

PROGRAM NO. 15

(REVISED)

The Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, September 7, 1947

NBC

3:00-3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

TRUDY ERWIN (FEUDIN'AND FIGHTIN')

COMMERCIAL

CONSUMER SPOT CEREALS

PAGE CAVANAUGH TRIO (WALKIN'MY BABY)

SINGER SPOT

ALLOCATION

COMMERCIAL

TAG

PR

ATK01 0309927

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, SEPTEMBER 7, 1947

-A-

COMMERCIAL NO. 1

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

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: Remember, fine tobacco is what counts in a cigarette,
and...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Year after year...

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.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

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ATX01 030992B

MUSIC: HIT AND FADE FOR:

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

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

PR

ATX01 0309929

PAAR:

Thank you,.....This is Jack Paar. Hello, and a special message to the kids who returned to school.

Mother is right. You cannot listen to the radio and do your homework at the same time.....so GOOD BYE!.....

Yes, this is the time of the year the poor teachers are coming back from the good summer jobs they had so they could afford to teach the rest of the year.....

Well, let's look at the news this week.....

President Truman is returning from South America. He's sailing back on the MISSOURI. Gosh, he takes that state everywhere!.....

the 1948 Presidential Campaign is already under way. I understand that Senator Taft threw his hat into the ring. *But every time* But every time he throws it in, a little man named Dewey takes it back and pulls it down over his ears.....

Longer dresses are back in the news. A lot of men changed their campaign against long skirts after seeing Betty Grable in "Mother Wore Tights". Now they're against SHORT skirts, too.....

The newspapers this morning said that men's trousers will be worn three inches higher this fall. This means that many of us will have to start wearing socks.....

.....But there's even a new invention to avoid wearing socks. It's a home-tattooing kit. Now we can all have ARGYLE FEET.....(I'm lucky, I already have tattooed garters).....

h

ATX01 0309930

PAAR:
(Cont'd)

The big news this past week was that veteran's could cash in their terminal leave bonds.....I'm worried about what these men and women are planning to do with the money the government is going to give them. Will they spend it on paper hats for parties? Will they buy several hundred pairs of roller skates apiece? Will they invest their dollars in buggy whip companies? Or will they just squander their money foolishly?.....~~I'm worried about the effect of all this free money on our national economy.~~ You, sir--- you're a veteran of the last war?

HAL: Yer darn tootin', Mac. Th' Marines. I'm a Leatherneck!

PAAR: That explains the saddle-soap behind your ears! Tell me, are you cashing in your bond?

HAL: Certny, I'm a free man now -- I just got a divorce.

PAAR: Oh, I'm sorry to hear that.

HAL: Sorry? I was one of them there dopes who married a native girl durin' th' recent armed conflict.

PAAR: Oh, a native girl. Where were you stationed?

HAL: San Diego!

PAAR: Well, I hope you'll help us combat inflation by not spending your money foolishly.

HAL: Not me, Mac. I ain't over-payin' for nuthin'.

PAAR: That's the spirit! What're you doing with your money?

PR

ATX01 0309931

HAL: I'm buyin' a used car! ...I'm goin' right down to Smilin' Mad Honest Harry's.

PAAR: Well, it looks like Smilin' Mad Honest Harry, the used car king, is getting that marine's money. Oh, well... next in line is a young lady. You, madame--are you a veteran ^{about} here to cash in your terminal leave bond?

FLO: Would I be here if ~~my name~~ was Doris Duke?

PAAR: I take it that you were a WAC in the army?

FLO: With my built, could I be a marine?

PAAR: So you were a WAC.

FLO: I had to be, ~~cause~~ all my clothes were made that way.

PAAR: I'll bet it feels good to be back in civilian clothes. I see you're wearing a very fashionable little dress with a bare mid-riff.

FLO: Yeah, but it's a little too tight on me. This mornin' I bent over and now I got a bare side-riff, too!

PAAR: I suppose you'll spend your money on new clothes?

FLO: New clothes? Not me Mac! ...I know a bargain when I see one---I'm goin' right down to Smilin' Mad Honest Harry's and get me a snappy convertible.

PAAR: This is what I was afraid of.

FLO: Chee, it's a snazzy little job...white sidewalls and fog lights on the windshield.

PAAR: Fog lights on the windshield?

FLO: Yeah--to cut through the steam that pours outta the radiator!

