

SHOW NO. 17

(REVISED)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, September 21, 1947

NBC

3:00-3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

CAVANAUGH TRIO "CECILIA"

BEAUTY CONTEST SPOT

COMMERCIAL

TRUDY ERWIN "SWONDERFUL"

FARM SPOT

ALLOCATION

COMMERCIAL

TAG

W

ATX01 0309976

OPENING COMMERCIAL

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: Fine tobacco is what counts in a cigarette, and...

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 BULLS-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.

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ATX01 0309977

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

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

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ATX01 030997B

PAAR:

Thank you.....^{very much}.....This is Jack Paar. Hello, and a special message to Gabriel Heatter, "WHAT GOOD NEWS?" Well, this has been quite a week. An Englishman, John Cobb, drove his car four hundred miles an hour up in Utah on the SALT flats.....I don't want to alarm anyone but yesterday I saw a couple of hot rod drivers sprinkling salt on Santa Monica Boulevard..... The Veterans Administration said this week that some of the houses being built for veterans were too flimsy. This made one builder ~~get~~ so mad that he stamped his foot through the floor of a G.I. house he was building and WALKED OUT through a wall.....I read in the paper where the cost of food is to go still higher. Some families are giving up meat, ^{because} they are afraid that steak is HABIT FORMING.....Here in Hollywood all the drug stores are giving away free trips....I know a woman who won a free trip to Hawaii....all she had to do was shovel coal both ways.....Fashions are still in the news. Women who wear those new pinched-in wasp waists are receiving special awards - the Order of the PURPLE FACE.....This ^{time} week a big economy wave was started in ~~the~~ motion picture business.Things are so bad that Warners has to let one brother go.....MGM ^{had} had to lay off Leo the Lion. From now on when ~~their~~ pictures open, Louis B. Mayer just comes out and shrugs his shoulders.....

(MORE)

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ATX01 0309979

PAAR: ~~The~~ reason for all this Hollywood economy is the 75% tax imposed by the British on our movies. I have an idea that's even better than cutting down on money. Why not cut down on movies? Since we get only 25% of the profits, why not just send England only 25% of each picture?

HY: But, Jack--what would only 25% of a movie sound like?

PAAR: Hy Averbach, it's questions like that that makes radio possible. If my plan goes through, a English movie goer will sit in the RKO Picadilly and hear--

MUSIC: FANFARE...STOPS ABRUPTLY IN MIDDLE

HY: The following cinema is a presentation of Twentieth Century F.....Lana Tur and Tyrone Pow...in...

MUSIC: UNFINISHED DRUM ROLL

HY: MOTHER WORE TI!

MUSIC: ROMANTIC THEME...FADE FOR:

PAAR: Darling, will you be my?

DORIS: Yes, dear--you and I were made for.

PAAR: Dearest, you've made me so very!

DORIS: When will we be?

PAAR: Not today, but to.

DORIS: Wait! Here comes my jealous fian!

SOUND: DOOR OPENS

HY: So! What are?

DORIS: We're just!

HY: Now?

PAAR: No...to!

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ATX01 0309980

HY: Genev, you must be out of your!

DORIS: But I'm madly in!

HY: With this nincom?

PAAR: (ANGRILY) You may be bigger than.,but watch your!

HY: You'll never get away with!

DORIS: We will! Darling, put your arms around my!

PAAR: Watch out! He's carrying a concealed!

HY: You'll never get away with!

DORIS: (SHORT BROKEN SCREAM)

PAAR: Lock--he's got a!

SOUND: GUNSHOT

PAAR: Knife!

DORIS: Oh, Mur!

MUSIC: PLAY OFF

 (APPLAUSE)

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ATK01 0309981

JACK PAAR
9-21-47

(2ND REVISION) -5-

PAAR: Oh well, remember there's only fourteen more ^{days} until Jack Benny returns....you all remember Jack Benny, ~~America's tallest comedian~~

HY: ~~Whoa... just a second Jack... I happen to know Mr. Benny, and he isn't that tall.~~

PAAR: ~~I know Hy, but this year he's keeping his money under his toupee... he has so much loose change that everytime he nods his head it sounds like a Salvation Army Tambourine.~~

HY: ~~Oh~~ Jack, when Benny comes back what happens to us? I'm used to high living, suede shoes, argyle socks, every night ping-pong at the "Y". I can't give all that up!

