

PROGRAM NO. 11

(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, August 10, 1947

NBC

3:00 3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

PAGE CAVANAUGH TRIO

O.P.A. SPOT

COMMERCIAL

PARTY SPOT

TRUDY IRWIN

PSYCHIATRY SPOT

ALLOCATION

COMMERCIAL

TAG

ATX01 0309826

COMMERCIAL 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.

RUYSDAEL: So smoke that smoke of fine tobacco -- Lucky Strike!

RIGGS: (CHANT - 57 to 59 - AMERICAN)

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ATX01 0309827

MUSIC: HIT AND FADE FOR:

HY: From Hollywood, Lucky Strike presents the JACK PAAR
Program, with Trudy Irwin, the Page Cavanaugh Trio,
Jerry Fielding and the Orchestra, yours truly,
Hy Averbeck, and STARRING America's new young
humorist -- JACK PAAR!!!

MUSIC: HIT FULL ... APPLAUSE ... APPLAUSE ... FADES FOR:

ATX01 0309828

PAAR: Thank you,....Hello and to all my animal friends
listening at the zoo, may I say:

SOUND: TARZAN SOUND EFFECT

PAAR: I just put that in to wake up Philadelphia.....
I went to Philadelphia once, and it was CLOSED.....
Well, let's see what's in the news this week. Prime
Minister Atlee told Great Britain they were running
out of money, now there's a movement to get the
British Empire on Howard Hughes' expense account.....
President Truman is making a good will visit to
South America. Mr. Truman must plan to entertain
down there because he's practicing a new piano
selection, it's called "The Missouri RHUMBA".....
The fashion pages were full of more arguments about
women's dresses being longer. From now on, when you
see a woman wearing something down to her ankles, it
doesn't mean something has slipped.....
One news item I read that worried me a little is about
the Army and Navy Unification Bill.....Hy Averbak,
you and I were in the Army together, what do you think
of this Army-Navy merger?

HY: Oh, Jack, you're always worrying. Why should a thing
like that worry you?

ATX01 0309829

PAAR: Well, Hy, I hate to think of what will happen to the Army-Navy Football games. After the merger the Army, *and* Navy, ~~Marines and Air Corps~~ will have to team up and play the Y.M.C.A.

HY: It'll work out all right, Jack. After all, what's the difference between a soldier and a sailor?

PAAR: Just TWENTY TWO BUTTONS.

HY: I see what you mean.

PAAR: Of course, if the Army and Navy get married and then decide to divorce, who gets the custody of the Marines? *That's a question that should be asked before the merger is made.*

HY: I wonder how it would sound if the Army and Navy were *actually* actually married by Congress.

PAAR: You mean a regular wedding ceremony? Why, I imagine it would sound something like this.....

MUSIC: WEDDING MARCH EFFECT...FADE UNDER:

ATX01 0309830

- DORIS: Good afternoon. This is Agatha Geltnick, your society commentator, speaking to you from ~~the Capital in Washington. The great event is about to start,~~ the historic wedding of the Army and Navy.....
- And here comes the groom, the Army, now, wearing a stunning ensemble of khaki designed by Hart Shaffner and Eisenhower. This costume can be purchased at Sad Sacks, Fifth Avenue. The Navy bride is now making her breath-taking appearance. She's a vision of loveliness in her fetching ~~trousers of serapes, depth charges, an off-the-face gas mask and a life preserver with a belt in the back.~~ And oh girls, I simply must tell you the bride is wearing one of those lovely new hammocks. A hammock is a snood, only you wear it on the other end.....Oh - the unification of the Army and the Navy is about to begin, so we switch you now to the Justice of the Peace.
- PAAR: Dearly Belligerent, we are gathered here to join in dead lock the armed forces of the United States. Do you the Army take the Navy to be your pardner?
- HY: (SOUND OF SHELL BURSTING) I do.
- PAAR: Would you repeat that please?
- HY: I said: "I do". (SOUND OF SHELL BURSTING)
- PAAR: It's very warm in here would you please turn your flame thrower down to it's pilot light.....And do you the Navy take the Army as your pardner?

