

(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK PAAR PROGRAM

Sunday, July 13, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
CAVANAUGH TRIO
DISK SPOT
COMMERCIAL
STRANGE INTERLUDE SPOT
TRUDY IRWIN
JACK AND JILL SPOT
ALLOCATION
COMMERCIAL
TAG

H

ATX01 0309720

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 13, 1947

COMMERCIAL NO. 1

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

BOONE: (CHANT - 57 to 59 - AMERICAN)

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

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.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

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ATX01 0309721

(REVISED)

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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 new young humorist - JACK PAAR!!!

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

W

ATX01 0309722

PAAR: Thank you!.....Hello, and to those of you affected by the Rent Control Bill.....WELCOME TO THE GREAT OUTDOORS..... Well, it's nice EVICTION weather we're having, isn't it?... ..Everyone's getting a notice to move. New York City just gave Brooklyn twenty four hours to get out of town.... ..Landlords have continued to raise rents, but Congress says the rent raise is purely voluntary.....It's up to the tenant.....EITHER HE PAYS IT OR HE GETS THROWN OUT!.... ..Of course veterans are right in the middle of the housing trouble. Thousands of them are living in Chicken Coops. But Congress has the solution. They've just appropriated 10 million dollars TO BUILD NEW HOUSES FOR THE HOMELESS CHICKENS!.....Thomas E. Dewey is in the news this week. He's taking a trip across the country which he says is non-political. He says he's not shaking hands with anyone or kissing babies. However when he arrived in Oklahoma City, A SET OF TWINS FELL OUT OF HIS MUSTACHE!.....Yes, the 1948 election is beginning to make news. There are so many men throwing their HATS into the presidential ring that Mr. Truman would have enough to go back to his OLD LINE OF BUSINESS..... ..From England came news that Princess Elizabeth is going to marry Philip Mountbatten. I feel sorry for Phil. What good will it do him to wear the PANTS in their CASTLE, when his wife wears the CROWN.....

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ATX01 0309723

PAAR:
(CONT)

Cesar Petrillo, head of the Musicians Union is in the news this week too. He might call a strike this winter, If he does, Phil Spitalny is going to look silly waving a baton at 22 girls who are knitting!.....The solo number would be handled by EVELYN AND HER MAGIC PRESSURE COOKER!.....And now, before anything drastic happens, here is the Page Cavanaugh Trio....Page, Lloyd, and Benrus....He's the one that keeps time!.....The boys are going to play with their hats on.....just in case Petrillo makes a decision in the next two minutes!

Fellows?

MUSIC: PAGE CAVANAUGH TRIO

(APPLAUSE)

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ATX01 0309724

PAAR: Well, friends, all over the country people still report seeing the flying disks...of course there are people who still haven't seen any of them...I guess they're waiting for the 1948 models to come out!.....I'm not saying these flying disks don't really exist, but nobody living in Kansas has seen them....That's a dry state!.....
Actually the way the human mind works, people see just what they want to see...for example, a member of the Van Johnson fan Club reported seeing a disk with Freckles!.....
Now today in order to bring you up to date on the disk situation, we have arranged to get some first hand reports from people who have actually seen them. Good evening, sir, what is your name?

HY: My name is Harold Crumbney...My friends call me Crumb.

PAAR: Well, your friends know you better than I do. What do you do for a living, Harold?

HY: I work as a mechanic in a Sardine Factory.

PAAR: A mechanic in a Sardine factory?

HY: Every thousand sardines I change the oil!

PAAR: I see..would you mind moving back a little...you're standing between me and the electric fan. Now then Harold can you give our radio audience a description of the disk you saw?

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ATX01 0309725

HY: Certainly...The length was I would say between...er...
ah...Anyway the color was sort of a...er...no, it
was darker than that....No it was more of a....Then the
width....It ran anyway from er...ah...No, it was even
wider!

PAAR: Harold, how did you get all these details?

HY: Simple...I marked 'em down!...I'm used to this...I see
a lot of Junk.

PAAR: You've seen other things besides disks?

HY: What are you talkin'?...I've seen all kinds of
Phenomenomenums...the other day, for instance, I seen
a Sea Serpent.

PAAR: Well a lot of people have seen Sea Serpents.

HY: In their bathtubs?...I'm in the tub I turns on the hot
water faucet, and out comes the Sea Serpent.

PAAR: You must have been amazed!

HY: I sure was...he usually comes out of the cold water
faucet!

PAAR: Well thank you, Harold Crumbney, it's been grand
having you...and let's not do it again, real soon.

