

PROGRAM NO. 16

(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, September 14, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

ORCHESTRA ("FINE AND DANDY")

LADY WRESTLER SPOT

COMMERCIAL

UNDERGROUND SPOT

TRUDY ERWIN ("IT'S A GOOD DAY")

SCHOOL SPOT

ALLOCATION

COMMERCIAL

TAG

ATX01 0309951

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, SEPTEMBER 14, 1947

COMMERCIAL NO. 1

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

SHARBUTT: KEEP YOUR EYE ON THE RED BULL'S-EYE (SHOT - GONG)
YES, KEEP YOUR EYE ON THE RED BULL'S-EYE (SHOT-GONG)
KEEP YOUR EYE ON LUCKY STRIKE!

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: Lucky Strike means fine tobacco - and fine tobacco is
what counts in a cigarette.

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

RUYSDAEL: And fine tobacco means real, deep-down smoking
enjoyment for you. So ...

SHARBUTT: KEEP YOUR EYE ON THE RED BULL'S-EYE (SHOT - GONG)
KEEP YOUR EYE ON LUCKY STRIKE!

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

bs

ATX01 0309952

MUSIC: HIT AND FADE FOR:

HY: From Hollywood, Lucky Strike presents the JACK PAAR
Program, with Trudy Erwin, 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:

ATX01 0309953

FAAR: Thank you.....This is Jack Paar. Hello, and if Ernest Bevin is listening in from England, THIS IS NOT THE POT OF GOLD..... Mr. Bevin is so anxious to get American money he may go over the head of congress, and take his problem DIRECT to Gabriel Heatter.....

Another item in the news this week is that the cost of living has reached an all time high. Food is so expensive that the only way to get your dollars worth is to EAT MONEY.....

Speaking of money, Jack Benny returns to this program in three weeks. Jack portrays himself on his radio show as a cheapskate.....this is not true, actually he's a lovable, old miser.*

* This morning's paper said that NBC had barred all crime and mystery programs from children's ears by only permitting them to be heard after 9:30 at night. Now kids are going to bed early. They are going to bed early so they can get up by 9:30 to hear the crime and mystery programs.

one commercials...

HY: Sounds like a great idea...say...why don't we do that on this program?

PAAR: Well, Hy....supposing we didn't use any scripts...and everybody depended on memory...I think it would sound something like this.....

W

ATX01 0309954

HY: The..er I forget the name of the company that makes er..
the product eludes me at the moment presents the Jack--
er...the Jack.....er.....Benny Program?
PAAR: No....
HY: Jack....er....Carson?
PAAR: No.....
HY: The Ripper?
PAAR: No.
HY: Oh, what does it matter...here he is,...Jack somebody
or other.....take it.
PAAR: Thank you.....Good evening, Ladies ander.....er
Gentlemen? I have a very funny joke I've memorized.....
now let me see.....Oh yes...say...ah-a.....announcer,
HY: Calling me, Corliss?
PAAR: The name is Jack. Say.....who was that lady-----I er
---Who was that lady-----I er -----
HY: Seen you with?
PAAR: Oh, did you see us?
HY: No no...You're supposed to say who was that lady I
seen you with and I say.....er---ah-----
PAAR: Yes? (PAUSE) We're waiting, Gabriel.....
HY: My name is Corliss...Look...I don't think I-----I-----
PAAR: I-----
Well, if we can't think of the joke let's make it a
dramatic program....."Don't send that boy to prison,
Tom".....

PR

ATK01 0309955

HY: That's it! That was no lady, that was Tom!
PAAR: Oh no.....Play Jerry! PLAY SOMETHING FROM MEMORY!
ORCH: PLAYOFF.....(ALL OUT OF TUNE)
(APPLAUSE)

PR

ATX01 0309956

PAAR: And now here's Jerry Fielding our young arranger and conductor with "Fine and Dandy". As we've said before Jerry is a handsome fellow with more hair than he knows what to do with. Last week Jerry got a Toni Cold Wave, it was such a big job that Toni is still in there waving.....Maestro.

MUSIC: FINE AND DANDY

(APPLAUSE)

PAAR: (OVER APPLAUSE) Wonderful Jerry -- Wonderful!

ATX01 0309957

MUSIC: FANFARE

HY: Little Known People Who Mean Absolutely Nothing!