ATX01 0309831

DAVE: (UNDERWATER VOICE) Well, all right, I do. (GIGGLE)

PAAR: What makes you talk ~~that~~ way?

DAVE: I sleep with the window open.

PAAR: Lots of people sleep with their windows open.

DAVE: In a submarine?

PAAR: Now Army, will you take the Navy and upon her finger
place this porthole, If anyone knows why
these two should not be bound together speak now or
forever close your hatch.....
I now pronounce you unification!

MUSIC: ARMY NAVY PLAY OFF
(APPLAUSE)

PAAR: And now a number by the Page Cavanaugh Trio which has recently been marked down from the Page Cavanaugh Quartet. This may come as a stunning blow, but the Page Cavanaugh Trio is composed of three people. And the smallest of these three is the young man at the piano, Page Cavanaugh himself. He's really quite thin. In fact, this Page is so thin if you wanted to turn him over, you'd have to moisten his corner.....
Gentlemen.....

MUSIC: PAGE CAVANAUGH TRIO

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ATX01 0309833

PAAR: Friends, as far back as I can remember there have always been people who make predictions. Back in 1926 Herman J. From predicted that the world would come to an end in thirty days. The rest of the world ignored Mr. From's prediction, but sure enough, on the thirtieth day, the world ~~did~~ come to an end.... for Mr. From -- he was hit by a truck. ~~In 1918 a New York clothing modely Gloria Antwhistle predicted that zippers would never open. Gloria Antwhistle refuses to acknowledge the March of Progress and to this very day she is still wearing the same windbreaker!~~ ...About this time last year we all read the prediction that if price controls were lifted, prices would come down. There will now be a short pause while the ushers go through the audience selling five cent ice cream bars for eighteen cents! ~~A....~~ Herndon G. Brackish, the water king, was ~~the~~ first man to claim that prices would go down. What is his reaction to the turn of events? Is he as worried as I am about the way prices have gone up? How does he feel about things today? Let's go and ask him.....

MUSIC: BRIDGE

PAAR: Mr. Brackish --

MAN: Yes?

PAAR: Mr. Brackish, last year you said that once price controls were lifted prices would go down.

MAN: Well, they have, Mr. Paar. Have you tried to buy an ocean liner lately?

PAAR: No, we just have a small place.

MAN: Well, the Cunard White Star Line just bought the Aquitania for 28 million dollars. Last year the price was 29 million. ~~That's a saving of four million dollars.~~

PAAR: Mr. Brackish, I'm talking about the little things. Take milk. Milk has gone up eight cents a quart.

MAN: That has nothing to do with the release of price controls, Mr. Parr. Blame it on the cows. ~~Do you realize that we pay 50 cents an hour more to the man who pulls the switch on the electric milking machine? Now take land values.~~

PAAR: All right -- take land values.

MAN: They've gone down. Look at the swamps in Florida. They're having so much trouble getting rid of it they're running a one cent sale. Twenty million dollars for the swamps and for the extra penny they throw in Chloe.

PAAR: But -----

MAN: Now take the Panama Canal --

PAAR: Look, Mr. Brackish, let's face it, sugar has gone up five cents a pound, bread has gone up three cents a pound, butter has gone up eighteen cents a pound.

MAN: Don't talk to me about pounds. I deal only in tons.

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ATX01 0309835

- PAAR: Well, I've got the figures on that, too. Butter has gone up 36 dollars a ton.
- MAN: Yes, but when you break it down into pounds it's only eighteen cents!
- PAAR: That's just the point, Mr. Brackish. Eighteen cents is a lot of money to people like me. And people like me want something to put on their bread.
- MAN: Then don't use butter -- use Noxema.
- PAAR: I don't like it -- it's got too high a butterfat content. But Mr. Brackish, you're evading the issue. Not only have the necessities of life gone up...but the luxuries have, too.
- MAN: Ridiculous! I just got a wonderful buy on a little place in Switzerland -- the old League of Nations building
- PAAR: But Mr. Brackish, how about the little things in life? ~~The little things! -- Prices just aren't coming down.~~
- ~~MAN: What're you talking about, Mr. Paar? Look at the stock market -- American Steel -- last year it was 45. Today you can get it for 23! And you say things aren't coming down!~~
- PAAR: ~~Look at~~ Yes, but gasoline -- up four cents. Sugar, up three. Laundry soap, up 12. Meat, up ten.

