

PROGRAM NO. 8  
(REVISED)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

*A Broadcast*

THE JACK PAAR PROGRAM

Sunday, July 20, 1947

NBC

3:00-3:30 PM PST

COMMERCIAL  
OPENING  
MONOLOGUE  
CAVANAUGH TRIO  
REPORT TO CONSUMER - SOAP  
COMMERCIAL  
TRUDY ERWIN  
PRODUCTION SPOT - ENGLISH QUIZ SHOW  
ALLOCATION  
COMMERCIAL  
TAG

ATX01 0309747

JACK PAAR SHOW  
7-20-47

-A-

OPENING COMMERCIAL

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

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: 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. So  
smoke that smoke of fine tobacco -- Lucky Strike!

RIGGS: (CHANT - 57 to 59 - AMERICAN)

ATX01 0309748

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 0309749

PAAR:

Thank you ... You're very kind ... This is Jack Paar, (rhymes with Deborah Kerr). Hello, and to those of you listening on your automobile radios, "THANKS FOR THE RIDE" ... If any of you tuned in on your car radio and don't have a driver's license, turn this show off, I'm in enough trouble already .... And another thing, I hope you all have accident insurance. I'm not fully covered, but all I get is fifty thousand dollars if I'm injured in a BUFFALO STAMPEDE ... (And providing I didn't provoke the buffaloes) ... And if you insist on listening while driving, watch out for the children on the road. I saw two kids trying to cross a street this morning, and people were speeding, running through red lights. Finally, one kid turned to the other and said: "Hey, what are you going to be, IF YOU GROW UP?" ... And the other kid said: "Ah, let's try and cross the street. Who wants to live FOREVER, I don't have any EVERSARP!" ... You'll have to change your pace out there ... Don't feel bad, this whole program is deductible. Hey look, Mom ... I'm ad libbing) ... This weekend the traffic was so heavy in Hollywood that they had to call out the Boy Scouts. The Scouts wouldn't risk taking the old ladies across the street. They just rounded up the old ladies on one corner, and BROUGHT TOM BRENEMAN TO THEM! ... (There are now five Boy Scouts wearing ORCHID MERIT BADGES!) ... Another danger on the road are these high school kids with those suped-up, or hot rod cars. No

(MORE)

ATX01 0309750

PAAR:  
(CONTD)

bumpers, no running boards, no fenders, no lights ...  
I saw a kid going forty miles an hour down Sunset  
Boulevard today - driving a CARBURETOR ... And they  
all go around the corners on two wheels ... the front  
two ... Oh yes, one more traffic reminder. Will all  
the one armed drivers who are necking and smooching  
on the highway kindly pull over and let the MARRIED  
PEOPLE GO BY ...

MUSIC: PLAY OFF  
(APPLAUSE)

ATX01 0309751

PAAR: One of the brightest musical discoveries of the year is the Page Cavanaugh Trio, the smallest quartette in radio . . . . Three kids who came out of the army a year ago and have made a barracks bag full of money. Here they are, Private, Corporal and Sergeant.

MUSIC: PAGE CAVANAUGH TRIO  
(APPLAUSE)

ATX01 0309752

MUSIC:            LEGIT FANFARE

HY:                    As an educational feature we bring you Jack Paar's...  
Report to the Consumer! ... Today - Volume One -  
Number Two ... Soaps!

MUSIC:            INTRO

PAAR:                 Friends, last year American housewives spent over a  
billion dollars on soap ... It's an interesting fact  
that most soaps are made from waste products ... in  
other words, what you throw out because it's dirty  
you buy back to get clean with! ... So the obvious  
answer is ... why not eliminate the middle man and  
wash your clothes with garbage? ... You, the consumer,  
have all been bombarded with new soaps that come on  
the market every day ... Rel ... Fel ... Mel ... Kel  
... Del ... Schell ... and O'Brien ... Yes, all of  
you listening to your radio with your friends have  
been influenced by soap ... those of you who haven't  
been, are listening alone ... But what's the real  
story behind soap? What actually goes on in the  
soap business? ... Shall we find out ...?

