

PROGRAM #4
(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, June 22, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
CAVANAUGH TRIO
INTERVIEW SPOT
COMMERCIAL
TRUDY IRWIN
DISK JOCKEY SPOT
ALLOCATION
COMMERCIAL
TAG

ATX01 0309650

THE JACK PAAR PROGRAM SUNDAY COMMERCIAL FOR JUNE 22, 1947

COMMERCIAL NO. 1

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

RIGGS: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: In a cigarette, it's the tobacco that counts, and ...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. 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)

ATX01 0309651

MUSIC: HIT PARADE FANFARE #1

PAAR: This week, Number Eight on Your Hit Parade-- Sorry...
wrong program.

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 new young humorist -
JACK PAAR!!!

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

ATX01 0309652

PAAR:

Thank you, (this is Jack Pear....Hello, and to the lady on a picnic listening to me on her portable radio...

MADAM, YOUR CHILD IS SMEARING JAM ALL OVER MY VOLUME CONTROL!.....

Before we go any further, here's the weather forecast for WASHINGTON, D.C.....Cloudy, followed by

CONTINUING VETOES.....

I understand that Congress has a new theme song, *at...*

"I'M Just MILD About Harry".....

Well, here we are, ^{our} our fourth week replacing Jack Benny.

I'll bet that President Truman would love to get a SUMMER REPLACEMENT for SENATOR TART.....

Radio is really getting ready for the hot weather.....

~~They've turned~~ Gabriel Heater, down to his PILOT LIGHT.....

This summer you're going to hear a great many mystery shows on the air...and all the Private Eyes are wearing SUNGLASSES.....Mystery shows are great for hot weather, though...you get frightened, your hair stands on END, and you can VENTILATE YOUR HEAD.....

I hear that on INNER SANCTUM they've taken down the creaking door and put up a SCREEN. That's to keep the BATS AND SPIDERS...IN.....

Personally, I like those mystery shows...Ever since I was a kid I've been crazy about blood, and detectives and murder. Maybe I was born with a SILVER KNIFE IN MY BACK, *I don't know*.....

And did you see where Lassie, the dog, has her own radio program.

(MORE)

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ATK01 0309653

PAAR:
(Cont'd)

Confidentially, she's not the same sweet pup she used to be. I met her at the studio this morning and she wouldn't even WAG at me.....

MAYBE SUCCESS HAS GONE TO HER TAIL.....

(How do you like that, a dog putting on the DOG?)....

~~(Lassie will probably wind up on FIDO, Moe and COLLIE)...~~

But that's summer radio. ~~The stars and comedians leave their programs and are replaced by~~ dog, oard
tricker, Swiss, ball, ringers and acrobats Yes, this is
~~definitely SAMMY KAYS WEATHER!:~~.....

In the winter they say "Mr. Benny, how do you want your salary this week - cashier's check or checks and bonds?" To me they say, "Hey, kid, how do you want it, HEADS OR TAILS?".....

Some sponsors have cut their programs way down for the summer. Take Phil Spitalny's Hour of Charm. In the winter it's a sixty-five piece orchestra...Now it consists of a guitar, Evelyn and her Magic Mixmaster, and a LEAKY BALLOON.....

We've had to make some changes in our plans for music. We were going to do the Sextette from Lucia but they cut it down to the Page Cavanaugh Trio...who will now do their version of "Cecelia". Any resemblance to the original Sextette is pure talent. Proceed, fellows.

MUSIC: PAGE CAVANAUGH "CECELIA"
(APPIAUSE)

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ATX01 0309654

PAAR: Thank you very much. Hey, have you ever looked at those movie magazines? There is some fascinating reading. I read one the other day ... there were such educational articles as: "HOW AN AVERAGE HOLLYWOOD FAMILY GETS ALONG ON AS LITTLE AS 4 THOUSAND DOLLARS A WEEK" ... and ... "HOW TO MAKE THIS YEAR'S HUSBAND LAST ANOTHER YEAR" ... Another big feature of the movie magazine was the interviews with the stars. For instance in one interview Margaret O'Brien's mother said that she wanted her daughter to grow up like any other normal American child and therefore she was limiting Margaret to 28 ice cream cones a day ... In another interview, Errol Flynn said that his hobby was acting ... BUT THAT HE DOESN'T HAVE TIME FOR IT! ... Now what about these interviews? ... What is the movie star really thinking when he's being interviewed? ... And what's the reporter thinking? Do they actually mean the things they say to each other? Shall we find out? ...

