

SHOW NO. 18

(REVISED)

A Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, September 28, 1947

NBC

4:00-4:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

REPORT TO CONSUMER - HAIR TONIC

ORCHESTRA - "I'M JUST WILD ABOUT HARRY"

COMMERCIAL

UNCLE JACK SPOT

TRUDY ERWIN - "ALMOST LIKE BEING IN LOVE"

POSTAL SPOT

ALLOCATION

COMMERCIAL

TAG

W

ATX01 0310001

COMMERCIAL NO. 1

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: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

BOONE: (CHANT - 57 to 59 - AMERICAN)

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

RUYSDAEL: IS - 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.

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ATX01 0310002

MUSIC: "LUCKY DAY" THEME TO FINISH

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

MUSIC: PAAR THEME - HIT FULL...APPLAUSE...APPLAUSE...FADES FOR:

W

ATX01 0310003

FAAR:

Thank you.....This is Jack Paar. Hello, and a special message to the Unemployment Compensation Commission. No matter what Jack Benny tells you, take him off the list - he goes back to work next Sunday.... The vacation did Mr. Benny a lot of good, he looks at least an hour and a half younger.....I noticed he now wears his toupee a little different. The part in his hair now runs from ear to ear. It looks rather smart but when you talk to him, you find yourself whispering in his NOSE.....Well, let's look at the news. This has been a busy week. The Burlesque show in Los Angeles was raided.....somebody pinched the fan dancer, after she was arrested..... I also read in the paper where more babies are born in Los Angeles than any other place in the country. The reason for this is not quite known, but according to a recent Gallup poll.....eleven percent of the people think it's because of the sunshine.....sixteen percent think it's because of so much orange juice... and eighty nine percent blamed the whole thing on DUZ.....And this is the season for county fairs.. they're a lot of fun. The lady next door to us won a prize for her upside down cake, of course, she's an upside down cook. I knew she was upside down because all her clothes were made that way!.....

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ATX01 0310004

FAAR: But despite old fashioned things, such as county fairs.... we are now living in a push button age....I saw a wonderful, modern gadget in the kitchen of a new house the other day....you push the button and it lights the gas....by rubbing TWO STICKS together!..... What an age we're living in, soon everyone will have a Helicopter, a new radio, a television set, why I even heard of a new tooth bursh. It's a tooth on a stick for CLEANING BRUSHES.....

HY: Say, Jack, I heard of a wonderful invention to help the housewives.

FAAR: What is it, Hy?

HY: It's a combination eyebrow tweezers and ice tongs.

FAAR: Egad, what an idea.

HY: And here's another one. It's a new kind of dandruff to stop falling Vaseline.

FAAR: Yes, Hy, this is the age of science. I heard of a new preparation that will grow hair on a billiard ball.

HY: Does it work?

FAAR: Yes, but it sure slows down the game.....So this week, Hy, we're going to investigate hair tonics.

MUSIC: LEGIT FANFARE

W

ATX01 0310005

HY: As an educational feature, we bring you Jack Paar's.....
REPORT TO THE CONSUMER!.....Today, Volume One, Number
Four: Hair Tonics!

MUSIC: INTRO AND FADE FOR

PAAR: Friends, hair tonics are sold in many forms.....the
most popular is liquid.....then there's ~~paste~~, powder,
cream, ~~gas~~, tablet, injection, and it even comes
frozen on a stick for the kiddies. This latter type
is called a Kreml-sickle....Thanks to Kreml-sickles,
we have very few bald-headed children.....Some hair
tonics make extravagant claims. Of course, many of
these claims are well-founded. I investigated one
tonic by rubbing some on my scalp with my finger tips.
In three weeks, I had a luxurious growth, of hair.....
on the tips of my fingers!!.....Now I can paint my
house without buying a brush.....I just take
off my wrist watch and start ~~painting~~.....;....After
reviewing all the hair tonics and hair restorers on the
market, I've come to the conclusion that there's only
one complete cure for baldness.....and that cure for
baldness is called:

MUSIC: SHORT BUT BIG FANFARE

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ATX01 0310006

- HY: Adam hats!
- PAAR: A survey recently taken by an unidentified pickpocket has been recovered....and proves conclusively that the average American has more hair on his shoulders than he has on his head. This is a dangerous trend. Listen to what was said by an average housewife....
- DORIS: I am a red-head. I also have red hair. Last week, however, I noticed two bionic hairs. One on each shoulder of my bald-headed husband. I removed them. The shoulders, that is!....However, this did not prove practical, as his shirt collar now slips to his hips!
- HY: For an intimate glimpse behind the scenes of hair tonic manufacture, we take you now to the private offices of Durapower Mainspring, hair tonic tycoon who produces Groomo the hair grower that completely eliminates foreheads!
- MUSIC: QUICK..HAIRY BRIDGE TO:
- PAAR: Gentlemen, I've called you here to discuss our Chicago sales manager. Hotchkiss must go! It isn't proper for a hair tonic company to be represented by a bald-headed man.
- HY: But, Durapower--Hotchkiss isn't that bald!
- PAAR: Oh, no? His head is so shiny and slippery, his ears keep falling to the floor!
- HY: Well, don't fire him, Durapower---maybe he can wear his eyebrows in an upsweep.

