

(REVISED)

A Broadcast

PROGRAM # 6

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, July 6, 1947

NBC

3:00 - 3:30 PM EST

COMMERCIAL
OPENING
MONOLOGUE
CAVANAUGH TRIO AND BAND
UNCLE JACK SPOT
COMMERCIAL
MUSIC CULTURE SPOT
TRUDY IRWIN
WOMEN SPOT
ALLOCATION
COMMERCIAL
TAG

ATX01 0309697

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947

-A-

COMMERCIAL NO. 1

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

RIGGS: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: Remember - fine tobacco is what counts in a cigarette
and ...

RUYSDAEL: LS - MFT

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

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.

BOONE: (CHANT - 57 to 59 - AMERICAN)

ATX01 0309698

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:

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PAAR:

Thank you very much ... Hello, and a special note to those of you looking for Disks in the sky ... Come down from those trees ... the whole thing is an advertising stunt of the Mayflower Doughnut Company ... Of course, you know there are several theories about these Disks ... One report has it that Andy Russell was seen on a mountain throwing Bing Crosby records away ... Another theory is that the British are returning defective lend lease monacles ... (No individual laughing out there now) ... Still another idea is that a guy was celebrating the Fourth, had a few drinks, got in his cups, and started seeing SAUCERS ... (Things like that can bring back Prohibition) ... The latest report I heard comes from the Saucers themselves ... they said they saw six Orson Welles flying over Seattle ... Of course, Hollywood is hopping on the Band Wagon ... RKO said this morning that they are going to do a picture called DISK IN THE SUN, with Jennifer Jones playing the part of a beautiful half-breed Saucer ... (I don't quite get it myself) ... As a matter of fact, it may have an effect on the new generation ... One mother was watching Disks all last week ... and yesterday her baby was born with a stiff neck ...

(MORE)

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PAAR:
(CONTD)

All of this should be a lesson to Congress ... They
should have never taken the ceiling off rents ...
those are tops flying around up there ... they belong
to tenants who've blown them ...

MUSIC: _ _ _ _ PLAY OFF

(APPLAUSE)

ATX01 0309701

PAAR: In exactly fifteen seconds the Page Cavanaugh Trio with Jerry Fielding and the orchestra are going to do a number in formation. We don't claim this will be completely out of the world, but during rehearsal, ice formed on their instruments! ...Gentlemen, fasten safety belts, we're heading into a Downbeat!

MUSIC: PAGE CAVANAUGH AND ORK
(APPLAUSE)

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MUSIC: CHILDRENS THEME TO B.G.

HY: Now kiddies, it's time for another weekly meeting of Uncle Jack's Club..and here to bring you all the latest club news is your Uncle Jack.

MUSIC: UP TO FINISH

PAAR: Hello, kids of America. This is your Uncle Jack calling another meeting to order. I want you all to pay strict attention, so put away those matches and stamp out your Grandfather.....Later on in the meeting we're going to hear from Terence Boinkle, one of our members who has a special problem. But first the club news. From our Chicago chapter comes word that little Joyce Godolfin, age 5, and Herbie Fimm, age 7, have just announced their engagement. The reception will be held next Sunday at two o'clock in the bride's play-pen...The bride wishes to thank the kind friends who sent her the bouquet of Tootsie Rolls.....

HY: Uncle Jack, are you ready to talk to Terence Boinkle now?

PAAR: Yes I am...Good evening, Terence.

WALLY: Hello. (SNIFF - LAUGH)

PAAR: Now before we discuss your problem, will you repeat the Club Oath, please.

