL) Ho Ho Hoooooo).

PAAR: WHAT'S IT GOING TO BE, DENNIS?.... (I'm praying it's not "Glockamorra.")

DAY: HOW ABOUT "GLOCKAMORRA?"

PAAR: (BIG) MY FAVORITE NUMBER! (I'd be a sucker to let him sing. He'll make me look about as important as Margaret Truman's piano player.)SAY, DENNIS, I'VE GOT A GREAT IDEA - YOU AND I WILL SING "GLOCKAMORA," AS A DUEL.

ATX01 0309587

JACK PAAR
JUNE 1, 1947

-B-

COMMERCIAL NO. II

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco, and in a cigarette, it's the tobacco that counts. Remember what happens at the tobacco auctions?

BOONE: (CHANT - 57 to 59 - FAST SALES - FADING QUICKLY TO BACKGROUND NOISE)

SHARBUTT: Year after year, at auction after auction, independent tobacco experts - auctioneers, buyers and warehousemen - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. (CHANT UP - 59 - AMERICAN AND OUT FAST)

RUYSDAEL: Mr. John Cummins of Cynthiana, Kentucky, has been an independent tobacco auctioneer for over 19 years. He said:

VOICE: For years, at the auctions, I've seen the makers of Lucky Strike buy fine, good-tastin' tobacco....tobacco that's got quality, real quality. I've smoked Luckies for 22 years.

SHARBUTT: That says it! A Lucky Strike smoker for 22 years. So for your own real, deep-down smoking enjoyment, remember...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes...

RUYSDAEL: LS - MFT

SHARBUTT: No doubt about it! Lucky Strike means fine tobacco.

RUYSDAEL: So smoke that smoke of fine tobacco--Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

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(TIME: 1.04)

ATX01 0309588

ORCH: PLAY ON

PAAR: I was looking through a magazine the other day called UNPOPULAR MECHANICS, and do you know there are Five Million Six Thousand eighty three fountain pens that write under water...most of which are on their way back to the factory.....Everybody I knew had a fountain pen that wrote under something. Kaiser had a pen that wrote under Frazer.....Why they even had an under water fountain pen for Children. The kids do their homework and DROWN CATS AT THE SAME TIME.....And many radio comedians....you should excuse the expression...had a field day. Eddie Cantor did so many under water jokes that he got a fan letter from a Mackerel. It was becoming a terrible situation. What I'd like to know is who's responsible.....WHO STARTED ALL THIS?.....WHO'S TO BLAME?

DAVE: Well....I guess I am....

PAAR: Aren't you wearing your water on the knee a little high?

DAVE: Well, I live under water.

PAAR: Under water?

DAVE: Yes.....I couldn't find any other place to live.

PAAR: Probably paid a bonus to an Octopus!...It must be terribly unhealthy down there.

DAVE: (COUGHS) ...I'm not long for this world.

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ATX01 0309589

PAAR: Tell me something...is it true about those beautiful
Mermaids?

DAVE: Is it?....(GARGLE WOLF WHISTLE)

PAAR: Get a date for me, and we'll go drowning together...What
I'd like to know ~~from you~~ is...how did you come to invent
the Fountain pen that writes under water?

DAVE: Well, I told you....I live under water...in a submarine.

PAAR: But it's dry inside a Submarine?

DAVE: I know...But I like to write letters ON THE FRONT PORCH!

MUSIC: PLAYOFF
(APPLAUSE)

ATX01 0309590

PAAR: And now here are three guys that we're very proud of, the Page Cavanaugh trio. Three boys who met in the army and decided they made pretty good music together. They now make pretty good money together. Here they are, reading from left to right, Page, Cavanaugh, and Trio.....

TRIO: "WALKIN MY BABY BACK HOME"

(APPLAUSE)

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ATX01 0309591

PAAR:

Thank you very much
Thank you. That was the Page Cavanaugh Trio, IS, MF. and
and I don't think of it, then I would have enjoyed the rest of the week
T..... Last week, I decided to go to the movies.

So I got a G.I. loan and bought a ticket. Inside I paid ten cents for a nickle candy bar...was insulted by two ushers, and finally got a seat next to a lady who was plucking a chicken by the light of the Movietone News,... The picture I saw was a British-made movie about an average American Family...Laurence Olivier in "Henry Aldrich the 5th"...Friends, you may not realize it, but the British have made American musicals, American comedies, and even gangster pictures...What's behind all this?..... Can this be England's revenge for Bunker Hill? What if the British should decide to make our Western pictures? Can you imagine C. Aubrey Smith strumming a guitar and singing, "There'll Always Be A Wyoming"?.....or Sir Cedric Hardwick rescuing Dame May Witty, the beautiful Mexican half-breed?.....You know....I shudder to think of what the English version of "Duel In The Sun" might be like.....

