

As Broadcast

PROGRAM NO. 14

(REVISED)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, August 31, 1947

NBC

3:00-3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

ORCHESTRA NUMBER

HISTORICAL SPOT

COMMERCIAL

TRUDY ERWIN

BBC SPOT

ALLOCATION

COMMERCIAL

TAG

b1

ATX01 0309901

THE JACK PAAR PROGRAM - COMMERCIALS FOR SUNDAY, AUGUST 31, 1947 ^{-A-}

COMMERCIAL NO. 1

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 day-in,
day-out ...
RUYSDAEL: IS - MFT
SHARBUTT: Lucky Strike means fine tobacco. Yes, always ...
RUYSDAEL: IS - 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 0309902

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
Averback, and STARRING America's new young humorist -
JACK PAAR!!!

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

ATX01 0309903

PAAR:

Thank you This is Jack Paar. Hello and a special message to fashionable women everywhere: Don't lower your skirts, ladies. RAISE YOUR KNEES! Well, let's look at the news this week. On Wednesday Gabriel Heatter predicted that Thursday would probably be followed by Friday. And sure enough, it all came true! I read in the paper where the Third Party Movement for Henry Wallace got started in Los Angeles last week. It started in Los Angeles a week ago and already it's spread like wild fire to the City Limits ... The Newspapers are full of stories about the American Legion Convention in New York City. The Legion Boys arrived in town with their electric canes -- now the city is really jumping ... even the Empire State Building is seven floors higher. Some of the Legionnaires got out of hand this week and TIPPED OVER BROOKLYN There's also been a lot of news stories about the big conference in Brazil. A year ago everyone was singing: "South America Take It Away," today President Truman is flying down to bring some of it back As one who believes in the good neighbor policy I have invited a visiting South American here to the studio today. Senor Hylando Averbach.

ATX01 0309904

PAAR: Senor Averbach, you are a latin, are you not?
HY: Si, si, but yes....I am from Souse America.
PAAR: Oh....Souse America?
HY: ~~Yes~~,.....they've got an awful lot of bourbon in Brazil!
PAAR: That's very good....
HY: Si si...that is Souse American joke..I hear on Souse American raddio program....Jose's Tavern! (It's a very funny program Man answers telephono...say Hallo Jose's Tavern...Jose's no nere....Cantiflas the manager speaking...very funny ha ha program)
~~PAAR: I'm sure it is Senor. I used to listen to some of these~~
Spanish programs it was called Sweeney and Pancho. But to get back to you Senor Averbach...I understand you're up here on a good will toum.
HY: Yes, but I've been in Hollywood for three days and I haven't met any yet! Oooo...those Hollywood girls.....
.....Oooo la la...
PAAR: Oo la la?
HY: ~~Forgive me, Senor. when I think of girls I forget to~~
~~spanish!~~
PAAR: Touche, Senor, Touche.
HY: Thank you.....San Louis Obispo! Tell me Senor...have you known many people from Souse America?
PAAR: Well, not many, but I've met Carmen Miranda.
HY: Oh?

eb

ATK01 0309905

PAAR: I knew it was Carmen Miranda because all her clothes
were made that way!

HY: Touche, Senor...

PAAR: San Louis Obispo.....Senor, there is something else
I'd like to ask you before you go out spreading goodwill
.....tell me about the movies ~~show~~ down in your part
of the world..

HY: Well, we show all the American picture in Souse America
but we don't use the same titles...we change them....for
example...you know this new picture of Betty Grable's:
....."Mother wore Tights"?

PAAR: Oh yes, of course...but what do you call it down there?

HY: Mother Wore a Sombrero.....no tights.

PAAR: Thank you Amigo and La Cienega Boulevard, to you.

MUSIC: PLAYOFF "SOUTH AMERICAN"
(APPLAUSE)

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ATX01 0309906

PAAR: We are very proud of our orchestra and its young conductor-arranger, Jerry Fielding. I'd like to describe Mr. Fielding to you. He has more hair than his whole orchestra...He's very good looking. And Jerry's a very conservative dresser. Today he's wearing a suit with linoleum lapels -- so that used car dealer's thumbs keep slipping off..... Tune in next week for another thrilling description of Mr. Fielding. In the meantime here's the orchestra and Jerry with a ^{brand} new arrangement of "Smiles."

