

RADIO
CONTINUITY

LUCKY STRIKE

JACK PARR

SUMMER
REPLACEMENT
FOR

JACK BENNY

JUNE - SEPT.

1947

JUNE

1957

PROGRAM #1
REVISED

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, June 1, 1947

NEC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
TRUDY IRWIN NUMBER
DENNIS DAY SPOT
COMMERCIAL
GARGLES SPOT
PAGE CAVANAUGH TRIO
ENGLISH SPOT
ALLOCATION
COMMERCIAL
BUMPER
TAG

w

ATX01 0309579

JACK PAAR
JUNE 1, 1947

-A-

COMMERCIAL NO. I

SHARBUTT: THE JACK PAAR PROGRAM - Presented by LUCKY STRIKE!
BOONE: (CHANT - 57 to 59 - AMERICAN)
SHARBUTT: Fine tobacco is what counts in a cigarette, and....
RUYSDAEL: LS - MFT
SHARBUTT: Lucky Strike means fine tobacco. Year-in, year-out...
RUYSDAEL: LS - MFT
SHARBUTT: Lucky Strike means fine tobacco. Yes, fine tobacco that
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)

(TIME: .37)

MB

ATK01 0309580

MUSIC: HIT AND FADE FOR:

HY: From Hollywood, Lucky Strike presents, the JACK PAAR program, with songs by Trudy Irwin, the Page Cavanaugh Trio, Jerry Fielding and The Orchestra, yours truly Hy Averbach, and STARRING America's Newest Comedy Personality ----- JACK PAAR ! ! !

MUSIC: HIT FULL - APPLAUSE - FADES FOR ----

W

(APPLAUSE)

PAAR:

Thank you,.....This is Jack Paar. Well, we're a little late, so GOOD NIGHT FOLKS. (I don't get it either but, everybody says it and it always gets a big hand);.....

..... Well, how do you like the show so far?.....

In case any of you are disappointed, remember 17 more weeks 'till Jack Benny!.....Now for those of you

who have their hats on and are starting up the aisle,

may I say that I'm not new in radio. I started many

years ago as an announcer. But I got tired of saying

things like: "The program that was recorded at an

earlier hour to be played at this time will not be heard

because some jerk fell down and BROKE THE RECORD"

.....

When for awhile I worked on those daytime serial stories.

This one was called, "Love Came To Her Once But WHAM!"

I played the part of WHAMM!

So you see I'm well prepared to do this job for Lucky

Strike. As a matter of fact I'm a linguist.....I

understand eight languages and F. E. BOONE.....

Of course, I'm in a little different situation than most

comedians. I haven't enough money to hire fourteen gag

writers like Bob Hope. I saw Hope and his writers coming

out of his office one day, it looked like RECESS AT

U.C.L.A.....(MORE)

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PAAR:
(CONT.)

There's one other thing I'd like to explain, we're not going to give anything away on this program. This is not the Pot of Gold or the show they call "Answer It or You're A SCHNOOK." If your telephone rings while we're on the air, it just means one thing, YOUR ^{PHONE} BILL IS PAID. ~~.....~~
for money station come back - sound of air
And oh, yes, this is a non-profit show. All the money we make tonight is going to a worthy charity. It's being sent to Washington for the UNDERPRIVILEGED DEMOCRATIC CHILDREN..

.....

P. S.....The management has asked me to announce that immediately after this program there will be ENTERTAINMENT..

.....

MUSIC: PLAYOFF

(APPLAUSE)

(REVISED)

-4-

PAAR: Now I'd like you to meet Miss Trudy Irwin, our ALL GIRL
SINGER. When you hear her, I'm sure you'll agree that
singing is coming back. Trudy.

MUSIC: ORCH AND IRWIN. "THAT'S HOW MUCH I LOVE YOU, BABY"
(APPLAUSE)

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ATX01 0309584

PAAR: Thank you, Trudy Irwin. your carton of ~~Lucky Strikes~~ is in the mail.....

And now friends, as a special added feature of our show AL JOLSON WILL POSITIVELY NOT APPEAR AS A GUEST STAR TONIGHT..... Revolutionary, isn't it?.....

Incidentally, how about that guest star situation in Radio? ...Every show you hear has a guest - and always the same ones. Are they interchangeable like plumbing fixtures?....Is Ford turning them out?..... If so, will General Motors meet the challenge and turn out a CONVERTIBLE GUEST STAR?.....First he's Sydney Greenstreet then you turn him inside out and he's LOUELIA PARSONS.....

..... Really, the whole Guest star idea is becoming overworked, abused, and Costello....It's getting so that even the Guest stars have Guest stars.....But the thing that impresses me is the false enthusiasm of guest appearances...you know what I mean...there's a knock on the door, the door opens and the comedian says; (BIG) WHY IT'S KAY KYSER! ... WHAT A SURPRISE! ... What surprise? ... They've been rehearsing for 12 hours! - they're sick of ~~looking at~~ each other! Have you ever wondered what the Guest Star and the comedian really think when they stand up there and compliment each other? ~~What's~~ going on in their minds?What are they saying to themselves?It would be interesting to find out, wouldn't it.....?

MUSIC: PANFARE

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HY: ..AND NOW, LADIES AND GENTLEMEN, OUR GUEST STAR...
DENNIS DAY!

(APPLAUSE)

DAY: THANK YOU...HELLO JACK, GOSH IT'S CERTAINLY GREAT BEING
HERE...(What's great about it? - on a nice Sunday like
this me and my mother could be out with a girl)

PAAR: AND DENNIS IT'S CERTAINLY GREAT HAVING YOU HERE.....
(What's great about it? - for what I'm paying him I
could have my choice of any two of the Andrew Sisters
and a Corned Beef Sandwich!)

DAY: THANK YOU, JACK...AND DID I TELL YOU - YOU CERTAINLY
LOOK WONDERFUL - YOU'RE THE PICTURE OF HEALTH.....
(How long can he last? - Gee, I wonder if I can take
over his show after the funeral?)

PAAR: VERY KIND OF YOU TO SAY SO, DENNIS....BUT YOU TOOK THE
WORDS RIGHT OUT OF MY MOUTH...I WAS JUST GOING TO SAY
THAT YOU LOOK THE PICTURE OF HEALTH...(I'd swear the
kid has Ricketts!)

DAY: TELL ME, JACK, HOW DO YOU LIKE HAVING YOUR OWN SHOW?

PAAR: IT'S WONDERFUL, DENNIS...I JUST HOPE I CAN BE AS
SUCCESSFUL AS YOU'VE BEEN THIS YEAR.

DAY: I'M SURE YOU WILL BE, JACK.

PAAR: BUT DENNIS, DO YOU REALIZE WHAT YOU'VE ACCOMPLISHED?...
YOU'RE ON THE JACK BENNY SHOW, THE STAR OF YOUR OWN
SHOW...GUEST APPEARANCES...RECORD ALBUMS...EVERYTHING.

W

ATX01 0309586

DAY: BELIEVE ME, JACK, WITH THE RIGHT BREAKS, PLENTY OF OTHER PERFORMERS COULD HAVE DONE THE SAME THING... (WHO??? ...Dennis Day, I dare you to name one!)

PAAR: OH NOW DENNIS, YOU'RE MUCH TOO MODEST.... (Modest - the kid's got two programs already and he's still punching.. if he could find the right Girdle, he'd try to be "John's Other Wife")

DAY: BY THE WAY, JACK, IS THERE ANYTHING I CAN DO TO GET YOUR SHOW OFF TO A GOOD START? ... (I hope he asks me to sing "Glockamorra"... I do it great ... to hear me you'd think I was a native Glocka-Moron)

PAAR: WELL, IT WOULD BE NICE IF YOU SANG ONE OF THOSE IRISH SONGS YOU'RE SO FAMOUS FOR..... (if he sings "Glockamorra" again, I'll blow my brains out!)

DAY: I'D LOVE TO SING AN IRISH SONG, JACK....AFTER ALL, I CAN'T DENY THAT I'M A SON OF OLD IRELAND...(If he only knew I'm really an Armenian....(KITZEL) Ho Ho Hoooooo).

PAAR: WHAT'S IT GOING TO BE, DENNIS?....(I'm praying it's not "Glockamorra.")

DAY: HOW ABOUT "GLOCKAMORRA?"

PAAR: (BIG) MY FAVORITE NUMBER! (I'd be a sucker to let him sing. He'll make me look about as important as Margaret Truman's piano player.)SAY, DENNIS, I'VE GOT A GREAT IDEA - YOU AND I WILL SING "GLOCKAMORA," AS A DUEL.

w

JACK PAAR
JUNE 1, 1947

-B-

COMMERCIAL NO. II

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco, and in a cigarette, it's the tobacco that counts. Remember what happens at the tobacco auctions?