MUSIC: "HOORAY FOR HOLLYWOOD" OR SIMILAR SHORT BRIDGE

HY: We take you now to the home of that dashing leading man, Gregory Paar as he welcomes Constance Vanderson, reporter from "Screen Gush" Magazine ...

FLO: HELLO, GREGORY, DAAAAARLING ... IT WAS SO GRAND OF YOU TO GIVE ME A FEW MOMENTS OF YOUR TIME ... I'VE BEEN WAITING JUST AGES FOR THIS INTERVIEW ... (Ages! It was either interview him or Trigger the Horse ... and just my luck, Trigger's out of town!)

ATX01 0309655

PAAR: ISN'T THAT NICE, CONNIE, DEAR. AND I MUST SAY YOU
LOOK JUST GRAND ... YES, INDEED, YOU SEEM TO GET YOUNGER
EVERY TIME I SEE YOU ... (Younger! ... This is the
only dame I know whose Crow's feet wear open-toed shoes!)

FLO: YOU'RE SO KIND, GREG DAAAAARLING ... BUT NOW, I THINK WE
SHOULD START OUR INTERVIEW.

PAAR: ALL RIGHT, CONNIE DEAR, WHAT WOULD YOU LIKE TO KNOW
ABOUT LITTLE OLD ME? ... (I hope she doesn't ask me
about my last picture ... what a clinker! ... "The Two
Mrs. Nussbaums.")

FLO: GREG, WHAT YOU DO IN YOUR SPARE TIME WOULD CERTAINLY BE
INTERESTING TO MY READERS. (It would be more interesting
if my readers could read!)

PAAR: WELL, I'VE ALWAYS BEEN MAD ABOUT ACTIVE SPORTS ---
POLO, BOXING, WRESTLING --- ANYTHING THAT'S ROUGH AND
DANGEROUS. ... (I hope she doesn't notice - I forgot to
put my knitting needles away.)

FLO: WELL, I CAN BELIEVE YOU'RE THE ATHLETIC TYPE. I SAW
YOU IN BATHING TRUNKS ONCE ... WHAT A PHYSIQUE ...
YOU'RE SO MASCULINE! ... SO VIBRANT ... SO ALIVE.
(I bet when he gets on the scales, instead of a fortune
the card just has the phone number of Forest Lawn
on it.)

ATX01 0309656

- PAAR: YES, I HAVE DEVELOPED QUITE A PHYSIQUE.....MY NECK MEASURES 17 AND A HALF INCHES, YOU KNOW.
- FLO: SEVENTEEN AND A HALF INCHES!
- PAAR: THAT'S RIGHT! (I wonder if she ~~knows~~ that's including my shoulders.) OF COURSE, YOU UNDERSTAND CONNIE, THAT SPORTS ARE NOT MY ONLY HOBBY.
- FLO: REALLY?
- PAAR: YES....I'M QUITE A BOOKWORM.....READ ALL THE CLASSICS.... SHAKESPEARE.....LONGFELLOW.....SHAW... I'm all set if she asks me about Dick Tracy' ... NOTHING ELSE, CONNIE?
- FLO: YES.....TELL ME, GREG, HOW DID YOU FIRST MEET YOUR CHARMING WIFE, GWENDOLYN?... charming wife! ... She's probably loaded as usual... and upstairs looking for her bottle in the chandelier!)
- PAAR: WELL, WE MET LONG BEFORE I BECAME A STAR, AND WE'VE COME UP TOGETHER, THE HARD WAY.....(I hope Gwendolyn doesn't get electrocuted fooling around with that chandelier!)
- FLO: I SEE.....WELL, JUST ONE MORE QUESTION AND THEN I'M THROUGH.....WHAT ARE YOUR PLANS FOR THE FUTURE, GREG, DAAAAARLING?
- PAAR: WELL, VERY SOON I HOPE TO BUY MY DEAR LITTLE OLD MOTHER A HOME. I'M REALLY CRAZY ABOUT HER.....SHE'S SEVENTY, YOU KNOW. (I have to do something for her.....last week she lost her job setting up pins in a bowling alley.)
- FLO: HOW SWEET! ... WELL GREG, IT'S BEEN A GRAND INTERVIEW AND WHEN IT'S PUBLISHED I AM SURE ALL YOUR FANS WILL SEND YOU LOADS OF MAIL. (If he's smart he won't open anything that ticks.)