MUSIC: ORCHESTRA AND "SMILES"
(APPLAUSE)

ATX01 0309907

PAAR: I seem to have gained some fame..or maybe I should say noteriety for being a worrier...I guess maybe I am, but I don't worry about myself..I worry about other people... and things, which leads us to our "What ever happened afterwards" department. The question: "What ever happened to that Young man that Horace Greeley said to: "go west, Young Man"? Answer: Today that young man is the president of the Standard Oil Company of New Jersey!

~~To continue... Benjamin Franklin lived in one house for sixteen years without any lights... then he discovered electricity... he paid his bill!... But what happened afterwards?... Well... a little later, on Mr. Franklin went to France to see the new French bathing suits, which in these days were made out of knobby pine! And to delve a bit further into our subject..what ever happened to Eloise Cartmell... once hand maiden to Queen Victoria... is she still making hands? I know not, but I do know what happened afterwards to a very famous pair of lovers... John Alden and Priscilla... As you remember, John Alden married Priscilla after endeavouring to impress her with the qualities of his good friend Myles Standish. And I know you all remember Priscilla's famous remark:~~

ATX01 0309908

(REVISED)7-

FLO: (BROOKLYN) Myles Standish is a bum!

PAAR: I forgot to mention that Priscilla came from Brooklyn, which in those days was known as outer Mongolia. Priscilla and John Alden were very happy in those New England days.. in spite of the housing shortage. They lived in Plymouth... in the back seat. One evening in December in the year 1620.. .

ORCH: SHORT BRIDGE BASED ON "HOME SWEET HOME"

SOUND: DOOR OPENS

FLO: Is that thee..Dreamboat?

HANS: Yes, t'is ~~me~~ John Alden...Pilgrim father.

BABY: (CRIES)

HANS: ...I repeat..Pilgrim father. And how are you, Priscilla my loving wife?

FLO: ~~Just a dandy.~~ I just had a Moscow mule.

HANS: (SIGH OF CONTENTMENT) Ahh, it's good to be home, but it's kinda cold in here, Priscilla.

FLO: I hadn't noticed.

HANS: Better throw another witch on the fire! Ahh..that's better.. it's a mighty cold night...and the snow is ten feet deep out side.

FLO: Oh my gosh.. here comes my cousin Herman..he always wants to play games..

HANS: Well, just ignore him.

SOUND: DOOR OPENS

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RTX01 0309909

JERRY: Anyone for Tennis? (A YOUNG BREATHLESS VOICE)

SOUND: AFTER WELL CALCULATED PAUSE...DOOR SLAMS SHUT

FLO: John, I thought we might go out tonight...

HANS: That's all right with me..have we got a baby sitter?

HAL: UGH! *ugh!*

HANS: Oh..here he is now.

HAL: UGH! *ugh!*

HANS: Our baby sitter..Standing Bull! I don't know about going out Priscilla..there's a lot of unfriendly indians around.. the settlement may be attacked at any moment.

FLO: But John...this is our wedding anniversary..it's our wooden wedding...

HANS: I hadn't forgotten our wooden wedding, Priscilla...here, I broughtcha something...a pair of snuggles.

FLO: Gee...Knotty Pine!

HANS: Yeah...and look...

SOUND: SQUEAKING NOISE

HANS: Hinges!

ORCH: BRIDGE BACK TO PAAR

PAAR: Well...on the surface everything looks pretty serene in the John Alden household doesn't it..and it was, but---

SOUND: DOOR OPENS

JERRY: Anyone for Tennis?

SOUND: AFTER PAUSE...DOOR SLAM

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ATK01 0309910

PAAR: (IGNORING INTERRUPTION) But what happened afterwards?.....
Did John Alden and Priscilla live happily forever more?
They did until John was called to Boston on business...
and you know the old saying.. "When the cat's away the mice
will play."

SOUND: BALL ROLLING DOWN ALLEY AND MAKING A STRIKE(BOWLING ALLEY)

PAAR: Tonight they're bowling! But while John Alden was in
Boston..guess who called on Priscilla?...his best friend..
Myles Standish! ...one Wednesday night Myles called on her
and tried to kiss her...

SOUND: TWO TOOTS ON HORN...(SAME AS LAST WEEK)

PAAR: ~~He called on her~~ on Thursday night.

SOUND: TWO TOOTS (AS ABOVE)

PAAR: And on Friday night.

SOUND: TWO TOOTS (AS ABOVE)

PAAR: And then on Saturday night...

TRUMPET: PLAYS STANDARD RACE TRACK CALL(DO NOT CUT SHORT)

PAAR: Myles kissed Priscilla.