PR

ATX01 0309932

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PAAR: Thank you very much...Well, my fears are well grounded.. mark up another one for Smilin' Mad Honest Harry, the used car dealer! Now, here's another veteran. You, sir -- are you going to spend your terminal leave money on a used car. too?

HY: A used car? Are you kiddin'?

PAAR: Well, I'm certainly glad to meet one veteran who's not being foolish about his money! What're you going to do with ~~it~~?

HY: I'm investing every penny!

PAAR: That's the American spirit! I'm proud of you! Tell our radio audience your name, sir!

HY: I'm Smilin' Mad Honest Harry!

PAAR: OH, NO!

MUSIC: PLAY OFF

(APPLAUSE)

PR

ATX01 0309933

(REVISED) - 6 -

PAAR: Our bashful young musical conductor, Jerry Fielding, is a polite little gentleman, thanks to his excellent upbringing. His mother once told him never to point-- so we have the only musical director in radio who conducts with his elbows. Jerry ~~and~~ the orchestra will accompany our lovely young singing star, Miss Trudy Erwin. Trudy is a girl who sings like a bird...in fact, when she sings, she stands on only one leg...What are you going to sing, Trudy?

TRUDY: Feudin, Fightin' and Fussin.

PAAR: Ah, I love those Noel Coward tunes.

MUSIC: "FEUDIN'". TRUDY & ORCH

(APPLAUSE)

PR

ATX01 0309934

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.

BOONE: (CHANT - 57 to 59 - AMERICAN)

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

SHARBUTT: (ON FILTER) Mr. Charles Saunders of Reidsville, North Carolina has a lifetime of tobacco experience to his credit. Recently he said:

VOICE: I've been on the tobacco markets for 28 years...and season after season, I've seen American buy ripe, mild tobacco...tobacco that's really fine. So for a grand smoke, I pick Luckies. Smoked 'em for 21 years.

SHARBUTT: YES, THE MAN WHO KNOWS! Independent tobacco experts like Mr. Saunders - men who really know quality tobacco - 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: LEGIT FANFARE

HY: As an educational feature, we bring you JACK PAAR'S...
REPORT TO THE CONSUMER!...This week, Report Number
Three -- Breakfast Foods!

MUSIC: SHORT INTRO AND FADE FOR:

PAAR: Friends, last year the American housewife spent over
25 million dollars for breakfast foods. Most of this
money was spent in grocery stores...except in the case
of Mrs. Tarvis Nook, who buys her breakfast cereal
at Sears, Roebuck. Her family happens to like SHREDDED
CATALOGUES....There are many varieties of breakfast
foods: puffed rice, puffed wheat, puffed corn,
puffed oats...and BLOATED HOMINY. Today, most cereals
are shot out of a cannon...However, I know of one
cereal that isn't shot out of a cannon...it's BLOWN
OUT OF A GOPHER HOLE!.....But why do Americans eat
so much cereal? Let's examine the sales methods of
manufacturers to see how they entice us. One company
prints airplane pictures on the backs of its boxes...
~~another prints games~~...still another has sports figures
...but the most effective of all is the cereal with
the club on the back that BEATS YOU UNTIL YOU BUY IT!
Breakfast foods are big business. How do they operate?

dw

ATX01 0309936

HY: One of the nation's busiest breakfast food manufacturers is the mighty organization that produces Zam, the cereal that pops..Wham, the cereal that crackles and Slam, the cereal that just lays there and snarls at you!....We take you now to the executive offices of the --

SCUND: FELLUVAN EXPLOSION

HY: -- Cereal Company, Incorporated!

MUSIC: SHORT BRIDGE TO:

PAAR: Gentlemen, I've called you in here to discuss an emergency.

HERB: What is it, J.P.?

PAAR: This is urgent--we're being sued by ^{a man who lives in} ~~the law firm of~~
~~Mayberly, Stinson, Clodgett, Wimble, Granston and~~
~~Peebles.~~

HERB: ~~Which one of them called?~~

PAAR: ~~Hamperdink!~~ ~~One of their clients wants 10,000~~
dollars. He claims that he opened one of our factory-
fresh boxes of Crackly Wacklies and it was too fresh!

HERB: You mean -- ?

PAAR: Yes! It shot out every window in the neighborhood!