BOONE: (CHANT - 57 to 59 - FAST SALES - FADING QUICKLY TO BACKGROUND NOISE)

SHARBUTT: Year after year, at auction after auction, independent tobacco experts - auctioneers, buyers and warehousemen - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. (CHANT UP - 59 - AMERICAN AND OUT FAST)

RUYSDAEL: Mr. John Cummins of Cynthiana, Kentucky, has been an independent tobacco auctioneer for over 19 years. He said:

VOICE: For years, at the auctions, I've seen the makers of Lucky Strike buy fine, good-tastin' tobacco....tobacco that's got quality, real quality. I've smoked Luckies for 22 years.

SHARBUTT: That says it! A Lucky Strike smoker for 22 years. So for your own real, deep-down smoking enjoyment, remember...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes...

RUYSDAEL: LS - MFT

SHARBUTT: No doubt about it! 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.

mb

(TIME: 1.04)

ATX01 0309588

ORCH: PLAY ON

PAAR: I was looking through a magazine the other day called UNPOPULAR MECHANICS, and do you know there are Five Million Six Thousand eighty three fountain pens that write under water...most of which are on their way back to the factory.....Everybody I knew had a fountain pen that wrote under something. Kaiser had a pen that wrote under Frazer.....Why they even had an under water fountain pen for Children. The kids do their homework and DROWN CATS AT THE SAME TIME.....And many radio comedians....you should excuse the expression...had a field day. Eddie Cantor did so many under water jokes that he got a fan letter from a Mackerel. It was becoming a terrible situation. What I'd like to know is who's responsible.....WHO STARTED ALL THIS?.....WHO'S TO BLAME?

DAVE: Well....I guess I am....

PAAR: Aren't you wearing your water on the knee a little high?

DAVE: Well, I live under water.

PAAR: Under water?

DAVE: Yes.....I couldn't find any other place to live.

PAAR: Probably paid a bonus to an Octopus!...It must be terribly unhealthy down there.

DAVE: (COUGHS) ...I'm not long for this world.

t

PAAR: Tell me something...is it true about those beautiful
Mermaids?

DAVE: Is it?....(GARGLE WOLF WHISTLE)

PAAR: Get a date for me, and we'll go drowning together...What
I'd like to know ~~from you~~ is...how did you come to invent
the Fountain pen that writes under water?

DAVE: Well, I told you....I live under water...in a submarine.

PAAR: But it's dry inside a Submarine?

DAVE: I know...But I like to write letters ON THE FRONT PORCH!

MUSIC: PLAYOFF
(APPLAUSE)

PAAR: And now here are three guys that we're very proud of, the Page Cavanaugh trio. Three boys who met in the army and decided they made pretty good music together. They now make pretty good money together. Here they are, reading from left to right, Page, Cavanaugh, and Trio.....

TRIO: "WALKIN MY BABY BACK HOME"
(APPLAUSE)

H

PAAR:

Thank you very much
Thank you. That was the Page Cavanaugh Trio, IS, MF. and
and I don't think of it, then I must have enjoyed it very much.
T..... Last week, I decided to go to the movies.

So I got a G.I. loan and bought a ticket. Inside I paid ten cents for a nickle candy bar...was insulted by two ushers, and finally got a seat next to a lady who was plucking a chicken by the light of the Movietone News,... The picture I saw was a British-made movie about an average American Family...Laurence Olivier in "Henry Aldrich the 5th"...Friends, you may not realize it, but the British have made American musicals, American comedies, and even gangster pictures...What's behind all this?..... Can this be England's revenge for Bunker Hill? What if the British should decide to make our Western pictures? Can you imagine C. Aubrey Smith strumming a guitar and singing, "There 'll Always Be A Wyoming"?.....or Sir Cedric Hardwick rescuing Dame May Witty, the beautiful Mexican half-breed?.....You know....I shudder to think of what the English version of "Duel In The Sun" might be like.....

MUSIC: REGAL FANFARE

HY: (VEDDY BRITISH) Parliament Pictures presents a saga of the American West, entitled....Disagreement In The Shade!

MUSIC: FANFARE

H

HY: The cast of characters, in ~~the~~ order of their disappearance, Sir Arthur Witherspoon, in the role of Texas Jack Paar....Dame Cynthia Duff-Armstrong appears as Cactus Nill....And by special arrangement with the Abbey Players, the Right Honorable J. Wembley Hollingshead in the role of...Smelley Pete! And introducing Parliament Pictures new star... Reginald the Wonder Horse:

LUNG: Full credit is given to Antoine of Paris who created Reginald's upswept tail-do.

HY: Now for "Disagreement in the Shade"!

MUSIC: SPECIAL THEME

LUNG: (HIGH BRITISH) It's a beastly hot day at the Bar Cheerio Ranch, located in Arizona, one of His Majesty's last outposts. The film begins as Texas Jack, our ruthless and yet beloved cowhand, rides up to the ranch on Reginald, the Wonder Horse...

MUSIC: SPECIAL THEME

SOUND: GALLOPING HORSES HOOVES

JANE: Whoaaa there, Reginald! I say, do whoaaaaaa, won't you?

SOUND: HORSE NEIGH

JACK: Stout horse, Reginald. (CALLS) Hallo, is anyone about?

NEE: Texas Jack...darling!...You've come home at last!

ANK: Yes, Cactus Nill...and I've missed you, my sweet. I've been singing and riding thirty hard days on the range.

NILL: How dreadful.

JACK: Yes, frankly, there's very little Zip left in my
Doo Dah.

NILL: Darling, you've been away nearly a fortnit and I've
just noticed that you are bowlegged clear up to the
part in your hair.

JACK: Yes, I am bowlegged, but it's most convenient for
letting the covered wagons go through...Tell me, my
dear, what has transpired while I've been out
gadding about the gulches?

NILL: Well, in your absence, Pater employed a new
foreman for the Ranch...a completely horrible
homore...his name is Smelley Pete.

JACK: Smelley Pete? I don't know any Smelley Petes.

NILL: He's a blackguard and a murderer. I have reason
to believe that Smelley Pete has murdered
Sheriff Cavendish.

JACK: That's quite impossible...I spoke to Sheriff
Cavendish only an hour ago.

NILL: Did he answer you?

JACK: Come to think of it, no!

NILL: Well, there you are....In a word, Tex, this cringing coyote, Smelley Pete, has become a Nemesis on these premises.

JACK: Nill, what you've told me is utterly appalling....let me take you away from all this....pack up and fly with me to Montana.

NILL: Montana?

JACK: Yes.....it's just outside Boston.....Nill, you must be my wife...You simply must.

NILL: Impossible, Tex....forget me.

JACK: I can't forget you, Nill. You're with me wherever I go...walking, riding, golfing. Of course when I go to the Y.M.C.A., I must leave you outside. Say you will....Say it.

NILL: You're not being practical, Tex...how would we live?

JACK: I've thought of that. We'll make our living by raising Cactus.

NILL: Is there a demand for Cactus?

JACK: Demand? Why, at this very moment on the New York Stock Exchange, Cactus is selling for 50 cents a Cack.

NILL: Darling, you're so resourceful.

JACK: Nill, my dear, I love you more than life itself...and allow me to assure you that Reginald my wonder horse shares my admiration. Don't you, Reginald?

LUNG: HORSE NEIGH

LUNG: (COCKNEY...FOLLOWING NEIGH) Righto, Guvnor!

eb

ATK01 0309595

NILL: How utterly quaint! Nothing would give me more lasting satisfaction than to become Mrs. Texas Jack, but Pater has promised me to the new foreman.

JACK: You mean...?

NILL: Yes, I'm afraid I'm doomed to become Mrs. Smelley Pete.

JACK: This is an intolerable situation. If I can't have you, I shall go out and drown myself in the well.

NILL: But the well is dry...

JACK: Then some other time perhaps. But I shan't lose you so easily. I'll seek out this Smelley Pete person and force him to give you up.

NILL: You may well have your chance...look!...he's coming this way.

JACK: Splendid. I'm ready.

NILL: I must warn you, Tex...he's a vicious brute, capable of violence and murder.

PETE: (COMING ON) Hallo there, chaps...Anyone for tennis?

NILL: Texas Jack, allow me to present Smelley Pete.

PETE: Howja do.

JACK: Howja do, pardner. I understand you're something of a cad. You have stolen 50,000 head of cattle and brutally murdered the Sheriff, all of which is decidedly illegal.

PETE: Well, aren't you the goody goody!

JACK: And furthermore, I suspect that you are trying to marry Nill only to get your hands on her cattle.

PETE: Sir, do you accuse me of courting a woman purely for her pot roast?

JACK: I do. In view of the circumstances, I fear we shall have to shoot it out.