ATX01 0309703

- WALLY: Yes sir. (RECITING) I belong to Uncle Jack's Club...I will not play cops and robbers with real cops...I will not lick Mixmaster bowls while the machine is going...I will not spread rumors that after school my teacher is a Taxi Dancer.
- PAAR: Fine. Now Terence, I believe there was something you wanted to ask me?
- WALLY: Yes sir. Last week our chapter of the club went to the Zoo, and we saw the Stork there.
- PAAR: The Stork? Well, what about it?
- WALLY: Uncle Jack, if the Stork spends all his time at the Zoo, who's out taking care of the business?
- PAAR: What business?
- WALLY: I like him ... he's silly!!
- PAAR: You see, Terence, the Stork doesn't spend all his time at the Zoo...occasionally he brings cute little babies to lucky families.
- WALLY: Well, if the Stork brings all the babies, when the Mama and Papa Stork have a little Stork, who brings their baby?
- PAAR: And now back to the Club News!
- WALLY: Uncle Jack, is it the same with everything in the world?...
- PAAR: What do you mean, Terence.
- WALLY: What about things like vegetables...or apples and oranges?Where do the little oranges come from?

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PAAR: Well, they come from blossoms...there's a Mama Blossom and a Papa Blossom. In the Spring they float down from the trees to the ground. Then they wait for the April breeze to blow them together.

WALLY: Gosh, that's sweet.

PAAR: Yes, isn't it?

WALLY: (SUSPICIOUS) Suppose there's no breeze in April to bring the orange blossoms together?

PAAR: Then the Chamber of Commerce stands by with an electric fan

WALLY: Then what I've always thought about oranges is not true?

PAAR: What's that, Terence?

WALLY: Well in the germination of any nearly globose fruit such as Citrus Aurantium, the cell phenomenon is activated without the visible peregrination. Botanically speaking.

PAAR: Terence, stop talking like a child.

WALLY: Uncle Jack, I'm happy to say you have been a great help to me.

PAAR: That's very gratifying, Terence...thank you. But how will you apply this knowledge?

WALLY: Well, when I grow up I had planned to marry Lana Turner... but after talking to you, I've changed my plans.

PAAR: And now...?

WALLY: NOW I THINK I COULD BE VERY HAPPY MARRIED TO AN ORANGE BLOSSOM!

MUSIC: PLAYOFF
(APPLAUSE)

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ATX01 0309705

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947

COMMERCIAL NO. 2

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)

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 WAREHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. Frank Brown of Stoneville, North
Carolina, a tobacco warehouseman for 25 years recently
said:

VOICE: Season after season, I've seen the makers of Lucky
Strike buy tobacco that's really fine ... tobacco you
just can't beat for smoking quality. I've smoked
Luckies for 29 years.

SHARBUTT: YES, THE MAN WHO KNOWS! (4 DRUM BEATS) Experts like
Mr. Brown can see the makers of Lucky Strike consistently
select and buy that fine, mild tobacco. Remember -

RUYSDAEL: LS - MFT

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ATX01 0309706

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947

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COMMERCIAL NO. 2 - (CONT)

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.

ATK01 0309707

MUSIC: FANTASIE PLAYON

HY: Jack Paar's invitation to learning!...The subject for discussion tonight...the history and background of musical instruments. Jack Paar.

PAAR: Thank you. Friends, if you look closely you will notice that every orchestra is composed of musical instruments. There is a reason for this...without instruments an orchestra would just be a fifteen hand poker game with a strong union!...A strange thing about musical instruments is that a great many of them were invented accidentally. For example in prehistoric times a caveman got mad one day and hit his wife across the teeth with a club...and so the Xylophone was born! ... Now let us move along the orchestra to the Saxophone. This instrument was invented by a man named Adolphe Hammerschlog who changed his name to Saxe...because after all how would it look on the Palladium marquee..."Tonight Only, Jimmy Dorsey, his Hammerschlogophone and his Orchestra"? You can tell from the shape of the Saxophone that it was originally intended to be an Ear Trumpet...However, the inventor gave up the idea when he found out that his ear couldn't play Trumpet. So he drilled holes in it just to get even, and was very surprised when the Saxophone was popularized by a man called Rudy Vallee...who shall remain nameless. We will now hear from this remarkable instrument. Go ahead, Saxophone. (SILENCE) See, it's no good by itself!...A man has to blow into it. All right...the Saxophonist will now play the scale going up.

MUSIC: SAX PLAYS SCALE GOING DOWN

PAAR: The Saxophonist will now play the scale going down.

