

PROGRAM # 3
REVISED

A Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, June 15, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
TRUDY IRWIN
PERFUME SPOT
COMMERCIAL
PAGE CAVANAUGH TRIO
BENNY SPOT
ALLOCATION
COMMERCIAL
TAG

W

ATX01 0309626

THE JACK PAAR PROGRAM SUNDAY COMMERCIAL FOR JUNE 15, 1947

COMMERCIAL NO. 1

SHARBUTT: THE JACK PAAR PROGRAM - presented by LUCKY STRIKE!
BOONE: (CHANT - 57 TO 59 - AMERICAN)
SHARBUTT: Fine tobacco is what counts in a cigarette, so remember...
RUYSDAEL: LS - MFT
SHARBUTT: Lucky Strike means fine tobacco. Yes, always ...
RUYSDAEL: LS - 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.
RIGGS: (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----

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PAAR: Thank you....Hello, and remember, only 88 more SHOPPING DAYS till JACK BENNY! But you know, the really big news these days is that Henry Wallace may start a THIRD PARTY. Washington can't understand why there should be a THIRD party when for the first time in 15 years we're starting to use the SECOND party.....But there are still enough Democrats in office to help their friends, ^{and} it a man from Missouri the other day and I asked him if ^{he} n't miss all his friends back home. He said: "I miss ^{them} when I'm in Missouri, too. They're all with Harry." ... ^{.....} (As they say in Washington, "MISSOURI loves ^{the} company.")..... There's been a lot of talk in Congress abo a new form of VETERANS HOUSING. And it's absolutely free It's called REENLISTMENT!..... However, this week great progress was reported from Washington on Veterans Housing. The report said that as of June 10th all veterans have finally been housed who fought in the Battle of BULL RUN..... Veterans of GETTYSBURG, BE PATIENT!..... Here in California things are so crowded that people are building their homes right down to the water line. A friend of mine lives so close to the ocean that his wife has to do her shopping at THE A & P STORE IN HAWAII And now I'd like you to meet a ^{fine} man who has opened the newest real estate development on the shore. It's called: "UNDERTOW TERRACE". Tell me, sir, do your lots face the ocean?

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DAVE: Well, you just look up and there it is.

PAAR: Then your lots are on the ocean?

DAVE: Vice versa. But there's a beautiful view of the shore.
(LAUGH)

PAAR: You sound like you have a leak in the roof of your mouth.

DAVE: When I giggle, I gargle! (GARGLE)

~~DAVE: Tell me about the neighbors. Are they quiet?~~

~~DAVE: How much noise can a fish make?~~

PAAR: Isn't it rather unhealthy down there?

DAVE: (COUGHS) I should never have come up for the third time.

PAAR: I see you're wearing special clothes. A herringbone beret and sharkskin suit. What makes it so bulky?

DAVE: ~~Swear~~ sponge underwear.

PAAR: And those shoes -- they're very unusual.

DAVE: They're PUMPS.

PAAR: Well thank you very much. It's been very damp having you here.

DAVE: Goodbye. And remember: (SINGS) "I'M FOREVER BLOWING BUBBLES."

ORCH: PICK UP "PRETTY BUBBLES IN THE AIR" FOR PLAYOFF
(APPLAUSE)

(REVISED)

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PAAR: And now here's our young singing star, Trudy Irwin.
You'll notice that Miss Irwin is a STRAWBERRY Blonde,
and we ask you please not to POUR CREAM OVER her while
she's singing.....Trudy.

MUSIC: ORCHESTRA AND TRUDY IRWIN - "FUEDIN' AND A FUSSIN'"
(APPLAUSE)

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MUSIC: LEGIT FANFARE

HY: As an educational feature we bring you Jack Paar's...
Report to the Consumer! ... This week, Report Number One -
Volume One...Perfumes! ...How They Get Their Names!

MUSIC: INTRO AND FADE

PAAR: Friends, statistics show that last year ten million
dollars were spent on perfume advertising directed
chiefly at women...~~They bought perfumes that were~~
~~guaranteed to captivate, enthral, bewitch, tantalize,~~
~~and magnetize.~~ ~~... You know one of these days someone~~
~~is going to make a fortune with a perfume that just~~
-smells! ... One perfume is advertised as so dangerous,
you should only wear it when you're alone. And even then
you have to be careful that you don't turn on yourself
But the biggest selling point of most perfumes is the
names. ~~And like~~ like FRENZY...WHIPLASH...STRUGGLE NUMBER
FIVE Then there's one called "Furious Passion"...
This also comes in a smaller bottle for High School
girls, it's called...SMOOTCH! But now it's time
for Chapter Two in this Report to the Consumer ... How
Perfumes Get Their Names!