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ATX01 0309657

PAAR: THANK YOU, CONNIE.....IT'S BEEN A PLEASURE.....BUT
NEXT TIME YOU DROP IN, PLEASE LET ME KNOW IN ADVANCE
SO I CAN BE READY.....(This will teach me not to go
so long between permanents.)

FLO: WELL.....GOODBYE, GREG, DAAAAARLING.

PAAR: GOODBYE.....CONNIE, DEAR!

MUSIC: PLAYOFF

(APPLAUSE)

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ATX01 0309658

COMMERCIAL NO. 2

RUYSDAEL: LS - MFT

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

RUYSDAEL: LUCKY STRIKE PRESENTS THE MAN WHO KNOWS!

RIGGS: (CHANT - 57 to 59 - AMERICAN)

RUYSDAEL: YES, LUCKY STRIKE PRESENTS THE MAN WHO KNOWS - the tobacco warehouseman Mr. Alexander Irvin of Reidsville, North Carolina, has handled 35 million pounds of tobacco. Not long ago he said:

VOICE: For a good many seasons we've seen the makers of Lucky Strike buy fine, ripe, mel. w tobacco ... tobacco you just can't beat for real smokin' quality. I've smoked Luckies for 14 years.

RUYSDAEL: Yes, friends - year after year, at market after market, tobacco experts like Mr. Irvin - men who know fine tobacco - can see the makers of Lucky Strike 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.

ATX01 0309659

MUSIC: PLAY ON AFTER COMMERCIAL

PAAR: And now our lovely singer...Miss Trudy Erwin. Trudy has a brand new idea in vocals. You can understand every word she sings, and she stays on key for the entire two minutes. Patent applied for, Trudy.

MUSIC: TRUDY ERWIN AND ORCH...."IVY"

(APPLAUSE)

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ATK01 0309660

PAAR: Friends, did you know that a recent radio survey showed that one out of every three people in the United States is now a Disc Jockey?.....Everybody's becoming a Disc Jockey...Woody Herman, Tommy Dorsey...and even Paul Whiteman. A funny thing, though, for years people thought Whiteman was playing records. Then one night he stepped aside and there was a fifty-six piece orchestra behind him!.....As a result of this disc jockey epidemic, our country is turning into a nation of record fans...How will this affect the next generation? Will the kids of the future be born with holes in their heads? Will their mothers transcribe them for release at a more convenient bedtime? And will large families come in albums?... The Disc Jockey is a product of today...which is one of the few things our ancestors can be thankful for!... Say, how about that?...If there had been radio in the days of our ancestors, would they have had Disc Jockeys? ...Can you imagine them running wild a century ago among composers like Bach, or Beethoven, or Schubert, back there when Daniel Boone was trapping for I.J. Fox. ~~A Disc Jockey show might have been something like this in 1848.~~

MUSIC: MINUET - VERY LEGITIMATE - FADE

HY: (FRENCH) And so we conclude another chapter in the true life story of Rene LaTouche, Girl Candle-Snuffer...the story of one girl's struggle with Louie the Fourteenth..... We urge you on and all...M'dmes, M'sieus, and Peasants, to tune in again, at the same time ~~tomorrow~~... This is N.B.C. ... the Napoleon Broadcasting Company.

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ATX01 0309661

CONRIED: (FRENCH) The time is now half past the hour of eight... Gruen Curvex Sundial Time...Remember Gruen Curvex, the sundial that's curved to fit your lawn!.....And now, loyal subjects of the king, here is your favorite Disc Jockey...the show that has the hepcats jumping from Marseilles to Mobile...Jacques Paar's Platter Parade!

MUSIC: SWING MINUET

PAAR: Hail and forsooth, gang!...This is your favorite knave, Jacques Paar, with another solid record show...yea and verily, cats, we're really going to have a time tonight! All new releases...we're going to back into oh...chop some Chopin, and Poo Poo some Paganini... And later on as our guest tonight we're going to have Franz Schubert!... whom we all know as "Frankie Boy". By the way, serfs, this first quarter-hour is brought to you by Honest Pierre, the used-horse dealer. Friends, are you still riding around on last year's horse?...Wouldn't you like to get a new 1848 horse, without paying a penny under the tail?...Well, Honest Pierre has just received a shipment of brand new horses with such outstanding features as White Side Wall Horseshoes...and Rear Vision Saddle. Remember, horse-drivers, Honest Pierre's nags contain Knee-Action...if they won't go, kick 'em with your knees! ...All prices are F.O.B. Denmark...and now, cats, our first record.