HY:                    We take you now to the offices of the Amalgamated  
Soap Company ... Makers of DRIPSO - the soap that  
washes your hands ... PIPSO - the soap that washes  
your clothes ... and TRIPSO - the soap that washes  
your soap!

MUSIC:            BRIDGE

ATK01 0309753

PAAR: Miss Johnson, will you read the sales report for the month, please?

FLO: Yes, sir ... and the report is simply scrumptious. First Tripso ... The soap that doesn't float ... you just whistle and it swims over to you!

PAAR: Yes, I'm proud of Tripso ... the only soap that does the Australian Crawl!

FLO: The report on Tripso is just heavenly ... Sales are up 300 percent ... Isn't that gorgeous ... just simply gorgeous.

PAAR: Easy, Miss Johnson, you'll blow your coiffure.

FLO: And it's all due to you, Chief. You certainly have a grand head for soap.

PAAR: I like your attitude, Miss Johnson. Take a bonus. Here's my own personal bar of Tripso. Go wash yourself.

FLO: I'm not worthy.

PAAR: You're not too clean, either ... But now I've got to get back to work. Amalgamated needs a new soap. Where's Simpson, my idea man.

HY: Right here, Chief, behind this large economy size bar of Tripso. At your service, Chief.

PAAR: Fine, you may rise ... not too high now ... Simpson, two weeks have gone by and we haven't put out a new soap. If we don't do something quick, heads will roll.

ATX01 0309754



HY: Now take it easy, Chief, it's only soap.

PAAR: (DRAMATIC) Only soap! Only soap, you say! Simpson maybe it's only soap to you but to me it's a symbol of man's fulfillment of a lifetime struggle ... a struggle against odds so great that who can say what they are!

HY: But Chief, what does all that mean?

PAAR: Who knows? I'm mad with power! ... Now start thinking, Simpson. Create!

HY: How about this idea? A convertible soap ... First it's a soap then you put the top down and it's a towel.

PAAR: There's something frightening about you, Simpson. Don't wear that hair net tomorrow.

HY: Wait a minute, Chief, I think I've got it! The idea we've been looking for! Listen, we've got a soap that makes your hands lovely - a soap that does wonders for your face ... Now get this ... (SLOWLY) How about a soap that just gets you clean?

PAAR: Gad, do you think America is ready for that yet?

HY: Ready or not, we'll ram it down their washing machines!

MUSIC: CHORD

PAAR: And so a new soap is born ... they call it Sudso ... Next, you the consumer, turn on your radio and hear something like this ...

ATX01 0309755

HANS: (FAST) Sudso soap ... Sudso soap ... Sudso soap!  
HY: Did you say Sudso?  
HANS: Yes, I said Sudso!  
HY: Is zat so?  
HANS: No, Sudso ... (CHANT FAST) Sudso Soap ... Sudso  
Soap ... Sudso Soap!  
HY: Listen to what happens when Sudso Soap meets Dirt!  
SOUND: TARZAN RECORD  
HANS: Death to dirt with Sudso!... Sudso! ... Sudso!....  
Sudso!  
HY: Is zat so?  
HANS: No, Sudso!  
HY: Yes, Sudso ... Sudso is no ordinary soap ... Listen  
to what Mrs. B. W. of Cleveland writes.  
DORIS: Sudso gave my son Harry a schoolgirl complexion and  
now they call him Harriet.  
HY: So for lovely hands and snowy white shirts, get Sudso  
today.  
MUSIC: INTRO TO TRIO ... THEN TRIO  
TRIO: (TO THE TUNE OF YANKEE DOODLE):  
SUDSO SOAP IS THE SOAP TO USE  
SUDSO CUTS OUT WASH DAY BLUES.  
SUDSO'S USED BY WOMEN WHO'RE WISE  
SO GET THE ECONOMICAL TEN-TON SIZE.  
DAM-DA-DA-DA-DA-DA ... SUD-SO!

ATK01 0309756

PAAR:           So the average housewife buys Sudso Soap, uses it in  
                  her wash, and at the dinner table that night ...

DORIS:           Oh Jack, dear ... I bought a bar of Sudso Soap today.

PAAR:           Yeah?

DORIS:           Well, look at my hands ...

PAAR:           Please - not when I'm eating!