MAN: Mr. Paazr, please -- you've mentioned three or four items -- I believe the whole thing totals about 32 cents.

PAAR: Yes?

MAN: Here -- here's fifty cents -- go out and buy yourself a quarter!

PAAR: Thank you, Mr. Brackish. And before I leave, I'd like you to have this souvenir letter opener. Stab yourself and see if the price of iodine has come down.

MUSIC: PLAY OFF
(APPLAUSE)

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ATX01 0309837

COMMERCIAL 2:

RUYSDAEL: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS!

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)

RUYSDAEL: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS ... THE TOBACCO WAREHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. Sidney Currin of Oxford, North Carolina, has made tobacco his business for the last 25 years. He recently said:

VOICE: I've seen millions of pounds of tobacco sold at auction. And at auction after auction, I've seen the makers of Lucky Strike buy fine, mild tobacco that's got real smokin' quality. Smoked Luckies myself for 26 years.

SHARBUTT: THE MAN WHO KNOWS! Tobacco experts like Mr. Currin can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. Remember ...

RUYSDAEL: LS - MFT

(MORE)

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ATX01 0309838

COMMERCIAL 2 (CONT'D)

SHARBUTT: Lucky Strike means fine tobacco - and in a cigarette
it's the tobacco that counts.

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.

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ATX01 0309839

MUSIC: PLAYON

PAAR: Friends, last night I threw a party and I --

MAN: You threw a party?

PAAR: Yes. It was just a little --

MAN: What were you trying to sell the government?!

PAAR: Nothing. There were just a few kids from the neighborhood. We were in the back yard playing with a kite --

MAN: A kite! Does it fly?

PAAR: Sure it does. A piece of string and --

MAN: Never mind that. Who else was there?

PAAR: I told you! Gee, why are you so interested in that little party I threw, Mister?

MAN: I'll ask the questions, son. How much did that party cost you?

PAAR: Not much...just forty or fifty cents.

MAN: Sounds like a wild party to me. Have you got your expense vouchers?

PAAR: No, I haven't. But you can always subpoena the Good Humor man.

MAN: Was it a wild party?

PAAR: Well, ^{it was} under the girls' plates of oatmeal, ~~there was~~
~~a present.~~

MAN: What kind of present?

PAAR: A plate of shredded wheat.

MAN: Was there any lobbying at the party?

PAAR: Lobbying? No - but there was a little patio-ing.

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ATX01 0309840

MAN: Was there any drinking?
PAAR: Drinking? Well...as a matter of fact, there was.
MAN: Ah hah! I thought so.
PAAR: Yes. The Reilly twins brought a fifth of 7-Up.
MAN: All right, Paar, I believe I have quite enough
evidence here.
PAAR: Wait a minute. Why are you people ~~in Washington~~
always picking on Hollywood?
MAN: I'll tell ya why...
PAAR: Why?
MAN: Because we've never won an Academy Award.
PAAR: Well, you will this time - for the best comedy of
the year!
MUSIC: PLAYOFF
(APPLAUSE)

ATX01 0309841

PAAR: And now it's time for our lovely singer, Trudy Erwin, star of stage, screen and the Tunnel of Love. You'll notice at center stage is a mop of hair. Beneath it are Jerry Fielding and fifteen musicians, and chances are they will all sing and play the same thing. As they say in a Shirley Temple picture, jeepers, what an idea!

