

As Broadcast

PROGRAM NO. 9
(2nd REVISION)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, July 27, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

TRIO

BLOOP BLEEP SPOT

COMMERCIAL

UNCLE JACK

TRUDY ERWIN

WESTERN SPOT

ALLOCATION

COMMERCIAL

TAG

ATK01 0309775

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 27, 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: 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 0309776

(2ND REVISION)-1-

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:

ATX01 0309777

PAAR:

Thank you. ^{YOU'RE VERY KIND, THANK YOU VERY MUCH} Hello, and to those of you listening
^{AT THE BEACH} at the beach, stop throwing sand on F.E. BOONE.....
 Well, it's been so hot here in Hollywood this week that
 Monty Woolley had to change to his GABARDINE BEARD.....
 Al Jolson got a wonderful sunburn, ^{THIS WEEK} all accept that one
 KNEE, of course. ^{YOU WANT A BEARD OR SAND?}
 Jack Benny went into the water this week. He doesn't
 swim, just wades up to his ^{COULDN'T} pockets.....He tried
 swimming once, but it made his money soggy.....
~~Besides, it rusted the locks on his pockets.....~~
~~Sidney Greenstreet was at the beach. His bathing suit~~
~~was so big, he was arrested for FISHING WITH A NET.....~~
 One of the few Hollywood stars who can swim any distance
 is Esther Williams. She's always being chased into the
 ocean by the old Hollywood wolves. You can now walk to
 Honolulu on a bridge of BAID HEADS.....
 And girls bathing suits are getting less and less of.....
 They begin nowhere, and end at once.....
 The manufacturers can't even get their names on the
 suits.....Jantzen had to change their name to JAN.....
 All this can lead to divorces, people are seeing too
 much of each other.....
 Bathing suits are so daring in California that an NBC
 Vice President saw what the girls were wearing,
 and ~~FADED THE WHOLE BEACH FOR THIRTY SECONDS.....~~
 Here in the studio today to discuss water safety is
 Mr. Gilbert Gurgle. You're a lifeguard, Mr. Gurgle?

ATX01 0309778

DAVE: (GARGLE VOICE) Well....I'm a member of the Shore Patrol.
PAAR: You sound like you came up only two and a half times.
What makes you talk that way?
DAVE: My mother was frightened by a glass of AIKA-SELTZER.
PAAR: You have the wettest ^{speech} I ever heard. I imagine
that your work requires you to swim far out to sea. How
far have you swum?
DAVE: Well.....Last week a Dutch battleship fired at me.
PAAR: Egad! You were off Indonesia! Being a lifeguard must
be a dangerous business.
DAVE: It's not bad, ^{LAST WEEK} I treaded water to Manila and saw a
burlesque show.....(GARGLE WHISTLE)
PAAR: Please step back, you're ^{rusty} getting the microphone rusty.
Tell me, Mr. Gurgle, do you have any water safety hints
for our audience?
DAVE: Yes. Don't throw beer bottles in the ocean.
PAAR: No beer bottles? Why do you say that?
DAVE: Every time the tide comes in ----
PAAR: Yes?
DAVE: It has a HEAD ON IT! (GARGLE)
MUSIC: PLAYOFF
(APPLAUSE)

PAAR: And now we come to the Page Cavanaugh Trio, one of the newest, brightest musical discoveries of the year.

Page?

PAGE: Here!

PAAR: Lloyd?

LLOYD: Here!

PAAR: Al?

AL: Here!

PAAR: The opinions expressed by the Page Cavanaugh Trio are their own and are not necessarily interesting! Play, fellows.

MUSIC: PAGE CAVANAUGH TRIO
(APPLAUSE)

T

ATX01 0309780

MUSIC: BLOOP BLEEP INTRO

PAAR: Friends, you have just heard the latest addition to the American Album of Music That Drives You Out Of Your Mind!...Bloop Bleep was originally introduced at Carnegie Hall by a 100 piece Symphony orchestra...The guest soloist was Arturo Toscannini's Plumber!..It was an interesting performance...the score was arranged for two French Horns and a Leaky Washer!...~~As you all know Bloop Bleep is not the first musical insanity of its type...There was Open The Door Richard, Cement Mixer Putty Putty, Mairzy Doats, Hutsut-Ralston, and so on, right into a strait jacket!?~~...The big question is.. what makes ~~these~~ ^{these} songs so popular with the people?...Is it a Vitamin deficiency?..In an attempt to answer this question we were going to interview the composer of Bloop Bleep tonight...However he said he couldn't make it because he and his wife Jcsphine are spending the weekend at Waterloo!...So we've done the next best thing in having with us an eminent Psychiatrist who will attempt to answer the riddle of Bloop Bleep...Good evening, Doctor.