HY: Thank you...hey wait a minute, ain't you gonna give me
a Refriggerstor?

PAAR: I'm sorry we don't give away Refriggerators.

HY: Then how about a year's free supply of something...
anything?

PAAR: We are not allowed to give away anything on this
program!

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ATK01 0309726

HY: Oh yeah? How'd you like a good punch in the nose?

PAAR: I'm sorry we're not allowed to accept anything, either!
...Thank you and good night!..And now.....you saw one of
the flying disks, Madame?

FLO: Certainly. Would I be here if I seen Chopped Liver?

PAAR: I guess not...would you mind telling us your name please?

FLO: Clarice Shambles...Hillside 5413...if a man answers, it's
me...I got a Sinus condition!

PAAR: How about these flying disks, Mrs. Shambles.

FLO: That's Miss.

PAAR: Oh, I'm sorry.

FLO: How do you think I feel?

PAAR: How when did you witness this amazing sight?

FLO: Well I'm sittin' on the front porch last Saturday...about
to shave my legs...I got 'em all lathered, when all of
a sudden along comes a young man of the opposite sex.
"Hello, Baby" - he says to me - cool as you please...
"How would you like to go up on the roof and watch the
flying disks?" And so we go up to the roof.

PAAR: What happened?

FLO: Nothing!....The Jerk shows me a flying disk!

PAAR: Well you haven't been of much help, but thanks anyway,
Clarice Shambles...Girl Nothing! And now you sir...I
understand you are a psychiatrist.

ATX01 0309727

CONREID: Yeh dot's correct...I am Dr. Heinrich Himelstoss, known professionally as the Smiling Psychiatrist.

PAAR: I'll remember that if I ever have a brain to trade in. Now about these disks, Doctor....

CONREID: Disks?...Are you joking?...I am a psychiatrist...this whole thing is a hallucination. I have studied the situation very carefully.

PAAR: Oh you've done some research?

CONREID: Yah yah...First I am looking through a Telescope... then I am looking through a microscope...and then for good measure I am going to a Burlesque.

PAAR: And what were your conclusions?

CONREID: The scientific explanation is mass hysteria induced by emotional insecurity, leading to Schizo Phrenix tendencies in the subconscious portion of the cerebellum...In other words, people is nuts!

PAAR: Doctor does that mean that people have too much dementia in their praecox?

CONREID: Exeetly.

PAAR: There's just one thing I don't UNDERSTAND, doctor... you say you spent time looking through a telescope and yet you didn't see any discs.

CONREID: Well I'll tell you...I took my telescope up on the roof and I looked around, and I did see something.

PAAR: Then it might have been a disc?

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ATX01 0309728

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 13, 1947

COMMERCIAL NO. 2

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) 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 do the makers of Lucky Strike buy?

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

SHARBUTT: (ON FILMER) Mr. Dewey Huffines of Reidsville, North
Carolina, has sold over 150 million pounds of tobacco.
He recently said:

VOICE: Season after season, I've seen the makers of Lucky Strike
buy tobacco that's mild, ripe and mellow ... fine tobacco
that tastes good and smokes good. I've smoked Luckies
myself for 29 years.

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

RUYSDAEL: LS .. MFT

(MORE)

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CON: I 'LL LET YOU KNOW...I GOT A DATE MIT HER FOR NEXT TUESDAY!

PAAR: Thank you, Dr. Heinrich Himelstoss, The Smiling
Psychiatrist...Any of our listeners wishing a copy of
tonight's interview should have their heads examined!

MUSIC: PLAYOFF
(APPLAUSE)

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ATX01 0309730

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 13, 1947

COMMERCIAL NO. 2 - contd

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.

dw

ATX01 0309731

MUSIC: PLAY ON

PAAR: Well, friends, now that vacation time is here, visiting relatives are again in season! You've all had them... they usually drop in on you for the Fourth of July Weekend, and before you know it, they're helping you decorate your Christmas Tree! All visiting relatives have one thing in common...they bring their children. You know what your relative's children are...they're adults that come in the Small Horrible Size! As soon as they get to your house, they start right in, tear your rugs, wreck your furniture, break your dishes, set fire to your maid...and then their mother says: "Look at Junior, I wouldn't take anything in the world for him"...She doesn't have to worry - she'll never get an offer!..... Yes, the visiting child is public Relative Number One! ..Have you ever been left alone with one of them...and tried to make conversation?...~~You never know what he's really~~ thinking, but on the other hand he doesn't know what you're thinking either...What really goes on in your respective minds while you're being nice to each other?.. Shall we find out?.....