DORIS:           But, Jack you should see your shirts ... Sudso made  
                  them snowy white.

PAAR:           My shirts are snowy white?

DORIS:           Yes.

PAAR:           That's great - they used to be blue!

MUSIC:        PLAY OFF  
                  (APPLAUSE)

ATX01 0309757

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 20, 1947

-B-

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.

RIGGS: (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 FILTER) Mr. Joe Burnett of Buffalo Springs, Virginia,  
has sold tobacco at thousands of auctions. Recently  
he said:

VOICE: Year after year, at the auctions down south, I've seen  
the makers of Lucky Strike buy fine, light, fragrant  
tobacco that makes a grand smoke. I've smoked Luckies  
myself for 16 years.

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

(MORE)

ATX01 0309758

COMMERCIAL NO. 2 - CONT'D.

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.

ATX01 0309759

MUSIC: PLAY ON

PAAR: When Trudy Erwin was only four years old, a kind old lady said to her, "Trudy, what are you going to be when you grow up?" And Trudy said ...

TRUDY: I'm going to be a singer on the Jack Paar Program and someday I'm going to sing "Somebody Loves Me."

FAAR: And sure enough it's all coming true.

MUSIC: ORCHESTRA AND TRUDY ERWIN  
(APPLAUSE)

ATX01 0309760

PAAR: Thank you, Trudy ... Friends as you know if you've ever listened to the BBC British Radio is non-commercial ... it's run by the government and has no sponsored programs. If you're a British radio listener, you can sell your car to any madman you like, and nobody tells you to rush right down to your neighborhood dealer and get a large economy size box of! And there are no give-away programs over there. If a British housewife comes home carrying a refrigerator, a stove, and a baby grand piano ... it means only one thing ... She's a Shoplifter with Muscles! ... Lately, however, I've been hearing reports that British Radio may go commercial and have sponsored programs ... If that happens, can you imagine what they'll be like? ... I wonder how they'd handle a typical American quiz show like "Take it Or Leave It" ...

MUSIC: FANFARE (REGAL)

HY: Fotheringay's Mutton, the Mutton that makes you a Glutton, presents that new terribly popular quiz program "Accept It or Reject It."

MUSIC: TYPICAL QUIZ SHOW INTRODUCTION

ATX01 0309761

HY: In half a moment we shall begin our devastatingly exciting game of interrogation, but first a word from our sponsor, Fotheringay's Mutton, the Mutton with the locked-in aroma. Ladies, next time friends drop in on you unexpectedly for dinner, open a can of Fotheringay's Mutton ... believe me, it won't happen again ... Yes, friends, the entire United Kingdom is raving about Fotheringay's Mutton, with the exception of India, of course. And now, it's time for "Accept It or Reject It" ... and here to pose the questions and award the gratuities is our Quiz Master, Jack Paarl

ATX01 0309762



PAAR: Thank you, Cavendish, and howja do, everyone! Welcome to Great Britain's Bully new quiz game, "Accept It or Reject It" ... We have scads of questions, and a huge supply of money ...recently borrowed from America, of course! But now for our first contestant ... I believe it's a woman, you are a woman, aren't you?

DORIS: But of course! ... Would you care to see my credentials?

PAAR: It's not necessary, old girl ... we use the honor system, you know ... Your name please!?

DORIS: I am Lady Pamela Forsyth Edgemont Tutwilliger Carstairs, the Third.

PAAR: Good heavens, what does your husband call you?

DORIS: Oh, he's much more familiar ... he simply calls me the Third ... we're in love, you know.

PAAR: I quite understand ... you are rather a good looking chap. Now then, Lady Carstairs, on your way into the studio tonight you received a gift which you now hold in your hand. Will you tell our audience what it is, please?

DORIS: Certainly. It's a huge leg of Fotheringay's Mutton!

PAAR: Yes, and remember, that leg of Fotheringay's Mutton is guaranteed not for a month, not for a year, not for life, but until you're jolly well sick of it!

DORIS: Thank you. Shall we get on with it? -- I'm expected for tennis and crumpets in half an hour.

ATX01 0309763

PAAR: Very well... now if you will select a category from the board ... What would you like to talk about tonight? Famous people ... Music ... Architecture ...