HY: Our Crackly Wacklies are a great product, all right,
but much too dangerous.

PAAR: Yes..last week, we wiped out the entire town of San
Luis Obispo!

HY: ~~J.P., we've got to face reality--you'd better do~~
~~something about Crackly Wacklies--they may get out~~
~~of hand!~~

dw

ATX01 0309937

PAAR: ~~Clear thinking, Avery!~~ I'm seriously considering
turning the whole thing over to the United Nations!

HY: ~~But, Jay Paar, that'll cut down on our revenue.~~

HERB: I have an idea how we can increase our revenue from
our other product, Mangled Wheat.

PAAR: Ah, yes--Mangled Wheat, the breakfast food that makes
you wish you'd never got up!....What's the idea,
Boskins?

HERB: On all of our radio programs, instead of telling the
kids to send in box tops, we'll make them send in
box bottoms.

PAAR: What good is that?

HERB: If they tear off the bottoms, the cereal drops out
and they'll have to buy another box!

PAAR: There's something frightening about you, Boskins.....
Must you parade around the office in your leather
underwear?...Now gentlemen, I have some exciting news
for you. At great expense, I have engaged a famous
Russian scientist who has perfected a new breakfast
food for us. Professor, will you please introduce
yourself?

HANS: Da!...I am Professor Sascha Yascha Mischa O'Shaugnessy!

PAAR: O'Shaugnessy?

HANS: Da!...My father was Czechoslovakian!

PAAR: Professor, you are one of Russia's most eminent
nutritional scientists, are you not?

dw

ATX01 0309938

HANS: But definitely da! For fifteen years I have done
miraculous work in famous Russian wheat belt -- dat's
in the Me-kraine.

PAAR: Ukraine!

HANS: Dat's what I said!.....

PAAR: No matter. Now will you tell us ^{what} ~~what~~ new breakfast
food you have developed for us?

HANS: My friends, I have discovered startling new breakfast
food which will, if you'll pardon the expression,
revolutionize the entire industry! This food does
not snap, crackle or pop-off.

PAAR: No?

HANS: No. This food -- does de kazatsky!

PAAR: Great! What's the formula, Professor?

HANS: Very simple--one part shredded corn--two parts flaked
wheat---~~six parts boiled potato~~--three parts wild rice--
two parts tame rice--four parts pressed bran--one part
wrinkled bran--and a ^{spoonful} ~~spoonful~~ of sugar.

PAAR: Sounds delicious! What's it called?

HANS: Oatmeal!

PAAR: Oatmeal? We can't call a breakfast food by such a
fantastic name -- nobody would believe it!...I have
it--we'll call it ZOOMO, THE BREAKFAST FOOD THAT MAKES
LUNCH-TIME A PLEASURE!...~~But how do we prepare it~~
~~for eating~~ Professor?

dw

ATX01 0309939

HANS: ~~Zoomo~~ Into a bowl, you put a couple spoonfuls ~~Zoomo~~. On top you put sliced bananas, on top of which-- strawberries, on top of which-- blueberries, on top of which-- sliced peaches, on top of which-- raspberries, then cream and sugar, topped by maraschino cherry. (KISSES FINGERS) Sensationally delicious!

PAAR: It should be, with all that fruit...but what's it like with just plain cream and sugar?

HANS: ~~Zoomo~~ It'll kill you!

MUSIC: BRIDGE TO:

PAAR: And so, fellow consumer, another new breakfast food is born. The next step is advertising the product. You turn on your radio, and this is what you hear:

RY: Mothers...do you have children?.....Then stuff their fat little mouths with ~~Zoomo~~....Your child, too, can become a champion if you feed him ~~Zoomo~~, the breakfast food of athletes. ~~Zoomo~~ comes packed in a gym shoe. You can get ~~Zoomo~~ in your neighborhood Y.M.C.A. It's spelled Y-M-C-A.

PAAR: I am Mr. F. J., a house-husband. My son Clarence was weak, sickly, run-down and listless. He lay around the house all day and refused to eat anything.

HAL: (KID) I don't want nuffin! Weeave me awone!

PAAR: But then I discovered ~~Zoomo~~.

HAL: I don't want nuffin'!

dw

ATX01 0309940

PAAR: Now, sonny--here--just try one spoonful.

HAL: Ostay.