MUSIC: SHORT BRIDGE

PAAR: Well! Well!Little Walter - my favorite Nephew!... You've certainly grown into a fine broth of a boy! (FINE BROTH! TOO BAD HE HASN'T GOT ALL HIS NOODLES!)

W

ATX01 0309732

- WALTER: Thanks, Uncle Jack...and you're lookin' swell too (THIS MUST BE MY UNCLE THAT DIED LAST YEAR)
- PAAR: My, you're such a bright little fellow...your mother tells me you're the most advance pupil in your class (SURE HE'S THE MOST ADVANCED...THE OTHER KIDS IN THE CLASS ARE ONLY SIX AND HE'S TWELVE!)
- WALTER: Yes Uncle Jack, I have been getting good marks, and that's because I've been going to school every single day (I HOPE THEY DON'T FIND THAT TRUNK I BURIED WITH THE TRUANT OFFICER IN IT)
- PAAR: Well that's wonderful!.....and what are you going to be when you grow up? (DOES HE HAVE TO GROW UP?)
- WALTER: Well daddy wants me to be a doctor, and mommy says I should be a lawyer (I'LL MEET 'EM HALF WAY AND BECOME A BOOKIE)
- PAAR: Now Walter, while you're here I know you're going to have a good time...there's a little boy to play with up the street...another little boy lives on the corner, and two little boys right next door (FROM THE LOOK IN THIS KID'S EYE I BETTER NOT TELL HIM ABOUT THE LITTLE GIRL IN THE NEIGHBORHOOD)
- WALTER: That's super, Uncle Jack...I can't wait to meet those little boys (THIS IS MURDER! NO DAMES IN-THE-NEIGHBORHOOD)
- PAAR: And another thing, Walter...while you're here you may want some pocket money...so I'll give you twenty-five cents every time you cut the lawn (I DON'T HAVE A LAWN MOWER...HE'LL HAVE TO DO IT WITH HIS-TEETH.)

w

ATXO1 0309733

WALTER: Thanks, Uncle Jack I do want to be helpful because you have a very lovely house (I WONDER IF THIS HOUSE WILL BURN DOWN AS EASILY AS AUNT MARY'S DID LAST SUMMER)

PAAR: Oh Walter I knew you'd turn out to be a sweet little boy. You had to be...you see before you were born your mother read the finest literature, went to the opera, and listened only to the finest Symphony music (SPIKE JONES MUST HAVE SNEAKED IN THERE SOMEWHERE)

WALTER: Uncle Jack, you've been so keen to me, I wish I could do something to pay you back (MAYBE I OUGHT TO GIVE HIM ONE OF THESE CHOCOLATES WITH THE MICKEY FINN CENTERS)

PAAR: That's very nice. Now you run upstairs and take a nap... I just wanted to have this little talk with you to make sure you and I were going to become real good friends.

WALTER: Yes Uncle Jack.

PAAR: And now we are good friends, aren't we Walter?

WALTER: Yes Uncle Jack...Here...Have one of my chocolates!

MUSIC: PLAYOFF

(APPLAUSE)

Y

ATX01 0309734

(REVISED)

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PAAR: Now here's our lovely young singing star, Trudy Erwin,
the one-girl soloist, accompanied by Jerry Fielding and
the All-Boy Orchestra.

MUSIC: TRUDY AND ORCHESTRA....."I BELIEVE"

(APPLAUSE)

ATX01 0309735

PAAR: Friends the other day I tuned in one of those kiddie programs. In just fifteen minutes two people were shot, four poisoned, one thrown over a cliff, and two more strangled!...then the announcer said, "Good Night, Kiddies, Pleasant Dreams."...Another kiddie program I heard had a definite psychological twist. It was called "Jack Arbuster, All American Maniac," or, "The True Life Story of One Boy's Struggle Against His Strait-Jacket." This story proved that every child is a product of his environment. As a kid Jack Arbuster started out hitting little girls. Then when he grew up and married, he would hit his wife. And he wasn't even faithful to her. He went around hitting other women too! ..It's obvious that these days kids demand psychological motives in their stories. Does this mean that nursery rhymes and fairy tales will have to be rewritten? Is Mother Goose a dead duck? Take a simple nursery rhyme like Jack and Jill...What would it be like, given a modern psychological treatment for the children of today? ..I can almost hear it...(DRAMATICALLY) "The Strange Case of Jack and Jill"

MUSIC: WEIRD PUNCTUATION

NEWSBOY: (CALLING) Extra! Extra! ...Read all about it! Jack and Jill found at bottom of hill..Jill dead! Lacerations on body...also Crown broken!....Police investigating... (FADING) Read all about it! Extra! Extra!