FLO: Oh Myles!

HY: Oh Priscilla!

FLO: Oh Myles!

HY: Oh Priscilla!

FLO: Oh Myles!

HY: How far is Reno?

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ATX01 0309911

FLO: Oh Myles! Oh Myles...why did you ever come ~~here~~..I
rejected you once..And John says you're nothing but a
rough soldier..what do you say to that?

HY: File me down, Baby..file me down. Ah, Priscilla...come to
my arms and let me crush you, and hug you and kiss you...
Ahhhhh.....

SOUND: DOOR OPENS

JERRY: (PAUSE FIRST) (EYES BUGGING OUT AT SCENE - THEN) Anyone for
tennis?

SOUND: DOOR SLAM

PAAR: Priscilla was infatuated with Myles Standish...she forgot
all about her husband John Alden, she forgot about her
three children..Phil, Phillis and little Alice. (THEN
DRAMATIC) She forgot everything but the fact that she was
a woman! (I stole that line from an ad of a Warner Brothers
picture.) But retribution will out and that day while
Myles Standish and Priscilla were in each others arms..
the little settlement was attacked by the savage natives...

ORCH & EVERYBODY: GIVES OUT WITH INDIAN WAR CRIES..WHOOPS ETC..ALSO
WITH DRUMS AND TOM-TOMS AT SAME TIME...SUDDENLY THIS STOPS
AND:

SOUND: DOOR OPENS

JERRY: Anyone for shooting Indians?

ORCH ~~AND EVERYBODY~~ GIVES THEM A BRIGHT CHANCE TO LAUGH THEN PLAYS OFF.

ATX01 0309912

(REVISED) -11-

PAAR: Well, that's about all there is to that story..

HAL: Hey, you kinda left us all up in the air..what happened afterwards..what happened to those people? Where are they now?

PAAR: I'm supposed to do the worrying here..but if you really must know: Priscilla lives across the Alley from the Alamo John Alden married the lady from Twenty-nine Palms, and Myles Standish is running a motel in North Hollywood!

ORCH: SECOND PLAYOFF

(APPLAUSE)

ATX01 0309913

THE JACK PAAR PROGRAM - COMMERCIALS FOR SUNDAY, AUGUST 31, 1947

COMMERCIAL NO. 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.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

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

SHARBUTT: (ON FILTER) Mr. John Pinnix of Reidsville, North Carolina has operated tobacco warehouses for the past 28 years. Not long ago, he said:

VOICE: At all the auctions I've attended, I've seen the makers of Lucky Strike buy the kind of fine tobacco that makes a mild, mellow smoke. That's why for 28 years I've been a Lucky Strike smoker.

SHARBUTT: YES, THE MAN WHO KNOWS! Independent tobacco experts like Mr. Pinnix - men with years of tobacco experience - 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.

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ATX01 0309914

MUSIC: PLAY ON

PAAR: And now here's our lovely singer, Trudy Erwin. For the first eighteen years of her life Trudy was a girl, what better basic training could any woman ask for? Yes, Trudy is our vocalist, and now she's going to vocal for you. Trudy, what are you going to voc?

TRUDY: "I Wonder, I Wonder, I wonder."

PAAR: Alright, Trudy, Trudy, Trudy.

MUSIC: ORCH. AND TRUDY

(APPLAUSE)

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ATX01 0309915

SOUND: BIG BEN TOLLS TWICE

PAAR: ~~Good morning London calling. This is BBC, the British Broadcasting Company. The correct time is - August..... Bully Calendar Time. The Bully Calendar is the Empire's favorite---for over a hundred years, Bully Calendars have been correct every month! And remember this, chaps, the Bully organization is the only one that makes the famed Curvex, the Calendar that's bent to fit the walls of your chums....~~

Before we begin today's broadcast program, here's a bit of a weather report: the entire British Isles will be shrouded in a blanket of fog, with a spot of sun shining only over Manchester. The weather people call it a fog with a bare mid-riff. Temperature is 86; humidity 78; Cambridge 6, Oxford 3. Now for our first program -- Cheerio CHUMLEY, your early morning exerciser.