HY: We take you now to the offices of the Rendezvous Perfume
Company, creators of "Rendezvous"...the perfume that
seems to whisper..."Ooooooh, what you did!"

MUSIC: INTRO AS BEFORE

PAAR: Gentlemen, the purpose of this conference is to get a name for our new perfume...

HY: Yes, sir.

PAAR: I might add that Rendezvous can be proud of this new product...like all our other perfumes, it is made from a secret formula...one percent essence of crushed roses... two percent rare fragrance of lilacs...and ninety-seven percent Chicken Fat...Now then, Tompkins.

HY: Yes, sir!

PAAR: Take a whiff of this delicate fragrance...ever smell anything like it before?

HY: Only once...but my Dad tore up the porch and found it!

PAAR: Yes...ghastly, isn't it? ... M'sieu Dumont, as our Paris representative, you have one of the most talented noses in the business ... Will you test our new perfume?

CONRIED: (FRENCH) Certainement! (SMACKS LIPS)

PAAR: Well?

CONRIED: I think it needs a pinch of salt!

PAAR: What a talent! ... M'sieu Dumont, I salute your nose!

HY: Chief.

PAAR: Yes, Tompkins?

HY: I've got a great idea...a completely new selling approach...instead of using love, romance and passion to sell the perfume, let's give it a practical appeal.

PAAR: Practical? ... Carry on, Tompkins.

HY: Yes...we'll advertise this as the perfume with the fragrance that seems to say: (ROMANTICALLY) An apartment with no bonus! ... A new car at list price! ... A ten cent store that sells things for a dime!

PAAR: Wonderful! ... What would you call it?

HY: "Impossible Number Three."

PAAR: There's something frightening about you, Tompkins...weer a well tomorrow! ~~M'sieu, do you think this perfume will attract the men?~~

~~CONRIED: Well, I think it's better we say...very old one.~~

PAAR: Don't you think to attract men it should be more HE-HE!
... I've thought it over carefully for ten seconds and I don't think "Impossible" is much of a name.

HY: I disagree with you, Chief. I think it's great!

PAAR: Careful, Tompkins, or you'll be demoted from the Perfume Department back to Unsightly Hair Removers.
M'sieu, perhaps you have an idea for a name.

CONRIED: Well...let me see, perhaps, maybe...(A-LA BOYER)
Aaaaaa!

PAAR: Sorry, we used that one last month ... Gentlemen,
~~time is wasting... Tompkins, have you thought of~~
~~anything new yet?~~

~~CONRIED:~~
~~HY:~~

Nothing.

PAAR: Nothing? ... Nothing? ... Why, that's sensational! ... Tompkins, you're a genius. (BIG) Rendezvous Perfumes presents its greatest achievement... "Nothing".

MUSIC: CHORD

PAAR: And so the new perfume has a name...Next you, the consumer, pick up a magazine and see an ad for "Nothing"There is a picture of a dashing young playboy helping a beautiful debutante into his Town Car. He says.....

CONREID: (PLAYBOY) Cynthia, my beloved, there is something positively maddening about you tonight..something pulsating...something primitive...something electrifying! ...What is it?

GIRL: It's "Nothing."

CONREID: Cynthia, this heart-disturbing fragrance has completely captivated me. I must know....will you be mine?

GIRL: Yes, Norbert...and I wish to say to the girls of America that this can happen to you.....IF, when you go out for the evening you wear...."Nothing!"

MUSIC: CHORD

PAAR: That's how the ad in the magazine reads....but what really happens when the average girl spends her last two dollars for an ounce of the stuff? ... She sprays herself behind each ear

SOUND: TWO SIPHON SPURTS

PAAR: Then...she turns the lights low and with great expectations, waits for her boyfriend to show up....

SOUND: KNOCK ON DOOR

GIRL: (BROOKLYN) Come in, Herman.....if you dare....

SOUND: DOOR OPEN

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HY: Hi, Babe, put on your hat and we'll go out and...and...

PHEWXXXXXXXXXXXXX!

MUSIC: PLAYOFF

(APPLAUSE)

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COMMERCIAL NO. 2

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco, and fine tobacco is what counts in a cigarette. For the answer to who buys what tobacco at the auctions ...

RUYSDAEL: LUCKY STRIKE PRESENTS THE MAN WHO KNOWS!