MUSIC: BASSOON EFFECT

PAAR: Friends, many little known people are women. We have women taxicab drivers..women steeplejacks (sometimes called steeple-janes)..women barbers..and even women travelling salesmen...who, incidentally, tell some great stories about the farmer's son.In many families, women are the breadwinners.....they have to win it....it's too expensive to buy....Our guest tonight is a little known woman....a lady wrestler! She is Mrs. Veronica Popchuck, but you wrestling fans know her as "Poison Popchuck..the silver-masked tree toad...the lady with the suction feet! It's my pleasure to introduce a woman who has muscles where she should have bustles -- Veronica Popchuck!

VERNA: Thank you, Mr. Paar. It's sure nice to be here. 'Course, I'm a little nervous -- all these people.

PAAR: But you're a wrestler, Mrs. Popchuck; you've appeared in front of large audiences before.

VERNA: Yep, but this is the first time I ever did it with all my clothes on!.....Would it bother anybody if I stripped down to my tights?

PAAR: I wouldn't..this is a coast to coast radio program...we might embarrass Boston!.....Tell us, Mrs. Popchuck, whatever made you become a wrestler?

W

ATX01 0309958

VERNA: It all goes back to my childhood.

PAAR: That must've been 300 fractures ago.

VERNA: Yep. You see, Dearie, I was a very strong kid. I found it out one day when we was playin' tag, and I tagged little Johnny-Schmidlepp.

PAAR: What happened?

VERNA: Nothing. Absolutely nothing...the autopsy revealed.

PAAR: I suppose you began training for your career at an early age?

VERNA: Nah, no trainin'. I just worked around my father's blacksmith shop.

PAAR: Oh, you helped your father?

VERNA: Yep..when the shoes were ready, I used to hand him the horses!

PAAR: Well, a woman's work is never done,..Mrs. Popchuck, do you remember your first wrestling match?

VERNA: I'll never forget it if I live to throw Zybyisko!...It turned out to be a fiasco. I was disqualified for usin' a Nelson on my opponent.

PAAR: A full Nelson or a Half Nelson?

VERNA: I hit him with Ozzie.

PAAR: I can see you're a fun loving girl!.....Ncw we've heard about Mrs. Popchuck the man...what can you tell us about Mrs. Popchuck the woman?...Is your husband a wrestler?

VERNA: (SWEETLY) Oh, sure! You musta heard of him...Handsome Harry the Maniac?

W

ATX01 0309959

PAAR: Certainly--he's the heavyweight who wrestles in a beard and a beret.....Did you two meet professionally?

VERNA: Yep. I was matched against him in the semi-finals at Cleveland. You should've seen it...right off the bat, I grab him and get him in a toe hold....Romance was the last thing in my mind as his face slowly turned purple....~~Then I put the pressure on and he started turnin' blue-~~
~~all over. You couldn't tell where he left off and his~~
trunks began!

PAAR: Is that when you fell in love with him?

VERNA: No..it's when he wiggles out and gets me in a head lock and throws me into his scissors grip.

PAAR: Then you knew it was romance!

VERNA: Yeah...instead of breakin' my back, he twisted me into the shape of a heart!.....A week later, we was married....by a very dignified referee, wearin' gym shoes.

PAAR: I know you must be very happy, because you sound like a couple of grand chaps. Tell me, where'd you go on your honeymoon?

VERNA: We spent two heavenly weeks at Stillman's Gym.

PAAR: It must've been heavenly...I can still smell that Sloane's liniment.

VERNA: Yeah..when we got there, Harry was so romantic about it...~~well~~, he wouldn't let me walk in...he just kissed me once and threw me over the threshold!

PAAR: Thank you very much, Veronica Popchuck.

VERNA: Thank you, Mr. Paar.....Say, ain't you gonna to make that announcement?

w

ATX01 0309960

PAAR: Yep!.....Ladies and Gentlemen, this coming Monday at
 the Legion Stadium....one of the greatest wrestling
 matches of all time...Veronica Popchuck in a grudge
 battle to the death meets her mortal enemy, "Dolores,
 the Dirty-Dowager".....The match begins at 8 o'clock,
 but the stadium will be open at noon.....come EARLY
 AND WATCH THE REHEARSAL!

MUSIC: PLAYOFF
 (APPLAUSE)

w

ATX01 0309961

THE JACK PAAR PROGRAM COMMERCIALS, SUNDAY, SEPTEMBER 14, 1947

COMMERCIAL NO. 2

SHARBUTT: KEEP YOUR EYE ON THE RED BULL'S-EYE (SHOT - GONG)
KEEP YOUR EYE ON LUCKY STRIKE!

