

PROGRAM #2
(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK PAAR PROGRAM

Sunday, June 8, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
TRIO NUMBER
PAGE BOY SPOT
COMMERCIAL
PAAR COMMERCIAL
TRUDY IRWIN NUMBER
LUCKY BRIDE SPOT
ALLOCATION
COMMERCIAL
BUMPER
TAG

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ATX01 0309602

THE JACK PAAR PROGRAM SUNDAY COMMERCIAL FOR JUNE 8, 1947

COMMERCIAL NO. 1

SHARBUTT: THE JACK PAAR PROGRAM - Presented by LUCKY STRIKE!

RIGGS: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: Remember - in a cigarette it's the tobacco that counts and
...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes, day-in-, day-out...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco - and this fine Lucky Strike
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.

BOONE: (CHANT - 57 to 59 - AMERICAN)

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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 Averback, and STARRING America's Newest Comedy
 Personality-----JACK PAAR! ! !

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

PAAR: Thank you...Hello, and to those of you reaching for your dial,
GOODBYE!...This is Jack Paar....I know, you forgot, didn't
you? You thought Jack Benny was going to be on. Don't worry,
he'll be back...he's my winter replacement. This is a nice
quiet little show - we'll do you no harm....We won't
advise you to leave your husband, and we won't clutter up
your house by giving away money,.....and on this program,
you don't have to laugh or applaud, just NOD YOUR HEADS
IF YOU LIKE IT.....however, I must admit there's been
a lot of comment about our first show last week. Everyone
agreed we got off to a FLYING STOP!.....Let me read you
a headline from a paper in Lexington, Kentucky. It says:
"New Comedian on the F. E. BOONE SHOW".....You know,
in radio they have a way of checking the popularity of a
program. It's called the Hooper Rating. I can't tell you
what my Hooper is yet, but MOVE OVER, "CLIQUT CLUB
ESKIMOS"..... Maybe I should be like the other comedians
and start a feud with someone like Allen and Benny,
Hope and Crosby. But if I start a radio feud, I'm going to
pick on someone I can OUT AD LIB - like BETTY CROCKER.....
If she says that Jack Paar is an old BISQUICK, I'll
come right back with something clever like "Tapioca Pudding
to you".....Being new I feel I should tell you something
about myself. Twenty-nine years ago my mother and father
were married so that I could be brought to you at this
more CONVENIENT TIME.....

(MORE)

PAAR:
(Cont'd)

And I'm very grateful to my parents for having a boy.
Had I been a girl, it would have been ^{un}unfortunate because
all my clothes are MADE THIS WAY.....And I've done very
well considering that I couldn't speak a word until I
was twelve years old. My father wouldn't let me ^{talk} - he
was an NBC VICE PRESIDENT.....But now here I am with
my own radio show. I hope you all like it. If not.....
oh well, I've been dismissed before. I've been LET OUT
more times than Sydney Greenstreet's PANTS.....I don't
know what you thought of last week's show, but
personally I was crazy about it ^{you know}.

HY: (RURAL VOICE) I didn't care much for it, ^{son}. Your
funnies don't spark me t'all - they don't.

PAAR: ^{I'm} I'm sorry, sir. What's wrong with this program?

HY: I don't hold with you college type fellows on the radio.
Where I come from education and humor don't mix. Give me
the old time comedies. Don't hold none with this
new fangled satiree.

PAAR: Comedie? Satiree? Oh - Comedy...Satire. Maybe I was
born TWENTY MINUTES ahead of my time. What do you
suggest?

HY: Some of those real Jim Dandy laughs like; "Why does the
chicken cross the--", "Who was that lady I seed you--"
and "A funny thing happened on the way to ~~the~~--".

PAAR: But jokes like that killed vaudeville, killed radio
and are wounding television...

HY: (LAUGHS) I see you ain't no ad libber like those
Lum and Abner fellas.