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ATX01 0310007

HAL: I have an idea for a new product, Chief.

PAAR: What is it, Simkins?

HAL: I have the plans right here, sir--it's a comb with real teeth.

PAAR: Real teeth? What's the idea?

HAL: With this comb, if your scalp bites, you can bite it back!

PAAR: There's something frightening about you, Simkins..... must you parade around the office in your linoleum shorts?

HY: Durapower, who is that distinguished looking gentleman sitting in the corner, ^{with his hair} ~~trimming his own hair~~.

PAAR: I'm glad you asked that. Gentlemen, I want you to meet a new member of our firm -- the former dean of the Main Street Tonic Institute. Dean, will you please introduce yourself?

HANS: (FRENCH) Certainmonte. My name is ~~M'sieu~~ Rudy S. Lepay.

PAAR: What's the "S" stand for?

HANS: Nothing. My father dropped a noodle on my birth certificate.

PAAR: Now, Dean, I understand that you have perfected a new type of hair dressing.

HANS: But oui, M'sieu! Tell me, M. Mainspring---do you have unruly hair?

PAAR: Well, I don't know....I never tried to rule it.

HANS: Will M'sieu look at my hair? See how neat and well coiffed it is?

PAAR: Yes--it's very well groomed. How do you keep it down?

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ATX01 0310008

HANS: ~~It's~~ simple, M'sieu.....Thumb tacks!

FAAR: What an idea! Thumb tacks! I must admit, it looks neater than Scotch tape....But let's get to the point: how does your new preparation work?

HANS: It's tres simple, M'sieu. On a Monday, you rub a little of my cream in your scalp. Tuesday, you rub a little more. Wednesday, you rub more. Thursday and Friday, the same....and before you know it ----

FAAR: Yes?

HANS: The whole week is gone!

FAAR: Incredible!

MUSIC: STINGER

FAAR: Thus a new hair preparation is put on the market. Next comes the advertising. We unsuspecting consumers turn on our radios and we hear:

MUSIC: SHORT FANFARE

ATX01 0310009

HY: Men, are you losing your hair? Is your scalp so shiny that you have to switch your forehead to "dim" when passing a pedestrian?.....Then buy Groomo. Groomo contains no harmful impurities such as vitaminsGroomo trains your hair - it trains hair to lie down flat, sit up and beg, or go out and fetch the evening paper!.....And when you buy Groomo, remember, Groomo is not sold in jars, it is not sold in the tube, it is not sold in bottles. Groomo is sold only in Drug stores.....Groomo will make your hair come in heavy. Listen to what Mr. H.P. of Grand Rapids has to say:

PAAR: I was completely bald. I used Groomo and my hair came in ~~real~~ heavy. I only grew ONE HAIR but it weighs TWELVE POUNDS!

MUSIC: PLAYOFF
(APPLAUSE)

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ATX01 0310010

THE JACK PAAR PROGRAM - COMMERCIALS FOR SUNDAY, SEPTEMBER 28, 1947 ^{-B-}

COMMERCIAL NO. 2

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.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS!
Mr. Floyd Clay of Versailles, Kentucky, operates one
of the largest tobacco warehouses in the world. He
said recently:

VOICE: Up through the years, I've seen American buy tobacco
that's ripe and mild ... tobacco with real flavor and
mellowness.

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

VOICE: I've smoked Luckies myself for 17 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

(MOR.)

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ATX01 0310011

THE JACK PAAR PROGRAM - COMMERCIALS FOR SUNDAY, SEPTEMBER 28, 1947

COMMERCIAL NO. 2 - (CONT'D)

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!

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ATX01 0310012

PAAR: Many listeners have written to me asking if they could hear more of our young Maestro Jerry Fielding's voice. So here he is. Jerry, is there anything you'd care to say?

JERRY: Nope!

PAAR: Would you care to tell us what you're going to play?

JERRY: Nope.

PAAR: Well, do you like being on the radio?

JERRY: Nope!