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco - and fine tobacco is
what counts in a cigarette.

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS! Mr. Frank
Brown, independent tobacco warehousemen of Stoneville,
North Carolina, has attended thousands of tobacco
auctions during the last 25 years. With a lifetime of
tobacco experience to his credit, Mr. Brown recently
said:

VOICE: Season after season, I've seen the makers of Lucky
Strike buy fine, ripe tobacco -- tobacco you just can't
beat for smoking quality.

RUYSDAEL: And that's not all! For as Mr. Brown also said:

VOICE: I've smoked Luckies myself for 29 years.

RUYSDAEL: And as Lucky Strike smokers say:

GIRL: That's my kind of a cigarette, real smooth-smoking.

SHARBUTT: KEEP YOUR EYE ON THE RED BULL'S-EYE (SHOT - GONG)
KEEP YOUR EYE ON LUCKY STRIKE! And remember ...

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.

SHARBUTT: KEEP YOUR EYE ON THE RED BULL'S-EYE (SHOT - GONG)
KEEP YOUR EYE ON LUCKY STRIKE!

bs

ATK01 0309962

MUSIC: PLAY ON

PAAR: I'm still worried about the housing shortage. Like most veterans I'd like to build a house, but everything is so expensive that even the hermits are living together. There's only one thing to do, and that's to build UNDERGROUND..... There are a lot of advantages to living underground. Look at the money you save on awnings alone!.....Another advantage to living in an underground house is that when you die, they don't have to bury you. They just close the door! I wonder what it would really be like to be living underground. It could be something like this:

MUSIC: UNDERGROUND BRIDGE

DORIS: Darling, I love our little bungalow underlooking a lake. But it's so musty in here.

PAAR: I'll open a window and let in some fresh dirt.

DORIS: Jack, you look so healthy. What have you been doing?

PAAR: I just put a new glowworm in the sunlamp. The last worm burned out.

DORIS: By the way dear, where's Junior?

PAAR: He's upstairs in the basement playing with his gopher. Don't forget dear, we have a date next Tuesday, to attend a protest meeting. All the underground tenants are meeting under the Palladium.

DORIS: What's the meeting for, dear?

PAAR: We've got to make them stop that dancing up there!..... Look dear, I brought you something to wear--a corsage. I picked it myself.

PR

ATX01 0309963

DORIS: Darling, how beautiful! Roots!.....But I still want to move to the surface again.

PAAR: Aw, you're always nagging! When we were married ten years ago, this was the Tunnel of Love. Now it's just a tunnel!

DORIS: If that's the way you feel, I'm going to dig my way to John L. Lewis and get a divorce.

PAAR: What's John L. Lewis got to do with a divorce?

DORIS: Where we live, THIS IS UNION TROUBLE!

MUSIC: PLAYOFF

(APPLAUSE)

PR

ATX01 0309964

PAAR: And now it's time for our young singing star Miss Trudy Erwin.....Trudy began her singing career in a night club but had to give up that kind of work. You see, she would always pour her heart out when she sang, and this made the dance floor very slippery.....Here she comes now in a top hat, white tie, and a long dressSing Trudy.

MUSIC: "IT'S A GOOD DAY"
 (APPLAUSE)

T

ATX01 0309965

PAAR: Thank you, Trudy! Friends, the new school term is well under way, but I've been informed by the Board of Education that many of the pupils have not returned... and frankly...I'm worried. Where are these children... are they hanging around the poolroom picking up bad habits and forty or fifty dollars a week? Are they sick of school? Are they tired of the same old faces and have gone down to the burlesque show before the prices change to see Peaches Sweeney? (Peaches does the dance of the seven paisley shawls...she's eighty-six years old) I think it's a very serious problem...kids not going back to school....I think schools should be made more attractive to them, sold to them for instance, schools should have commercials like;

HY: Children.....have you tried the seventh grade? Kidsare you getting tired of the sixth grade? And you girls with a boy-friend in the third grade...Does the little Tyke make you syke? Then come to the fourth grade where men are men and we serve hot lunches.

PAAR: That's more like it...modern education....it wasn't like that when I went to school....they were so mean to us....we had to learn how to read and write...they were cruel to us to.....arithmetic!

PR

ATX01 0309966

HY: Jack, what else have you in mind to make school more attractive?