(MORE)

PAAR: It's a new little ditty by Wolfgang Mozart...and "Wolfie"
(Cont'd) tells me it really jumps...yea verily, it's groovey!...
Here it is, recorded by Sir Guy Lombardo...the sweetest
music this side of Hanover..... All right, Sir Guy...

MUSIC: TYPICAL MINUET PLAYED STRAIGHT THEN INTO GUY LOMBARDO
FINISH

PAAR: Thank you, Sir Guy Lombardo. By the way, kids, that was
"Popsie" Schmeerbaum on first Flugelhorn.....
Incidentally, that number was played for Igor, Boris,
Ivan and all the gang over at the S. erian Salt Mines!....
And the next quarter-hour is brought to you by the Acme
Powdered Wig Company...So comes r a bit of a
transcription.

MUSIC: SHORT TRANSCRIPTION-TYPE FANFARE

HY: Good news from the Acme Powdered Wig Company...makers of
fine wigs for over two thousand heads! ... Yes, Acme Wigs
now come in three convenient sizes...Long, Very Long,
and "Hey! Who turned out the lights?" So, buy
an Acme Wig today, and soon all your friends will be
saying...

CONRIED: (ROMANTICALLY) She's Lovely...She's Engaged...She's
Beld!

MUSIC: REPRISE FANFARE

PAAR: Ah yes, good old Acme Powdered Wigs...no foolin', varlets, Acme Wigs are so realistic even Dandruff can't tell the difference!.....And now back to the Record Rack... and we have for you a brand new pop tune..."Beethoven's Fifth Symphony".....This, of course, was written by that popular young composer, Ludwig von Beethoven. Nice goin', Lud.....We're going to hear this new Symphony recorded by that young musical nobleman, Count Spike de la Jones.....Spike has arranged this Symphony for Two Oboes and a Water Hydra . All right, here we go....Beethoven's Fifth, record by Count Spike de la Jones and his orchestra. Ar I'll be back with you in just a minuet.

MUSIC: 5TH SYMPHONY BIG THEN INTO "TAKE ME OUT TO BALL GAME"
OR SIMILAR TUNE...SPIKE JONES TREATMENT

PAAR: Gadzooks, that was really solid, Gates....Before I forget, that last tune was dedicated to Napoleon and Josephine...who are celebrating their third year in Exile today.....Good luck, kids!.....
And now, cats, gather 'round...it's time for our special guest. Here he is, that solid-sending scribbler of songs...Franz 'Unfinished Symphony' Schubert!.....
Come in, Franz...it's nice having you with us.

CONRIED: (HEAVY GERMAN) Thank you. It gives me real kicks to be here mit you solid cats. Ach du vout a reeny!

PAAR: And it's good diggin' you again, Franz...what have you been doing with yourself?

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- CONRIED: The same thing I've been doing for years...trying to finish dot darned thing!
- FAAR: Well, Franz, tell us...what's new in the symphony racket these days?
- CONRIED: Well, let me see...Ah yes, that young kid...uh...what's his name again?...Oh, yah yah...Chopin...Freddie Chopin... He just wrote a thing called the Polonaise...nothing... strictly Schmaltz! Nice kid, dot Chopin...but no talent.
- FAAR: Oh, ~~I~~-see...too much Mayonnaise in the Polonaise..... Franz, you just can't brush Chopin off like that...his stuff is creating quite a stir around the Music Halls. What about that latest number of his...the Funeral March?
- CONRIED: Ach! The Funeral March!...Believe me, nobody will ever dance to it!
- FAAR: Franz, I'm surprised to hear you talk this way about a young composer...isn't it true that you wrote a symphony at the age of three?
- CONRIED: Yeh..yah.
- FAAR: Just think. A complete symphony at the age of three... Amazing!
- CONRIED: What's so amazing?...It was lousy!
- FAAR: But it's still so unbelievable...a three year old child writing an entire Symphony.
- CONRIED: Ach, there was nothing else to do. I was too young to go mit girls!.....

ATK01 0309665

PAAR: I'll bet you wrote ^{that} the Symphony on three-cornered sheet music, ^{man}.... Tell me, Franz, is it true that a lot of your work has been influenced by Ludwig von Beethoven?

CONRIED: Paar, are you joking?...Ludwig von Beethoven?...Dot Schmo influence me?