MUSIC: WEIRD BRIDGE

Y

ATX01 0309736

PAAR: Lieutenant, I've told you over and over..I had nothing to do with my wife's death..it was an accident!..please Lieutenant let me go home!

CHIEF: What!...You'd leave me alone in this nasty police station? Now look friend we both know you killed your wife..why don't you confose? Then I can go home to bed, and you can go to the electric chair!

PAAR: But why would I kill my wife..everybody know us as the ideal couple..Jack and Jill.

CHIEF: Why does any man kill his wife?...For freedom..jealousy.. money....or because she goes around singin' Chi-Baba, Chi-Baba all the time.

PAAR: Lieutenant since you're accusing me of murder, I demand advice of counsel..I insist on calling my lawyer, Humpty Dumpty Ginsberg!

CHIEF: Forget the mouthpiece, joker..I know you killed your wife and I know just how you did it..all I need to clinch this case is the motive.

PAAR: (BLURTING IT OUT) I'll never tell you my motive!

CHIEF: Oh, stepped right into that one, didn't you?

PAAR: No, it's just that I get confused so easily..after all I'm a now murderer!

CHIEF: That does it, kid...how will you have it, A.C, or D.C?

PAAR: I didn't do it, I tell you..I didn't do it!

CHIEF: Oh, come, come, now....tell me, sweetheart, ever hear of a dame called little Miss Muffet?

ATK01 0309737

PAAR: (QUICKLY) Who told you about her?

CHIEF: Never mind...allow me to read to you from a report I have here. May 19th..Jack seen in company of Little Miss Muffet at Mother Goose's Bar and Grill..May-21st-
~~Jack seen with Miss Muffet at Palladium. Dancing to the music of the Old King Cole Trio. According to Fuller~~
Brush Man Jack spent afternoon of June 1st in home of Little Miss Muffet, sitting with her on her Tuffet!...
Had enough?

PAAR: (DESPERATE) It doesn't mean a thing..you still can't prove I murdered Jill.

CHIEF: Kid, lemme wise you up...Little Miss Muffet is dynamite ...you think you were the only one in her life?..Hah! ...Dozens of guys ruined their lives for little Miss Muffet!

PAAR: ~~Lieutenant~~, you mean there were others who sat on her Tuffet?

CHIEF: Others?..How do you think Simple Simon got so simple? He's still bouncin' around a padded cell!

PAAR: If I'd ~~only~~ known this...if I'd only known!

CHIEF: Well, you know it now, Sucker!

PAAR: Then there's nothing left for me..all right, I'll talk...I'll tell you everything!

MUSIC: WEIRD PUNCTUATION

Y

ATX01 0309738

PAAR: I was happily married to Jill for five years. Then Little Miss Muffet moved into the house next door! What a woman she was...~~the first time I laid eyes on~~ her, something happened to me here inside...my heart stopped and when it started again, it seemed to go Bloop...Bleep...Blöop!.....I was drawn to her helplessly... love engulfed us...we were like two flies caught in Molasses...and I was the fly with the worried expression! One night, I sneaked out of the house and went to see Miss Muffet. We sat there for hours eating her curds and whey...What a cook that woman was! ... I told her I couldn't live without her.....Then I went home. Jill was waiting up for me.....her hair done up in curlers, cold cream on her face.....she had taken off her eyelashes for the night. As I turned on the light, she blinked her stumps at me and said:

JILL: Jack, where have you been.....it's almost three o'clock.

JACK: Why, darling, you know I always play poker with the boys Sunday night.

JILL: You don't know any boys, and you can't play poker.

JACK: (IRRITABLY) All right then, I was out bowling with the girls!

ATX01 0309739

JILL: Don't lie to me! You've been next door visiting that brazen Muffet hussy!

JACK: Well?

JILL: (BUILDING TEARFULLY) Jack, how can you do this to me? I've been a faithful wife..I've worked, I've slaved, I've kept house..and now you openly flaunt your love for this woman..you make me the laughing stock of the neighborhood. How can you do it? How can you?...Don't just stand there, say something!

JACK: What else is new?

JILL: Jack, you don't really love Miss Muffet...stop this madness before it's too late.

JACK: I can't. Jill, this is the end..you must let me go.