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PAAR: So my comedee and satiree is wrong, old timer. Well,
I'll try one of those Jim Dandies.....Here we go.....
.....A funny thing happened to me on the way to the
studio tonight. An old lady walked up to me on the street
and said: "Tell me young man will I get an electric shock
if I step on the street car tracks?" And I said: "No, Mam,
not unless you throw your other foot up over ~~the~~ trolley
wire".....(You know, that's the
biggest laugh I ever got. Maybe the old guy was right
about that comedie and satiree stuff). *St. Louis*

MUSIC: PLAY OFF
(APPLAUSE)

PEAR: One of the brightest musical discoveries of the year is the Page Cavanaugh Trio. ~~Three~~ boys who make really great music. They will now do a soft ras-ma-taz version of "After You've Gone".....You'll notice the sign the boys just hung up, it reads: "Out of this World, back in two minutes". Gentlemen.

MUSIC: PAGE CAVANAUGH TRIO....."AFTER YOU'VE GONE,"

(APPLAUSE)

ATK01 0309608

MUSIC: FAIRFARE

HY: Little Known People Who Mean Absolutely Nothing!

MUSIC: BASSOON EFFECT

PAAR: Friends, life is made up of little people going about their daily tasks unheralded, unsung, and unhealthy... The stuffed olive business has its Pimento Pushers, meat markets have their chicken pluckers, and Radio has its Page Boys - who wish they were Chicken Pluckers. However, there is a future in everything, and the proof of this is our guest tonight - Major Smythe, Chief of Staff of the Studio Page Boys! Good evening, Major, *it's* nice to have you with us.

MAJOR: Charmed...it was just grand of you to ask me. I seldom come up on the stage...except in extreme emergencies.

PAAR: Such as...Major?

MAJOR: Sometimes on the Bride and Groom show the Grooms get nervous and don't show up.

PAAR: And so?

MAJOR: I've been married five times!

PAAR: *It's* Lots of people have been married five times.

MAJOR: In one week?

PAAR: I had no idea you faced such difficult problems.

MAJOR: Problems? ... if you but knew what I put up with in radio...

PAAR: Really?

MAJOR: Sometimes I wish my mother had taken my advice and remained childless!

PAAR: Well, she came pretty close to it, *It's*

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MAJOR: Believe me, most of the time around here, I'm in a tizzy.

PAAR: It looks very well on you, though.

MAJOR: Thanks...but it needs to be taken in a little.

PAAR: Major, tell us about some of these tizzy-provoking experiences of yours.

MAJOR: Well yesterday, for example, three hill billies broke loose and ran away from the National Barn Dance.

PAAR: Well, did you find them?

MAJOR: Yes, they were butchering a hog in the Mezzanine!..... We were literally forced into having a barbecue on Ma Perkins.

PAAR: I can see the old lady now...knee-deep in pork fat!.... Yes, Major, you and your staff have a great deal to cope with.

MAJOR: Oh, my staff!...On them a good substantial poo!

PAAR: Hmm...sounds like trouble in the ranks.

MAJOR: It's something awful...I found one of my staff assigned to the Doctor I.Q. Show with a lady in the balcony.

PAAR: Isn't that part of his job?

MAJOR: Not two days after the program!

PAAR: Love will find a way....Major, I can tell from these decorations and medals on your chest that you've seen plenty of service in your present job.

MAJOR: Indeed I have...this medal here, I got for the Battle of Studio A.

PAAR: The Battle of Studio A?

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MAJOR: Yes...the Dick Haymes and Bing Crosby fans fought it out.
(DRAMATICALLY) My men held the second balcony. All
around us bubble gum was bursting...finally we withdrew
to the mezzanine under a heavy cross-fire of Sloppy Joe
sweaters.

PAAR: Zounds, Major!...What an engagement!

MAJOR: Yes, I wouldn't be here myself if I hadn't been
evacuated into a rest area - the Guy Lombardo program.....
Of course later I was in the Army of Occupation with
Andy Russell.