PAAR: Well, enough of this smart talk. The orchestra will now play "I'm Just Wild About Harry." This features Jerry and his MAGIC NOPE.

MUSIC: ORCH SELECTION....."I'M JUST WILD ABOUT HARRY"
(APPLAUSE)

MUSIC: PLAYON CHILDRENS THEME

ANNCR: Now kiddies it's time for another weekly meeting of Uncle Jack's Club.....and here to bring you all the latest club news is your Uncle Jack.

MUSIC: UP TO FINISH

PAAR: Hello, kids of America. Here's the news from our club chapters.....We have a report here from the president of our Savannah, Georgia chapter, little Irving Center. Irving has invented something that's just ~~tim-~~
~~cracker-jack-dandy~~ for all of you kids who don't like your teacher. It's a bright shiney red apple.....
One bite and the whole school blows up.....~~For~~~~this~~
~~wonderful-new-invention,~~~~Irving-wins-the-Uncle-Jack-award~~
~~of-the-month-a-brand-new-piggy-bank,~~~~ideal-for-keeping~~
~~little-piggies-in~~.....Now, kids of America, we come to Uncle Jack's Open Forum, where your representatives are here to discuss topics of importance to you. The Forum will now come to order. First, let me introduce little Agatha McCarthy, age 8, one of our real enthusiastic members -- from Enthusiastic, Idaho.....
Mistress McCarthy.....

GIRL: Thank you, Uncle Jack.

ATX01 0310014

PAAR: Agatha, before you begin, tell us -- how do you like
Los Angeles?

GIRL: Oh, it's grand! Hollywood is everything they say it is.

PAAR: Really?

GIRL: Yes. Do you know that yesterday I bought a lollipop-----
and the handle was genuine knotty pine!

PAAR: Knotty pine! What flavor was the lollipop?

GIRL: Redwood!

PAAR: I see, that accounts for the splinter in your lip. We'll
be back with you in just a few moments, Agatha. Now
let me introduce Master Jonathan Upjohn, 9 years old,
from San Francisco, Alabama. ~~Little Jonathan is the boy
who was voted by his fellow club members as the one most
likely to reach the age of 12. Of course, that was
before his father bought him a scout knife, and he may
not make it. . . .~~ Last week he was playing mumbly peg when
the knife slipped and he accidentally cut off one of his
mumbles. . . . Master Upjohn.

BOY: Thank you, Uncle Jack.

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ATX01 0310015

PAAR: It's nice to have you with us, Johathan, but why didn't you tell us you were coming a few days ago?

BOY: I didn't know I was comin'. Y'see, I was entered in the soap box derby at Akron, Ohio--and my car got away from me.

PAAR: What kind of soap box auto were you driving?

BOY: A hopped-up 1947 Rinso!

PAAR: Well, isn't that sudsy!.....We'll be back to you in a moment, Johnathan. Now let's meet our third guest, little Tex Austin, from New Mexico....Well, Tex, how do you like Los Angeles?....(He must be bashful, poor kid)....Tex, are you glad to be here?.....(Ah, these silent westerners!).....Well, never mind, Tex..... we'll get back to you later.

TEX: Howdy, Ma'm!

PAAR: Oh, so you finally opened up! Well, tell us, Tex, how do you like Los Angeles?.....Tex, I said, how do you---

TEX: Howdy, Ma'm!

PAAR: We'll come back to you in a moment, Tex. Now, on with the forum. First--little Agatha McCarthy. What is your topic, Aggie?

GIRL: Uncle Jack, friends...and fellow children...we kids are faced with a horrible situation that must be stopped: ~~I'm talking about the~~ black market...in bubble gum!..... Not only is black market bubble gum expensive, but the quality of it is definitely inferior.

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ATX01 0310016

PAAR: You're so right, Aggie! One of our members blew a big bubble with some black market gum. Just as he got it full blown, it backfired and blew a hole in his neck!.....
.....~~I see that little Jonathan Upjohn has his hand raised. Have you something to add to the discussion?~~

BOY: ~~Yes~~, Uncle Jack. I've been blowin' bubbles for two years without spendin' a penny on black market gum.

PAAR: Incredible! How'd you do it?

BOY: Soap!

PAAR: Well, isn't that sudsy! (I always say that when I'm stuck for an ad lib.) Ah, Tex Austin has his hand raised. What've you got to say about the bubble gum situation, Tex?

TEX: (PAUSE...THEN)Howdy, Ma'm!