JILL: Let you go? I shan't, do you hear...I shan't, I shan't, I shan't!

MUSIC: STINGER

JACK: She stood there...shan'ting at me!...I knew then I was through with Jill. There was something in my mind that made me fickle with women..the year before it had been Little Bo Peep..I thought I loved her, but I threw her over as soon as she lost her sheep! Now it was Miss Muffet..and Jill was in the way. I knew I had to kill her - but could I? After all, she was a human being and a woman...a rare combination! But I had to have Miss Muffet!..I worked out a plan..the hill in back of the house..the well on top..If our plumbing was broken we'd have to go up the hill to fetch a pail of water!...I got a hammer and ran to the cellar...

SOUND: CLANG OF METAL ON METAL...LIGHT CRASH SOUND OF WATER

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ATX01 0309740

JACK: I had broken the plumbing...my plan for murder was working...I felt strong...alive...wet! Then I called to Jill...(CALLING, SWEETLY) "Oh, Jill, darling, the plumbing's broken...let's go up the hill to fetch a pail of water". (TENSE) She fell for it! We started up the hill...we got to the top...I pushed her...she fell for it again!

JILL: (SCREAMS)

MUSIC: PICKS UP SCREAM, THEN OUT SHARPLY

JACK: You know the rest, Lieutenant...after I pushed her down the hill, I came tumbling after...to cover up. Tell me... will they...will they send me to the chair?

CHIEF: All I can say, Kid...if you own an Eversharp Lifetime pen, you got an awful big refund comin'.

JACK: You've got to understand, Lieutenant...it's not my fault...it goes back to my childhood...we were poor and when I married Jill we were still poor...all she had was a Burlap Tuffet...then Little Miss Muffet came into my life...I couldn't resist her Satin Tuffet!

CHIEF: Too bad. Now you gotta pay.

JACK: Wait a minute - give me a break, Lieutenant! It's-all in my mind...you can't let them burn me!

CHIEF: All right, kid...if you haven't got the nerve, there's another way out. In back of this police station there's a hill...

JACK: Yes?

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ATX01 0309741

CHIEF: Grab that bucket.

JACK: What are you going to do?

CHIEF: KID, YOU AND I ARE GOIN' UP THE HILL TO FETCH A PAIL
OF WATER!

MUSIC: PLAYOFF (#3 JERRY)

(APPLAUSE)

ATX01 0309742

PAAR: Ladies and Gentlemen one of the most serious problems we face is the rising accident rate. Each year more of us are killed or injured fighting the Battle of the Boulevards. Let's try to avoid accidents by not being careless drivers...obey the law...don't mix alcohol and gasoline...traffic regulations are posted for your safety - don't disregard them...and above all, don't speed. Remember, the accident doesn't always happen to the next fellow...Be careful - the life you save may be your own. Thank you.

(1)

(APPLAUSE)

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

ATX01 0309743

THE JACK PAAR PROGRAM COMMERCIALS FOR JULY 13, 1947

COMMERCIAL NO. 3

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

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

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

SHARBUTT: (ON FILTER) Mr. Henry Snell, well-known warehouse owner
of Lexington, Kentucky, not long ago said;

VOICE: At auction after auction, I've seen the makers of Lucky
Strike buy fine, mild, ripe tobacco.

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

SHARBUTT: (ON FILTER) Top notch tobacco buyer Charles Gunter of
Mount Airy, North Carolina recently stated;

VOICE: I've seen the makers of Lucky Strike buy fine tobacco
that's really tops in smoking quality. Smoked Luckies
myself for 29 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: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

(MORE)

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ATX01 0309744

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 13, 1947

COMMERCIAL NO. 3 - contd

RUYSDAEL: IS - 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.

dw

ATX01 0309745

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

HY: Tune in next week to the Jack Paar Show with Trudy
Irwin, the Page Cavanaugh Trio, Jerry Fielding and
(1) the orchestra, yours truly, Hy Averback, and as our
special guests, Robert Taft, Harold Stassen, Tom
Dewey, General MacArthur, Henry Wallace, General
Eisenhower, and Alf Landon.

PAAR: Come early and pick your next-Presidential Candidate...
Goodnight, 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
(2) SEORY". And on Saturday night, don't miss "YOUR HIT
PARADE" with Martha Tilton, the Pied Pipers, and "YOUR HIT
PARADE'S" special guest, DICK HAYNES.

MUSIC: THEME...UP FOR SIGNOFF

ANNCR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY

ATX01 0309746