PETE: Veddly well. I'm prepared. Let's get on with it.

NILL: Oh, you two are so utterly, utterly masculine!

PETE: Let's get on with it. I'm due on the tennis courts in half an hour.

JACK: Fine. I shall drop my neckerchief, and we shall both fire at once.

PETE: Bully.

JACK: Here goes, then...I'm dropping the neckerchief...

PETE: Wait! That neckerchief...those colors...Magenta and Powder Blue on a field of Shooking Pink.

JACK: What about them?

PETE: Those are Oxford colors...Are you an Oxford man, man?

JACK: Of course, Texas Jack, class of '29.

PETE: Smelley Pete, class of '28.

JACK: Heavens to Bevin. How stupid of me. I should have known. But I thought you were in Inja. You were in Inja, weren't you?

PETE: Of course I was in Inja...but since, I've moved to Arizonja!

JACK: It's so frightfully good to see you again, Smelley.

PETE: Likewise, you old varmint. You must come to the bunkhouse for a spot of tiffin this afternoon. We have so much to talk about.

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NILL: Gentlemen, aren't you forgetting that you're supposed to be killing yourselves over me?

PETE: Oh drat! I'd clean forgot.

JACK: Oh yes, we must do some shooting...After all, this is the West, where men are men, and women are women.

PETE: Oh yes, I believe we have the same arrangement in England.

JACK: Quite.

NILL: Well, do get on with it, you two.....you have your pistols drawn.

JACK: Alright, old girl...Smelley Pete, I shall count three... fire at will.

PETE: Got you old boy!

JACK: Here we go....ONE.....TWO.....THREE.

SOUND: TWO SHOTS IN RAPID SUCCESSION

NILL: SCREAMS

SOUND: THUD OF BODY

JACK: Good heavens, man, you've shot the girl.

PETE: But I distinctly heard you say "Fire at NILL".

JACK: No, no, old boy, I said...fire at WILL.

PETE: Really my dear fellow, you should WATCH YOUR DICTION.

JACK: Well, no matter. The joke's on me. ANYONE FOR TENNIS?

MUSIC: PLAYOFF
(APPLAUSE)

MS

ATX01 0309598

PAAR: Ladies and Gentlemen one of the most serious problems we face is the rising accident rate. Each year more of us are killed or injured fighting the Battle of the Boulevards. Let's try to avoid accidents by not being careless drivers...obey the law...don't mix alcohol and gasoline...traffic regulations are posted for your safety - don't disregard them...and above all, don't speed, Remember, the accident doesn't always happen to the next fellow...Be Careful - the life you save may be your own. Thank you.

(#1)

(APPLAUSE)

HY: Jack Paar will be back in just a moment, but first here's Basil Ruysedel.

(#2)

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JACK PAAR
JUNE 1, 1947

-C-

COMMERCIAL NO. III

SHARBUTT: Jack will be back in just a minute, but first, here is
Basil Ruysdael.

RUYSDAEL: As you listen to the historic chant of the tobacco
auctioneer, remember - IS - MFT.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

RUYSDAEL: Lucky Strike means fine tobacco.

SHARBUTT: Listen!

VOICE: Season after season, I've seen tobacco bought by the
makers of Lucky Strike ... tobacco that's full of flavor,
ripe and mild.

SHARBUTT: James Talley, famous tobacco warehouseman said that.

VOICE: For years, at the auctions, I've seen the makers of
Lucky Strike buy fine, ripe, smooth-smokin' tobacco.
Smoked Luckies myself for 29 years.

RUYSDAEL: Charles Gunter, 55 years an independent tobacco buyer
said that.

SHARBUTT: Yes, at auction after auction, independent tobacco
experts like Mr. Talley and Mr. Gunter can see the
makers of Lucky Strike consistently select and buy that
fine, that light, that naturally mild tobacco.
Remember...

RUYSDAEL: IS - 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.

MB

(TIME: 1.06)

ATK01 0309600

MUSIC: BUMPER HIT AND FADE ON CUE...CARRY UNDER FOR AWHILE

HY: Jack Paar appears through the courtesy of RKO pictures.
Again next Sunday the Jack Paar Show with Trudy Erwin,
the Page Cavanaugh Trio, Jerry Fielding and the orchestra,
and as our special guests...Humphrey Bogart, Lauren Bacall,
James Mason, Greer Garson, Cary Grant...the entire cast of
"The Best Years of Our Lives", and the Boston Symphony
orchestra!

PAAR: ~~That~~ Averbach's a nice guy, but he's such an awful liar!
GOODNIGHT, EVERYBODY!
(APPLAUSE)

MUSIC: THEME HIT FOR PLAYOFF

ANNCR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

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ATX01 0309601

PROGRAM #2
(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, June 8, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
TRIO NUMBER
PAGE BOY SPOT
COMMERCIAL
PAAR COMMERCIAL
TRUDY IRWIN NUMBER
LUCKY BRIDE SPOT
ALLOCATION
COMMERCIAL
BUMPER
TAG

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ATX01 0309602

THE JACK PAAR PROGRAM SUNDAY COMMERCIAL FOR JUNE 8, 1947

COMMERCIAL NO. 1

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

RIGGS: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: Remember - in a cigarette it's the tobacco that counts and

...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes, day-in-, day-out...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco - and this fine Lucky Strike 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.

BOONE: (CHANT - 57 to 59 - AMERICAN)

MUSIC: HIT AND FADE FOR:

HY: From Hollywood, Lucky Strike presents, the JACK PAAR program, with songs by Trudy Irwin, the Page Cavanaugh Trio, Jerry Fielding and The Orchestra, yours truly Hy Averback, and STARRING America's Newest Comedy Personality-----JACK PAAR! ! !

MUSIC: HIT FULL - APPLAUSE - FADES FOR----

PAAR: Thank you...Hello, and to those of you reaching for your dial,
GOODBYE!...This is Jack Paar....I know, you forgot, didn't
you? You thought Jack Benny was going to be on. ^{Jack} Don't worry,
he'll be back...he's my winter replacement. This is a nice
quiet little show - we'll do you no harm....We won't
advise you to leave your husband, and we won't clutter up
your house by giving away money,.....and on this program,
you don't have to laugh or applaud, just NOD YOUR HEADS
IF YOU LIKE IT.....however, I must admit there's been
a lot of comment about our first show last week. Everyone
agreed we got off to a FLYING STOP!.....Let me read you
a headline from a paper in Lexington, Kentucky. It says:
"New Comedian on the F. E. BOONE SHOW".....You know,
in radio they have a way of checking the popularity of a
program. It's called the Hooper Rating. I can't tell you
what my Hooper is yet, but MOVE OVER, "CLIQNOT CLUB
ESKIMOS"..... Maybe I should be like the other comedians
and start a feud with someone like Allen and Benny,
Hope and Crosby. But if I start a radio feud, I'm going to
pick on someone I can OUT AD LIB - like BETTY CROCKER.....
If she says that Jack Paar is an old BISQUICK, I'll
come right back with something clever like "Tapioca Pudding
to you".....Being new I feel I should tell you something
about myself. Twenty-nine years ago my mother and father
were married so that I could be brought to you at this
more CONVENIENT TIME.....

(MORE)

PAAR:
(Cont'd)

And I'm very grateful to my parents for having a boy.
Had I been a girl, it would have been ^{un}unfortunate because
all my clothes are MADE THIS WAY.....And I've done very
well considering that I couldn't speak a word until I
was twelve years old. My father wouldn't let me ^{talk} - he
was an NBC VICE PRESIDENT.....But now here I am with
my own radio show. I hope you all like it. If not.....
oh well, I've been dismissed before. I've been LET OUT
more times than Sydney Greenstreet's PANTS.....I don't
know what you thought of last week's show, but
personally I was crazy about it ^{you know}

HY: (RURAL VOICE) I didn't care much for it, ^{son} son. Your
funnies don't spark me t'all - they don't.

PAAR: ^{I'm} I'm sorry, sir. What's wrong with this program?

HY: I don't hold with you college type fellows on the radio.
Where I come from education and humor don't mix. Give me
the old time comedies. Don't hold none with this
new fangled satiree.

PAAR: Comedie? Satiree? Oh - Comedy...Satire. Maybe I was
born TWENTY MINUTES ahead of my time. What do you
suggest?

HY: Some of those real Jim Dandy laughs like; "Why does the
chicken cross the--", "Who was that lady I seed you--"
and "A funny thing happened on the way to ~~the~~--".

PAAR: But jokes like that killed vaudeville, killed radio
and are wounding television...

HY: (LAUGHS) ^{I see} I see you ain't no ad libber like those
Lum and Abner fellas.