MUSIC: CHEERFUL PLAY ON THEME

HAL: Cheerio, everyone! This is Cheerio Chumley, wishing all of my chums cheerio! It's a brick of a day, isn't it? Time for our exercises--shall we have a go at it? Righto! Now bend from the waist and raise your right leg. Bend again and lift your left leg. By this time, you chaps should have your trousers on! And you ladies should have your flimsies on, too! Now p'rhaps we'd better get on with our wake-up exercise. Ready? (SLOWLY) One..uh..two-o-o-o..(SLEEPY) Thre-e-e-e-e..... Mother, don't make up my bed yet. I'm coming home to sleep!

MUSIC: FANFARE PLAY OFF

ATX01 0309916

~~HY:~~ ~~Due to the conservation program, we are not wasting our~~
electricity to transcribe programs for broadcast at more
convenient times....therefore you'll have to listen to
the following ~~live~~ broadcast at this ducedly inconvenient
time.

MUSIC: ~~SHORT PLAY-ON~~

HY: The B.B.C. presents -- Breakfast in Piccadilly, broadcast
direct from Lord Farbisherhavingham's Restaurant.

SOUND: ~~APPLAUSE~~

PAAR: Good morning, ladies!

LADIES: (CAST) Good morning, Lord Farbisherhavingham!

PAAR: Come now, ladies, let's not stand on ceremony. Let's
use first names, ~~let's say good morning, ladies!~~

LADIES: Good morning, Montmorency-Ashforthton!

PAAR: Righto! And a jolly well chipper pippity-pip to you!
Now I'll stroll through the restarrant and interview some
of you lovely ladies, try on a few hats and perfrom all
sorts of hilarious types of tommy-cock and poppy-rot.....
What is your name, Madame?

DORIS: Mrs. Fleetwood Proddy....I'm from Wessex-on-the-Cressex.

PAAR: I've been there in my Essex.....And what do you do,
Mrs. Priddy?

DORIS: The name's Proddy.

PAAR: Soddy.....What do you do for a living?

ATX01 0309917

DORIS: Oi'm a seemstress in a tea factory.

PAAR: A seemstress in a tea factory?

DORIS: OI make the bags

PAAR: Fascinating! Aren't you working today?

DORIS: We got a six week lay-off. We're waitin' for the new fashion decrees from Paris.

PAAR: Oh, ~~to be sure~~ I understand tea bags will be wearing longer strings this year.

DORIS: Roight. We've 'ad too many complaints from people with short arms... ~~a~~ tall cups ..They scald their fingers.

PAAR: Thanks teddibly, Mrs. Fleetwood Proddy.. And here's a box of our sponsor's product --DASN'T, the soap that doesn't do anything...It's dandy for lazy housewives... Just sprinkle some in a tub of water and it goes right to the bottom, just lays there and gets gooey!.....

HY: Isn't it about the hour you select the eldest lady present, Montmorency-Ashforthon?

PAAR: Quite. I have a card informing me that one of the ladies present is 96 years old. If there's anyone older than that, will she please crawl up here?

FLO: I'm 97.

DORIS: I'm 99.

HAL: I'm 101.

FLC: I'm 103.

HANS: I'm dead.

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ATX01 0309918

PAAR: Come now, madam, how old are you?
HANS: I'm 104.
PAAR: Oh, I say there...that's not cricket. This interview is supposed to be for ladies, and you're a man.
HANS: Yes, I noticed that this morning, when my laundry came back.
PAAR: Fascinating! I see here that you're married. When were you married?
HANS: Last Tuesday.
PAAR: Weeeeellll! Better late than never.
HANS: I'm afraid it's to be never--my parents want to annul the marriage.
PAAR: Your parents? Are they alive?
HANS: No, but they send messages !.....Oh, if I had any blood, it would boil.
PAAR: May I ask the name of your bride?
HANS: Certainly. Lizzie Sheffield.
PAAR: Oh, I say, isn't she the woman who's been married 8 times and killed all 8 of her husbands?
HANS: Well, heavens, no wife is perfect!
PAAR: Fascinating! Now, sir, as our eldest guest, allow me to present you with this orchid which...but wait a minute, I note you're already carrying a flower.
HANS: Yes-- it's a lilly.
PAAR: A lilly!
HANS: When you're 104, you've always got to be ready!
PAAR: Fascinating!

MUSIC: PLAY OFF

PR

ATK01 0309919

HY: Here'a a reminder, chaps--you're listening to BBC. Do be patient and bear with us through the following frightfully commercial announcement.

FLO: Gideon...

JERRY: Yis?

FLO: Must speak with you.

JERRY: Speak, then.

FLO: I'm leaving you.

JERRY: Someone else?

FLO: Nat'rally.