PAAR: And for that you received the Bronze Star with Oakleaf
Bobby Sox!

MAJOR: Yes. You may also be interested in this decoration...
the Distinguished Kate Smith Medal.

PAAR: Oh, the Battle of the Bulge, eh?.....Say, Major, with
all your experience, I'll bet you know some great
inside gossip about radio.

MAJOR: Do I? Come a little closer...Now you won't breathe this
to a soul?

PAAR: Scout's Honor, Major.

MAJOR: Very well...You know Blondie on the Blondie program?

PAAR: Yes...

MAJOR: Black are the Roots!

PAAR: Major, that's dynamite!

MAJOR: No, peroxide.....but that's nothing...I've got a really
choice tid-bit.

PAAR: Well, tid-bit away, Major.

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MAJOR: This is ultra top secret...do you know the Andrews Sisters?

PAAR: Yes, what about the Andrews Sisters?

MAJOR: They're girls!

PAAR: Oh, come now, ~~Major~~, you're making this up!

MAJOR: May I never live to go to Breakfast at Brennan's!

PAAR: Well, our time is about up...it's been very interesting, but is there anything you'd care to say before we conclude?

MAJOR: Yes...Ladies and gentlemen, due to circumstances beyond our control, the Jack Pear Show will continue.

PAAR: Thank you. The opinions expressed by Major Smythe are his own, and not necessarily!

MUSIC: PLAYOFF
(APPLAUSE)

COMMERCIAL NO. 2

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco and certainly fine tobacco is what counts in a cigarette. Remember what happens at the tobacco auctions?

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

SHARBUTT: At market after market, independent tobacco experts - impartial judges of tobacco quality - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. (FADE OUT BACKGROUND)

RUYSDAEL: Take a tip now from one of the country's leading independent tobacco buyers - Mr. Furney Simmons King of Lexington, Kentucky. A veteran of 36 years at the auctions, he said:

VOICE: I've bought over 10 million pounds of tobacco in the Carolinas, Georgia and Kentucky - and I've seen the makers of Lucky Strike buy fine tobacco -- that ripe, light tobacco that makes a swell smoke. I've smoked Luckies myself for the last 19 years.

SHARBUTT: Friends, 36 years' experience as an independent tobacco buyer stand behind that statement by Mr. King. So remember ...

RUYSDAEL: IS - MFT

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

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.

ATX01 0309613

MUSIC: ALOHA THEME

PAAR: And so, as the sun slowly sinks behind Basil Ruysdael, the natives, on the shore bidding us their sad farewell... "Aloha- L.S.M.F.T.".....You know, this is my second show, and I've been wondering how our commercials sound to my mother.....does she hear them the way they're presented, or does she interpret them her own way? Does everything she hears on the air sound like it's about her boy? Something like this, maybe?

MASTERSON: And now ~~for~~ a word about our product...

HY: Friends, have you tried Jack Paar, the new comedian who has his whole family raving about him?...During the war, you couldn't get Jack Paar, but his draft board did!....Now that materials are available again, Paar is back on your grocer's shelf...in three convenient sizes; FUNNY...HILARIOUS...and (GIGGLES) OH MAKE HIM STOP!

MASTERSON: We make no extravagant claims for Jack Paar except that he is BRILLIANT...FRESH...NEW...DYNAMIC...STARTLING... SENSATIONAL!

PAAR: And I'm delicious with strawberries and cream!

MASTERSON: Yes, all this and he ad libs, too! ... Now for the unrehearsed ten second test - listen to him ad lib!

PAAR: I...yeah...you=see,~~that's~~...I... *...right to the point*

MASTERSON: That was completely unrehearsed! Small wonder people are talking about Jack Paar!

HY: And why are people talking?...Because Jack Paar is the only comedian containing...TETRO AMALGAMEAN SULFONE!... Which is the chemical term for...HAIR ON THE HEAD!