PAAR: Hy, I've got good news for you...don't turn in your paddle yet.....Our option has been picked up, and we are to continue for Lucky Strike over another network. ^{signed contract} I'm unique in radio, I have the only contract written on a tobacco leaf....and that man you've seen staring at the leaf is the sponsor's lawyer looking for a loop-hole. All the big comedians are coming back. Eddie Cantor, Amos and Andy, Fibber McGee and Molly, ^{series of based} frost warnings,.....I just found out a strange ^{thing} ~~fact~~ about Eddie Cantor. Do you know why he's always popping his eyes? When he was a kid ^{he had to use bubble gum to come out of} he was too poor to afford bubble gum! Musical shows are coming back too. My favorite is Phil Spitalny with Evelyn and her magic.....

HY: Magic what?

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ATX01 0309982

PAAR: I don't know....everytime I take a look, it disappears. And speaking of music, if you'll turn up your radio and turn down Junior, you may be lucky enough to hear the whispery voices of the Page Cavanaugh Trio. This trio is composed of three excellent musicians, I know they're musicians because all their clothes are made that way.....Gentlemen.

MUSIC: PAGE CAVANAUGH TRIO SELECTION

(APPLAUSE)

PAAR: (OVER APPLAUSE) ~~Fine boys~~ wonderful.

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ATX01 0309983

- PAAR: Ladies and gentlemen, it isn't often that we have Tallulah Bankhead on this program, and tonight is no exception! And it isn't often that we have the winner of the Atlantic City Miss America beauty contest...but we do have the loser!.....May I present...~~Miss~~ Gertrude Hutch! Miss Hutch, is it true that you lost out in the Miss America beauty contest?
- FLO: (BROOKLYN) Would I be here if the judge ~~had~~ used an honest tape measure!
- PAAR: Miss Hutch, the Atlantic City beauty contest has been over for a couple of weeks now...it's taken you quite a while to get back to California...
- FLO: I came back by boat.
- PAAR: Oh, I see.
- FLO: It was pretty tough goin', through Arizona!
- PAAR: Yes...it is rather shallow around Tucson, but tell me, Miss Hutch...just where were you in the beauty contest?
- FLO: I was third.
- PAAR: Oh? Who was first and second?
- FLO: Bing and Barry!
- PAAR: Oh, yes...Bing and Barry...I saw their new picture, "Welcome Stranger"...or "Going My Way" with penicillin! Miss Hutch, I understand that the title of Miss America was won by Miss Memphis.

FLO: Miss Memphis! Humph! They shoulda chose me. Look, here's a picture of me in a bathing suit...it's one of them new macadam bathing suits...

PAAR: Macadam bathing suit?

FLO: Yeah...hot stuff, eh, Mac?!

PAAR: Yes...What does that sign on you say? Oh, yes... "Slippery When Wet"!

FLO: I gotta sign on the back, too.

PAAR: What does it say?

FLO: "Watch Out For Rocks on Pavement"!

PAAR: Miss Hutch, how does one become a beauty contestant - would you mind telling us something of your background?

FLO: Well, I started at the bottom of the ladder.

PAAR: What were you - a fireman?

FLO: No...I won a beauty contest at the Bartenders Convention. I was chosen Miss Martini of 1941...with an onion instead of an olive!

PAAR: The bartenders loved you, eh? I'll bet you had some figure.

FLO: I was lush! The next beauty contest I won was in Paris... I wore a french bathing suit...consisting of three hendkerchief...two of which I was wearing.

PAAR: What about the third handkerchief?

FLO: I had a cold!

PAAR: Oh, I see...

FLO: A little later, I was arrested.

PAAR: Why?

FLO: My cold got worse!

PAAR: Miss Hutch, I understand that a lot of you beauty contest girls are models...true?

FLO: Yeah...You know that advertisement for Tabu perfume where that guy with the fiddle is grabbing the girl and hugging and kissing her?

PAAR: You were that girl?

FLO: Yeah...I had to get a lawyer.

PAAR: Why?

FLO: To make him gimme beck my fiddle!

PAAR: Didn't you appeal to Petrillo?

FLO: ~~Yeah~~...but his wife was watching us!

PAAR: Well, so much for collective bargaining. Miss Hutch, I've heard that many models start out at an early age.

FLO: Yes. When I was a little baby, my folks took my picture lying on a cake of ice.

PAAR: Don't you mean lying on a bearskin rug?

FLO: No...a cake of ice...I was spoiled!

PAAR: Well, I can't understand why you didn't win the Miss America Contest...You look pretty well thawed out now.