BOONE: (CHANT - 57 TO 59 - AMERICAN)

RUYSDAEL: YES, LUCKY STRIKE PRESENTS THE MAN WHO KNOWS ... the tobacco auctioneer.. Mr. J. M. Ball of Winston-Salem, North Carolina, has been an independent tobacco auctioneer for 31 years. Recently, he said:

VOICE: Season after season, I've seen the makers of Lucky Strike buy fine, ripe, mellow leaf ... the kind of tobacco that makes a swell smoke. I've smoked Luckies myself for 29 years.

RUYSDAEL: Yes, friends - year after year, at auction after auction, independent tobacco experts like Mr. Ball - men who really know tobacco - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

SHARBUTT: Fine, light, naturally mild tobacco - real Lucky Strike tobacco - remember ...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. So for your own real, deep-down smoking enjoyment - 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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MUSIC: FANFARE

HY: Camera Tours Through Lovely Old California! ...
Presented by Paar Pictures - The Eyes, Ears, and
Sacroiliac of the World!

MUSIC: TRAVELOGUE MUSIC (RIPPLING BROOK TYPE)

PAAR: Good evening, this is Jack A. FitzPear-trick. Tonight
we take you on a scenic tour to view at close hand
one of California's greatest Natural Wonders...The
Palladium! ... As we know from our history books, the
Palladium was originally invented by the Wright
Brothers...But when it wouldn't leave the ground, they
turned it into a dance hall ... And now that it's a
dance hall, it frequently leaves the ground!
It is here that every Saturday night natives from the
quaint Province of Glendale ~~assemble before the moss~~
~~covered bandstand.~~ Legend has it that when a group of
native musicians gather on this bandstand, there
comes forth music ... Shall we put the legend to ~~the~~ test?

MUSIC: PAGE CAVANAUGH - "ALL OF ME"

(APPLAUSE)

FAAR: And so we conclude our camera tour of California's natural wonders and bid farewell to Page Caveneugh - natural trio...Well, friends, this is my third week on the air and I honestly feel we're off to a pretty good start. I've already been interviewed by columnists...posed for a man of distinction ad...and Tom Brenneman made me an honorary mother of six children!.....

Yes, now that I've been on the air three weeks, it looks easy. But can you imagine what I went through before my first program? Do you know what it means to replace a great comedian like Jack Benny? Me trying to fill Jack Benny's shoes. ~~Why, that's like Margaret O'Brien trying to wear Dame May Whitty's girdle!~~.....

People said I could never replace Benny. They laughed at the idea. One of my best friends said --

HY: Wait a minute - let me get this straight - YOU replace Jack Benny...YOU! (LONG BUILDING LAUGH) You're mad, boy - do you hear, mad!

FAAR: How did he ever get to be one of my best friends? ... Now I started to worry....with even my friends against me, replacing Jack Benny became more frightening. Then the news got around the country. A famous radio commentator said --

BARRY: (AS GABRIEL HEATTER) Good evening. I have just had word that Jack Paar is going to replace Jack Benny for the summer. ¹¹ Yes...there's bad news tonight!

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PAAR: Then it became international...the news was even smuggled into Russia. A columnist in the radio section of Pravda, Jimmy Fidlervitch, had this to say --

CONRIED: (RUSSIAN) Nish-novgored-bublitchken-procrazznia-Da-Neepinshtov-Veeosholov Jack Paar...Ochi-Krasnya--petroushky-strativnia-ish-kamininov Jack Benny?.....Ish-kin-pots-tillinov--Illytch-da-neesky-droshky-igorov-da...Shouldn't happen to a capitalist.

PAAR: It was obvious Russia thought I was strictly from Hungary.....But then it got worse. Everybody started pounding at me...Jack Benny, Jack Benny, Jack Benny! Night and day ... I couldn't rest ... when I tried to sleep I had the most ~~awful~~ nightmares! --

MUSIC: SPELLBOUND DREAM MUSIC STARTS

HY: (FILTER) Jack Paar replace Jack Benny, ha, ha, ha, ha.

PAAR: Then things would start to float around the room. I'd see a big white water wagon with Phil Harris falling off it.

HY: (AS HARRIS SINGING - FILTER) Shortenin' bread an' black-eyed peas...Jack Paar's nothing but a big fat cheese...He ain't what I like about the South...No, he ain't what I like about the South.

PAAR: It was ghastly, I tell you. Then a giant hot dog roll would come out of the wall with Mr. Kitzel in the middle.

HY: (KITZEL - FILTER) Jack Paar replace Jack Benny.
He couldn't even do it with a pickle in the middle and
mustard on the top, ho, ho, hooooo!

PAAR: It would go on like that hour after hour...voices
hammering, hammering at me...Benny.....Benny!

CHORUS: (CHANT - FILTER) Benny - Benny - Benny - Benny is a
grand old name. Benny was our mother's name! Benny -
Benny - Benny - Benny.

