

PROGRAM #5
(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK PAAR PROGRAM

Sunday, June 29, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
CAVANAUGH TRIO
FRENCH SINGING SPOT
COMMERCIAL
UNCLE JACK SPOT
TRUDY ERWIN
INFLATION SPOT
ALLOCATION
COMMERCIAL
TAG

ATX01 0309671

JACK PAAR
JUNE 29, 1947

-A-

FIRST COMMERCIAL

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

RIGGS: (CHANT - 57 TO 59 - AMERICAN)

SHARBUTT: Fine tobacco is what counts in a cigarette, and remember..

RUYSDAEL: LS - MFT

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

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.

BOONE: (CHANT - 57 TO 59 - AMERICAN)

...
(TIME - :58)

mb

ATX01 0309672

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 new young humorist - JACK PAAR!!!

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

dw

ATX01 0309673

PAAR:

... YOU'RE VERY KIND. (REVISED) -2-
Thank you!.....Hello, and see what happens when
you leave your radio on? We caught you with your NBC
DOWN!.....This is Jack Paar. Well, the
warm weather is officially with us. I read where John
L. Lewis just CHANGED TO HIS SUMMER EYEBROWS.....
.....The weather has had a wonderful effect on
agriculture. Among the things that came out of the
earth this week were tomatoes, asparagus and COAL MINERS
WHO ARE MAD AT SENATOR TAFT.....Yes, the world is
full of problems. All the diplomats and politicians
claim they are talking STRAIGHT FROM THE SHOULDER.....
(but who's got BRAINS IN THEIR SHOULDERS?).....
.....I read where they're going to make it easier for
ex-servicemen to get a G.I. loan for a home. I know a
veteran who built a house with government money, but
don't think the government doesn't watch over its
investment. One day this soldier got a phone call and
a voice said: "This is ^{PRESIDENT} ~~Harry~~ Truman. It's raining,
why aren't your windows closed?".....But with
all his troubles the President seems to be in good
health. He's full of Vim, Vigor AND VETO.....

(MORE)

dw

ATX01 0309674

PAAR:
(CONT'D)

This week there's been a lot more talk about a THIRD PARTY. The first two parties want to give the government back to the Indians...And the third party doesn't want it--they're the INDIANS!.....And I've been reading about one of the boys in my old outfit, General Eisenhower. We were in the same Army, you know...He's going to be President of Columbia University next year. Now there's REALLY a G.I. LOAN!....With the General at Columbia they should have a wonderful course in European History. After all, they're getting the man who MADE IT!.....

(APPLAUSE)

PAAR: Now ladies and gentlemen, I'd like to---Say friend, I see you have your mouth open. Do you want to say something or are you breathing the easy way?

WALLY: I have something to tell you, Mr. Paar.

PAAR: You know the rule here at NEC. You cannot talk to the comedian while the broadcast is in motion.

WALLY: But Mr. Paar, I am here to present you with a special award for distinguished service to radio.

PAAR: Well, as they say on those situation comedy programs, "Gee, whillakers!"----But I'm so new at this and an award already?

WALLY: Yes, this is your fifth program and you've never been heard to mention La Brea Tar Pits, Griffith Park, smudge pots or smog.

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ATX01 0309675

PAAR: Well it hasn't been easy. Maybe it's a dangerous new trend. But we're aiming for the audience east of Cucamonga.

WALLY: So, on behalf of the ^{RESIDENTS OF} ~~people~~ ^{HOUSE} ~~living~~ in YOUR APARTMENT, we nominate you as the outstanding new comedian who lives on the third floor.....And here is your award.

PAAR: Gosh, just what I need and have always wanted....an autographed picture of Guy Lombardo!

MUSIC: PLAYOFF LOMBARDO ENDING

(APPLAUSE)

m

ATX01 0309676

(REVISED) -5-

PAAR: I received a letter this week that said: "Who is that comedian on the Page Cavanaugh Trio program?" That gives you an idea of the kind of music they make.....also of the kind of mail I get. Oh, well, here they are -

MUSIC: PAGE CAVANAUGH TRIO

(APPLAUSE)

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ATX01 0309677

SOUND: PHONE RING...RECEIVER OFF HOOK

FLO: Hello?...Oh, hello, Charlie...Yeah, this is Ingrid...
 What's that?...No, I can't go out with you tonight,
 Charlie. I'm going to stay home and listen to my new
 record album. Yeah, that French singer, Jean Sablon...
 Is he good? ...~~Charlie~~, believe me, he's loaded with
 Chi-baba Chi-baba! ... He's wonderful. Gee, Charlie,
 these French singers really send me...Where?...Why
 should I tell you! ... Well, I gotta go now...my
 French records are waitin'...As they say in France,
 Q'ue est-que-c'est...er...que est que...er...er...
 So long, Charlie!