CONREID: Good evening. I am Doctor Heinrich Himelstoss, the Friendly Credit Psychiatrist.

PAAR: Doctor, you've done some research on Bloop Bleep...what can you tell us about it?

m

ATX01 0309781

CON: Well before I can find out the psychological reason for Bleeps Bleeps being so popular, first I had to analyze the song itself.

PAAR: Naturally.

CON: Yah. First I had to find out what makes a Bleep a Bleep and a Bleep a Bleep...or, on the other hand, why isn't a Bleep a Bleep, and a Bleep a Bleep.

PAAR: And did you find out?

CON: No, I got tired, so I went to sloop...I mean sleep... But I couldn't sleep very long.

PAAR: I see. After all that research you were peeped... I mean Pooped.

CON: Yah...And besides all night, ^{the phone} ~~main phone~~ is ringing... it is a patient what can't sleep because he claims the roof over his bed is going Bleep Bleep...it is leaking on him.

PAAR: He was affected by the song?

CON: Yah...that's exactly what I told him...There's no water leaking into your room.

PAAR: And were you right?

CON: I don't think so. This morning he was sighted four miles off Catalina! I just threw that in for a laugh... my wife is listening. Hello Brunnhilde!

PAAR: Please, Doctor, no personal messages. Forget it, Brunnhilde!...Look Doctor this is all very interesting but you still haven't explained Bleep Bleep psychological

m

ATX01 0309782

CON: Oh Yah...it's all very simple...You see, people is crazy,
and Bloop Bleep is even crazier than people is crazy.
So when the people is listening to it, they are
forgetting how crazy they used to be before they are
listening to Bloop Bleep and is now feeling not so crazy
as they used to was!...Do you follow this?

PAAR: Perfectly.

CON: I see. In that case you better come in the first thing
in the morning for an examination!

MUSIC: PLAYOFF
(APPLAUSE)

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 BUYER!

SHARBUTT: (ON FILTER) Mr. Furney Simmons King of Lexington, Kentucky, has bought well over 10 million pounds of tobacco. Not long ago he said:

VOICE: Season after season, I've seen the makers of Lucky Strike buy real fine tobacco -- that ripe, light tobacco that makes a swell smoke. I've smoked Luckies myself for the last 19 years.

(MORE)

ATX01 0309784

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 27, 1947

COMMERCIAL NO. 2 - (CONTD)

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

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.

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. In a moment we'll hear from our club member, Terence Loinkle, but first here's the club news....I must tellyou about a new breakfast cereal. This is not the Breakfast Food of Champions, it's just second-rate, for kids who want to end up in the SEMI FINALS.....And this new ocreal is not like others that are shot out of a cannon, but each kernel is personally LASHED WITH A WHIP... Order a dish of it the next time youtake your girlfriend to the new children's night club, CIRO'S SANDPILE.....There's also a new toy on the market that I reecomend for real little kids who have trouble putting their finger-prints high on the wall. This toy consists of a rubber life-sized hand and an extension rod. With this you can now smear your fingerprints up to and on the ceiling...This toy comes with small jars of mud, jam and tar and is called the Adler Elevator Trouble Maker....

y

ATX01 0309786

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

PAAR: Yes, I am, Hy....Hello, Terence.

WALLY: Hello. (SNIFF - LAUGH)

PAAR: Now Terence before we discuss your problem will you please repeat the Club oath?

WALLY: ^{OKAY!} ~~Yes, I will.....~~ I belong to Uncle Jack's Club. (SNIFF)

I will not play HopScotch anymore with my Daddy's Scotch
I will not form a third party I will not put Bullfrogs in Grandpa's bed to see which one croaks first.

PAAR: That's fine, Terence, now exactly what is your problem?

WALLY: (GIGGLE) Girls!

PAAR: Well, Terence, ~~you've come to the right person. I'm an authority on that subject.~~

WALLY: Oh, peachy.....tell me something about them.

PAAR: Well, girls aren't much.....but they're the only other sex we have.

WALLY: I like him, he's silly.

PAAR: Terence just what is it about girls that's bothering you?

WALLY: Right now it's one special girl...Susie Dieffendorfer. (S)

We're going to have children and get married.

PAAR: Wait a minute...first you get married, then you have children.

WALLY: Oh, well, whatever the recognized procedure is.

PAAR: Good. Now, Terence, how many children do you plan to have?

WALLY: I want three

PAAR: Three children?

WALLY: Yes...a boy, and a girl, and a...and a...a...hey, that's all there is!

PAAR: ~~At the moment, yes.~~ But Terence, I don't think you should get married yet....enjoy your youth. Remember, you won't always be a little boy.

WALLY: You mean someday I'll be a little girl?

PAAR: And now back to the club news.

WALLY: ^{ON THE MIND} But, Uncle Jack, you haven't solved my problem.

