

PROGRAM NO. 10
(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK PAAR PROGRAM

Sunday, August 3, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
TRUDY ERWIN
VACATION SPOT
COMMERCIAL
HOUSING SPOT
BAND NUMBER
FASHION SPOT
ALLOCATION
COMMERCIAL
TAG

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ATX01 0309801

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 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.

RUYSDAEL: So smoke that smoke of fine tobacco -- Lucky Strike
-- so round, so firm, so fully packed, so free and
easy on the draw.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

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ATX01 0309802

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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ATX01 0309803

PAAR:

very much, you're my friend.
Thank you,.....Hello, and to those of you who insist
on being entertained for the next half-hour, GOODBYE!.....
.....This is Jack Paar.....Well, the 80th Congress
adjourned last week to return in the fall. I guess all
the big comedy shows go off for the summer.....
We didn't get that out in income tax. But we got the
next best thing, A CUT IN INCOME..... The
papers reported, that Betty Grable made three hundred
thousand dollars last year. That just proves her
pretty figure ran into a pretty figure.....
That's mighty good for a poor girl who ~~but two years~~
~~ago was making~~ only two hundred and fifty thousand
dollars.....This week there's been more
talk about Presidential candidates.....
Senator Bricker came out for Senator Taft. Mr. Farley
came out for Mr. Truman. And Governor Dewey came out
for Governor Dewey.....From the sports pages
I learned that the Brooklyn Dodgers won their thirteenth
game in a row. They're so far ahead in the National
League that next week they start playing football.....
..... I've also been reading a great deal
about Hawaii becoming the 49th State.....this means
the flag will then have 48 stars and a PINEAPPLE.....
..... Can you imagine the Senator from Hawaii getting
up in Congress and saying-----

ATK01 0309804

HY: (HAWAIIAN WAR CHANT ENDING WITH:) Aloha, you all!

PAAR: (A LA ALLEN) Now see here, Senator Averback---

HY: Speak up son, I'm from the South, the South Pacific,
that is.....I come from a long line of real
Hawaiian aristocracy.

PAAR: One of the first settlers, eh Senator?

HY: Yes, my ancestors came over on a surf-board. But I
came to Washington by Pullman. I slept in ALOHA berth,
ALOHA, that is.

PAAR: Now look here, Senator--

HY: That's a joke, son. That's a real Honolulu lulu!

PAAR: You're from the Southern part of Hawaii?

HY: If I lived any further South, I'd be treading water.....
I was elected by the Hula vote, you know. I promised
them two ukeleles in every garage and a leilani in every
pot.'

PAAR: You say you were elected by the Hula dancers, Senator?

HY: Yes, son, and next session of Congress to show my
appreciation----

PAAR: Yes--

HY: I'm putting their motion before the house. Goodbye
son, aloha, that is.

MUSIC: HAWAIIAN PLAYOFF
(APPLAUSE)

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ATK01 0309805

Trudy is a very young singer.
PAAR: A And now here's our lovely singer, Trudy Irwin....
Trudy has been singing beautifully ever since she
was two years old and I see no reason why she should
stop now. Trudy.

MUSIC: ORCH AND TRUDY

(APPLAUSE)

ATX01 0309806

PAAR: Friends, this past week we've had record-breaking heat....
in fact the heat has been so bad its driven people out
of the city to the resorts...where the prices have driven
them back to the city!..... Yes, this is real vacation
weather...most of us are familiar with vacations....
that's ~~what~~ you get Third Degree Sunburn, Sunstroke, Poison
Ivy, Snake-Bite, Mosquitoe bite, and Seasiokness...Then
when it's all over you say, "We must remember to do this
again next year!".....Last summer I spent my vacation
at one of our beautiful National Parks....you've seen
them...as you drive in there's a big sign that says: No
Smoking, No hunting, No Fishing, No Camping, No
Picknicking, ...This is YOUR national Park - Have a Good
Time!.....Yes, this is the time of the year when
everybody takes a vacation... Where do people go?....
Why do they go?And when they get there, do they
enjoy themselves?.....Let's ask a few people...You sir
.....What is your name?