MUSIC: DREAM MUSIC UP INTO CRESCENDO...TO FINISH

PAAR: I had developed a Benny complex. Every car I saw on
the street looked like a Maxwell...Before my very eyes,
my own Mother turned into Mary Livingstone!
I began to call my Swedish maid Rochester....I started
playing the violin for hours...and I don't even have
a violin Everything in my life become Jack Benny!
Even the people I talked to sounded like him. I was
at the breaking point. There was only one thing left
to do - consult a psychiatrist. So I went to see
Doctor Hammerschlog at his office. (SLIGHT PAUSE)
I said, "Dr. Hammerschlog, I'm afraid I have a Jack Benny
complex. Everybody I talk to sounds like him....
everybody, doctor.

BENNY: OH, come now, kid - you don't expect me to believe that,
do you, hmmmmmm?
(APPLAUSE)

PAAR: (ALARMED) Doctor! Doctor Hammerschlog! Even YOU
sound like Jack Benny!

BENNY: Hmmm, Jack Benny ... Jack Benny ... that's a familiar name. Oh yes, he's that fellow that does the Jack Paar show during the rainy season.

PAAR: Yes, that's the fellow. ~~That's him.~~

BENNY: Look, kid - there's nothing wrong with you. You need a psychiatrist like a moose needs a hatrack....
(A patient by the name of Norman Krasna gave me that.)

PAAR: No! No! Noooooo!

MUSIC: HITS CHORD

PAAR: I was past medical help.....I didn't know what to do, so I went home - home to my wife who I knew would comfort me and understand. I said, "Miriam, I can't take this Benny complex any more. I'm cracking. Miriam, what am I going to do?" ...
And she said --

BENNY: Forget it, kid, and give me a great big kiss.

(MORE)

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PAAR: Miriam!

BENNY: Hmmm?

MUSIC: ORCH HITS BIGGER THAN BEFORE & FADES

PAAR: And as I left my wife, I noticed that she was wearing an up-swept toupee. There was only one last hope. Perhaps if I went to see Jack Benny himself I could get over my complex. I found him in ~~his~~ back yard hanging out a wet tea-bag to dry He saw me and said --

BENNY: Hello, kid. Glad you dropped around.

PAAR: Mr. Benny, I've got to talk to you.

BENNY: What's on your mind, son?

PAAR: This idea of me replacing you on the air. I've developed a Benny complex. All I can think of is Jack Benny.

BENNY: Believe me, kid, I've had the same trouble for years.

PAAR: But you don't understand what I mean, Mr. Benny, sir.

BENNY: Mr. Benny - sir -- keep talking, kid.

PAAR: Well, it's just that I've been chosen to replace you and you don't know what a ^{great} job that is. You're about the biggest man in your field.

BENNY: I am? Go on, kid - go on.

PAAR: Yes, Mr. Benny, you're absolutely tops - the greatest there has ever been - you just don't realize it.

BENNY: (COY) Oh, I do too Continue, ^{kid.}

PAAR: Mr. Benny, I was hoping that if you could give me some hints I might get my confidence back.

BENNY: Well, kid, with a comedian, appearance is everything.
^ Take me. On the day of my broadcast, after I'm all dressed, I carefully put a drop of Murine in each eye - brings out the blue, ^{you see.} Then, I pinch my cheeks for redness and, believe me, ^{some} ~~and~~, when I walk out on that stage, I look as young as - as that movie actor -- ah -- ah -- that young movie actor - ah -- you know --

PAAR: C. Aubrey Smith?

BENNY: No - Donald O'Connor.

PAAR: Look, Mr. Benny, I'll meet you half-way at Barry Fitzgerald!

BENNY: Barry Fitzgerald? Oh yes, that good-looking kid from Ireland.

PAAR: ~~Hummm!~~ ... Mr. Benny, can you give me any suggestions ~~on~~ ^{for} jokes for my show?

BENNY: Jokes? Oh, sure, kid, I just happen to have some jokes left over from my show that would be ideal for you.

PAAR: That's very kind of you, Mr. Benny.

BENNY: Yes, and the price is so reasonable.

PAAR: Oh Mr. Benny I thought that you might give the--

BENNY: (INTERRUPTS) Now wait, kid...you don't find jokes in the gutter...although...uh...have you heard Fred Allen lately?

PAAR: Well..all right, Mr. Benny..what sort of jokes do you have?

BENNY: Here's a good one right here...let's see what the tag says..
Humm..only a quarter...come on, kid, we'll do the joke
and you'll see how great it is. Now you read the first
line...