PAAR: Look, Terence, take my advice....forget girls ...get yourself interested in something else...a hobby perhaps.

WALLY: I tried a hobby, Uncle Jack ...(SNIFF) I collected butterflies...it didn't work.

PAAR: Why not?

WALLY: When you neck with a butterfly, they rub off on you

PAAR: Terence, you've just got to get girls off your mind... Here's a dollar . go out and buy something that will help you fight this thing.

WALLY: You're right, Uncle Jack, I will fight it...I'll buy ^{A SET OF TINKER TOYS} ~~an Erector-Set~~ and build something constructive

PAAR: Good boy, Terence, what will you build?

WALLY: (GIGGLE) A little girl!

PAAR: Thank you, Forever Adenoids.

MUSIC: PLAY OFF
(APPLAUSE)

v

ATK01 0309788

PAAR: And now here is our lovely young singer, Miss Trudy Erwin who's been singing since she was knee high to a grass-hopper. She's made a lot of progress now she's singing knee high to people, and friends, somewhere tonight there is a very lonely old grasshopper. Trudy.

MUSIC: ORCHESTRA AND TRUDY ERWIN

(APPLAUSE)

v

ATX01 0309789

- PAAR: Thanks Trudy-----Friends you may not be aware of it, but ^{THANK YOU, (I HAVE THOSE SIMILAR COMMENTS) I KNOW} the most popular pictures being made are the Westerns. It's a fact that Roy Roger's horse Trigger gets as many fan letters as Van Johnson!...Of course Van Johnson is able to answer more of them!.. Another interesting thing about Western Pictures is that they're made very fast.... I know of one Western they started to ~~shoot~~ ^{shoot} at Nine O'clock in the morning, and by three O'clock that afternoon a revival of the same picture was playing at Grauman's Chinese!Still another characteristic of the Western picture is the Cowboy singer...they all have them.. ~~A Horse Opera without a cowboy singer would be like a Bloop without a Bloop!~~..Ever noticed those cowboy singers, Hy?
- HY: How can you miss 'em?...they're always on a horse and always playing a guitar.
- PAAR: That's not hard to understand...Did you ever try to put a Baby-Grand piano on a horse?
- HY: Yes. Anybody want to buy a short, fat, stallion? But the thing I've often wondered about is ^{STILL}...How many of these cowboy singers ^{DO YOU REMEMBER} have ever seen a cow?
- PAAR: Hy, the nearest any of them have come to being out on the range is going shopping at the Western Auto Stores!

- HY: ^{Back}
~~Yes~~, Jack, ~~but~~ you've got to admit they do look romantic on the screen.....as the picture opens you see an expanse of prairie, blending into purple hills.....
- PAAR: Then, from out of the sun rides a lone figure....handsome and strong in the saddle, strumming his trusty guitar and singing.....
- MUSIC: FRANKIE SAPUTO...."DON'T FENCE ME IN."
- PAAR: I told you they make these pictures too fast....~~the man~~ didn't even get a chance to learn the words! ... However, ~~don't take cowboy singers too lightly...they're big business, you know...do you realize there are more cowboy singers in the country than there are doctors?...That's a little frightening....How'd you like to have Gene Autry take out your tonsils with a guitar?.....Another fascinating thing about Western pictures is the dialogue... there's nothing wrong with it except that half the time you can't understand it...and on the few occasions when you can, you wish you couldn't!....Yes, they speak a lingo all their own. Now let's take a typical Western movie scene, and I'll translate the dialogue into English.....~~
 Hy? will you set the scene?..
- HY: Come with us now to the Lazy Bar-Fly Ranch. The heroine is Belle, a typical hard-riding girl of the West....she's lovely, she's engaged.....she's bowlegged!As the scene opens she is waiting for her boy friend, Dodge City Dan...

w .

ATX01 0309791

BELLE: (BROAD WESTERN) Ah cain't quite cotton whar that loopin' Longhorn Dodge City Dan can be. I been yarnin' for that bronco-bustin Cow Poke. Every Hank 'n hair of him.

PAAR: This mean Belle loves Dan. She's even crazy about the Hank in his hair. Hank is western for dandruff!

BELLE: Hold on!...Well hog tie my chuck wagon!..Here comes that old Palomino Papoose!

PAAR: She just said, 'Here comes Dan now..I'm glad I wore my black lace overalls!'

SOUND: GALLOPING HOOFS TO STOP

CONRIED: Whoaaaa!...Howdy little dog-eared DOGIE with the Pinto paint, across the Alamo.

PAAR: Dan has just said, "Good evening".

BELLE: Well brand my hide and tumble my tumble weed, if that ain't the sweetest lard-drippin' south of the Rio Grande.

FAAR: Belle says, "Likewise, I'm sure".