SOUND: RECEIVER DOWN

PAAR: Conversations like that are taking place today wherever
 there are girls like Ingrid. You see, the invasion of
 French singers is on. They're coming to America in
 droves - which is much cheaper than ^{air}in boats. You must
 have heard them by now...they all have low, throaty
 voices...~~I know of~~ ⁷one French singer whose voice is so
 low he has to squeeze a Bullfrog to get the pitch!...
 And this French influence is spreading rapidly...
 Already Dobby Sockers have switched from Bubble Gum
 to chewing Crepes Suzettes.....The thing all French
 singers have in common is this: Nobody understands
 what they're singing! ... Isn't it high time we
^{find}~~found~~ out?

HY: For the first time in this country we bring you the English translation of what a French Singer is singing. We now present the celebrated French Singer, Monsieur Henri Henri....The selection sung by Henri Henri will be translated into English by Jack Jack Paar Paar.

PAAR: Thank you...how do you do, Henri Henri.

CON: Bonjour, mon ami.

PAAR: Oh, je vous aime and a very large beaucoup to you..... what are you going to sing for us Henri?

CON: "Mais oui ouvrez le fenetre gendarme souson-neuv la chapeau avec fromage fermez la porte".

PAAR: English translation, "Chloe". Go ahead, Henri.

MUSIC: ORCH INTRO TO "MAM'SELLE" THEN TO PIANO FOR SINGER

CON: (SINGS TO TUNE OF "MAM'SELLE") Pourquoi la vie, cheri...

PAAR: Henri has just said, "Your eyes are so beautiful I could eat them up".

CON: ~~Cette bon-bonjour~~ ^{Cherrie bon-bonjour} toujours....

PAAR: "But unfortunately I just had lunch..."

CON: Je dit que vous cuisine....

PAAR: "I said darling I can't live without you"

CON: Crouton rue de la Paix....

PAAR: "You smiled at me and whispered softly your answer".

CON: C'est-a-dair...

PAAR: "Then Drop Dead".

CON: Pourquoi ~~cette bon-bonjour~~ ^{Cherrie bon-bonjour} toujours....

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ATX01 0309679

PAAR: You turned me down---and I thought you were going to
become my wife and the mother of my children.

CON: Marseille coqd'or coiffure...

PAAR: I don't care for myself, but what am I going to tell
all those kids?

CON: J'allons alluette le enfants...

PAAR: How could you forget the night you and I were alone on
your balcony?

CON: Tres bien coup D'etat parlez moi.....

PAAR: "The candlelight glowed softly and I was holding you
close".

CON: Ooh la la...IA!

PAAR: Translations: Censored!

CON: ~~Den-mez-vous~~ J'et adore, com bien ~~the~~ ~~your~~ ~~amour~~...
COIFFURE *COIFFURE* *COIFFURE*

PAAR: "Even though it's over, I'll always remember that night".

CON: Que vous applez vous, mon mere, je 'orive mon pere...

PAAR: You bont over to kiss me, and the flame from the Candle
scemed to dance in your hair.

CON: ~~Le~~ ~~bon~~ ~~ne~~ ~~say~~...
COIFFURE *COIFFURE* *COIFFURE*

PAAR: Which means---so long, baldy!

MUSIC: PLAYOFF
(APPLAUSE)

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ATX01 0309680

JACK PAAR
JUNE 29, 1947

-B-

SECOND COMMERCIAL

RUYSDAEL: LUCKY STRIKE PRESENTS (DRUM ROLL) THE MAN WHO KNOWS!
(4 DRUM BEATS) The independent tobacco expert who knows
from his own experience at the auctions what kind of
tobacco is bought by the makers of Lucky Strike.