HERB: My name is Herbert Dank, I live at 242 South Main Street,
and the category I'd like to talk about is Ferous People.

PAAR: Look, friend, I'm not Phil Baker. I'll admit the front
of my suit is a little wrinkled, but it's not an accordior!

HERB: Oh I'm sorry. You looked just like Phil Baker to me....
you know, I've never seen him.

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PAAR: Then how can I look like Phil Baker?

HERB: That's easy....I've never seen you before either!

PAAR: Let's turn to Page 16, by that time you've gone!....
Look, Mr. Dank all I want to know ^{is}....what are your
plans for a vacation?

HERB: This summer I'm gettin' married. My vacation is also
gonna be my Honeymoon....

PAAR: Congratulations, Mr. Dank....~~what~~ ~~made~~ ~~you~~ ~~decide~~ to
enter the blessed state of Community Property?

~~HERB: I'm tired of livin' alone, ^{ever} for the last 20 years
I've been doing my own cooking.~~

PAAR: What made you change your mind after 20 years?

HERB: You should see the pile of dirty dishes in my sink!

PAAR: Mr. Dank, hadn't you ever thought of paper plates?....
~~Just a high ^{light} match and your dishes washin' is done!~~

HERB: ~~Well it's too late....~~the wedding is next week, and
then we're all going up to Niagra Falls.

PAAR: All going?

HERB: Yeah....there's me....My bride, and her mother....

PAAR: Wait a minute....you're going on a honeymoon with your
wife and your mother-in-law?

HERB: Yeah, ain't I lucky....at the last minute they decided
to take ME along.

PAAR: That makes three of you....anybody else?

HERB: Well naturally....MY mother.

PAAR: Naturally., ^{not to say I'm... I'm not... I'm not... I'm not...}
~~what~~ ~~to~~ ~~take~~ ~~the~~ ~~one~~ ~~with~~ ~~the~~ ~~the~~

HERB: Gee what fun....evening's we can play bridge. ^{pink}

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ATX01 0309808

PAAR: Thank you, Herbert Dank....Please stay after the program -
I'd better have a little talk with you. Well, so much for
a vacationer who is just starting out, now let's see if we
can find someone who has already been on a vacation....

FLO: ~~Hey, I just go back!~~ You wanna see my sunburn?

PAAR: Please, madam, we're on the air....you might embarrass
the Middle West. Now just where did you go on your
vacation, Miss?....Or is it, Mrs?

FLO: I got an important date Wednesday night - I'll let you
know. As for my vacation, I went to "Happy Harold's
Heavenly Hilltop Hideaway and Gas Station".

PAAR: Sounds like a lovely place for a vacation if you're
a Buick.

FLO: Believe you me, never again. What a terrible place....
that food.....I almost got sick. But there was one
constellation....

PAAR: What was that?

FLO: There was enough penicillin in the moldy bread to
cure anything.

PAAR: Well, food isn't everything....didn't they have sports
there? Swimming or tennis?

FLO: Tennis! Humph!

PAAR: May I ask why the humph?

FLO: You should've seen the tennis court at "Happy Harold's."
It was on the side of a hill!

PAAR: On the side of a hill? That must have been dangerous.

FLO: Oh, no....they strap you in.

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PAAR: I can just see you playing mixed doubles with another girl and two mountain goats! Then in summing up you would say that you didn't have a good time on your vacation?

FLO: Believe me, it was a fiasco....it wasn't worth the fourteen dollars the two weeks cost me. And besides I didn't meet one fella of marriageable age.

PAAR: Oh, that's too bad.

FLO: Say, Jackie, maybe you'd like to take me to dinner tonight.

PAAR: I'd rather not - I hate to eat alone! Thank you, and goodnight.

MUSIC: PLAYOFF

(APPLAUSE)

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ATX01 0309810

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 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.