CONRIED: Gal, ah come to slap my brand on your ornery carcass and claim you for my own grubstake 'till the last roundup in the old corral!

FAAR: I adore you, beloved. Come with me to the Casbah!

BELLE: Ah can't hitch my Prairie schooner to your bunkhouse 'cause on account of I've been pre-lassoed by an ornery hombre, handle of Two Gun Larson.

CONRIED: But I been shankerin' for you, my little calico pole cat.
To me you're as purty as a mess of hog's fat a'simmerin'
in the noon day sun!

PAAR: Incidentally, Dan writes poetry on the side.

BELLE: Dan, effen you're a'reckonin' to hobble and throw a
halter on my heart, you're gonna hafta draw yore shootin'
irons and trade load with that moldy maverick Two-Gun
Lawson...and I'm a'warnin' ya he's loco.

PAAR: Belle has just said that Two-Gun Larson is loco which is
Western for, crazy. If this were the fruit season she
would say he was plumb locoor plumb crazy.

CONRIED: That palaver don't rope and tie me none...~~Then ain't a~~
~~yellow-livered polecat this side West of the Pecos that~~
~~I ain't a'tangled in the sage brush with!~~ Why, I'll take
my bowie knife and cut him clear ~~down~~ to his Mexicali!

PAAR: ~~Translation: I'm scared.~~

BELLE: Yep, and effen you get yourself in a poke of trouble in
this hyar fracas, I'll slip ya my trusty ole 38.

PAAR: She wears a 38 girdle. If necessary she'll snap him to
death!!

BELLE: Hold on, Dan. Hyar comes Two-Gun Larson over thar.

CONRIED: Whar?

BELLE: Thar.

CONRIED: Ar.

SOUND: GALLOPING HOOFS TO STOP

bs

ATX01 0309793

HY: Whooooooooo! .. Howdy Belle, my little pinto pony.

PAAR: Pinto Pony? .. This character doesn't know the difference between a woman and a horse .. You should've seen his first wife.

CONRIED: Hold on there, Larson, I hear tell you're a-fixin' to change the brand on Belle here, MY little pinto pony.

PAAR: Pinto pony again? Say, maybe Belle is a horse.

BELLE: Looka here, you two lep-eared coyotes, stop this fussin' and start some feudin'....I don't hold with no waitin' around. After all, I'm a woman.

PAAR: Well, at least we got her settled.

HY: I hear you howlin', Belle. I'm gonna start fannin' my shootin' irons and put a mess O' holes in this no account Critter.

PAAR: Larson knows Dan is a no account critter. He cashed a check for him once and it came back from the bank marked "No Account".

CONRIED: I heard enough. I'm a drawin' on you, Larson.

HY: And I'm a drawin' on you, Dan.

SOUND: SEVERAL SHOTS IN RAPID SUCCESSION

BELLE: (SCREAMS)

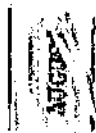
CONRIED: You got me, Larson.

HY: You got me, Dan.

BELLE: I don't know how it happened but you got me too.

bs

ATX01 0309794



61X01 0309795

(REVISED)

-17-

PAAR: Well, now the three of them have something in common.
They're all dead....Now you would certainly think this
is the end of the picture but wait!...Look....From out
of the sun rides a lone figure...handsome and strong in
the saddle. He looks down at this tragic scene...and ----

SAPUTO: (STARTS SINGING)

MUSIC: ORK WIPES OUT SAPUTO TO FINISH TAG #3

(APPLAUSE)

bs

ATX01 0309796

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.

(APPLAUSE)

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

RTX01 0309797

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 27, 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. James Maynard Talley, tobacco
warehouseman of Durham, North Carolina, recently
stated:

VOICE: Season after season, I've seen ripe, mild tobacco
bought by the makers of Lucky Strike.

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

SHARBUTT: (ON FILTER) Ace tobacco auctioneer S. M. Cutts of
Oxford, North Carolina, said recently:

VOICE: Year after year, I've seen the makers of Lucky Strike
buy ripe, prime leaf. I've smoked Luckies myself for
17 years.

SHARBUTT: And so it goes with the man who knows - the tobacco
expert! Remember, in a cigarette it's the tobacco
that counts, and ...

(MORE)

ATX01 0309798

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 27, 1947

COMMERCIAL NO. 3 - contd

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

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.

ATX01 0309799

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 the Orchestra, and yours truly, Hy Averback. Jack Paar who is under contract to RKO Pictures, can now be seen...uh...uh... Jack, where can you be seen?

PAAR: Oh, I don't know, Hy...have them come over to the house some evening. Goodnight, everybody!

(APPLAUSE)

MUSIC: THEME...UP. FADE FOR:

HY: (C/PER 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." (2) 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

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

ATX01 0309800