MUSIC: REGAL FANFARE

HY: (VEDDY BRITISH) Parliament Pictures presents a saga of the American West, entitled....Disagreement In The Shade!

MUSIC: FANFARE

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ATX01 0309592

HY: The cast of characters, in ~~the~~ order of their disappearance, Sir Arthur Witherspoon, in the role of Texas Jack Paar....Dame Cynthia Duff-Armstrong appears as Cactus Nill....And by special arrangement with the Abbey Players, the Right Honorable J. Wembley Hollingshead in the role of...Smelley Pete! And introducing Parliament Pictures new star... Reginald the Wonder Horse:

LUNG: Full credit is given to Antoine of Paris who created Reginald's upswept tail-do.

HY: Now for "Disagreement in the Shade"!

MUSIC: SPECIAL THEME

LUNG: (HIGH BRITISH) It's a beastly hot day at the Bar Cheerio Ranch, located in Arizona, one of His Majesty's last outposts. The film begins as Texas Jack, our ruthless and yet beloved cowhand, rides up to the ranch on Reginald, the Wonder Horse...

MUSIC: SPECIAL THEME

SOUND: GALLOPING HORSES HOOVES

JANE: Whoaaa there, Reginald! I say, do whoaaaaaa, won't you?

SOUND: HORSE NEIGH

JACK: Stout horse, Reginald. (CALLS) Hallo, is anyone about?

JANE: Texas Jack...darling!...You've come home at last!

JACK: Yes, Cactus Nill...and I've missed you, my sweet. I've been singing and riding thirty hard days on the range.

ATX01 0309593

NILL: How dreadful.

JACK: Yes, frankly, there's very little Zip left in my
Doo Dah.

NILL: Darling, you've been away nearly a fortnit and I've
just noticed that you are bowlegged clear up to the
part in your hair.

JACK: Yes, I am bowlegged, but it's most convenient for
letting the covered wagons go through...Tell me, my
dear, what has transpired while I've been out
gadding about the gulches?

NILL: Well, in your absence, Pater employed a new
foreman for the Ranch...a completely horrible
homore...his name is Smelley Pete.

JACK: Smelley Pete? I don't know any Smelley Petes.

NILL: He's a blackguard and a murderer. I have reason
to believe that Smelley Pete has murdered
Sheriff Cavendish.

JACK: That's quite impossible...I spoke to Sheriff
Cavendish only an hour ago.

NILL: Did he answer you?

JACK: Come to think of it, no!

NILL: Well, there you are....In a word, Tex, this cringing coyote, Smelley Pete, has become a Nemesis on these premises.

JACK: Nill, what you've told me is utterly appalling....let me take you away from all this....pack up and fly with me to Montana.

NILL: Montana?

JACK: Yes.....it's just outside Boston.....Nill, you must be my wife...You simply must.

NILL: Impossible, Tex....forget me.

JACK: I can't forget you, Nill. You're with me wherever I go...walking, riding, golfing. Of course when I go to the Y.M.C.A., I must leave you outside. Say you will....Say it.

NILL: You're not being practical, Tex...how would we live?

JACK: I've thought of that. We'll make our living by raising Cactus.

NILL: Is there a demand for Cactus?

JACK: Demand? Why, at this very moment on the New York Stock Exchange, Cactus is selling for 50 cents a Cack.

NILL: Darling, you're so resourceful.

JACK: Nill, my dear, I love you more than life itself...and allow me to assure you that Reginald my wonder horse shares my admiration. Don't you, Reginald?

LUNG: HORSE NEIGH

LUNG: (COCKNEY...FOLLOWING NEIGH) Righto, Guvnor!

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ATK01 0309595

NILL: How utterly quaint! Nothing would give me more lasting satisfaction than to become Mrs. Texas Jack, but Pater has promised me to the new foreman.

JACK: You mean...?

NILL: Yes, I'm afraid I'm doomed to become Mrs. Smelley Pete.

JACK: This is an intolerable situation. If I can't have you, I shall go out and drown myself in the well.

NILL: But the well is dry...

JACK: Then some other time perhaps. But I shan't lose you so easily. I'll seek out this Smelley Pete person and force him to give you up.

NILL: You may well have your chance...look!...he's coming this way.

JACK: Splendid. I'm ready.

NILL: I must warn you, Tex...he's a vicious brute, capable of violence and murder.

PETE: (COMING ON) Hallo there, chaps...Anyone for tennis?

NILL: Texas Jack, allow me to present Smelley Pete.

PETE: Howja do.

JACK: Howja do, pardner. I understand you're something of a cad. You have stolen 50,000 head of cattle and brutally murdered the Sheriff, all of which is decidedly illegal.

PETE: Well, aren't you the goody goody!

JACK: And furthermore, I suspect that you are trying to marry Nill only to get your hands on her cattle.

PETE: Sir, do you accuse me of courting a woman purely for her pot roast?