FLO: It was politics, I tell ya. Take all them other girls... the whole forty-eight of them...mix 'em all together... put 'em in a dark room, and waddya got?

PAAR: I dunno, but it sounds like fun! Miss Hutch, before you go back to your trailer...tell me, have you ever won a ~~really~~ big-time beauty contest?

FLO: I should say I have. Only last week in the thriving little community of Twenty-nine Palms I was elected Miss Paper-Bag-Over-the-Head of Nineteen Forty-Seven! And by a strange coincidence, my future husband was one of the judges.

PAAR: Not really.

FLO: Yes, as a matter of fact, he's here tonight.

PAAR: No.

FLO: Yes. Mr. Paar, may I present the late George Aploy.

HANS: (OLD MAN) Which way is Hollywood and Vine...Yippee!

PAAR: Well...so you're ~~gonna~~ marry a beauty contest winner.

HANS: Yes sir...lived in California for ninety-six years... man and boy...the both of us...(Wanna see my picture of Lillian Russell?)

PAAR: No, I don't think---

HANS: Jane Russell?

PAAR: No.

HANS: Andy?

FLO: George, please...forget them...you're gonna marry me.

PAAR: Well, I appreciate very much your coming tonight...and I hope you two'll be very happy.

HANS: Thank you, Mister Brenneman. Say, after the wedding we're going on a little trip to Niagara Falls...a lot of our friends are coming along...why don't you join us?

PAAR: Well, that's very kind--

HANS: Bring something round...we'll have a ball!

PAAR: ~~Goodnight, kiddies.~~ *Think you are, 9/7*

ORCH: PLAYOFF
(APPLAUSE)

ATX01 0309988

SECOND COMMERCIAL

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 - and fine tobacco is
what counts in a cigarette.

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS! Mr. Brice
Leech, independent tobacco buyer of Glasgow, Kentucky,
has been an eye-witness at the auctions for years.
Recently Mr. Leech said:

VOICE: At auction after auction, I've seen the makers of Lucky
Strike buy ripe, fine-tasting leaf ... tobacco that
makes a top-quality smoke.

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

VOICE: I've smoked Luckies myself for 16 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!

ATX01 0309989

MUSIC: PLAY ON

PAAR: Looking now at center stage we find Jerry Fielding standing on the podium with only a music rack between him and the orchestra. The music rack is the one with the shoulders.....Next we find our lovely vocalist, Trudy Erwin. The only thing between Trudy and the orchestra is a microphone. The microphone is the one with the long neck.....Ready, Trudy?

TRUDY: Just a minute, Jack.

PAAR: Yes?

TRUDY: Every week for the past 17 weeks, you've made some little joke in my introduction.

PAAR: You didn't care for them?

TRUDY: Well, Jack, just this once, I'd like to have a nice, dignified introduction. You know--the way they introduce Lily Pons?

PAAR: Oh, certainly, Trudy. Is that what you want?

TRUDY: Just this once.

PAAR: All right. Ladies and gentlemen, it's my privilege to present one of the world's ~~greatest vocalists~~, Lily Pons.Sing, Lil.

MUSIC: TRUDY ERWIN AND ORCH SELECTION

(APPLAUSE)

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ATX01 0309990

HY: As an educational feature, we bring you a Jack Paar's -
eye view of the domestic scene entitled - THIS IS
AMERICA??

MUSIC: REPRISÉ THE QUESTION MUSICALLY IN THREE CHORDS

HY: Today - Volume One; September, 1947 -- a look at
American Farms...and Farming!

MUSIC: SHORT INTRO...FADE FOR:

PAAR: One of America's foremost industries is agriculture.
WHAT is agriculture? Let's examine the word. Agri is
from the Latin, "agras"...cult is from the Gresk,
"coltura"...and ture is from the Latin, "turatum".
Put them together, and the literal translation is:

HANS: Howdy, Zeke! Think th' bugs'll git th' potatoes?

PAAR: Time was when the farmer had to scratch a meager living
from the soil, fighting drought, storm, pestilence,
~~and~~ and travelling salesmen.....But today, the
American farmer is rolling in wealth. Yet, despite
all his money, the farmer still uses his faithful
old plow horse. Of course, these days, the horses
are riding around on tractors.....And in the fields of
waving grain, you don't see any more corn-silk. Now
it's NYLON!The American farm of today is
completely mechanized.....