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MASTERTON: Jack Paar is not a lotion...not a cream...not a shampoo...
NOT a deodorant!

HY: What is Jack Paar? Tests are being conducted now...
(SWITCH) You'll hear from us!

MASTERTON: Don't take chances...get Jack Paar...why be...HALF SAFE?

HY: All this week he's on sale at your neighborhood Army
Surplus Store. Don't hesitate...rush right out now...
remember, the supply of Jack Paar is limited!

MUSIC: ORCH & PAGE CAVANAUGH - TO TUNE OF PEPSI-COLA JINGLE

TRIO: JACK PAAR THE COMIC HITS THE SPOT
HALF AN HOUR, THAT'S A LOT
YOUNGER THAN BENNY AND ALLEN TOO
JACK PAAR THE COMIC IS THE COMIC FOR YOU!

MUSIC: ORCHESTRA IN TO FINISH
(APPLAUSE)

(REVISED) -12-

PAAR: And now it's time for you to meet our young singing star,
Miss Trudy Irwin. You've seen her on the stage, heard her
recordings, and I know if you listen to programs like the
HIT FARADE and MANHATTAN MERRY-GO-ROUND, here's a young
lady who LISTENS to the SAME TWO PROGRAMS.....
Trudy.....

MUSIC: ORCH. AND IRWIN
(APPLAUSE)

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ATX01 0309616

PAAR: Thank you, Trudy ^{Loney} ~~Loney~~. That was wonderful. Friends, the other morning I accidentally turned on my radio and found myself in the middle of one of those give-away programs. As I tuned in, a housewife was just being given a combination gift consisting of...a Hoover vacuum cleaner...Hoover Dam, and Herbert!.....So I turned to another station, and there was another give-away program! ...What's going on?...Are you aware that radio is producing a whole new set of people?...Yes, we now have ~~people who have~~ six Frigidaires, four washing machines, a year's free maid service AND NO PLACE TO LIVE..... Do you realize that because of these give-away programs there's hardly a woman left in America who doesn't own an electric dishwasher, electric Mixmaster, and electric Frigidaire.... Now before a fellow can marry a girl he has to find out whether she's AC or DC..... What's behind all this?...Is it some horrible plot to raise the standard of living?.....What's the real inside story of the give-away programs?...I wonder if it's something like this...

MUSIC: FANFARE... (LEGITIMATE)

HY: (BIG) STRESS, the Girdle that Fights Back, presents...
THE LUCKY BRIDE SHOW!

MUSIC: WEDDING MARCH FANFARE

HY: And here he is once again, our Marital Master of Ceremonies, Jackie Paar!

PAAR: (HAPPY TYPE) Good morning, everybody!.....Welcome to another Lucky Bride broadcast, brought to you by the Stress Girdle Company...We do not take off weight, but we'll PACK IT AWAY WHERE NOBODY WILL NOTICE IT.....We carry sizes up to 64...If you're larger than that you can step into our saddle department.....All over America women who wear Stress Girdles are saying:

VOICE: (GRUNT AND THEN RELIEVED SIGH)

PAAR: Yes, and girls, don't forget the motto of the Stress Girdle - GATHER UNTO YOU THAT WHICH IS YOURS.....Now it's time to present the young lady ~~fortunate enough to~~ be chosen by the judges ^{To her} as our...LUCKY BRIDE!

MUSIC: WEDDING MARCH THEME REPRISE

PAAR: What is your name, Lucky Bride?

ELVIA: I am Agatha Geltnick.

PAAR: And how long have you been married?

ELVIA: Two hours, thirty-four minutes and eight and one half seconds.

PAAR: Think of that!...How do you like married life, so far?

ELVIA: (GIGGLES)

PAAR: Yes, that's what they all say,...Tell me, where are you from, Bride Geltnick?

ELVIA: The Twin Cities.