JACK: I do. In view of the circumstances, I fear we shall have to shoot it out.

PETE: Veddy well. I'm prepared. Let's get on with it.

NILL: Oh, you two are so utterly, utterly masculine!

PETE: Let's get on with it. I'm due on the tennis courts in half an hour.

JACK: Fine. I shall drop my neckerchief, and we shall both fire at once.

PETE: Bully.

JACK: Here goes, then...I'm dropping the neckerchief...

PETE: Wait! That neckerchief...those colors...Magenta and Powder Blue on a field of Shooking Pink.

JACK: What about them?

PETE: Those are Oxford colors...Are you an Oxford man, man?

JACK: Of course, Texas Jack, class of '29.

PETE: Smelley Pete, class of '28.

JACK: Heavens to Bevin. How stupid of me. I should have known. But I thought you were in Inja. You were in Inja, weren't you?

PETE: Of course I was in Inja...but since, I've moved to Arizonja!

JACK: It's so frightfully good to see you again, Smelley.

PETE: Likewise, you old varmint. You must come to the bunkhouse for a spot of tiffin this afternoon. We have so much to talk about.

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ATX01 0309597

NILL: Gentlemen, aren't you forgetting that you're supposed to be killing yourselves over me?

PETE: Oh drat! I'd clean forgot.

JACK: Oh yes, we must do some shooting...After all, this is the West, where men are men, and women are women.

PETE: Oh yes, I believe we have the same arrangement in England.

JACK: Quite.

NILL: Well, do get on with it, you two.....you have your pistols drawn.

JACK: Alright, old girl...Smelley Pete, I shall count three... fire at will.

PETE: Got you old boy!

JACK: Here we go....ONE.....TWO.....THREE.

SOUND: TWO SHOTS IN RAPID SUCCESSION

NILL: SCREAMS

SOUND: THUD OF BODY

JACK: Good heavens, man, you've shot the girl.

PETE: But I distinctly heard you say "Fire at NILL".

JACK: No, no, old boy, I said...fire at WILL.

PETE: Really my dear fellow, you should WATCH YOUR DICTION.

JACK: Well, no matter. The joke's on me. ANYONE FOR TENNIS?

MUSIC: PLAYOFF

(APPLAUSE)

MS

ATX01 0309598

PAAR: Ladies and Gentlemen one of the most serious problems we face is the rising accident rate. Each year more of us are killed or injured fighting the Battle of the Boulevards. Let's try to avoid accidents by not being careless drivers...obey the law...don't mix alcohol and gasoline...traffic regulations are posted for your safety - don't disregard them...and above all, don't speed, Remember, the accident doesn't always happen to the next fellow...Be Careful - the life you save may be your own. Thank you.

(#1)

(APPLAUSE)

HY: Jack Paar will be back in just a moment, but first here's Basil Ruysedel.

(#2)

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ATX01 0309599

JACK PAAR
JUNE 1, 1947

-C-

COMMERCIAL NO. III

SHARBUTT: Jack will be back in just a minute, but first, here is Basil Ruysdael.

RUYSDAEL: As you listen to the historic chant of the tobacco auctioneer, remember - IS - MFT.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

RUYSDAEL: Lucky Strike means fine tobacco.

SHARBUTT: Listen!

VOICE: Season after season, I've seen tobacco bought by the makers of Lucky Strike ... tobacco that's full of flavor, ripe and mild.

SHARBUTT: James Talley, famous tobacco warehouseman said that.

VOICE: For years, at the auctions, I've seen the makers of Lucky Strike buy fine, ripe, smooth-smokin' tobacco. Smoked Luckies myself for 29 years.

RUYSDAEL: Charles Gunter, 55 years an independent tobacco buyer said that.

SHARBUTT: Yes, at auction after auction, independent tobacco experts like Mr. Talley and Mr. Gunter can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. Remember...

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco - and fine tobacco means real, deep-down smoking enjoyment for you.

RUYSDAEL: So smoke that smoke of fine tobacco -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

MB

(TIME: 1.06)

ATK01 0309600

MUSIC: BUMPER HIT AND FADE ON CUE...CARRY UNDER FOR AWHILE

HY: Jack Paar appears through the courtesy of RKO pictures. Again next Sunday the Jack Paar Show with Trudy Erwin, the Page Cavanaugh Trio, Jerry Fielding and the orchestra, and as our special guests...Humphrey Bogart, Lauren Bacall, James Mason, Greer Garson, Cary Grant...the entire cast of "The Best Years of Our Lives", and the Boston Symphony orchestra!

PAAR: ~~That~~ Averbach's a nice guy, but he's such an awful liar!
GOODNIGHT, EVERYBODY!
(APPLAUSE)

MUSIC: THEME HIT FOR PLAYOFF

ANNCR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

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ATX01 0309601