MUSIC: ORCHESTRA AND TRUDY
(APPLAUSE)

ATX01 0309842

PAAR: Friends, I've been worrying about the health of the Nation in the past week. It just isn't fair. The rich people have all kinds of fancy medication. They have basal metabolism, flourosopes, cardiographs, and ~~psychiatrists~~. What do we poor people have? Nothing but Band-Aids and Alka-Seltzer..... Why should only the rich people have psychiatrists? Why can't the poor people have nervous breakdowns? You know, psychiatry has taken such a firm grip on the neuroses of the Nation, we hear of many strange cases. Out here in Hollywood, I knew of a movie actress who imagined that she was a tea-pot. But psychiatry does wonderful things. She went to a psychiatrist for three years and today she's the happiest coffee pot I ever met. We had a case right in our own family - last winter my Uncle George began to imagine he was a bird...a swallow. Of course, nobody paid any attention to him all winter. In the spring we made ~~our~~ mistake...we opened a window and we haven't seen Uncle George since.....However, this summer my aunt took a bungalow in Capistrano..... Last week I was sitting around worrying about my worries, finally turned on the radio and ~~spent five minutes tuning from station to station trying to lose Martin Block..~~ when suddenly I heard a voice say:

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ATX01 0309843

HANS: Good, I will examine you. Stick out your head and say:
"AH".

PARR: Ah.

HANS: Ach, you seem to have the normal amount of teeth, thirty-
two. Four on top and twenty-eight on the bottom

PAAR: It looks like I have thirty-four but the two in back are
CHICLETS.....

HANS: Now, young man, tell me what is on your mind? Now let's
see, you say you worry?

PAAR: Yes, I haven't slept so long that I've got circles under
my eyes.

HANS: Why didn't you try Ovaltine?

PAAR: I did...now I have OVALS under my eyes.....Doctor, you
must help me. You've gotta help me. You must! You
must!

HANS: Please stop tearing the buttons off my shoes.

PAAR: I'm terribly sorry, and here are your socks.

HANS: If I'm to help you, you will have to relax and be calm.
Here lie down on the couch.

PAAR: All right, move over.....

HANS: No, I'll sit on the floor. Now we will probe your
subconscious. Leave us go back and try to recollect your
earliest remembrances.

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ATX01 0309845

PAAR: Go back.....Go back.....I remember when I was three, I was a little boy. I had to be a little boy because all my clothes were made that way!.....I remember it was the summertime, it had to be the summertime, because all my clothes were made that way!.....I'll never forget that summer.

MUSIC: BRIDGE

HY: Jackie, boy. Say something for Uncle.

PAAR: Okay, Pop. A funny thing happened to me on my way to the candy store today. A panhandler came up to me and said: "Hey, kid, you got a nickel for a bag of jellybeans." So I said, "But jellybeans only cost a penny. What's the other four cents for?" And he said: "Look, kid. Don't tell me how to run my business!"

HY: (DIES LAUGHING) The kid's terrific, huh? A natural born comic.

DAVE: Yeah, he's sensational. Ha, ha, ha, ha.

PAAR: I got a million of 'em. Hey, Pop, play straight for me.

HY: Okay, son.

PAAR: I have a girl named Isabella.

HY: Isabella what?

PAAR: Isabella necessary on a bicycle?

HY: Bicycle! Ha, ha, ha, ha.

DAVE: (JOINS IN WITH HY)

PAAR: Jack and Jill went up the hill to fetch a---

HY: That's enough son, you can stop now.

PAAR: But, Pop, I was just starting to get big laughs.....
Why are you and Uncle leaving me?

HY: We just received word from Doctor ~~Hersholt~~.....your new
baby brother arrived.

PAAR: You mean I---

HY: So long, son, see you around.....

ORCH: MUSICAL STINGER

PAAR: There I was.....only three years old and I was through
.....I knew I was through because all my clothes were
made that way....I couldn't understand it...I had
been their favorite, and now I was being replaced.

CONREID: This is all very interesting, Mr. Paar. You have an
insecurity complex....you were forced to sublimate
your care-free psyche, repressing it in such a dramatic
manner that the resulting beclouded inhibitions are
manifesting themselves in a hypertension of psycho-
somatic neurosis.....Hey look, Mother--I'm ad
libbing!

PAAR: Please Doctor, do you think you can help me?

CONREID: Well, let me take a few notes.....now let's see...when
was you brother born?

PAAR: It was in the Fall.....October.

CONREID: And tell me, how old are you now?

PAAR: Twenty-nine.

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ATX01 0309847

CONREID: (CONTEMPTOUS) Hah! Only twenty-nine! When I was your age I was thirty-one.....Tell me, Mr. Paar, do you often have this feeling of insecurity....of being a substitute.