MUSIC: SAX PLAYS SCALE GOING UP

ATX01 0309708

PAAR: He's a good musician but he has such a terrible sense of direction!.....Next we come to the Slide Trombone...this, despite its simple appearance, is a complex instrument. The tone is produced when air enters the mouthpiece, travels through the neck of the horn, past joints A, B, and C...rounds a very long curve, returns in the direction of the mouthpiece, then up and out through the bell. A total distance of 345 inches...and producing a tone like this...

MUSIC: PEDAL NOTE ON TROMBONE

PAAR: It was hardly worth the trip!...Our next stop on this trip through Instrument Land is the Bass Fiddle. Don't let this big instrument frighten you. The Bass Fiddle is nothing more than a Violin with a Thyroid condition!.... This Jumbo instrument was invented by a musician who wanted to give something new to the music world, and also needed a place to live!...It took the inventor four years to learn how to play the Bass fiddle...it wouldn't have taken so long, but for the first three years he thought he had to blow into it!...We will now hear the Bass fiddle.. please note the deep resonant quality.

MUSIC: BASS FIDDLE BREAK

ATX01 0309709

PAAR: Ordinarily this musician produces a more resonant tone...
but today his wife is inside entertaining friends!.....
..One of the oldest instruments in the modern orchestra
is the drum. We trace the invention of the drum to
Darkest Africa, where it was so Dark nobody saw how it
was invented!.....The drum was first used in Africa
as a means of communication. When a headhunter travelled
to a neighboring village, the sound of the drum would
proceed him. Like this:

MUSIC: HOT DRUM BREAK

PAAR: This message translated would mean: "This will introduce
my friend Joe the Head Hunter. Any heads you can throw
his way will be appreciated!".....Now for our last
stop we come to the prettiest instrument in the entire
orchestra. This is known as the female vocalist...
sometimes referred to as Trudy Erwin...we will now have
a demonstration.....

MUSIC: TRUDY ERWIN AND ORCHESTRA
(APPLAUSE)

ATX01 0309710

PAAR;

Friends, a long time ago a financial wizard devised a plan for keeping money in circulation. He called it... WOMEN! ... Since that time women have steadily increased in numbers, until today the country is literally crawling with them. You must have seen them...you can identify them by the...er...sh...er...Oh, you've seen them! ... Of course women serve a definite purpose... without them we wouldn't have Ladies Night at the Turkish Bath...Life wouldn't have Portia facing it... and on the Doctor I.Q. Program they'd be saying, "I've got a nothing in the balcony, Doctor"! Yes, women have become more important than you think. According to recent statistics there are now more women in the country than men. Do you realize what this means? If women wanted to, they could vote themselves into every important position in the country. We might even have a women president. On second thought, I doubt it... to be president you have to be over 35, and what woman is going to admit that? Actually what would it be like if women used their voting strength to put themselves in power?...

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PARR:
CONT'D Can you imagine our government run by women?...Would they go wild and put Ven Johnson's picture on the dollar bill? Would Guy Madison be made Ambassador to England?...What would happen?

MUSIC: BRASS BAND."HOT TIME IN THE OLD TOWN TONIGHT"

SOUND: TELEGRAPH KEY

HY: And here are the final election returns!...Today for the first time in our history every women of voting age went to the polls. As a result women have been elected to every important position in the government...And so tonight as a tribute to women's new power, and our new lady President, there flies from the White House flagpole...a Two-Way Stretch!

SOUND: TELEGRAPH KEY

WALLY: Reports from Washington tonight indicate that Madame President has completed the appointment of her new Cabinet...ALL WOMEN!

MUSIC: PUNCTUATE

NAVY: (GIRL) As the new Secretary of the Navy, I wish to report my first official action. Effective immediately on all Battleships; That awful ammunition will be removed from all Powder Rooms, and Dressing tables and Mirrors installed!

MUSIC: PUNCTUATE

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LABOR: I wish to thank Madame President for appointing me Secretary of Labor. I have already been in conference with the head of the United Women Mine Workers Union... Jane L. Lewis. All I can say at this time is, "My Goodness, that woman ought to pluck her eyebrows!"