PAAR: So my comedee and satiree is wrong, old timer. Well,
I'll try one of those Jim Dandies.....Here we go.....
.....A funny thing happened to me on the way to the
studio tonight. An old lady walked up to me on the street
and said: "Tell me young man will I get an electric shock
if I step on the street car tracks?" And I said: "No, Mam,
not unless you throw your other foot up over ~~the~~ trolley
wire".....(You know, that's the
biggest laugh I ever got. Maybe the old guy was right
about that comedie and satiree stuff). *Handwritten mark*

MUSIC: PLAY OFF

(APPLAUSE)

PFAR: One of the brightest musical discoveries of the year is the Page Cavanaugh Trio. ~~Three~~ boys who make really great music. They will now do a soft ras-ma-taz version of "After You've Gone".....You'll notice the sign the boys just hung up, it reads: "Out of this World, back in two minutes". Gentlemen.

MUSIC: PAGE CAVANAUGH TRIO....."AFTER YOU'VE GONE,"
(APPLAUSE)

MUSIC: FAIRFARE

HY: Little Known People Who Mean Absolutely Nothing!

MUSIC: BASSOON EFFECT

PAAR: Friends, life is made up of little people going about their daily tasks unheralded, unsung, and unhealthy... The stuffed olive business has its Pimento Pushers, meat markets have their chicken pluckers, and Radio has its Page Boys - who wish they were Chicken Pluckers. However, there is a future in everything, and the proof of this is our guest tonight - Major Smythe, Chief of Staff of the Studio Page Boys! Good evening, Major, *it's* nice to have you with us.

MAJOR: Charmed...it was just grand of you to ask me. I seldom come up on the stage...except in extreme emergencies.

PAAR: Such as...Major?

MAJOR: Sometimes on the Bride and Groom show the Grooms get nervous and don't show up.

PAAR: And so?

MAJOR: I've been married five times!

PAAR: *It's* Lots of people have been married five times.

MAJOR: In one week?

PAAR: I had no idea you faced such difficult problems.

MAJOR: Problems? ... if you but knew what I put up with in radio...

PAAR: Really?

MAJOR: Sometimes I wish my mother had taken my advice and remained childless!

PAAR: Well, she came pretty close to it, *It's*

MAJOR: Believe me, most of the time around here, I'm in a tizzy.

PAAR: It looks very well on you, though.

MAJOR: Thanks...but it needs to be taken in a little.

PAAR: Major, tell us about some of these tizzy-provoking experiences of yours.

MAJOR: Well yesterday, for example, three hill billies broke loose and ran away from the National Barn Dance.

PAAR: Well, did you find them?

MAJOR: Yes, they were butchering a hog in the Mezzanine!..... We were literally forced into having a barbecue on Ma Perkins.

PAAR: I can see the old lady now...knee-deep in pork fat!.... Yes, Major, you and your staff have a great deal to cope with.

MAJOR: Oh, my staff!...On them a good substantial poo!

PAAR: Hmm...sounds like trouble in the ranks.

MAJOR: It's something awful...I found one of my staff assigned to the Doctor I.Q. Show with a lady in the balcony.

PAAR: Isn't that part of his job?

MAJOR: Not two days after the program!

PAAR: Love will find a way....Major, I can tell from these decorations and medals on your chest that you've seen plenty of service in your present job.

MAJOR: Indeed I have...this medal here, I got for the Battle of Studio A.

PAAR: The Battle of Studio A?

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MAJOR: Yes...the Dick Haymes and Bing Crosby fans fought it out.
(DRAMATICALLY) My men held the second balcony. All
around us bubble gum was bursting...finally we withdrew
to the mezzanine under a heavy cross-fire of Sloppy Joe
sweaters.

PAAR: Zounds, Major!...What an engagement!

MAJOR: Yes, I wouldn't be here myself if I hadn't been
evacuated into a rest area - the Guy Lombardo program.....
Of course later I was in the Army of Occupation with
Andy Russell.

PAAR: And for that you received the Bronze Star with Oakleaf
Bobby Sox!

MAJOR: Yes. You may also be interested in this decoration...
the Distinguished Kate Smith Medal.

PAAR: Oh, the Battle of the Bulge, eh?.....Say, Major, with
all your experience, I'll bet you know some great
inside gossip about radio.

MAJOR: Do I? Come a little closer...Now you won't breathe this
to a soul?

PAAR: Scout's Honor, Major.

MAJOR: Very well...You know Blondie on the Blondie program?

PAAR: Yes...

MAJOR: Black are the Roots!

PAAR: Major, that's dynamite!

MAJOR: No, peroxide.....but that's nothing...I've got a really
choice tid-bit.

PAAR: Well, tid-bit away, Major.

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MAJOR: This is ultra top secret...do you know the Andrews Sisters?

PAAR: Yes, what about the Andrews Sisters?

MAJOR: They're girls!

PAAR: Oh, come now, ~~Major~~, you're making this up!

MAJOR: May I never live to go to Breakfast at Brennan's!

PAAR: Well, our time is about up...it's been very interesting, but is there anything you'd care to say before we conclude?

MAJOR: Yes...Ladies and gentlemen, due to circumstances beyond our control, the Jack Pear Show will continue.

PAAR: Thank you. The opinions expressed by Major Smythe are his own, and not necessarily!

MUSIC: PLAYOFF
(APPLAUSE)

COMMERCIAL NO. 2

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco and certainly fine tobacco is what counts in a cigarette. Remember what happens at the tobacco auctions?

RIGGS: (CHANT - 57 to 59 - FAST SALES - FADING QUICKLY TO BACKGROUND NOISE)

SHARBUTT: At market after market, independent tobacco experts - impartial judges of tobacco quality - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. (FADE OUT BACKGROUND)

RUYSDAEL: Take a tip now from one of the country's leading independent tobacco buyers - Mr. Furney Simmons King of Lexington, Kentucky. A veteran of 36 years at the auctions, he said:

VOICE: I've bought over 10 million pounds of tobacco in the Carolinas, Georgia and Kentucky - and I've seen the makers of Lucky Strike buy fine tobacco -- that ripe, light tobacco that makes a swell smoke. I've smoked Luckies myself for the last 19 years.

SHARBUTT: Friends, 36 years' experience as an independent tobacco buyer stand behind that statement by Mr. King. So remember ...

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes ...

RUYSDAEL: IS - 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: ALOHA THEME

PAAR: And so, as the sun slowly sinks behind Basil Ruysdael, the natives, on the shore bidding us their sad farewell... "Aloha- L.S.M.F.T.".....You know, this is my second show, and I've been wondering how our commercials sound to my mother.....does she hear them the way they're presented, or does she interpret them her own way? Does everything she hears on the air sound like it's about her boy? Something like this, maybe?

MASTERSON: And now ~~for~~ a word about our product...

HY: Friends, have you tried Jack Paar, the new comedian who has his whole family raving about him?...During the war, you couldn't get Jack Paar, but his draft board did!....Now that materials are available again, Paar is back on your grocer's shelf...in three convenient sizes; FUNNY...HILARIOUS...and (GIGGLES) OH MAKE HIM STOP!

MASTERSON: We make no extravagant claims for Jack Paar except that he is BRILLIANT...FRESH...NEW...DYNAMIC...STARTLING... SENSATIONAL!

PAAR: And I'm delicious with strawberries and cream!

MASTERSON: Yes, all this and he ad libs, too! ... Now for the unrehearsed ten second test - listen to him ad lib!

PAAR: I...yeah...you=see,~~that's~~...I... *...right to the point*

MASTERSON: That was completely unrehearsed! Small wonder people are talking about Jack Paar!

HY: And why are people talking?...Because Jack Paar is the only comedian containing...TETRO AMALGAMEAN SULFONE!... Which is the chemical term for...HAIR ON THE HEAD!

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MASTERTSON: Jack Paar is not a lotion...not a cream...not a shampoo...
NOT a deodorant!

HY: What is Jack Paar? Tests are being conducted now...
(SWITCH) You'll hear from us!

MASTERTSON: Don't take chances...get Jack Paar...why be...HALF SAFE?

HY: All this week he's on sale at your neighborhood Army
Surplus Store. Don't hesitate...rush right out now...
remember, the supply of Jack Paar is limited!

MUSIC: ORCH & PAGE CAVANAUGH - TO TUNE OF PEPSI-COLA JINGLE

TRIO: JACK PAAR THE COMIC HITS THE SPOT
HALF AN HOUR, THAT'S A LOT
YOUNGER THAN BENNY AND ALLEN TOO
JACK PAAR THE COMIC IS THE COMIC FOR YOU!