PAAR: Well, in the Paar plan we have something for the high school boys.

HY: What?

PAAR: High school girls.

HY: Oh Jack...High school boys don't even think about girls!

PAAR: You'll have to pardon Mr. Averback...when he was a baby his mother dropped his head on him....And now to get back to-----

JOEL: Excuse me, please...I hafta catch a bus...

PAAR: Not at all----Hey wait a minute, Sonny....do you go to school?

JOEL: No....I quit when I was in the seventh grade.

PAAR: Well, you're just the kid I wanna talk to...Look! You don't know what you're missing...we're gonna have quiz programs in school so the kids won't feel they're just wasting their time answering those questions...Listen, Kid:

ORCH: SCHOOL DAYS BRIDGE

TEACH:
(VERNA) (SUPERCILIOUS WOMAN) And now, children, our little quiz program..."Take it or we'll jam it down your throat."
Little Georgie Foster...Who discovered America?

GEORGIE:
(HAL) Columbus Ohio...where's my refrigerator?

TEACH:
(VERNA) It's in the mail. Now, Jackie Paar....who discovered America?

PR

ATX01 0309967

PAAR: Columbus Ohio....where's my refrigerator?
TEACH: (VERNA) It's in the mail. Now, Peaches, Sweeney...what keeps things cold?
GAL: A refrigerator...where's my Columbus Ohio?
TEACH: (VERNA) It's in the mail!... ..
ORCH: PLAYOFF BACK TO-----
PAAR: So you see, Children, what a treat you have in store for you if you go back to school.....See what I mean, . . .
Sonny?
JOEL: Listen, I gotta catch a bus---
PAAR: Now you stay here..and you listen. I've got some wonderful ideas! The most eminent teachers of languages will teach you to speak the most difficult languages in the shortest possible time....for French we have Professor Rudy La Paix....
HANS: (STRING OF FRENCH) _____
PAAR: Professor Hans Von Conried to teach you German.
HANS: (STRING OF GERMAN) _____
PAAR: Professor Iwan Gregorivitchsky to teach you Russian.
(HANS: (STRING OF RUSSIAN) _____
PAAR: Professor Gung Ho to teach you Chinese
HANS: (SLIGHT PAUSE) Chinese is very difficult.
PAAR: Not only will we teach you things to do with your head ...we'll teach you things to do with your hands.....
HY: Attention all high school young men.....How to build a hot rod car!
ORCH: VERY SHORT FANFARE (FOUR NOTES)

T

ATX01 0309968

HY: Steal the rods!

PAAR: The Paar plan goes one step further than any other similar school plan....we teach you romance!

HY: Lesson one.....How to kiss!

PAAR: The simple or no-fun kiss.

SOUND: SIMPLE KISS

PAAR: The Peaches, Sweeney or Lookout Mountain kiss.

HAI: Lookout!

SOUND: KISS INTO TOOT TOOT ON OUR HORN

PAAR: Then we have the Lost in the Swamp or Chloe kiss.....

ORCH: INTRODUCTORY PART OF "CHLOE"

SOUND: TOOT...KISS....TOOT

PAAR: Last but not least we have the Rip Van Winkle kiss.....
As you remember Rip Van Winkle slept for twenty years and had a long white beard...when he came back he was an old man....and he met his girl who by this time was an old woman.....she kisses him and swings on his beard at the same time.....

ORCH: PLAYS "BLUE DANUBE" SYNCHRONIZED WITH TOOTS AND KISSES

PAAR: So much for romance-----

JOEL: Listen...I gotta catch my bus-----

PAAR: There's just a little more and you're learning a good lesson why you should go back to school, so stay and be quiet.....

t

ATX01 0309969

HY: Jack, I have an idea....you know how crazy all the kids are about these mystery programs that are on the air.... maybe they'd just love school if it was sort of run on that same basis....

PAAR: An excellent idea....remind me to have you thrown off the program, you're getting too powerful. Ladies and gentlemen...if high school were like a Philip Marlowe or a Sam Spade mystery...we think it would be something like this....

ORCH: MYSTERY MUSIC ESTABLISH AND OUT

PAAR: My name is John Pear, I am principal of the Dead End high school...located on the moors in the San Fernando Valley....I could tell it was the San Fernando Valley 'cause all my clothes were made that way. One day while sitting in the principal's office I heard a sound:

SOUND: SIREN AS IN PRISON BREAK

PAAR: Recess! My job as principal of the Dead End High was dull enough until one day the door opened and she came in.....she walked up to my desk.....