PARR: All right,..here goes...^{Mr. Benny}"Did you know one of my chickens
laid a twelve-pound egg yesterday?"

BENNY: "Laid a twelve-pound egg.....Why, that's remarkable!"

PARR: "Oh, I don't know. What else could she do with it?"

BENNY: Ha! Ha! Ha! Ha! ~~You~~ kill me with that, kid.....Isn't
that a great joke for a quarter. (SILENCE)How about
fifteen cents?

PAAR: Forgive me, Mr. Benny, but aren't chicken jokes a little
passé?

BENNY: Hummmmm...ten cents?

PAAR: (FIRMLY) NO, Mr. Benny!

BENNY: No, huh...(FAST) Well, look, if you didn't like that
one, here's a very funny insult joke if you ever have
Fred Allen on one of our shows.

PAAR: But, Mr. Benny.....

BENNY: (VERY FAST) It goes like this....you say to Allen,
"Fred, are those bags under your eyes yours or did you
have them made for you by the Oshkosh Luggage?" Ha!Ha!Ha!Ha!
--Oh, Benny, you may be off for the summer but you will
always live in my heart. Well, Kid, how did you like that?

PAAR: How did that chicken joke go again?

BENNY: Well, I say to you.....

PAAR: Never mind, Mr. Benny -- there's one other thing you can help me with. Suppose you do have a guest like Fred Allen and he ad libs. What do you do? How do you come back at him.

BENNY: It's the simplest thing in the world, kid. If he ad libs, he leaves himself wide open with a guy like me. I come right back at him and I say...uh...ah....well....er....I

PAAR: Yes?

BENNY: Or I might even take a different approach and say...ah... well.....we....uh.....

PAAR: Thank you, Mr. Benny, and ~~goodbye~~ *goodnight*

MUSIC: VERY SHORT BRIDGE AS BEFORE

PAAR: I was cured!....I had caught the great Jack Benny with his ad libs down....I was no longer afraid to replace him.. ..I rushed home to tell my wife the good news. I said..... 'Miriam....I'm cured!I've gotten rid of my Benny complex...I'm all better....Isn't it wonderful, Miriam?

BENNY: Yes, it is, KID...Give me a great big kiss!

MUSIC: PLAYOFF

(APPLAUSE)

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~~PAAR: Friends, we all have a responsibility to the future.~~

- (1) Part of that responsibility is financial. Saving now will help you provide for the education of your children, 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 in 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: (2) Jack Paar will be back in just a minute, but first....

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COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS THE MAN WHO KNOWS!

RIGGS: (CHANT - 57 TO 59 - AMERICAN - FAST)

RUYSDAEL: YES, LUCKY STRIKE PRESENTS THE MAN WHO KNOWS. Independent tobacco auctioneer Colonel Hart Shewmaker said recently:

VOICE: The makers of Lucky Strike buy real quality tobacco ... I've seen 'em do it at thousands of auctions.

RUYSDAEL: THE MAN WHO KNOWS ... tobacco warehouse man John Pinnix recently stated:

VOICE: At all the auctions I've attended I've seen the makers of Lucky Strike buy fine tobacco that makes a mild, mellow smoke. That's why for 28 years I've been a Lucky Strike Smoker.

SHARBUTT: Men who know fine tobacco - experts like Colonel Shewmaker and John Pinnix - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

RUYSDAEL: So for your own real, deep-down smoking enjoyment, remember - LS - 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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MUSIC: THEME HIT AND FADE ON CUE...HOLD B.G.

HY: Tune in next week to the Jack Paar Show with Trudy Irwin, The Page Cavanaugh Trio, Jerry Fielding and the orchestra, yours truly, Hy Averback, and as our special guests Clark

(1) ~~Gable, Jinx Falkenburg, Madame Chiang Kai-Chek, Van Johnson, Tallulah Bankhead, "Butch" Jenkins, J. Arthur Rank, the First Marine Division, the entire cast of the United Nations, and Gregory Peck.~~

PAAR: ~~Correction, Hy.....Gregory Peck WON'T be here...but we'll manage to have a good show anyway.....Good night, everybody.~~

~~(APPLAUSE)~~

MUSIC: THEME...UP FADE FOR

HY: (OVER APPLAUSE) Don't forget, friends! For the tops in radio entertainment, set your dial to NBC, Wednesday night, for that thrilling newspaper drama "The Big Story." (2) And on Saturday night, don't miss Your Hit Parade with Andy Russell, Martha Tilton, and the Pied Pipers.

MUSIC: THEME...UP FOR SIGN OFF

ANNCR: This is N.B.C. THE NATIONAL BROADCASTING COMPANY

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