MUSIC: PUNCTUATE

COMMENT'R: Good evening this is Druscilla Pearson with the female Washington Merry-Go-Round!...Well our new President has been in office only three months now and she's done scrumptiously. Last week, for example, at a cocktail party, the British Ambassador, Lady Duff Nottingham arrived wearing the same hat as our lovely President. As you women know that's just an open declaration of war!.. However Madame President with great tact and diplomacy neatly side-stepped the issue by fainting dead away! Yes, our President is certainly a wonderful woman, and she's also fortunate in having a husband as lovely as The First Man of the Land...I can almost see them, seated in the White House parlor....he tossing Bills at her, and she vetoing them and throwing them right back!

MUSIC: "HAIL THE CHIEF" DONE SOFTLY AS BRIDGE

PAAR: Darling I'm so glad you could get away tonight. We haven't had an evening alone since you were elected President.

FRES: I know dear.

PAAR: And there's something I do want to talk to you about.

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PRES: In a minute, dear...there's one little thing that's been bothering me...what did I do with that two billion dollars worth of war material?

PAAR: I know you didn't have it with you when you left the house this morning...

PRES: (THINKING) Let's see...did I lend those war materials to Turkey or to Greece?

PAAR: It's easy to find out, dear...just declare war on both of them and whichever country shoots back...that's the one!

PRES: Darling, I don't know what I'd do without you, but let's try it some time.

PAAR: Dear, when am I going to get a chance to talk with you about us?...You're always so busy!

PRES: Yes, a President's work is never done.

PAAR: I know, dear...do you realize you haven't touched your piano in a month now?

PRES: How can I? All day long it's nothing but Bills, Vetos, Budgets, Treaties...I just don't have time for the piano.

PAAR: You know, darling, sometimes I think we were a lot happier back in Kansas City...when you ran that little Dress Shop!

PRES: Even though you're a man, you're so right.

PAAR: Darling, there's still something I have to discuss with you.

ATX01 0309714

PRES: (GOING ON) Now today is a perfect example of what I go through. All morning I was busy with the press, and then finally at noon I snuck out to get a henna rinse with the Attorney General...then right in the middle of everything in comes that broken-down hag, my Secretary of the Navy.

PAAR: What did she want?

PRES: Only two million dollars...NOW she wants to paint the Atlantic Fleet purple!

PAAR: That's ridiculous! It'll clash with the Pacific Fleet which is painted chartreuse!

PRES: Then to top it all off, that silly peroxide Secretary of State wants me to make a Good Will Tour to Italy.

PAAR: You're not going...?

PRES: Of course not! Spaghetti is terribly fattening!

PAAR: It's just as well, darling...because after you hear what I have to say, you won't want to leave home.

PRES: Dear...what is it?

PAAR: I've been trying to tell you. You see, we're going to... er...

PRES: Yes?

PAAR: We're going to have a little Third Party!

PRES: Darling, you mean...???

PAAR: Yes, and I hope it's a girl... THEN SOMEDAY MAYBE SHE CAN GROW UP TO BE PRESIDENT!

MUSIC: PLAYOFF

(APPLAUSE)

ATX01 0309715

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, 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 0309716

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THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947

COMMERCIAL NO. 3

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

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

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

SHARBUTT: (ON FILTER) Mr. Thomas Ray Oglesby, veteran tobacco
auctioneer of Winterville, North Carolina, said lately:

VOICE: At all the markets I've ever attended, I've seen the
makers of Lucky Strike buy fine, ripe leaf.

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

SHARBUTT: (ON FILTER) Tobacco buyer Charles Belvin of Durham,
North Carolina, recently stated:

VOICE: Season after season, I've seen the makers of Lucky Strike
buy fine tobacco that makes one swell smoke. Smoked
Luckies myself for 16 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

SHARBUTT: Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT

ATX01 0309717

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947 -E-

COMMERCIAL NO. 3 - CONTD

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.

ATX01 0309718

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,
 Van 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

ANNCR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

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