MUSIC: ORCHESTRA IN TO FINISH
(APPLAUSE)

PAAR: And now it's time for you to meet our young singing star,
Miss Trudy Irwin. You've seen her on the stage, heard her
recordings, and I know if you listen to programs like the
HIT FARADE and MANHATTAN MERRY-GO-ROUND, here's a young
lady who LISTENS to the SAME TWO PROGRAMS.....
Trudy.....

MUSIC: ORCH. AND IRWIN
(APPLAUSE)

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PAAR:

Thank you, Trudy ^{Loney} ~~Loney~~. That was wonderful. Friends, the other morning I accidentally turned on my radio and found myself in the middle of one of those give-away programs. As I tuned in, a housewife was just being given a combination gift consisting of...a Hoover vacuum cleaner...Hoover Dam, and Herbert!.....So I turned to another station, and there was another give-away program! ...What's going on?...Are you aware that radio is producing a whole new set of people?...Yes, we now have ~~people who have~~ six Frigidaires, four washing machines, a year's free maid service AND NO PLACE TO LIVE..... Do you realize that because of these give-away programs there's hardly a woman left in America who doesn't own an electric dishwasher, electric Mixmaster, and electric Frigidaire.... Now before a fellow can marry a girl he has to find out whether she's AC or DC..... What's behind all this?...Is it some horrible plot to raise the standard of living?.....What's the real inside story of the give-away programs?...I wonder if it's something like this...

MUSIC: FANFARE... (LEGITIMATE)

HY: (BIG) STRESS, the Girdle that Fights Back, presents... THE LUCKY BRIDE SHOW!

MUSIC: WEDDING MARCH FANFARE

HY: And here he is once again, our Marital Master of Ceremonies, Jackie Paar!

PAAR: (HAPPY TYPE) Good morning, everybody!.....Welcome to another Lucky Bride broadcast, brought to you by the Stress Girdle Company...We do not take off weight, but we'll PACK IT AWAY WHERE NOBODY WILL NOTICE IT.....We carry sizes up to 64...If you're larger than that you can step into our saddle department.....All over America women who wear Stress Girdles are saying:

VOICE: (GRUNT AND THEN RELIEVED SIGH)

PAAR: Yes, and girls, don't forget the motto of the Stress Girdle - GATHER UNTO YOU THAT WHICH IS YOURS.....Now it's time to present the young lady ~~fortunate enough to~~ be chosen by the judges ^{To her} as our...LUCKY BRIDE!

MUSIC: WEDDING MARCH THEME REPRISE

PAAR: What is your name, Lucky Bride?

ELVIA: I am Agatha Geltnick.

PAAR: And how long have you been married?

ELVIA: Two hours, thirty-four minutes and eight and one half seconds.

PAAR: Think of that!...How do you like married life, so far?

ELVIA: (GIGGLES)

PAAR: Yes, that's what they all say,...Tell me, where are you from, Bride Geltnick?

ELVIA: The Twin Cities.

PAAR: Oh, the Twin Cities...Minneapolis and St. Paul.

ELVIA: No...Walla Walla.

PAAR: Walla Walla. Well, well...tell me, Bride Bride, how come you and your husband decided to spend your honeymoon in Hollywood?

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ELVIA: Well I'm also attending a convention here...this is National Dairy Week.

PAAR: Oh you're a Dairy Maid.

ELVIA: Oh yes for the last 12 years I've done nothing but milk cows twice a day.

PAAR: I see...I wondered why you shook hands with me one finger at a time!...Well Mrs. Geltwick how does it feel being selected our Lucky Bride and t on the radio like this?

ELVIA: I haven't been so excited since Grand shaved off his beard!

PAAR: That was exciting?

ELVIA: Yes, we found out that he was Grandma!

PAAR: Ah Bride Geltwick you are a fun loving girl!...But now it's time to give you, the Lucky Bride, these amazing wedding gifts...presents you may cherish forever...First, Lucky Bride, we have for you...a brand new Washing machine WITH A WEEK'S DIRTY WASH IN IT!.....And here Lucky Bride is a gift you and your husband can enjoy for years to come...A TON OF CHICKEN LIVERS.....Now Bride Geltwick the next gift we have for you is a super Giant size box of SULFA-THIA-DIA-MIA-THERMISOL-PHENO (~~BASE~~).... The new wonder drug that cures.....PENICILLIN!

ELVIA: Thank you, Mr. Paar, but a Super Giant Size box?

PAAR: Yes, when it's empty you can live in it!...Now Lucky Bride hold your breath. By special arrangement, Adrian, world famous designer has created for your Wedding Wardrobe... a TOPLESS EVENING BOTTOM!

ELVIA: Oh how wonderful.

PAAR: And that's not all, Lucky Bride...Charles of the Ritz, well-known hair stylist is waiting to do your hair in a coiffeur specially designed for this program...THE LUCKY BRIDE BUN!.....

ELVIA: Charles of the Ritz?...The Lucky Bride Bun?

PAAR: Yes and just think when you walk down the street people will say..."Look, there goes the Lucky Bride - the one with the Bun On".

ELVIA: Ohhhhhh.

PAAR: And now another surprise!...Tonight you'll be taken on a tour of Hollywood's most famous night clubs and entertained with candlelight and wine.

ELVIA: How thrilling!

PAAR: Now Lucky Bride we come to the wishing well!...You drop a penny into this well and make a wish...and it comes true.

ELVIA: All right, I will.

SOUND: PENNY SPLASHING IN WATER

PAAR: Tell me, Lucky Bride, what was your wish?

ELVIA: (GIGGLE) I wished for a Screen test!

PAAR: And your wish shall come true!...You will be given a screen test and become a...Goldwyn Girl!

ELVIA: How can I ever thank you?

PAAR: There is no need to thank me, Mrs. Geltnick...these wedding gifts are yours to keep forever...because you are...THE LUCKY BRIDE! Good luck, Mrs. Geltnick, and good night!

HY: You have been listening to the Lucky Bride Show... This is the Amalgamated Broadcasting Company. All right, Jack, we're off the air.

PAAR: Okay, Hy.

ELVIA: ^{Mr. Paar} Thanks again for everything, ~~Mr. Paar~~...I'll arrange for a truck to come and move my presents.

PAAR: You touch one of those gifts and I'll break your arm!

ELVIA: But, Mr. Paar, I'm the Lucky Bride...you said I could keep all these presents.

PAAR: Look, Mrs. Geltnick, you're an intelligent woman. I'm going to speak to you frankly. Drop dead!

ELVIA: But that beautiful washing machine...can't I even keep the dirty wash in it?

PAAR: Yes, and have those shirts back by Friday...no starch!

ELVIA: (FIRMLY) Look here, Mr. Paar, you gave me these gifts and I intend to keep them!

PAAR: Keep them?...They're chained to the floor! AND STOP GRAMMING THOSE CHICKEN LIVERS INTO YOUR PURSE!

ELVIA: This is terrible...you said I'd go to night clubs and have candlelight and wine.

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PAAR: Candlelight and wine?...Here's some warm beer and an old flashlight....Mrs. Geltnick, get lost. Blow. Scram.

ELVIA: (ALMOST CRYING) You promised me a screen test...You said I could be a Goldwyn Girl.

PAAR: Why not...you look like Sam Goldwyn.

ELVIA: If I can't have the gifts, and I can't be a Goldwyn Girl, I want the penny back I threw in the Wishing Well.

PAAR: (CHANGE) Why of course Mrs. Geltnick...just step over to the Well...can you see your penny down there?

ELVIA: No.

PAAR: Step a little closer...just a little closer.

ELVIA: SCREAMS

SOUND: BIG SPLASH,..BUBBLING

PAAR: You know, I think I'll have that Well drained...there MUST BE A FORTUNE IN PENNIES DOWN THERE!

MUSIC: PLAYOFF

(APPLAUSE)

PAAR: Friends, we all have a responsibility to the future.
Part of that responsibility is financial. Saving now
will help you provide for the education of your children,
(1) the purchase of a home, or a farm, or a business of your
own. United States Savings Bonds can make it easy for
you to save. They are the safest investment in the world,
and every three dollars you put into them becomes four
dollars when your bonds mature. Start this week...buy
bonds regularly...through your bank, or employer.
Remember, by saving you fight inflation and secure
your future. Thank you.

(APPLAUSE)

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

THE JACK PAAR PROGRAM SUNDAY COMMERCIAL FOR JUNE 8, 1947

COMMERCIAL NO. 3

RUYSDAEL: As you listen to the historic chant of the tobacco auctioneer, remember - IS - MFT.

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

RUYSDAEL: Lucky Strike means fine tobacco.

SHARBUTT: Listen!

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

SHARBUTT: Dewey Huffines - ace tobacco auctioneer said that.

VOICE: Year after year I've seen the makers of Lucky Strike buy quality tobacco ... fine tobacco with real flavor. So for myself, I pick Luckies - smoked 'em for 15 years.