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. John Cummins of Cynthiana, Kentucky,
sells on the average of 4 million pounds of tobacco a
year. Recently he said:

VOICE: I've sold tobacco at the auctions for over 19 years.
In all that time, I've seen the makers of Lucky Strike
buy fine, good-tastin' tobacco ... tobacco that's
got quality, real quality. I've smoked Luckies myself
for 22 years.

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

(MORE)

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ATX01 0309811

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 1947

COMMERCIAL NO. 2 - CONT'D.

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 -- so round, so firm, so fully packed, so free and easy on the draw.

eb

ATX01 0309B12

MUSIC: PLAY ON

HY: Friends, the other day I bumped into an old buddy of mine from the army...Jack Paar. Like most veterans *he...*
 Why don't you tell it, Jack?

JACK Okay, Hy. Like ~~Hy was saying~~ *most veterans* I was a member of the 4-H Club...Healthy, hale, hearty and homeless!.....
 But with me the situation was even worse *because* I wanted to get married....At the moment I was living in a garage but if I took IN a wife it meant evicting my Oldsmobile...Naturally it was a tough decision. *So I* I knew my Oldsmobile longer and besides my fiancée wasn't Hydramatic!.....But I was lucky. A lot of veterans haven't even got garages. They have to live in their automobiles. In fact, yesterday I heard one veteran's little ~~boy~~ *girl* say to another, "Gee, my Pop must be doing swell now. Tomorrow we're moving out of our Chevrolet into a Cadillac!" But getting back to my case. Why couldn't I get a home to live in? ~~Let's see what happened to me when I decided to build my own house.~~
 I bought a lot and one day my fiancée and I went out there to meet with a contractor.

MUSIC: BRIDGE

PAAR: Well here it is, Miriam...our own *little* lot. How do you like it?

DORRIS: It's fine, Jack, but isn't it a rather odd shape? Six foot wide and two hundred and twenty foot long.

PAAR: Well it was originally intended to be a bowling alley.

DORIS: Hm...I wonder if Soars Roebuck has any long thin furniture.

ATK01 0309B13

PAAR: Oh, look dear...there's Mr. Newbold our contractor.

HERB: Ah, there you are, you two little love birds...Looking over your lot eh?...What do you think of it? (SILENCE) ... (SWEETLY) Well, look at it this way...you're stuck with it.

PAAR: Dear, maybe we had better give this whole thing up.

DORIS: It's allright for you, you can go back to that garage, but I'm tired of living with mother in that all night movie.

HERB: Well, let's get down to business. Now the cottage you used would be about 1200 square feet. At 13 dollars a foot that'll come to about 18 thousand dollars.

PAAR: But...but I'm a veteran. The G.I. loan will only let me build up to ten thousand dollars.

HERB: In that case, folks, I'll tell you how to get materials cheaper. Instead of a house, build a cocktail lounge.

PAAR: I don't think so. When I'd go to work in the morning, I'd hate having to kiss a bartender goodbye.

HERB: Well, then there's only one thing to do. We'll have to reduce the size of the house,---by cutting the plans in half. Now let's see. If we cut them through here, we lose the extra bedroom, the dining room, and half of the bath tub.

PAAR: Half of the bath tub?

HERB: Yeah, which faucet do you like better, the hot or the cold?

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DORIS: Really, Mr. Newbold, there doesn't seem to be much left.

HERB: My dear lady, what do you expect for ten thousand dollars a home?!

MUSIC: SHORT BRIDGE

PAAR: Well, even though the place would be awfully small, cut in half, ~~Joe~~ was desperate, ~~he wanted to get married!...~~
~~You have to be desperate to want to get married!....~~
~~Anyway,~~ he took the plans to the bank to get a G.I. loan. The banker was very nice about it...he gave ~~Joe~~ no argument at all..He simply said...

HY: (YELLS) NOOOOOOOOOOO!

PAAR: ~~Joe~~ got fighting mad. ~~he~~ swore ~~he'd~~ never put another dollar in that bank and withdrew the one ~~he'd~~ put in already....But ~~Joe~~ realized ~~he'd~~ never get a loan from any bank unless he could find a contractor who'd build cheaper. But ~~when he found a contractor~~ ~~contractors~~ who was supposed to build cheap...Harry Boekbeegle, the building maniac.