PAAR: Oh, the Twin Cities...Minneapolis and St. Paul.

ELVIA: No...Walla Walla.

PAAR: Walla Walla. Well, well...tell me, Bride Bride, how come you and your husband decided to spend your honeymoon in Hollywood?

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- ELVIA: Well I'm also attending a convention here...this is National Dairy Week.
- PAAR: Oh you're a Dairy Maid.
- ELVIA: Oh yes for the last 12 years I've done nothing but milk cows twice a day.
- PAAR: I see...I wondered why you shook hands with me one finger at a time!...Well Mrs. Geltnick how does it feel being selected our Lucky Bride and t on the radio like this?
- ELVIA: I haven't been so excited since Grand shaved off his beard!
- PAAR: That was exciting?
- ELVIA: Yes, we found out that he was Grandma!
- PAAR: Ah Bride Geltnick you are a fun loving girl!...But now it's time to give you, the Lucky Bride, these amazing wedding gifts...presents you may cherish forever...First, Lucky Bride, we have for you...a brand new Washing machine WITH A WEEK'S DIRTY WASH IN IT!.....And here Lucky Bride is a gift you and your husband can enjoy for years to come...A TON OF CHICKEN LIVERS.....Now Bride Geltnick the next gift we have for you is a super Giant size box of SULFA-THIA-DIA-MIA-THERMISOL-PHENO (~~BASE~~).... The new wonder drug that cures.....PENICILLIN!
- ELVIA: Thank you, Mr. Paar, but a Super Giant Size box?

PAAR: Yes, when it's empty you can live in it!...Now Lucky Bride hold your breath. By special arrangement, Adrian, world famous designer has created for your Wedding Wardrobe... a TOPLESS EVENING BOTTOM!

ELVIA: Oh how wonderful.

PAAR: And that's not all, Lucky Bride...Charles of the Ritz, well-known hair stylist is waiting to do your hair in a coiffeur specially designed for this program...THE LUCKY BRIDE BUN!.....

ELVIA: Charles of the Ritz?...The Lucky Bride Bun?

PAAR: Yes and just think when you walk down the street people will say..."Look, there goes the Lucky Bride - the one with the Bun On".

ELVIA: Ohhhhhh.

PAAR: And now another surprise!...Tonight you'll be taken on a tour of Hollywood's most famous night clubs and entertained with candlelight and wine.

ELVIA: How thrilling!

PAAR: Now Lucky Bride we come to the wishing well!...You drop a penny into this well and make a wish...and it comes true.

ELVIA: All right, I will.

SOUND: PENNY SPLASHING IN WATER

PAAR: Tell me, Lucky Bride, what was your wish?

ELVIA: (GIGGLE) I wished for a Screen test!

PAAR: And your wish shall come true!...You will be given a screen test and become a...Goldwyn Girl!

ELVIA: How can I ever thank you?

PAAR: There is no need to thank me, Mrs. Geltnick...these wedding gifts are yours to keep forever...because you are...THE LUCKY BRIDE! Good luck, Mrs. Geltnick, and good night!

HY: You have been listening to the Lucky Bride Show... This is the Amalgamated Broadcasting Company. All right, Jack, we're off the air.

PAAR: Okay, Hy.

ELVIA: Thanks again for everything, ~~Mr. Paar~~...I'll arrange for a truck to come and move my presents.

PAAR: You touch one of those gifts and I'll break your arm!

ELVIA: But, Mr. Paar, I'm the Lucky Bride...you said I could keep all these presents.

PAAR: Look, Mrs. Geltnick, you're an intelligent woman. I'm going to speak to you frankly. Drop dead!

ELVIA: But that beautiful washing machine...can't I even keep the dirty wash in it?

PAAR: Yes, and have those shirts back by Friday...no starch!

ELVIA: (FIRMLY) Look here, Mr. Paar, you gave me these gifts and I intend to keep them!