~~PAAR: I don't know...that's the talk that's floating around town.~~

~~CONRIED: (GETTING EXCITED) He's talking about me?...What's mit dot Beethoven?...What's he doing to me?...Dot's all-I hear ~~influence, influence, influence!~~~~

PAAR: Take it easy, Frankie boy.

CONRIED: (BLOWING HIS TOP) I can't help it!...All the time I'm hearing this mit the influence...and what does this Beethoven bum write, anyway?...Symphonies, symphonies... nothing but symphonies! Like the 5th Symphony of his... (SINGS) DA DA DAAAAA...Dot's music?...DA DA DAAAA... Dot's knocking on the door, Richard!...I'm so mad at this man I could kill him...I could scream! ^{could} Scream!!!... (COMPLETE SWITCH TO CASUAL) Believe me, he did not influence me.

PAAR: Franz, I think you've got Bats in your Beethoven... Look, there's something else I want to ask you...is there any truth to the Swing Alley talk that you're forming a new hot trio?

CONRIED: Yeh...we're going to call ourselves Franz Schubert and his Wiener Schnitzel Three!

PAAR: Wiener Schnitzel Three?...The boys jump?

CONRIED: Jump! ... Believe me...strictly Vonderbar Mellow Reeney!
We've got Johannes Brahms on the Cello...goot boy, dot
Johnny...Und on the Harpsichord ~~is~~ Franz Liszt...also
a good man and he played once mit Beethoven (SUDDEN RAVE)
Beethoven!...He did not influence me, I tell you...he
did not influence me! (QUICK SWITCH BACK TO NORMAL)
And on the Violin is me...also a good man...

PAAR: I'm sure of that, Franz. And I'm going to put a plug
in here for you right now. By the way, cats, the
Weiner Schnitzel Three is available for picnics, weddings
and Guillotine parties. How's that, Franz.

CONRIED: Solid...but I think you also might mention the Trio ope
Saturday night at the Sign of Ye Old Boar's Head Inn.

PAAR: Oh yes, that place right next door to the sign of Ye
No Vacancy!...Did you get all that, Cats?...Let's really
turn out Saturday and give Frenz and the Boys a great---

HY: (EXCITED) Excuse me, Jacques! M'dmes, M'sieus, and
Peasants, we must interrupt this broadcast for urgent
news!...The palace guards have just overthrown the king!
The annual Spring Revolution is now officially under way!

PAAR: Sorry, platter fans...due to circumstances beyond our
control, this program will now come to you from a more
convenient country!

MUSIC: PLAYOFF
(APPLAUSE)

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ATX01 0309667

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: (2) Jack Paar will be back in just a moment, but first....

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ATX01 0309668

COMMERCIAL NO. 3

~~AVERBACK:~~ ~~Jack Paar will be back in just a minute, but first...~~

RUYSDAEL: LUCKY STRIKE PRESENTS THE MAN WHO KNOWS!

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

RUYSDAEL: YES, LUCKY STRIKE PRESENTS THE MAN WHO KNOWS. Independent tobacco auctioneer Bryan Williams recently said:

VOICE: Season after season, I've seen the makers of Lucky Strike buy tobacco that just can't be beat for real smokin' quality.

RUYSDAEL: THE MAN WHO KNOWS! ... Tobacco buyer Charles Saunders stated recently:

VOICE: Season after season, I've seen American buy tobacco that's really fine. For a grand smoke, I pick Luckies ... smoked 'em for 21 years.

SHARBUTT: Men who know fine tobacco - experts like Bryan Williams and Charles Saunders 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.

ATX01 0309669

MUSIC: THEME HIT AND FADE ON CUE...HOLD BG

HY: Tune in next week to the Jack Paar Show with Trudy Irwin,
(1) the Page Cavanaugh Trio, Jerry Fielding and the Orchestra,
yours truly, Hy Averbach, and as our special guests,
Clark Gable, Jinx Falkenburg, Madame Chiang Kai-Shek,
Van Johnson, Tallulah Bankhead, "Butch" Jenkins,
the First Marine Division, the entire cast of the
United Nations, and Gregory Peck.

PAAR: ~~Connection, 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
(2) radio entertainment, set your dial to NBC, Wednesday
night, for that thrilling newspaper drama, "The Big
Story". And on Saturday night, don't miss Your Hit Parade
with Andy Russell, Martha Tilton and the Pied Pipers.

MUSIC: THEME...UP FOR SIGNOFF

ANNCR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.