DORIS: Architecture ... I think I shall select that one ... I studied it at Oxford, you know.

PAAR: I say Lady Carstairs ... Oxford is a school for men.

DORIS: It is? ... No wonder they stared when I tried out for the swimming team! ... I put it down to sheer rudeness at the time.

PAAR: No matter ... here we go with our first question on Architecture ... for one shilling, answer this: The Leaning Tower of Pisa is 179 feet high, has walls 13 feet thick, and was built in the year 1174. How many bricks are there in it, and what was the Architect's name?

DORIS: There are ninety seven thousand five hundred and ninety three bricks in it, and the architect's name was Giovanni Arturo Scopanelli!

PAAR: You have one shilling. Would you care to venture for two?

DORIS: No ... I'm quite on to you chaps ... from here on, you'll make the questions difficult!

PAAR: Very well then, Lady Carstairs ... here is your shilling, and please be good enough to stand by for the John Pot Question!

MUSIC: CURTAIN

ATX01 0309764

(REVISED) -14-

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Smith?

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get on with it. What's the

!

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rly ... However, faint  
g. Stand by for the John

ATK01 0309765

PAAR: And now we carry on with our show ... brought to you by Fotheringay's Locked-In Aroma Mutton ... You can always tell it ... it's the only mutton that has that genuine dead look. And here is our next jolly contestant ... your name, sir?

NORTON: (GARBLED BRITISH) (LONG) \_\_\_\_\_

PAAR: And where do you live, Mister Smith?

NORTON: (GARBLED BRITISH) (SHORT) \_\_\_\_\_

PAAR: Quite. I have friends in that neighborhood. Now what category would you like to talk about?

NORTON: (GARBLED BRITISH) (LONG) \_\_\_\_\_

PAAR: I see. Sports. All right, for one shilling. In the spring of '98 at the Derbyshire Cricket finals, the Devonshire team was disqualified and the crown passed to the Hampshire team ... what were the reasons?

NORTON: (GARBLED BRITISH) Uhhhhh ... hic!

PAAR: You're half right and half Bourbon ... Do you know the other half? ... No aid or comfort from the audience, please! ... Well, let's do get on with it. What's the other half of the answer?

NORTON: (GARBLED BRITISH) Hic! Eic!

PAAR: Oh, that's beastly luck. Up to now you have been answering everything so clearly ... However, faint heart never won fair shilling. Stand by for the John Pot Question.

ATX01 0309766

NORTON: (GARBLED BRITISH) Hic! Talleyho! Talleyho!

MUSIC: CURTAIN

PAAR: And now to carry on with the quiz festivities ... are you our next contestant, Madame?

FLO: (BROOKLYN) Would I be here if I was waitin' for a bus to Pickledilly.

PAAR: Good heavens! Notify the American Consul ... something has broken loose! ... You are an American, aren't you?

FLO: I ain't Deborah Kerr, rhymes with Star!

PAAR: Obviously ... what is your name?

FLO: Peaches Monroe, rhymes with Schmo!

PAAR: Tell me, Peaches, what are you doing here in England?

FLO: I'm left over from a USO troupe ... after the war I got stranded ... I'm a Fan Dancer you know.

PAAR: I thought your face was familiar.

FLO: Anyways things got tough so I put my fans in hock ... now all I got left is pawn tickets.

PAAR: Oh, then you've given up fan dancing?

FLO: Sure ... how much can you cover with a couple of pawn tickets?

PAAR: I see what you mean. But now on with our quiz ... Here's a question you might know something about as an American ... For one shilling tell me ... what has been Great Britain's chief export to the United States?

FLO: James Mason!

ATX01 0309767

PAAR: I'm afraid you ...

FLO: Gee that James Mason is wonderful ... he's so mean,  
I love him! I saw him in a picture where he hit a dame  
over the head with a cane, and then kicked all her teeth  
out ... some girls have all the luck!

PAAR: That's very interesting, but I'm afraid you've fluffed  
the question rather badly ... However, you may stand by  
for the John Pot question.

FLO: Wait a minute ... you mean I don't get a shilling?

PAAR: I'm afraid not.

FLO: Well, I'll be .... !