BOONE: (CHANT - 57 TO 59 - AMERICAN)

SHARBUTT: Fine tobacco is what counts in a cigarette - and what
kind of tobacco is bought by the makers of Lucky Strike?

RUYSDAEL: LUCKY STRIKE PRESENTS (DRUM ROLL) THE MAN WHO KNOWS!
(4 DRUM BEATS) THE TOBACCO BUYER!

SHARBUTT: (ON FILTER) Mr. Brice Leech of Glasgow, Kentucky, has
spent 27 years handling tobacco. Mr. Leech recently said;

VOICE: At auction after auction, I've seen the makers of Lucky
Strike buy ripe, fine-tasting leaf ... that fine quality
tobacco that makes a top-quality smoke. I've smoked
Luckies myself for 16 years.

SHARBUTT: YES, THE MAN WHO KNOWS! (4 DRUM BEATS) Experts like
Mr. Leech...men who make it their business to know fine
tobacco ... can see the makers of Lucky Strike
consistently select and buy that fine, that light, that
naturally mild tobacco. Remember -

RUYSDAEL: LS - MFT

(MORE)

mb

ATX01 0309681

JACK PAAR
JUNE 29, 1947

-C-

SECOND COMMERCIAL (cont)

SHARBUTT: Lucky Strike means fine tobacco.

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.

(TIME: 1:28)

mb

ATX01 0309682

MUSIC: FLAYON CHILDREN'S THEME AND FADE UNDER:

HY: Now will all you grownups take a walk around the block,
or go upstairs to bed?...It's time for another one of
Uncle Jack's inspirational talks to Children.

MUSIC: CHILDREN'S THEME

PAAR: Hello, kids of America. This is your Uncle Jack
calling another meeting of the Triangle Trouser Club
to order. I ~~have~~ ^{FADE} just tons of things to talk about
tonight. First we welcome a new member, Tangerine Firpo,
who is now six days old. Welcome, Tangerine. Your pin
is in the mail. Here's an interesting thing, little
Tangerine was born round-shouldered. Her mother was
frightened by a Quonset Hut ... And here's some super,
ginger cream peachy news. For those of you who don't
want to go to school there is a new product on the market.
You can now buy FALSE MUMPS...these come with built-in
~~fever~~ ^{TURN THEM INSIDE OUT FOR TONS OF MORE TO TALK}..... Another product now available is the
Breakfast Food of Failures, for kids who don't want to
become CHAMPIONS.....I also have a note here about
some new REVERSIBLE ROLLER SKATES...FOR BACKWARD CHILDREN.

HY: Uncle Jack, I believe it's time to answer the Club mail.

PAAR: I'm ready for it, Hy. First, in answer to a letter sent in by little Herman Shamelfinger. Don't do anything impulsive. In this case your mother is absolutely right. No one gets married at the age of five and a half! ... Herman, give up that girl...Remember, it would be impossible to find real happiness with any girl who's been divorced twice at the age of seven ... And our next letter comes from Junior Twelp, age three years and one hour, who says, "Dear Uncle Jack, While lying in my crib one night the thought occurred to me-do parents really love their children". Well, Junior, frankly the answer is NO. You were brought into this world because your parents wanted to hear the patter of little feet around the house. Get the idea? It's your feet they're crazy about, not you! ... So much for the Club mail. Next on the juvenile agenda is the book of the week...and this week I recommend, TOM SWIFT AND HIS ELECTRIC GRANDMOTHER ... I enjoyed it very much.

HY: Uncle Jack, I'm afraid that's all we have time for tonight.

PAAR: All right, Hy, the meeting will close with our Club oath. Let's all stand at attention, face toward Roy Rogers, and repeat our sacred oath. We belong to Uncle Jack's Club, we will not steal steam shovels, or go for Submarine rides with strangers.... And remember, kids, when it's bottle time at your house, don't take any WOODEN NIPPLES!

MUSIC: PLAYOFF
(APPLAUSE)

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ATK01 03096B4

PAAR: And now, front and center, our lovely singer...Trudy Erwin. Trudy has a beautiful voice...but that's not surprising...Look where its been! ... Trudy!