JERRY: Lezzlie?

FLO: Precizzley!

JERRY: DASH IT ALL! You're the 12th wife to have left me. The next time it'll be bad luck.

PAAR: Poor Gideon! He could avoid his troubles if he, too, wore one of the new Monarch Monocles. Remember, Monarch is the only one to make the new all-weather monocle---the eye glass with an awning. And, too, there's the new Opera style monocle. This model has an open eye painted on the glass..if you want to sleep at the opera place one in each lid and snooze through Puccini.

MUSIC: FANFARE

HY: The Doctor I.O.U. Program! Tonight we're broadcasting from the stage of the RKO Kidney Pie theater. Its our pleasure to present that mental chap with the monetary rewards for your deucedly clever replies -- Dr. I.O.U.

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ATX01 0309920

- PAAR: Thank you. My assistants are stationed in provocative positions about the theater..Henry Tishforth in the pit... Farthington Crovingale in the rotunda..Charles Billingsworth in the upper tier...and Philip Whiteside in the box office, estimating the day's receipts..and now to Faversham Butterworth.
- HAL: Doctor, I have a young lady in the balcony.
- PAAR: (ANGRILY) Dash it all, Butterworth, we've no time for that sort of thing!
- HAL: She wishes to reply to an interrogation.
- PAAR: Fascinating!..Madame, would you care to win a quid?
- FLO: No, thank you. I have three -- oldest one's fourteen!
- PAAR: Then we'll make it half a crown..Tell me, what American motion picture star was born in South Africa?
- FLO: I don't know. Frankly, I'm baffled.
- PAAR: That is correct! Baffled Rathbone!...Give that lady half a crown and a box of kippers!...You do like kippers, don't you?
- FLO: Oh yes. I have three -- oldest one's fourteen!
- PAAR: Fascinating! And now-----
- HY: We interrupt this program to bring you a ~~special bulletin~~
attach to this time
^ from Scotland Yard...Attention, all bobbies--Lady Greffort-
Teversham's fabulously valuable 20-foot string of rare pearls
with a black diamond
^ has been reported missing. That is all. We return you now to the Doctor I.O.U. program!

b1

ATX01 0309921

PAAR: And now for our exciting jack-pot question. The contestant
who correctly answers this question will win ~~Lady-Smooth~~ ^{as look of his question}
~~Terversham's fabulously valuable~~ ^{a pair of} 20-foot string of rare
pearls ^{with a diamond drop!}

MUSIC: PLAY-OFF #3
(APPLAUSE)

b1

ATX01 0309922

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...

ATX01 0309923

THE JACK PAAR PROGRAM - COMMERCIALS FOR SUNDAY, AUGUST 31, 1947

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS!
BOONE: (CHANT - 57 to 59 - AMERICAN - FAST)
RUYSDAEL: THE MAN WHO KNOWS ... THE TOBACCO AUCTIONEER!
SHARBUTT: (ON FILTER) Mr. George Swinebroad - ace tobacco
auctioneer of Lancaster, Kentucky, said recently:
VOICE: At auction after auction, I've seen the tobacco
bought by the makers of Lucky Strike. Take my word
for it, that's real tobacco ... ripe, light tobacco
that smokes smooth and mild.
SHARBUTT: (ON FILTER) Mr. Garland Tilley, well-known tobacco
buyer of Durham, North Carolina, recently said:
VOICE: Season after season, I've seen tobacco bought by the
makers of Lucky Strike ... fine tobacco you just can't
beat for real smokin' quality. Smoked Luckies myself
for 17 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: 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.

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ATX01 0309924

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

HY: Tune in next week to the Jack Paar Show with Trudy Erwin, the Page Cavanaugh Trio, Jerry Fielding and the Orchestre, and yours truly, Hy Averbach. (MUSIC:OUT) Jack Paar is under contract to RKO pictures, producers of ~~"Cary Grant"~~ in which Jack Paar does not appear.

PAAR: I'll be in something soon, Hy. RKO thinks of me as the new Cary Grant.

HY: Then why worry, Jack, they'll put you in a picture if you're the new Cary Grant.

PAAR: I know, Hy, but they're not through using the OLD Cary Grant yet. 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 Doris Day, Axel Stordahl, the Ken Lane Chorus and starring Frank Sinatra.

MUSIC: THEME UP FOR SIGN OFF

ANNCR: THIS IS N.B.C. - THE NATIONAL BROADCASTING COMPANY

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