PAAR: After eating one spoonful of ^{Food}~~Zeezo~~, Clarence said:

SOUND: TARZAN RECORD

MUSIC: END IT (COULD YOU MAKE A MUSICAL REPRISE OF TARZAN CALL?)

(APPLAUSE)

dw

ATX01 0309941

PAAR: Well, let's turn up our airwicks and go on with the show.....This is the time of day when we turn down the lights and tune up the Page Cavanaugh Trio. This trio is composed of three people: Page, Cav, and Naw. The boys use three instruments -- a piano, ~~guitar~~ and ~~bull-fiddle~~. It's a steel guitar, but the other two instruments they paid cash for.

MUSIC: WALKIN' MY BABY
(APPLAUSE)

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RTX01 0309942

PAAR: Thank you...That was the Page Cavanaugh Trio. Have you ever noticed how they always WHISPER their songs? That's because they learned to sing in a public library..... Say, have you ever thought how many different kinds of singers there are? Singing has become America's fourth largest industry. I know one man who listened to the Andrews Sisters so long that he grew a third ear. Everybody sings now. Take the President's daughter, Margaret...Margaret Murphy...her father is president of Ralph's Meat Market..... Singers can come from anywhere... but the latest to make good is a ritzy society girl from Pasadena who's with us tonight. Good evening, Miss Guinevere Van De Plimsell.

FLO: (WESTCHESTER) I've just been listening to your program, Mr. Paar, and I think you're ~~just~~ simply scrumptious. You may kiss me if you like.

PAAR: I'd love to. Pick a lip. Tell me, Miss Van De Plimsell, how are things in Pasadena?

FLO: Well, entre nous...I've been asked to leave...just because I became engaged.

PAAR: But why?

FLO: I became engaged to a boy who doesn't use Pond's cold cream! Oh, the humiliation of it...I was even putted out of the golf club. (~~Sideseats~~ of course.)

PAAR: That does cut down on your activities, doesn't it?
What do you do for exercise?

FLO: I have a squirrel running around in my bustle. But why
do I tell you all these things...what could you
possibly know about society?

PAAR: Well, I have a necktie that shines in the dark and
spells out "I love you, Elsa Maxwell". (I was a riot
at Pismo Beach one dark night.) (That's America for
you - they have a special beach for Pismos!)

FLO: Mr. Paar, if you don't mind I'd like to get back to my
singing career...Rudy Vallee has written a song
especially for me...it's simply a delish dish!

PAAR: Really?

FLO: Yes...it's called: "When I'm Sittin' With My Baby I
Don't Need No Baby Sitter Baby and I Don't Mean Maybe
Baby Blues".

PAAR: ~~Rudy Vallee wrote that?~~

FLO: ~~Yes...do you know him?~~

PAAR: ~~Oh, yes...Rudy Vallee's a great friend of...Rudy
Vallee's.~~

FLO: Incidentally, Mr. Paar, in Pasadena I am known as
the Singing Midget.

PAAR: Really? Well, for a midget, aren't you a little tall?

FLO: I'm standing on my sister.

PAAR: Oh!...By the way, that's a very pretty dress
you have on. Is that a bare midriff?

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ATX01 0309944

FLO: No, that's my sister (she has a very plain face).
My sister sings too...she sings peasant songs. Would
you like to hear her?

PAAR: Well, I don't think --

FLO: Go ahead, Tangerine, sing something in your native
tongue.

ORCH: PIANO ARPEGGIO - FLO SINGS "PEG O' MY HEART"

(APPLAUSE)

PAAR: That kid's vocal coach must have been Leo Durocher!
And now, a treat that we've been avoiding...the great
French singer that made such a big hit on Arthur
Godfrey's Talent Scout program that they sent him back...
dead or alive. And here he is...which he is...I don't
know...that popular French singer...Rudy La Pey.
Monsieur La Pay, the last time I saw you, you said you
were studying the English language ~~very hard~~ and that
soon you would know how to speak perfectly...(PAUSE)
Have you learned to speak English yet? (PAUSE)
Monsieur La Pay! (PAUSE) Well, let me put it this way--

HANS: (PAUSE) Hallo.

PAAR: That's better...have you learned any other English words?
...~~You Frenchmen are pretty romantic~~...now, if you saw
a picture of Betty Grable in a bathing suit, what
would you say?

HANS: Hallo.