MUSIC: ORCH & TRUDY..."I WONDER, I WONDER"
(APPLAUSE)

ATX01 0309685

MUSIC: FANFARE

HY: (BIG) Inflation....1947

MUSIC: PUNCTUATE

FAAR: Yes, friends, inflation is here...and since it's such a vital subject, I decided to find out what it really means. So I opened Webster's Dictionary, and there it was. Inflation: The reason this Dictionary now costs 2 dollars more than it should!.....This is not only true of Dictionaries, but everything else.... Groceries, fruit and even vegetables have gone sky-high, too. In fact, the only vegetables worth buying are radishes...At least you get a return on your investment!Not only are prices high...but some products like clothing, for instance, are inferior. The other day I bought a suit and never have I seen such thin material.....In fact, it's the first time I ever had to wear a tie to match my underwear!.....Yet in spite of all this, there are certain congressmen who claim there is no inflation. They say it's just an ugly rumor started by people who can't afford to over pay for everything! ... Yes, we may as well face it....ever everything's going up..up...Higher!..... Higher! ... Higher!

MUSIC: IN TEMPO WITH "HIGHER" ... BUILDS THEN OUT SHARPLY

HY: Inflation, 1947! ... Where is it heading? ... How high can the price of essential commodities go?...Here, America, is the answer!

MUSIC: BRIDGE OUT SHARP

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ATX01 0309686

WALLY: Howdy, folks...I'm a 1931 Essex Automobile... The stuffin's comin' out of my upholstery, my headlights need new wicks, and mechanically speaking, my rear end's about to fall apart. And you think I'm on a junk heap where I belong? (CACKLE) Not be a durned sight I ain't. This very minute I'm settin' in a used car lot...A dealer feller called the ticklish tasmanian...and they're askin' 1500 dollars for me! (CACKLE) Now ain't that a tickler! ... Well there's no use to go on blabbin' ... one of you durned fools'll be along to buy me! (CACKLE)

MUSIC: PUNCTUATE

FLO: I am a vacant apartment. Oh boy what you would give to know where I am! ... I used to be adorable, but now ... Ooooh am I a mess! ... I need painting, papering, scraping and between you and me, my fire escape is only...Half-Safe! And you know what they're asking for me per month...700 Clams! ... All that money for a lousy little apartment like me! And that ain't all - the landlord is askin' a thousand dollar Bonus.... Crazy, huh? I got news for you - a family is movin' into me next Tuesday!

MUSIC: PUNCTUATE

HY: I am a 10 cent loaf of white bread.... I am on sale anywhere for a quarter. And what's even worse, because of inflation, I am three slices less than I used to be ... Frankly, my wrapper is dragging!

MUSIC: PUNCTUATE

ATX01 0309687

CONREID: I am a pound of Livurwurst. I used to be so rich and tasty...when you put me between two pieces of Pumpernickel, I was sensational. People would eat me and go out of this world...the only thing that would bring them back was Alka Seltzer! Then came the inflation and, ~~before you could say Black Market~~ ~~Himmel!~~ Mine price went up to 97 cents a pound! I wasn't the same Livurwurst.

(DRAMATICALLY) All of a sudden, they started to cheapen mein quality...they are mixing in with mein liver all kinds of cereals...Bran - mit cornflakes yet. All of a sudden, me -- a liverwurst - is delicious mit strawberries and cream! Now I can't hold mein head up - that's the end mit the string - the head. Ach, things have gone from bad to wurst! (LAUGHS) Wait, that's a joke, no?... No! ... Oh well, whoever heard of a Livurwurst talking, anyway!

MUSIC: BRIDGE

HY: We have shown you the effect of inflation 1947 on the price of material things...But what of its effect on people?...Now to Anytown USA....A boy, a girl, and... inflation!

MUSIC: SOFT BRIDGE

GIRL: Jack darling, you said there was something you wanted to talk to me about.

PAAR: Yes, Gloria, it's our wedding - we're going to have to postpone it...My life savings have been wiped out.

GIRL: (ALARMED) Jack! ... What happened?

PAAR: I bought a pair of shoes today! ... They were a bargain... only 42 dollars.

GIRL: 42 dollars for a pair of shoes?

PAAR: A pair? ... EACH...as soon as the bank approves my loan, I get the laces!

GIRL: But how could you buy a pair of shoes? You know I've been waiting to be married for two years.

PAAR: I've been walking around barefooted for 3!

GIRL: Oh, so that's what it's been!

PAAR: You know what they say, cold feet warm heart!