PAAR: Whatever you'll be will be an improvement! .....

MUSIC: CURTAIN

PAAR: And now, Chaps, I believe we have time for one more  
contestant .... you sir ... you've been standing there  
with your monocle hanging out ... would you care to have  
a go at a question?

HANS: I'll venture.

PAAR: Bully for you. What is your name?

HANS: I am Chumley Faversham, 4th Duke of Atteberry!

PAAR: Howja do. What do you do for a living, sir?

HANS: Nothing.

PAAR: Nothing?

HANS: Naturally, I'm a Duke. I have extensive holdings  
throughout the world ... Oil in Inja ... Rubber in New  
Caledonja ... and Orange Groves in Cucamonja!

ATX01 0309768

PAAR: Oh yes I have a cousin living out that way ... I believe he went out west to become a pedestrian.

HANS: Good heavens! That's dangerous business!

PAAR: Rath-uh! ... Now then shall we get on with the questions ... what would you like to talk about?

HANS: Women, of course!

PAAR: Women? Sorry, we have no category on women.

HANS: Oh dash it, I'd quite made up my mind to talk about them!

PAAR: I'm dreadfully sorry. I had no idea you were so interested in women.

HANS: Oh yes ... I'm married to a woman.

PAAR: What a coincidence ... That's what I'm married to!

HANS: It's not surprising - they make the best wives, you know.

PAAR: I quite agree ... and as Mothers ... you can't beat them.

HANS: That's so true. My mother's a woman ... and we've had great luck with her!

PAAR: Oh wait ... I believe I do have a category on women ... It's called "Famous Females" ... I give you a description of a woman, and then you tell me who it is. Are you ready ... for a shilling?

HANS: Quite. Fire when ready.

PAAR: All right. I am a Cinema actress ... I have a lovely figure ... beautiful eyes ... cheeks like rose petals, and men rave about my rich, red, luscious lips ... who am I?

HANS: Who cares? ... Kiss me!

ATX01 0309769

PAAR: I'm afraid you've lost a shilling.

HANS: Oh, fig!

PAAR: However, you needn't be crestfallen, stand by the for John Pot question ... coming up immediately.

MUSIC: CURTAIN

PAAR: And now Fotheringay's Mutton, the Mutton with that locked-in aroma, presents the John Pot Question. There are exactly four shillings in the John Pot, and the question is ... er ... uh ... My word, what's happened to all our contestants? ... Cavendish, they've gone, and the audience is leaving!

HY: A terrible thing has happened, Jack ... You know Fotheringay's Mutton with the locked-in Aroma?

PAAR: Yes ... yes ...

HY: Well, it got out!

PAAR: HEAVENS TO BEVIN ... Oh well, ANYONE FOR TENNIS?

MUSIC: PLAYOFF #3  
(APPLAUSE)

ATX01 0309770



RTX01 0309771

Jack Fear will be back in just a moment, but first ...

HX:

(2ND REVISION)  
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JACK PAAR COMMERCIALS 7-20-47

COMMERCIAL NO. 3

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

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

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

SHARBUTT: (ON FILTER) Mr. James Walker, independent tobacco buyer  
of Durham, North Carolina, said not long ago:

VOICE: Season after season, I've seen the makers of Lucky Strike  
buy smooth, fragrant, fine tobacco.

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

SHARBUTT: (ON FILTER) Ace tobacco auctioneer, William Currin of  
Durham, North Carolina, recently said:

VOICE: For years, I've seen the makers of Lucky Strike buy  
fine tobacco that's sweet and mild. Smoked Luckies  
myself for 23 years.

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

ATX01 0309772

RUYSDAEL: LS - MFT

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.

ATX01 0309773

MUSIC:        THEME HIT AND FADE ON CUE ... HOLD B.G.

PAAR:        We're a little confused, so ..... Goodnight, folks!  
              (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."  
              And on Saturday night, don't miss "YOUR HIT PARADE," with  
              Martha Tilton, the Pied Pipers, and "YOUR HIT PARADE'S"  
              special guest, DICK HAYMES.

MUSIC:        THEME ... UP FOR SIGNOFF

ANNCR:        THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY.

ATX01 0309774