SHARBUTT: Herbert Highsmith - independent tobacco buyer said that.

RUYSDAEL: Yes, at auction after auction - independent tobacco experts, the men who really know tobacco - can see the makers of Lucky Strike buy that fine, that light, that naturally mild tobacco.

SHARBUTT: So for your own real, deep-down smoking enjoyment, remember ...

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

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

~~MUSIC: THEME HIT AND FADE ON CUE IT HOLD BY~~

PAAR: Next Sunday is Father's Day...So this week, remember to ask your father for the money to get him a small remembrance. He may not have the money...but he'll appreciate the thought.

MUSIC: THEME UP AND DOWN

HY: Tune in next week to the Jack Paar Show with Trudy Erwin, the Page Cavanaugh Trio, Jerry Fielding and the orchestra, yours truly, Hy Averback, and as our special guests we have invited Lana Turner, Senator Taft, Fannie Brice, Andre Gromyko, Nelson Eddy, Margaret Truman, the entire cast of the Metropolitan Opera, the Pittsburgh Pirates AND TERRANCE BOINKLE.

PAAR: I think Terrance might show up.....Goodnight, everybody.
(APPLAUSE)

MUSIC: THEME...UP TO FINISH

ANNOR: Listen in next Saturday to Your Hit Parade with Andy Russell...Martha Tilton and the Pied Pipers over these same stations.

THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

PROGRAM # 3
REVISED

A Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, June 15, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
TRUDY IRWIN
PERFUME SPOT
COMMERCIAL
PAGE CAVANAUGH TRIO
BENNY SPOT
ALLOCATION
COMMERCIAL
TAG

W

ATX01 0309626

THE JACK PAAR PROGRAM SUNDAY COMMERCIAL FOR JUNE 15, 1947

COMMERCIAL NO. 1

SHARBUTT: THE JACK PAAR PROGRAM - presented by LUCKY STRIKE!
BOONE: (CHANT - 57 TO 59 - AMERICAN)
SHARBUTT: Fine tobacco is what counts in a cigarette, so remember...
RUYSDAEL: LS - MFT
SHARBUTT: Lucky Strike means fine tobacco. Yes, always ...
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 0309627

(REVISED)

-1-

MUSIC: HIT AND FADE FOR:

HY: From Hollywood, Lucky Strike presents, the JACK PAAR program, with songs by Trudy Irwin, the Page Cavanaugh Trio, Jerry Fielding and The Orchestra, yours truly Hy Averback, and STARRING America's Newest Comedy Personality-----JACK PAAR!!!

MUSIC: HIT FULL - APPLAUSE - FADES FOR----

W

ATX01 0309628

PAAR: Thank you...Hello, and remember, only 88 more SHOPPING DAYS till JACK BENNY! But you know, the really big news these days is that Henry Wallace may start a THIRD PARTY. Washington can't understand why there should be a THIRD party when for the first time in 15 years we're starting to use the SECOND party.....But there are still enough Democrats in office to help their friends, ^{and} at a man from Missouri the other day and I asked him if he ^{didn't} miss all his friends back home. He said: "I miss them when I'm in Missouri, too. They're all with Harry." ... ^{.....} (As they say in Washington, "MISSOURI loves ^{the} company.")..... There's been a lot of talk in Congress about a new form of VETERANS HOUSING. And it's absolutely free It's called REENLISTMENT!..... However, this week great progress was reported from Washington on Veterans Housing. The report said that as of June 10th all veterans have finally been housed who fought in the Battle of BULL RUN..... Veterans of GETTYSBURG, BE PATIENT!..... Here in California things are so crowded that people are building their homes right down to the water line. A friend of mine lives so close to the ocean that his wife has to do her shopping at THE A & P STORE IN HAWAII And now I'd like you to meet a ^{fine} man who has opened the newest real estate development on the shore. It's called: "UNDERTOW TERRACE". Tell me, sir, do your lots face the ocean?

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DAVE: Well, you just look up and there it is.
PAAR: Then your lots are on the ocean?
DAVE: Vice versa. But there's a beautiful view of the shore.
(LAUGH)
PAAR: You sound like you have a leak in the roof of your
mouth.
DAVE: When I giggle, I gargle! (GARGLE)

~~DAVE: Tell me about the neighbors. Are they quiet?~~

~~DAVE: How much noise can a fish make?~~

PAAR: Isn't it rather unhealthy down there?
DAVE: (COUGHS) I should never have come up for the third time.
PAAR: I see you're wearing special clothes. A herringbone
beret and sharkskin suit. What makes it so bulky?
DAVE: ~~Swear~~ sponge underwear.
PAAR: And those shoes -- they're very unusual.
DAVE: They're PUMPS.
PAAR: Well thank you very much. It's ^{the hell} been very damp having
you here.
DAVE: Goodbye. And remember: (SINGS) "I'M FOREVER BLOWING
BUBBLES."
ORCH: PICK UP "PRETTY BUBBLES IN THE AIR" FOR PLAYOFF
(APPLAUSE)

(REVISED)

-4-

PAAR: And now here's our young singing star, Trudy Irwin.
You'll notice that Miss Irwin is a STRAWBERRY Blonde,
and we ask you please not to POUR CREAM OVER her while
she's singing.....Trudy.

MUSIC: ORCHESTRA AND TRUDY IRWIN - "FUEDIN' AND A FUSSIN'"
(APPLAUSE)

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ATX01 0309631

MUSIC: LEGIT FANFARE

HY: As an educational feature we bring you Jack Paar's...
Report to the Consumer! ... This week, Report Number One -
Volume One...Perfumes! ...How They Get Their Names!

MUSIC: INTRO AND FADE

PAAR: Friends, statistics show that last year ten million
dollars were spent on perfume advertising directed
chiefly at women...~~They bought perfumes that were~~
~~guaranteed to captivate, enthral, bewitch, tantalize,~~
~~and magnetize.~~ ~~... You know one of these days someone~~
~~is going to make a fortune with a perfume that just~~
-smells! ... One perfume is advertised as so dangerous,
you should only wear it when you're alone. And even then
you have to be careful that you don't turn on yourself
But the biggest selling point of most perfumes is the
names. ~~Such~~ like FRENZY...WHIPLASH...STRUGGLE NUMBER
FIVE Then there's one called "Furious Passion"...
This also comes in a smaller bottle for High School
girls, it's called...SMOOTCH! But now it's time
for Chapter Two in this Report to the Consumer ... How
Perfumes Get Their Names!

HY: We take you now to the offices of the Rendezvous Perfume
Company, creators of "Rendezvous"...the perfume that
seems to whisper..."Ooooooh, what you did!"

MUSIC: INTRO AS BEFORE

PAAR: Gentlemen, the purpose of this conference is to get a name for our new perfume...

HY: Yes, sir.

PAAR: I might add that Rendezvous can be proud of this new product...like all our other perfumes, it is made from a secret formula...one percent essence of crushed roses... two percent rare fragrance of lilacs...and ninety-seven percent Chicken Fat...Now then, Tompkins.

HY: Yes, sir!

PAAR: Take a whiff of this delicate fragrance...ever smell anything like it before?

HY: Only once...but my Dad tore up the porch and found it!

PAAR: Yes...ghastly, isn't it? ... M'sieu Dumont, as our Paris representative, you have one of the most talented noses in the business ... Will you test our new perfume?

CONRIED: (FRENCH) Certainement! (SMACKS LIPS)

PAAR: Well?

CONRIED: I think it needs a pinch of salt!

PAAR: What a talent! ... M'sieu Dumont, I salute your nose!

HY: Chief.

PAAR: Yes, Tompkins?

HY: I've got a great idea...a completely new selling approach...instead of using love, romance and passion to sell the perfume, let's give it a practical appeal.

PAAR: Practical? ... Carry on, Tompkins.

HY: Yes...we'll advertise this as the perfume with the fragrance that seems to say: (ROMANTICALLY) An apartment with no bonus! ... A new car at list price! ... A ten cent store that sells things for a dime!

PAAR: Wonderful! ... What would you call it?

HY: "Impossible Number Three."

PAAR: There's something frightening about you, Tompkins...weer a veel tomorrow! ~~M'sieu, do you think this perfume will attract the men?~~

~~CONRIED: Well, I think it's better we say...very, oh-oh.~~

PAAR: Don't you think to attract men it should be more HE-HE! ... I've thought it over carefully for ten seconds and I don't think "Impossible" is much of a name.

HY: I disagree with you, Chief. I think it's great!

PAAR: Careful, Tompkins, or you'll be demoted from the Perfume Department back to Unsightly Hair Removers. M'sieu, perhaps you have an idea for a name.

CONRIED: Well...let me see, perhaps, maybe...(A-IA BOYER)
Aaaaaa!