GIRL: Jack, listen to me...I can't permit our romance to be submerged in a flood of rising commodity prices which tend to lower consumer buying potential - leading to economic insecurity and financial chaos...

PAAR: Gloria, that's the sweetest thing you've ever said to me.

GIRL: Darling we can work this out...we'll manage...we'll budget ourselves...we can lick this inflation and make a go of our marriage. *WE'LL GIVE UP NOTHING...*
WE'LL GIVE UP NOTHING...

ATX01 0309689

PAAR: You give me new hope...maybe we can do it on the right budget...Let's see, we'll need money for an apartment... then there's the bonus...then there's the bonus for the bonus...Yes...We'll have to stretch my salary a little, but we can live on only 280 dollars a week.

GIRL: Why? What do you make a week?

PAAR: Seventeen dollars and thirty-two cents!

GIRL: It's still not impossible - provided we give up certain little things...Like food, shelter, and clothing.

PAAR: What! ... You'd have me do without luxuries!

GIRL: I never dreamt you would permit inflation to come between us.

PAAR: You ~~don't~~ mean this is the end?

GIRL: Let's put it this way...perhaps someday we can pick up again...when inflation is over, and the American dollar is again worth a dollar, and the national debt is paid.

PAAR: Then it's good-bye forever?

GIRL: Yes, but don't look at me that way...I mustn't cry... you know the price of handkerchiefs today. Goodbye, Jack...chin up!

PAAR: You too, Gloria...keep a stiff upper bracket!

SOUND: DOOR SLAM

MUSIC: WEIRD STINGER

ATK01 0309690

PAAR: (DRAMATICALLY) She's gone...out of my life...My chance for happiness killed by Inflation.....these new shoes I bought are the cause of it all...every time I take these shoes off, I'll see Gloria's face in my feet! ... there's nothing left for me...even though it's cowardly, there's only one way out. End it all!

SOUND: PHONE RECEIVER UP...DIALING

PAAR: Hello...Thrifty Funeral Parlor? ... Reservation clerk, please...Hello, I've heard about your lay-away plan... How much? ... 1100 dollars plus California State tax?1100 dollars for a funeral? Good-bye!

SOUND: RECEIVER DOWN

~~PAAR: YOU KNOW SOMETHING.....IT'S GETTING SO A MAN CAN'T AFFORD TO DIE.~~

MUSIC: PLAYOFF
(APPLAUSE)

ATX01 0309691

FAAR: 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, the purchase of a home, or a farm, or a business of your own.

(1) 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.....

ATX01 0309692

JACK PAAR
JUNE 29, 1947

-D-

THIRD COMMERCIAL

RUYSDAEL: LUCKY STRIKE PRESENTS (DRUM ROLL) THE MAN WHO KNOWS!
(4 DRUM BEATS) The independent tobacco expert who knows
from his own experience at the auctions what kind of
tobacco is bought by the makers of Lucky Strike.

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

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO WAREHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. Floyd Clay, well-known tobacco
warehouseman of Versailles, Kentucky, recently said:

VOICE: Up through the years, I've seen American buy tobacco
that's ripe and mild ... tobacco with real flavor and
mellowness.

RUYSDAEL: THE MAN WHO KNOWS (4DRUM BEATS) THE TOBACCO BUYER!

SHARBUTT: (ON FILTER) Ace Tobacco Buyer Fred Evens of Danville,
Virginia, said not long ago:

VOICE: At every auction I've attended, I've seen the makers of
Lucky Strike buy fine tobacco you can't beat for top
smokin' quality. Smoked Luckies myself for 19 years.

SHARBUTT: AND SO IT GOES WITH THE MAN WHO KNOWS - THE TOBACCO
EXPERT! Remember, fine tobacco is what counts in a
cigarette, and.....

RUYSDAEL: LS - MFT

(MORE)

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ATX01 0309693

JACK PAAR
JUNE 29, 1947

-E-

THIRD COMMERCIAL (cont)

SHARBUTT: Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

RUYSDAEL: 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.

(TIME + 1:22)

mb

ATX01 0309694

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 Averback, and as our special guests,
 Clark Gable, Jinx Falkenburg, Madame Chiang Kai-Shek,
 Ven Johnson, Tallulah Bankhead, "Butch" Jenkins,
 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
(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

ANNOR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY

ATX01 0309695

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