SOUND: THRÉSHING MACHINE

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ATX01 0309991

PAAR: Threshing machines!
SOUND: HARVESTER
PAAR: Harvesting machines!
SOUND: TRACTOR IN ACTION
PAAR: Tractors!
SOUND: WHIRRING NOISE
PAAR: Mixmasters!.....To know why farmers are making so much money, we have only to look in on the fabulous Chicago grain exchange, where millions of bushels of wheat are bought and sold each day.
HY: I'll take fifty thousand bushels of wheat.
HANS: Give me a hundred thousand.
HY: (DOUBLE) I'll buy two hundred fifty thousand bushels!
FLO: Five hundred thousand!
HANS: Fantastic!
HY: Five hundred thousand bushels!
PAAR: ~~This is~~ unheard of -- never before has so much wheat been purchased by one private party. Pardon me, madame -- why are you buying so much wheat?
FLO: (BROOKLYN) My husband's crazy about bread pudding!
MUSIC: BREAD PUDDING STINGER
PAAR: Now we know why the farmer is making money hand over hay-stack.....Let's talk to a typical American farmer. In our studio today is one of the nation's wealthiest--Mr. Cyrus B. Hiram.
HAL: Howdy, Bubby.

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ATX01 0309992

PAAR: Cyrus B. Hiram. Mr. Hiram, what's the "B" for?
HAL: I'll know in th' Fall, Bubby -- I just planted it.
PAAR: Mr. Hiram, you're really a successful gentleman
farmer, aren't you?
HAL: You're right as a jack-rabbit, Bubby. A real
gentleman farmer -- don't never plow without wearin'
a tuxedo!
PAAR: A tuxedo! You can't be serious.
HAL: Why not? My horses wear tails!.....Heh, heh, that's
a joke...I'm cookin' with gas.
PAAR: If that's a joke, you're inhaling it!.....Now tell us,
Mr. Hiram--to what do you owe your success as a farmer?
HAL: Movin'!
PAAR: Movin'g?
HAL: Yup. In th' place I used to live, for 15 years, I just
couldn't raise a thing. Tried corn, but it wouldn't
grow. Tried potatoes; they wouldn't grow. Tried
wheat, rye, oats, cotton, alfalfa--didn't have a speck
o' luck....just couldn't raise one successful crop!
PAAR: That's too bad. Where were you living?
HAL: The Ambassador Hotel!
PAAR: I've been there....I couldn't even raise a bell-boy....
But now, you have a regular farm?
HAL: Show-place of the state, Bubby. Tourists come from
all over to see it. Had one there this mornin'--city
feller--first time he ever seen a cow.

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ATX01 0309993

PAAR: That's unusual. Was he impressed?
HAL: Scared stiff! Took one look at the cow, then started yellin': "Run fer yer lives! She's carryin' a bomb!"
.....So long, Bubby: dig ya later!

MUSIC: QUICK, SPIRITED BRIDGE TO:

PAAR: There's no doubt about it--today, farming is big business and the American farmer is nouveau riche....
Nouveau riche-- that means:

HANS: Howdy, Zeke. Think th' bugs'll get th' potatoes?

PAAR: Statistics show that farmers are making more money this year than ever. This worries me. If their profits continue to soar, I'm worried ~~that~~ there may come a time when life on the American farm will sound something like this....

MUSIC: SHORT AGRICULTURAL PLAY-ON

DORIS: Oh, Breakins! Breakins! Oh, where is that new-fangled butler? Breakins!

HANS: (COMING ON) Did you call, Madame?

DORIS: I sure did. Where were you going?

HANS: It's twelve noon, madame. I was just going to wake the rooster.

DORIS: Forget it, Breakins. Let the poor bird sleep. He'll soon wake up and crow.

HANS: Madame, you forget--Thomas ~~doesn't~~ crow. He has chimes!

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ATX01 0309994

DORIS: Chimes? I thought that was the Good Humor man.

HANS: No, madame - the Good Humor man crows!...Incidentally, do you recall the little hen who lays an egg every day?

DORIS: Yes; what about her?

HANS: This morning she laid four. She wants to spend the weekend in Las Vegas.

DORIS: ~~Isn't~~ it amazing what money can do!

HANS: Indeed, Madame. Our other chickens are so independent they're just laying shells, and sending them out to be filled.

DORIS: That must be a tough job for you.

HANS: No, Madame...I'm very clever. We're having trouble with the Plymouth Rocks, too. They won't even lay shells.

DORIS: What do they lay?

HANS: Rocks!....Diamonds, of course.

DORIS: I thought my omelette glistened this morning.