PAAR: Well, I'm a little disappointed in you, Monsieur La Pay...
I thought you were going to sing us a song in English...
but go ahead...sing a French song...What's the name
of it?

HANS: Mais oui ouvrez la fenetre gendarme la chapeau avec
fromage fermez la porte.

PAAR: What does that mean?

HANS: Hello!

PAAR: Monsieur Rudy La Pay is just having some fun with us...
actually, the song he is going to sing is a song full of
love and passion and tender words. So you won't miss
anything, I'll translate as we go along. Go ahead,
Rudy La Pay...

~~MUSIC: ORCH INTRO TO "MAMSELLE"...THEN PIANO FOR SINGER~~

HANS: (SINGS TO TUNE OF MAMSELLE) Pourquoi la vie, Cherie...

PAAR: Translation: "I have a red pencil box."

HANS: ~~Cette ben ben~~ bonjour toujours...

PAAR: "You have a red pencil box"

HANS: Je dit que vous cuisine...

PAAR: "They have a red pencil box"

HANS: Crouton rue de la paix...

PAAR: "What color is my red pencil box?"

HANS: C'est -a- adair.

PAAR: "Blue!"

HANS: Pourquoi ~~cette ben ben~~ aujourd'hui...

PAAR: "I love you, Gladys...you have stuck a peg in my heart."

HANS: Marseilles coq d'or coiffure...

PAAR: "Meet me tonight behind the Alamo...in the alley."

HANS: J'allons allouette les enfants...

PAAR: "Bring something round...we'll have a ball."

HANS: Tres bien coup d'etat parlez-moi...

PAAR: "Come into my arms, my darling, and hug me and kiss me."

HANS: Ooo la la!

PAAR: Translation: Ooo la la!

HANS: ~~De-mais-vous~~ je t'adore, comme bien ~~tres-voulez-encore~~...

PAAR: "Be careful, Gladys, you're lousing up my Toni
cold wave!"

HANS: Que vous appelez vous, mon mere, j'ecrive mon pere...

PAAR: "Come out to the park, darling, where we can be alone...
~~We can lock the door, and then --"~~

HANS: ~~Le-bonne-say-le-boite~~...

PAAR: "I have a red pencil box."

MUSIC: PLAYOFF #3
(APPLAUSE)

PAAR: ~~Ladies and gentlemen, our nation is facing a crisis~~
in its present school system. Schools are understaffed,
classrooms overcrowded, buildings and equipment
inadequate and deteriorating, and sadly enough,
(1) teachers' morale is being undermined by poor
conditions. Why not find time to join and work
with local groups actively seeking to improve
educational conditions? Demonstrate that you
appreciate the vital importance of the teachers'
services to your children, to your community and to
yourselves...for it is our teachers who mold our
nation's future. Thank you.

MUSIC: ~~(PLAYOFF)~~

(APPLAUSE)

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

ATX01 030994B

JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, SEPTEMBER 7, 1947

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS!

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

RUYSDAEL: THE MAN WHO KNOWS...THE TOBACCO WAREHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. Alexander Irvin, tobacco warehouseman
of Reidsville, North Carolina - said not long ago:

VOICE: At the auctions, I've seen the makers of Lucky Strike
buy the kind of fine tobacco you just can't beat for
real smokin' quality.

RUYSDAEL: THE MAN WHO KNOWS... THE TOBACCO AUCTIONEER!

SHARBUTT: (ON FILTER) Mr. William Whitley, top-notch tobacco
auctioneer of Henderson, North Carolina, stated recently:

VOICE: Season after season, I've seen the makers of Lucky Strike
buy fine, ripe, fragrant tobacco. I've smoked Luckies
myself for 13 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.

MUSIC: THEME HIT AND FADE ON CUE...HOLD EG

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

JACK: I'll be in a picture soon, Hy. ~~They were very excited about me this week.~~ They were looking for an actor to star in a new picture.

HY: Yes?

PAAR: All the executives looked at me and they said I reminded them of Robert Young.

HY: Then you got the part?

PAAR: No, I REMINDED them of Robert Young. Robert Young got the part.....GOODNIGHT, EVERYBODY.

(APPLAUSE)

~~MUSIC: THEME UP AND FADE FOR:~~

~~(OVER APPLAUSE) Don't forget, friends, for the love 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 NBC - THE NATIONAL BROADCASTING COMPANY.