MUSIC: BRIDGE

PAAR: But, Mr. Boekbeegle, how come you alone of all the contractors can build so cheaply?

HY: Well, I'll tell you, son, I can build cheap by just making a few substitutions in the materials. Take the plumbing, for instance. Now copper plumbing is hard to get and very expensive so we use a substitute.

b1

ATX01 0309815

PAAR: ^{signed} What do ~~we~~ use for a substitute?

HY: The washroom at the public library.

PAAR: But they have signs all over the library, "Silence, please".

HY: What about it?

PAAR: I like to sing in the tub.....No, I prefer my own bathroom.

HY: All right, but remember we're trying to keep the cost down to eight dollars a foot instead of thirteen.

PAAR: Well, you said there were other substitutions.

HY: Yeah. For instance, there's the cost of wiring. I've got a device called the Harry Bockbeegle System that completely eliminates electrical wiring.

PAAR: What is it?

HY: Candles.

PAAR: Look, Mr. Bockbeegle, I hate to sound difficult, but how can I plug my electric razor into a candle?

HY: I was just going to tell you... ~~you're looking at a wire board.~~ ^{but now we come to where we really save money.} But now we come to where we really save money. Heating. We don't use a furnace. We leave a large opening in the roof so that all day long the health-giving sun can pour in.

PAAR: But how do we keep warm at night?

HY: By running around swatting the flies that poured in with the sun!

PAAR: Oh, so this is ~~how~~ ^{this} Harry Bockbeegle ~~can build houses~~ ^{system of building houses} cheaper. Look, friend, what would you charge to build me a park bench?

HY: Oh, not much - providing, of course, I could make a few substitutions...like...uh...

PAAR: Thank you and goodbye.

MUSIC: BRIDGE

PAAR: Joe was at the end of his rope. In a last attempt he went to see the veterans' committee...but there was no one there..they were all out looking for a place to live!...Then a miracle happened! ~~Joe~~ saw an ad - "Cottage for Rent"...(FADE) ~~He~~ raced over there...

FLO: Well, I think it would be kinda nice to rent my house to a couple of newlyweds...yep, you can have it.

PAAR: You've just made me as happy as a newborn civilian!

DORIS: Yes, you're not only being kind to newlyweds, but you're also helping a veteran.

FLO: Wait a minute...he's a veteran?

PAAR: Yes, I am.

FLO: Then I can't rent the house to you.

PAAR: Why not?

FLO: So many people have to rent homes...YOU'RE a veteran... You can get a G.I. loan and build one!

PAAR: Oh, well! Eisenhower told me there would be times like this!

MUSIC: PLAYOFF
(APPLAUSE)

PAAR: One of the most talented people I've ever met is our young orchestra leader, Jerry Fielding. Jerry makes all our arrangements, and incidentally, he's a very brave young man...he doesn't use a baton...he conducts the orchestra with his bare hands! All this week Jerry has been bending over a hot arrangement of the Arkansas Traveler. Why did you pick this tune, Jerry...are you from Arkansas?

JERRY: Nope.

PAAR: Ever been in Arkansas?

JERRY: Nope.

PAAR: Got any friends in Arkansas?

JERRY: Nope.

PAAR: Then you must be interested in Arkansas.

JERRY: Nope.

PAAR: Well, no wonder you're going to play the Arkansas Traveler...Go ahead, Jerry!

MUSIC: ARKANSAS TRAVELER
(APPLAUSE)

PAAR: Friends, let's face it...there is a crisis in women's fashion today. Style leaders have decreed that women's dresses are to be at least six inches longer. First dresses went down below the knee, then below the calf, and now down to the ankle...soon they may be covered their shoes. In that case, will women start wearing open-toed dresses? ~~Of course, this new style may cut down traffic accidents, with dresses so long drivers won't have anything to look at but the road.~~ However, even though the long dress fad is troubling a lot of men, it hasn't bothered me, I've got a good memory...But women, of course, have taken the whole thing to heart. Some are FOR and some are AGAINST long dresses...tonight, in an effort to look behind the skirt question, we have asked two representative women to give us their views. First, speaking for long skirts...Mrs. Rodney Van Krevney, the Third...who says...