HANS: Ooo! That omelette sparkle!

DORIS: By the way, Breakins, where's my husband?

HANS: He drove out to the Cornfield, with Adrian.

DORIS: Adrian, the famous fashion designer?

HANS: Yes, Madame. Adrian's giving the scarecrow a fitting.

DORIS: I hope he returns before our daughter arrives. She's coming home today, from agricultural school.

HANS: Oh, yes, madame. Shall we give her a homecoming party?

DORIS: That's a darn good idea Breakins, what do you think we ought to do?

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ATX01 0309995

HANS: I have it, we'll turn the cow upside-down and light the candles.

DORIS: Breakins, look - ~~break~~ that my husband coming up the road now?

HANS: Yes, madame - that's the master and his two footmen.

DORIS: What car is he riding in today?

HANS: No car, - just two footmen.

SOUND: DOOR OPENS

DORIS: I'm so glad you're back, darling. How about a little kiss?

PAAR: Certainly. Give it to Breakins - I'll pick it up later.

DORIS: Oh, give me just a little one now...here, on my hand...

SOUND: CLATTER OF METAL, RATTLE OF CHAINS, CLANKING, ETC...

VERY NOISY

PAAR: Darling, must you wear your charm bracelet in the house?

HANS: Sir, permit me to congratulate you on the new pig pens. But isn't it rather unusual for each pig to have his own pen?

PAAR: In times like these, Breakins, every pig has his own pen.

HANS: Yes, sir - but a Farker 51?

DORIS: Look, dear - here's our daughter, Clotilde!

SOUND: DOOR OPENS

PAAR: Well, welcome home, daughter! How did you like agricultural school?

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ATX01 0309986

FLO: (WESTCHESTER) It was simply scrumptious!

DORIS: Darling, is Western Aggie really a good agriculture school?

FLO: Good? Why, mater, it's another Wellesley - with pitchforks!

PAAR: It's good to have you home, Clotilde. Put on your silver fox overalls and we'll take a look around.

FLO: It'd be super peachy. You know, pater, now that we're so rich, I suggest we don't use ~~fertilizer~~ any more.

PAAR: But what will we use on our crops?

FLO: Chanel Number 5, of course.....Next fall, we'll have the sexiest radishes on the market!

PAAR: Fantastic! Where'd you get that idea?

FLO: From my old Professor Simpson. He said - in Latin, of course - Pluribus Vobiscum Veritas Unum Hoc Tres Partes Est!...which means:

HANS: Howdy, Zeke. Think the potatoes will get the bugs?!

MUSIC: BRIDGE QUICKLY TO:

PAAR: So there you have it, friends - farmers are wealthy! In closing, let us find out how they got that way. Take the case of Farmer ~~Si Clodd, of Illinois, Nebraska.~~ Ten years ago, ~~Si Clodd~~ was bankrupt. Today, he's worth thousands...and all with a meager 20 acres. Mr. ~~Clodd~~, how did you make so much money with so little land?

HY: I turned it into a used car lot!

MUSIC: TAG #3
(APPLAUSE)

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ATX01 0309997

PAAR: Ladies and gentlemen, here's a message from the U. S. Department of State. Every American can help to alleviate the critical food shortage in Europe by making a voluntary financial contribution to Care. That's Care, C-A-R-E. A non-profit organization, that turns your money into food and distributes it to Europe's hungry. Give now and save a life ... Send your contribution to Care, C-A-R-E, Care -- New York. Thank you.

MUSIC: PLAY-OFF
(APPLAUSE)

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

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ATX01 030998B

THIRD COMMERCIAL

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. Thomas
Ray Oglesby of Winterville, North Carolina. Recently
this ace tobacco auctioneer said:

VOICE: At all the markets I've attended, I've seen the makers
of Lucky Strike buy fine tobacco ... ripe, mild leaf.

RUYSDAEL: Season after season, experts like Mr. Oglesby -- men who
really know tobacco - 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)
YES, 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.

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ATX01 0309999

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

HY: Tune in next week to the Jack Paar Show with Trudy Erwin, Jerry Fielding and the Orchestra, and yours truly, Hy Averbach. (MUSIC OUT) Jack Paar is undercontract to RKO Pictures and his latest vehicle may be seen, er, ah- Jack where can your latest vehicle be seen?

PAAR: In the NBC Parking lot.....Good night 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

ANNOR: THIS IS NBC..THE NATIONAL BROADCASTING COMPANY.

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ATX01 0310000