PAAR: Don't laugh, folks...this kid may be our next president! Now, ~~let's turn the discussion over~~ ^{to} little Jonathan Upjohn. ~~What is your topic?~~

BOY: I'm here to talk about the terrible crowded conditions in our schoolrooms. It's awful. Why, my school is so packed with kids that we have to go to school in shifts.

PAAR: When do you go?

BOY: Between 2 and 5 in the morning!

PAAR: I see...and what are you studying?

BOY: I don't know....they don't turn the lights on.

PAAR: ~~Crowded schoolrooms~~ ^{that is} are quite a problem. ~~Any suggestions?~~

~~GIRL: I have one, Uncle Jack.~~

PAAR: ~~Fine~~, Agatha. What do you suggest we do to relieve the crowded conditions in schoolrooms?

GIRL: Get rid of the teachers!

PAAR: An excellent suggestion...~~and I'm sure the teachers would just love to leave school and pick up a few bucks selling used cars~~.....Oh, I see Tex has his hand raised again. Have you something to say, Tex?

~~TEX: Howdy.~~

PAAR: ~~Is that all?~~

~~TEX: Ma'm!~~

PAAR: Well, kids, I guess that concludes our --

FLO: (LOW VOICE) Just a second, Uncle Jack....

PAAR: I beg your pardon? Who're you?

FLO: My name is Passion DiMaggio....and I'm 8 years old.

PAAR: Eight years old? How come you're so well advanced if you're only 8?

FLO: I read alot.

PAAR: Aren't you rather tall for your age?

FLO: I'm standing on my sister.

PAAR: Oh, I see. Well, that's a lovely peek-a-boo waist you're wearing.

FLO: That's no peek-a-boo waist.....that's my sister. She's nosy.

ATX01 0310018

TEX: Howdy, ma'm!

PAAR: YOU KEEP OUT OF THIS! Now, Passion--just what do you want? This is an open forum.

FLO: I know. I thought we could have more fun if we continued it later....at the playground.

PAAR: The playground?

FLO: I'll meet you behind the see-saw.

PAAR: Good. Bring something round -- we'll have a ball!

MUSIC: PLAY OFF
(APPLAUSE)

ATX01 0310019

PAAR: And now it's time for our lovely vocalist Trudy Erwin. People ask how does Trudy memorize all the words to the songs she sings. Actually, she doesn't memorize the words she has the lyrics pasted to her eyelids..... Trudy, would you care to tell us the title of your number tonight?

TRUDY: Nope!

PAAR: Well, so much for elective bargaining.....Sing Trudy.

MUSIC: TRUDY ERWIN SELECTION....."ALMOST LIKE BEING IN LOVE"

(APPLAUSE)

PAAR: (OVER APPLAUSE) ~~Beautiful~~ Trudy....

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ATX01 0310020

PAAR: Friends, America is a world power today because of her fighting spirit...the team-work of her peoples...and her patriotic fervor. For proof of this, look at our motto: "E Pluribus Unum" --- which means?

HY: One out of many.

PAAR: Look at the motto of the Marine Corps: "Semper Fidelis" ...which means:

HY: Always Faithful!

PAAR: And, of course, the famous motto of the Post Office -- "Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds"...and that means...

HANS: (OLD MAN) Which way is Hollywood and Vine?

PAAR: Like most of us, I've always taken the post office department for granted. But yesterday, I happened to overhear a conversation between two postmen.

HY: Hiya, Freddie! Saaaaay, I see ya got a fancy new suede mailbag...Gee, a two-tone brown and white sports model.

HANS: Yeh, I just been transferred to Beverly Hills.

HY: Boy, what a route! Out there with all those movie stars.

HANS: Ah, it's not as easy as it sounds. I almost broke my back yesterday, delivering a package to Orson Welles.

HY: What was in it?

HANS: Orson Welles!.....~~You-know-that-dog-actor-they-call Lassie?~~

~~HY: Oh, you got dog trouble on your route, too?~~

PR

ATX01 0310021

~~HANS: And how! Every time I pass his house, his butler comes out and barks at me!~~

HY: Oh, well, that isn't so bad. You should see that route I've got.

HANS: What's wrong with it?

HY: I've got a tree surgeon on top of a hill.

HANS: Oh, those hills are murder to climb!

HY: Hills I don't mind ---it's that tree surgeon. People keep mailing him sick eucalyptus trees!

MUSIC: STINGER

PAAR: Friends, let's face it -- the mailmen of America have a tough job. Imagine how they must feel every Spring and Winter when Sears, Roebuck sends out new catalogues! At the end of the day, the postman is so flat-footed, he can applaud from either end...Postmen have always had a tough time, starting with the first airmail letters, delivered by Paul Revere.