FLO: I think long skirts are just simply scrumptious...You may kiss me if you like.

PAAR: No thank you...I just had lunch...And now, speaking against long skirts, we hear from Miss Phoebe O'Rourke, who says...

DORIS: I speak from experience, and believe me, the only thing you can pick up with a long dress is dust!

PAAR: Thank you, that was Miss Phoebe O'Rourke at 129 pounds, wearing Purple Trunks. Ladies, our debate is now officially open. Mrs. Van Krevney, you wish to speak.

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- FLO: Yes...I think that long skirts are the greatest fashion development in the last ten years...they make a woman's contour so slender, and so streamlined...and besides, I'm terribly bowlegged!
- PAAR: Well, that's one point of view...Miss O'Rourke, you have your hand up...did you wish to say something, or are you just drying your nail polish?
- DORIS: I certainly do wish to speak. Do you know what would happen if my boss called me in for dictation, and I was wearing a long skirt?
- PAAR: What?
- DORIS: Nothing...he'd give me dictation.
- FLO: My dear Miss O'Rourke, you're a secretary, would that be so bad?
- DORIS: Sure...he'd find out I can't take dictation...I've been with him five years!
- PAAR: Now ladies, let's not get off the subject.
- FLO: I think Miss O'Rourke's argument is ridiculous...Short skirts are passe'...Now take this long dress I'm wearing...it's the very latest thing.
- DORIS: Yeah, I noticed...is that a bustle you're wearing, or can't you help it?
- PAAR: Please, Miss O'Rourke...we're discussing length, not width!
- FLO: After all, she should talk...Look at her, wearing Bobby Sox to a broadcast!
- PAAR: Mrs. Van Krevney...lots of women wear Bobby Sox.
- FLO: With a Garter Belt?

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ATX01 0309820

DORIS: It's too bad they ain't makin' dresses longer on top
so they'd cover that big mouth of yours!

FLO: Well! I must say...Of all the outlandish people!

DORIS: Is that so? I'll have you know my landish isn't out
any more than yours is!

PAAR: Ladies, please!...There are men in the audience!

FLO: Miss O'Rourke, you're nothing but a peasant!

DORIS: Aw go on, your mother wears Army shoes!

PAAR: Ladies, I must insist that you --

DORIS: (INTERRUPTING) She's started it...she's a snob!

FLO: I'm a snob!

DORIS: See, she admits it!

PAAR: Now, ladies, please...Try acting like gentlemen!

DORIS: What are you buttin' in for?

FLO: Yes, who asked you to interfere?

PAAR: Well, I --

DORIS: Isn't that just like a man...we're trying to carry on
a quiet conversation, and he starts to yell.

FLO: Yes...come outside, ~~dear~~, where we can continue
our nice quiet chat!

PAAR: Just a minute, what about the length of dresses?

DORIS: Oh, wear 'em any way you like!

MUSIC: PLAYOFF #3
(APPLAUSE)

~~PEAR:~~ 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 laws...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.

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~~(APPROX)~~

HY:(2)

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

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ATX01 0309822

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 1947

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
WRAEHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. George Webster, tobacco warehouseman
of Durham, North Carolina, said not long ago:

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

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

SHARBUTT: (ON FILTER) Mr. Percy Joyner, veteran tobacco
auctioneer of Louisburg, North Carolina, said
recently:

VOICE: I've seen the makers of Luckies buy ripe, mild
leaf. That's why I've been a Lucky Strike smoker
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 ..

(MORE)

ATX01 0309823

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 1947

COMMERCIAL NO. 3 - (CONT'D)

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 0309824

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 Averbach. Jack Paar is under contract to RKO, and his latest picture can be seen, uh, can be seen, uh...uh...Jack, where can your latest picture be seen?

PAAR: On my mother's dressing table, Hy. 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
(2) 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.