PAAR: Sorry, we used that one last month ... Gentlemen, ~~time is wasting... Tompkins, have you thought of anything new yet?~~

~~CONRIED:~~
HY: Nothing.

PAAR: Nothing? ... Nothing? ... Why, that's sensational! ... Tompkins, you're a genius. (BIG) Rendezvous Perfumes presents its greatest achievement... "Nothing".

MUSIC: CHORD

PAAR: And so the new perfume has a name...Next you, the consumer, pick up a magazine and see an ad for "Nothing"There is a picture of a dashing young playboy helping a beautiful debutante into his Town Car. He says.....

CONREID: (PLAYBOY) Cynthia, my beloved, there is something positively maddening about you tonight..something pulsating...something primitive...something electrifying! ...What is it?

GIRL: It's "Nothing."

CONREID: Cynthia, this heart-disturbing fragrance has completely captivated me. I must know....will you be mine?

GIRL: Yes, Norbert...and I wish to say to the girls of America that this can happen to you.....IF, when you go out for the evening you wear...."Nothing!"

MUSIC: CHORD

PAAR: That's how the ad in the magazine reads....but what really happens when the average girl spends her last two dollars for an ounce of the stuff? ... She sprays herself behind each ear

SOUND: TWO SIPHON SPURTS

PAAR: Then...she turns the lights low and with great expectations, waits for her boyfriend to show up....

SOUND: KNOCK ON DOOR

GIRL: (BROOKLYN) Come in, Herman.....if you dare....

SOUND: DOOR OPEN

W

HY: Hi, Babe, put on your hat and we'll go out and...and...

PHEWXXXXXXXXXXXXX!

MUSIC: PLAYOFF

(APPLAUSE)

COMMERCIAL NO. 2

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco, and fine tobacco is what counts in a cigarette. For the answer to who buys what tobacco at the auctions ...

RUYSDAEL: LUCKY STRIKE PRESENTS THE MAN WHO KNOWS!

BOONE: (CHANT - 57 TO 59 - AMERICAN)

RUYSDAEL: YES, LUCKY STRIKE PRESENTS THE MAN WHO KNOWS ... the tobacco auctioneer.. Mr. J. M. Ball of Winston-Salem, North Carolina, has been an independent tobacco auctioneer for 31 years. Recently, he said:

VOICE: Season after season, I've seen the makers of Lucky Strike buy fine, ripe, mellow leaf ... the kind of tobacco that makes a swell smoke. I've smoked Luckies myself for 29 years.

RUYSDAEL: Yes, friends - year after year, at auction after auction, independent tobacco experts like Mr. Ball - men who really know tobacco - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

SHARBUTT: Fine, light, naturally mild tobacco - real Lucky Strike tobacco - remember ...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. 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: FANFARE

HY: Camera Tours Through Lovely Old California! ...
Presented by Paar Pictures - The Eyes, Ears, and
Sacroiliac of the World!

MUSIC: TRAVELOGUE MUSIC (RIPPLING BROOK TYPE)

PAAR: Good evening, this is Jack A. FitzPear-trick. Tonight
we take you on a scenic tour to view at close hand
one of California's greatest Natural Wonders...The
Palladium! ... As we know from our history books, the
Palladium was originally invented by the Wright
Brothers...But when it wouldn't leave the ground, they
turned it into a dance hall ... And now that it's a
dance hall, it frequently leaves the ground!
It is here that every Saturday night natives from the
quaint Province of Glendale ~~assemble before the moss~~
~~covered bandstand.~~ Legend has it that when a group of
native musicians gather on this bandstand, there
comes forth music ... Shall we put the legend to ~~the~~ test?

MUSIC: PAGE CAVANAUGH - "ALL OF ME"

(APPLAUSE)

FAAR: And so we conclude our camera tour of California's natural wonders and bid farewell to Page Caveneugh - natural trio...Well, friends, this is my third week on the air and I honestly feel we're off to a pretty good start. I've already been interviewed by columnists...posed for a man of distinction ad...and Tom Brenneman made me an honorary mother of six children!.....

Yes, now that I've been on the air three weeks, it looks easy. But can you imagine what I went through before my first program? Do you know what it means to replace a great comedian like Jack Benny? Me trying to fill Jack Benny's shoes. ~~Why, that's like Margaret O'Brien trying to wear Dame May Whitty's girdle!.....~~

People said I could never replace Benny. They laughed at the idea. One of my best friends said --

HY: Wait a minute - let me get this straight - YOU replace Jack Benny...YOU! (LONG BUILDING LAUGH) You're mad, boy - do you hear, mad!

FAAR: How did he ever get to be one of my best friends? ... Now I started to worry....with even my friends against me, replacing Jack Benny became more frightening. Then the news got around the country. A famous radio commentator said --

BARRY: (AS GABRIEL HEATTER) Good evening. I have just had word that Jack Paar is going to replace Jack Benny for the summer. ¹¹ Yes...there's bad news tonight!

PAAR: Then it became international...the news was even smuggled into Russia. A columnist in the radio section of Pravda, Jimmy Fidlervitch, had this to say --

CONRIED: (RUSSIAN) Nish-novgored-bublitchken-procrazznia-Da-Neepinshtov-Veeosholov Jack Paar...Ochi-Krasnya--petroushky-strativnia-ish-kamininov Jack Benny?.....Ish-kin-pots-tillinov--Illytch-da-neesky-droshky-Ilgorov-da...Shouldn't happen to a capitalist.

PAAR: It was obvious Russia thought I was strictly from Hungary.....But then it got worse. Everybody started pounding at me...Jack Benny, Jack Benny, Jack Benny! Night and day ... I couldn't rest ... when I tried to sleep I had the most ~~awful~~ nightmares! --

MUSIC: SPELLBOUND DREAM MUSIC STARTS

HY: (FILTER) Jack Paar replace Jack Benny, ha, ha, ha, ha.

PAAR: Then things would start to float around the room. I'd see a big white water wagon with Phil Harris falling off it.

HY: (AS HARRIS SINGING - FILTER) Shortenin' bread an' black-eyed peas...Jack Paar's nothing but a big fat cheese...He ain't what I like about the South...No, he ain't what I like about the South.

PAAR: It was ghastly, I tell you. Then a giant hot dog roll would come out of the wall with Mr. Kitzel in the middle.

HY: (KITZEL - FILTER) Jack Paar replace Jack Benny.
He couldn't even do it with a pickle in the middle and
mustard on the top, ho, ho, hooooo!

PAAR: It would go on like that hour after hour...voices
hammering, hammering at me...Benny.....Benny!

CHORUS: (CHANT - FILTER) Benny - Benny - Benny - Benny is a
grand old name. Benny was our mother's name! Benny -
Benny - Benny - Benny.

MUSIC: DREAM MUSIC UP INTO CRESCENDO...TO FINISH

PAAR: I had developed a Benny complex. Every car I saw on
the street looked like a Maxwell...Before my very eyes,
my own Mother turned into Mary Livingstone!
I began to call my Swedish maid Rochester....I started
playing the violin for hours...and I don't even have
a violin Everything in my life become Jack Benny!
Even the people I talked to sounded like him. I was
at the breaking point. There was only one thing left
to do - consult a psychiatrist. So I went to see
Doctor Hammerschlog at his office. (SLIGHT PAUSE)
I said, "Dr. Hammerschlog, I'm afraid I have a Jack Benny
complex. Everybody I talk to sounds like him....
everybody, doctor.

BENNY: OH, come now, kid - you don't expect me to believe that,
do you, hmmmmmm?
(APPLAUSE)

PAAR: (ALARMED) Doctor! Doctor Hammerschlog! Even YOU
sound like Jack Benny!

BENNY: Hmmm, Jack Benny ... Jack Benny ... that's a familiar name. Oh yes, he's that fellow that does the Jack Paar show during the rainy season.

PAAR: Yes, that's the fellow. ~~That's him.~~

BENNY: Look, kid - there's nothing wrong with you. You need a psychiatrist like a moose needs a hatrack....
(A patient by the name of Norman Krasna gave me that.)

PAAR: No! No! Noooooo!

MUSIC: HITS CHORD

PAAR: I was past medical help.....I didn't know what to do, so I went home - home to my wife who I knew would comfort me and understand. I said, "Miriam, I can't take this Benny complex any more. I'm cracking. Miriam, what am I going to do?" ...
And she said --

BENNY: Forget it, kid, and give me a great big kiss.

(MORE)

PAAR: Miriam!

BENNY: Hmmm?

MUSIC: ORCH HITS BIGGER THAN BEFORE & FADES

PAAR: And as I left my wife, I noticed that she was wearing an up-swept toupee. There was only one last hope. Perhaps if I went to see Jack Benny himself I could get over my complex. I found him in ~~his~~ back yard hanging out a wet tea-bag to dry He saw me and said --

BENNY: Hello, kid. Glad you dropped around.