PAAR: Keep them?...They're chained to the floor! AND STOP GRAMMING THOSE CHICKEN LIVERS INTO YOUR PURSE!

ELVIA: This is terrible...you said I'd go to night clubs and have candlelight and wine.

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PAAR: Candlelight and wine?...Here's some warm beer and an old flashlight....Mrs. Geltnick, get lost. Blow. Scram.

ELVIA: (ALMOST CRYING) You promised me a screen test...You said I could be a Goldwyn Girl.

PAAR: Why not...you look like Sam Goldwyn.

ELVIA: If I can't have the gifts, and I can't be a Goldwyn Girl, I want the penny back I threw in the Wishing Well.

PAAR: (CHANGE) Why of course Mrs. Geltnick...just step over to the Well...can you see your penny down there?

ELVIA: No.

PAAR: Step a little closer...just a little closer.

ELVIA: SCREAMS

SOUND: BIG SPLASH,..BUBBLING

PAAR: You know, I think I'll have that Well drained...there MUST BE A FORTUNE IN PENNIES DOWN THERE!

MUSIC: PLAYOFF

(APPLAUSE)

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ATX01 0309622

PAAR: Friends, we all have a responsibility to the future.
Part of that responsibility is financial. Saving now
will help you provide for the education of your children,
(1) the purchase of a home, or a farm, or a business of your
own. United States Savings Bonds can make it easy for
you to save. They are the safest investment in the world,
and every three dollars you put into them becomes four
dollars when your bonds mature. Start this week...buy
bonds regularly...through your bank, or employer.
Remember, by saving you fight inflation and secure
your future. Thank you.

(APPLAUSE)

HY: Jack Paar will be back in just a moment, but first,
(2) here is Basil Ruysdael.

ATX01 0309623

THE JACK PAAR PROGRAM SUNDAY COMMERCIAL FOR JUNE 8, 1947

COMMERCIAL NO. 3

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

BOONE: (CHANT - 57 to 59 - AMERICAN - FAST)

RUYSDAEL: Lucky Strike means fine tobacco.

SHARBUTT: Listen!

VOICE: Season after season, I've seen the makers of Lucky Strike buy tobacco that's mild, ripe and mellow.

SHARBUTT: Dewey Huffines - ace tobacco auctioneer said that.

VOICE: Year after year I've seen the makers of Lucky Strike buy quality tobacco ... fine tobacco with real flavor. So for myself, I pick Luckies - smoked 'em for 15 years.

SHARBUTT: Herbert Highsmith - independent tobacco buyer said that.

RUYSDAEL: Yes, at auction after auction - independent tobacco experts, the men who really know tobacco - can see the makers of Lucky Strike buy that fine, that light, that naturally mild tobacco.

SHARBUTT: So for your own real, deep-down smoking enjoyment, remember ...

RUYSDAEL: IS - MFT

SHARBUTT: 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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ATX01 0309624

~~MUSIC: THEME HIT AND FADE ON CUE IT HOLD BY~~

PAAR: Next Sunday is Father's Day...So this week, remember to ask your father for the money to get him a small remembrance. He may not have the money...but he'll appreciate the thought.

MUSIC: THEME UP AND DOWN

HY: Tune in next week to the Jack Paar Show with Trudy Erwin, the Page Cavanaugh Trio, Jerry Fielding and the orchestra, yours truly, Hy Averbach, and as our special guests we have invited Lana Turner, Senator Taft, Fannie Brice, Andre Gromyko, Nelson Eddy, Margaret Truman, the entire cast of the Metropolitan Opera, the Pittsburgh Pirates AND TERRANCE BOINKLE.

PAAR: I think Terrance might show up.....Goodnight, everybody.
(APPLAUSE)

MUSIC: THEME...UP TO FINISH

ANNOR: Listen in next Saturday to Your Hit Parade with Andy Russell...Martha Tilton and the Pied Pipers over these same stations.

THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.