HY: Paul Revere? They didn't have airmail in those days.

PAAR: Paul had a very tall horse...~~But the airmail wasn't so bad --- it was the ordinary mail. They didn't have any two-cent stamps in those days, so with every letter, he had to carry George Washington....~~Yes, it was a thankless job then and it's the same now. Let's look in on a mailman coming home from a hard day's delivery, with his pouch dragging....

MUSIC: TIRED THEME...FADE FOR:

PR

ATX01 0310022

DORIS: Hello, dear -- you must've had a terrible day.

PAAR: Yes, darling. How can you tell?

DORIS: All the shine is gone out of your leather bow-tie!

PAAR: Today was really murder! ~~Magazines, bills, newspapers, free samples, post-cards, advertisements.~~ Oh, if only I could afford to hire a caddy! That reminds me, where's our little daughter, Prudence?

GIRL: Here I am, Daddy -- behind the sofa, playing post office.

DORIS: Prudence! You can't play post office all by yourself.

GIRL: I'm not all by myself, Momma.

PAAR: Who's with you?

TEX: Howdy, ma'm!

MUSIC: STINGER

PAAR: Perhaps the answer to the mailman's troubles can best be answered by a mailman himself. Here's postal carrier Jesse Shamble to give us his solution.

HY: Don't write -- telegraph!

PAAR: Now, here's a word from a telegraph operator.

HANS: Don't telegraph -- telephone!

PAAR: And here is a word from a telephone operator.

FLC: Drop dead!

PAAR: Of course, friends, there is a practical solution to the whole thing. I have an idea that'll benefit every mailman in the country. Friends, next Tuesday, at 11 o'clock, let's everybody in America move into the same apartment!

MUSIC: PLAY OFF $\frac{4}{2}$
(APPLAUSE)

PR

ATK01 0310023

PAAR: Ladies and gentlemen, it's an old American custom to help the other fellow, and one of the best ways I know of helping those in need is through the Community Chest. By treating vital problems as they arise, Red Feather Services prevent these problems from spreading throughout the community and affecting the welfare of the Nation. By giving to the Community Chest you benefit millions of Americans directly and all of us indirectly. The sign of the Red Feather is the sign of a good neighbor, so give generously to the Community Chest. Thank you.

MUSIC: PLAY-OFF
 (APPLAUSE)

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

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ATX01 0310024

THE JACK PAAR PROGRAM - COMMERCIALS FOR SUNDAY, SEPTEMBER 28, 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.

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

SHARBUTT: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS!
Mr. Charles Belvin, well-known independent tobacco
buyer of Durham, North Carolina. Not long ago, he
said:

VOICE: Season after season, at market after market, I've seen
the makers of Lucky Strike buy fine, ripe, mild tobacco.

RUYSDAEL: Year after year, experts like Mr. Belvin - men born and
raised in the tobacco business - 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.

ATX01 0310025

MUSIC: THEME HIT AND FADE...

PAAR: Ladies and gentlemen, this is the last program of the summer season for all of us on this show...Next week, Jack Benny returns at this time. On behalf of the cast, I want to publicly thank Mr. Benny for this wonderful opportunity. It takes a very kind and very gracious man to give new people a chance. Jack Benny is that kind of a person. And now may I mention a few of the people who made this show possible. In our cast each week were such fine performers as Hans Conreid, Florence Halop and Doris Singleton. Our producer, Bob Nye....Charles Buck of NBC, George Foster, the engineer. And last, but certainly not least expensive, are the writers who have worked with me on these scrips: Jack Douglas, Hal Kanter, Seaman Jacobs, and Leo Solomon.....And my thanks to the NBC censor who has been so cooperative. I'd like to mention his name, but I can't because it sounds naughty.....

GOOD NIGHT, EVERYBODY!

(APPLAUSE)

AVERBACK: Next Wednesday night America's newest comedy sensation - Jack Paar - will be heard on another network at a new time. Consult your local paper for the exact station and hour of broadcast. And right here - next Sunday night - in the regular Jack Benny time spot - it will be Jack Benny himself. Yes, Jack, Mary and all the Gang - right here on Sunday, October 5th. Be with us, won't you?

MUSIC: "LUCKY DAY" THEME ...UP AND FADE FOR

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ATX01 0310026

(REVISED) -22-

AVERBACK: Remember--For the tops in radio entertainment, set your dial to NBC, Saturday night for Your Hit Parade with Doris Day, Axel Stordahl, Ken Lane and the Hit Paraders-- and starring Frank Sinatra.

MUSIC: "LUCKY DAY" THEME...UP FOR SIGN-OFF

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

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ATX01 0310027