PAAR: That's it, that's it, Doctor....I was always a substitute. When the other kids were eating breakfast foods like "Boom", "Zam", and "Wow", I was eating.... POOF.....I was always second best....~~Even my life was~~ ~~Look~~ ~~at~~ ~~you~~ ~~(Or~~ ~~Pa)~~.....I'm afraid I'm suffering from a substitute complex.

CONREID: I got it....Your mother was frightened by a pound of oleomargarine.....

PAAR: Doctor, please don't joke....~~I feel terrible~~ ~~I feel~~ ~~so~~ ~~low~~, ~~I~~ ~~do~~ ~~not~~ ~~resign~~ ~~from~~ ~~the~~ ~~human~~ ~~race~~ ~~if~~ ~~I~~ ~~could~~ ~~get~~ ~~back~~ ~~my~~ ~~initiation~~ ~~fee~~.

CONREID: Very well....tell me some more about the things you remember....concentrate and tell me.....

PAAR: Well, let me think.....I remember my first girl friend....and I can't forget the last date I had with her.....It was many years ago....on a beautiful September night.....~~Ah~~, ~~I~~ ~~will~~ ~~never~~ ~~forget~~ ~~her~~..... her name was Cynthia....She was beautiful and rich.... In fact, she was so rich, she never wore shoes.... wherever she went she took two taxicabs.....I fell in love with Cynthia.

ORCH: ROMANTIC MUSICAL BACKGROUND.....

PAAR: Ah, that last date....we were sitting on an island in her swimming pool.....It was a beautiful night..... the harvest moon shone down on us.....Suddenly I leaned over her and said: Cynthia darling, I have something to ~~say~~^{ask} to you.....I've known you for four months....since June...and I'm made about you. There's nothing I wouldn't do for you....will you be my wife?

FLO: How utterly, utterly ridiculous. I'll admit I've found you amusing, at times you were simply scrumptious. But Jack, let's face it, we're such opposites. After all, I own a town and country.

PAAR: I also own a car.

FLO: When I say Town and Country, I mean....Boston and Australia.

PAAR: Then ~~you've~~ been leading me on all these summer months. Why? Why?

FLO: If you must know, Peasant, I've kept you around for laughs. Ha, ha, ha. (~~Looks at her, and starts ribbing.~~)

PAAR: Why are you casting me aside? All summer long I've been your boyfriend.

FLO: Because this is October, and my true lover, ~~Roger~~ Van Krevney is returning. You, Jack Paar, have only been a substitute.

ORCH: STINGER

ATX01 0309849

PAAR: Well, Doctor, that's the way it was, that's the way it's been.

HANS: Young man, I think I know the source of your worry complex.

PAAR: You do, Doctor?

HANS: Yah, what do you do for a living?

PAAR: I'm a radio comedian, substituting for Jack Benny.

HANS: Ach, that is the clue! When does Jack Benny return to the air?

PAAR: October ~~Eleventh~~.....

HANS: See dot October again. Paar, you suffer from (GERMAN DOUBLE TALK)

PAAR: But what does that mean?

HANS: YOU ARE A BORN SUMMER REPLACEMENT

MUSIC: #3 PLAYOFF
(APPLAUSE)

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

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ATX01 0309851

COMMERCIAL 3 CONT'D:

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.

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ATX01 0309852

MUSIC: THEME HIT AND FATE ON OUT...HOLD IN

HY: Take in next week to the Jack Paar Show with Teddy
Irwin, the Page Cavanaugh Trio, Jerry Fielding and
the Orchestra, yours truly, Hy Averbach and Jack
Paar's special guest next week will be JACK BENNY!

PAAR: You mean Jack Benny, the great ad-libber?

HY: There you go again, Jack...worried already.

PAAR: No, Hy, I'm not worried.....my writers can lick
his writers.....Goodnight, everybody!
(APPLAUSE)

MUSIC: THEME...UP, FADE FOR:

(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 Andy Russell,
Martha Tilton and the Pied Pipers.

MUSIC: THEME...UP FOR SIGNOFF

ANNOUNCER: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

01X01 0309853