SOUND: FOOTSTEPS...(TEN)

PAAR: Would you mind closing the door?

SOUND: FIFTEEN FOOTSTEPS...DOOR CLOSES

PAAR: Thank you. Just who are you anyway?

FLO: (SENSUOUS) I'm Thelma Thompson ... the new Gym teacher.

PAAR: (PAUSE .. THEN) Would you mind opening the door?....
~~Miss-Thompson, I'll-see~~ you later at the gymnasium.

h

ATX01 0309970

Fine
FINE:

Fine. Bring something round...we'll have a ball.

PAAR:

(THEN NARRATES) Thelma and I fell in love ... that is, I fell in love with Thelma but my jealousy almost drove me insane...every time I would see her with another man, I would blow my top!

SOUND: TWO TOOTS .. (SAME HORN)

PAAR:

I even grew insanely jealous of the pupuls...at recess I would stand at the window of my office and pick off a few with my high powered rifle...from fifteen hundred and twenty boys there were only twelve left...Mother's began to ask questions.

DORIS:

Where's my Freddy?

HAL:

Where's my Herman?

FLO:

Where's my Rufus?

HANS:

(OLD MAN) Where's Hollywood and Vine?

PAAR:

I was in a spot and I knew it, but every time I heard her say:

FLO:

I'm Thelma Thompson the new gym teacher.....

ATX01 0309971

(REVISED) -19& 20

PAAR: I'd knock off a few more kids with my rifle..soon there were no more kids left..when the mothers started asking questions again I told them the pigeons had carried them ~~away~~, but then..the pigeons started asking questions... One day I could stand it no longer...I asked Thelma to marry me...she laughed in my face...ha!ha! Covering me with shame and a fine spray...Well, Thelma's gone now...she ran away and married a wealthy.....

SOUND: TOOT TOOT

PAAR: I'm sitting here in the principal's office once again... everything's fine at the school...I won't have to worry about losing my head again...because..

SOUND: DOOR OPENS

HANS: (OLD MAN) I'm Joe Thompson..the new gym teacher.

MUSIC: ORCH PLAYOFF

PAAR: There...now, Sonny, aren't you glad you stuck around... you saw how exciting school can be. Now...are you going back to the seventh grade?

JOEL: No...I gotta catch the bus and go to work...I got a wife and three kids under the G.I. Bill of Rights.

PAAR: What!

JOEL: Yeah, I joined the marines at a very early age! So long, Mac....

PAAR: But...

GAL: (OFF) (YELLS) Herbert!

JOEL: Coming, Peaches.

PAAR: Incredible!

ORCH: PLAYOFF #3

Y (APPLAUSE)

ATX01 0309972

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, teachers' morale is being undermined by poor conditions. Why not find ~~time~~ ^{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 nations's future.

Thank you.

MUSIC: PLAYOFF
(APPLAUSE)

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

THE JACK PAAR PROGRAM COMMERCIALS, SUNDAY, SEPTEMBER 14, 1947

COMMERCIAL NO. 3

SHARBUTT: KEEP YOUR EYE ON THE RED BULL'S-EYE (SHOT - GONG)
KEEP YOUR EYE ON LUCKY STRIKE!

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

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

SHARBUTT: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS! Mr. Dewey Huffines, ace tobacco auctioneer of Reidsville, North Carolina, sells an average of 10 million pounds of tobacco a season. Recently he said:

VOICE: Season after season, I've seen the makers of Lucky Strike buy tobacco that's mild, ripe and mellow.

RUYSDAEL: Year after year, experts like Mr. Huffines - the impartial authorities of tobacco quality - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. So ...

SHARBUTT: KEEP YOUR EYE ON THE RED BULL'S-EYE (SHOT - GONG)
KEEP YOUR EYE ON LUCKY STRIKE! And remember ...

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.

bs

ATX01 0309974

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 Orchestra, and yours truly, Hy Averbach. (MUSIC OUT) Jack Paar is under contract to RKO Studios, producers of "Magic Town," in which Jack Paar does not appear.

PAAR: I could have been in that picture, Hy, but my voice was too deep.

HY: Who got the part...Jimmy Stewart?

PAAR: No, Jane Wyman....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 NBC..THE NATIONAL BROADCASTING COMPANY.

Y

ATX01 0309975