PAAR: Mr. Benny, I've got to talk to you.

BENNY: What's on your mind, son?

PAAR: This idea of me replacing you on the air. I've developed a Benny complex. All I can think of is Jack Benny.

BENNY: Believe me, kid, I've had the same trouble for years.

PAAR: But you don't understand what I mean, Mr. Benny, sir.

BENNY: Mr. Benny - sir -- keep talking, kid.

PAAR: Well, it's just that I've been chosen to replace you and you don't know what a ^{great} job that is. You're about the biggest man in your field.

BENNY: I am? Go on, kid - go on.

PAAR: Yes, Mr. Benny, you're absolutely tops - the greatest there has ever been - you just don't realize it.

BENNY: (COY) Oh, I do too Continue, ^{kid.}

PAAR: Mr. Benny, I was hoping that if you could give me some hints I might get my confidence back.

BENNY: Well, kid, with a comedian, appearance is everything.
^ Take me. On the day of my broadcast, after I'm all dressed, I carefully put a drop of Murine in each eye - brings out the blue, ^{you see.} Then, I pinch my cheeks for redness and, believe me, ^{some} ~~and~~, when I walk out on that stage, I look as young as - as that movie actor -- ah -- ah -- that young movie actor - ah -- you know --

PAAR: C. Aubrey Smith?

BENNY: No - Donald O'Connor.

PAAR: Look, Mr. Benny, I'll meet you half-way at Barry Fitzgerald!

BENNY: Barry Fitzgerald? Oh yes, that good-looking kid from Ireland.

PAAR: ~~Hummm!~~ ... Mr. Benny, can you give me any suggestions ~~on~~ ^{for} jokes for my show?

BENNY: Jokes? Oh, sure, kid, I just happen to have some jokes left over from my show that would be ideal for you.

PAAR: That's very kind of you, Mr. Benny.

BENNY: Yes, and the price is so reasonable.

PAAR: Oh Mr. Benny I thought that you might give the--

BENNY: (INTERRUPTS) Now wait, kid...you don't find jokes in the gutter...although...uh...have you heard Fred Allen lately?

PAAR: Well..all right, Mr. Benny..what sort of jokes do you have?

BENNY: Here's a good one right here...let's see what the tag says..
Humm..only a quarter...come on, kid, we'll do the joke
and you'll see how great it is. Now you read the first
line...

PARR: All right,..here goes...^{Mr. Benny}"Did you know one of my chickens
laid a twelve-pound egg yesterday?"

BENNY: "Laid a twelve-pound egg.....Why, that's remarkable!"

PARR: "Oh, I don't know. What else could she do with it?"

BENNY: Ha! Ha! Ha! Ha! ~~You~~ kill me with that, kid.....Isn't
that a great joke for a quarter. (SILENCE)How about
fifteen cents?

PAAR: Forgive me, Mr. Benny, but aren't chicken jokes a little
passé?

BENNY: Hummmmm...ten cents?

PAAR: (FIRMLY) NO, Mr. Benny!

BENNY: No, huh...(FAST) Well, look, if you didn't like that
one, here's a very funny insult joke if you ever have
Fred Allen on one of our shows.

PAAR: But, Mr. Benny.....

BENNY: (VERY FAST) It goes like this....you say to Allen,
"Fred, are those bags under your eyes yours or did you
have them made for you by the Oshkosh Luggage?" Ha!Ha!Ha!Ha!
--Oh, Benny, you may be off for the summer but you will
always live in my heart. Well, Kid, how did you like that?

PAAR: How did that chicken joke go again?

BENNY: Well, I say to you.....

PAAR: Never mind, Mr. Benny -- there's one other thing you can help me with. Suppose you do have a guest like Fred Allen and he ad libs. What do you do? How do you come back at him.

BENNY: It's the simplest thing in the world, kid. If he ad libs, he leaves himself wide open with a guy like me. I come right back at him and I say...uh...ah....well....er....I

PAAR: Yes?

BENNY: Or I might even take a different approach and say...ah... well.....we....uh.....

PAAR: Thank you, Mr. Benny, and ~~goodbye~~ *goodnight*

MUSIC: VERY SHORT BRIDGE AS BEFORE

PAAR: I was cured!....I had caught the great Jack Benny with his ad libs down....I was no longer afraid to replace him.. ..I rushed home to tell my wife the good news. I said.... "Miriam....I'm cured!I've gotten rid of my Benny complex...I'm all better....Isn't it wonderful, Miriam?

BENNY: Yes, it is, KID...Give me a great big kiss!

MUSIC: PLAYOFF

(APPLAUSE)

~~Part of that responsibility is financial. Saving now~~

(1) Part of that responsibility is financial. Saving now will help you provide for the education of your children, the purchase of a home, or a farm, or a business of your own. United States Savings Bonds can make it easy for you to save. They are the safest investment in the world, and every three dollars you put in them becomes four dollars when your bonds mature. Start this week...buy bonds regularly...through your bank or employer. Remember, by saving you fight inflation and secure your future. Thank you.

(APPLAUSE)

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

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS THE MAN WHO KNOWS!

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

RUYSDAEL: YES, LUCKY STRIKE PRESENTS THE MAN WHO KNOWS. Independent tobacco auctioneer Colonel Hart Shewmaker said recently:

VOICE: The makers of Lucky Strike buy real quality tobacco ... I've seen 'em do it at thousands of auctions.

RUYSDAEL: THE MAN WHO KNOWS ... tobacco warehouseman John Pinnix recently stated:

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

SHARBUTT: Men who know fine tobacco - experts like Colonel Shewmaker and John Pinnix - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

RUYSDAEL: So for your own real, deep-down smoking enjoyment, remember - 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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MUSIC: THEME HIT AND FADE ON CUE...HOLD B.G.

HY: Tune in next week to the Jack Paar Show with Trudy Irwin, The Page Cavanaugh Trio, Jerry Fielding and the orchestra, yours truly, Hy Averback, and as our special guests Clark

(1) ~~Gable, Jinx Falkenburg, Madame Chiang Kai-Chek, Van Johnson, Tallulah Bankhead, "Butch" Jenkins, J. Arthur Rank, the First Marine Division, the entire cast of the United Nations, and Gregory Peck.~~

PAAR: ~~Correction, Hy.....Gregory Peck WON'T be here...but we'll manage to have a good show anyway.....Good night, everybody.~~

(APPLAUSE)

MUSIC: THEME...UP FADE FOR

HY: (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." (2) And on Saturday night, don't miss Your Hit Parade with Andy Russell, Martha Tilton, and the Pied Pipers.

MUSIC: THEME...UP FOR SIGN OFF

ANNCR: This is N.B.C. THE NATIONAL BROADCASTING COMPANY

PROGRAM #4
(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, June 22, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
CAVANAUGH TRIO
INTERVIEW SPOT
COMMERCIAL
TRUDY IRWIN
DISK JOCKEY SPOT
ALLOCATION
COMMERCIAL
TAG

ATX01 0309650

THE JACK PAAR PROGRAM SUNDAY COMMERCIAL FOR JUNE 22, 1947

COMMERCIAL NO. 1

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

RIGGS: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: In a cigarette, it's the tobacco that counts, and ...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Day-in, day-out...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco - and this fine Lucky Strike 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.

BOONE: (CHANT - 57 to 59 - AMERICAN)

MUSIC: HIT PARADE FANFARE #1

PAAR: This week, Number Eight on Your Hit Parade-- Sorry...
wrong program.

MUSIC: HIT AND FADE FOR:

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

MUSIC: HIT FULL - APPLAUSE - APPLAUSE - FADES FOR:

PAAR:

Thank you, (this is Jack Pear....Hello, and to the lady on a picnic listening to me on her portable radio...

MADAM, YOUR CHILD IS SMEARING JAM ALL OVER MY VOLUME CONTROL!.....

Before we go any further, here's the weather forecast for WASHINGTON, D.C.....Cloudy, followed by

CONTINUING VETOES.....

I understand that Congress has a new theme song, *at...* "I'M Just MILD About Harry".....

Well, here we are, ^{our}our fourth week replacing Jack Benny.

I'll bet that President Truman would love to get a SUMMER REPLACEMENT for SENATOR TART.....

Radio is really getting ready for the hot weather.....

~~They've turned~~ Gabriel Heater, down to his PILOT LIGHT.....

This summer you're going to hear a great many mystery shows on the air...and all the Private Eyes are wearing SUNGLASSES.....Mystery shows are great for hot weather, though...you get frightened, your hair stands on END, and you can VENTILATE YOUR HEAD.....

I hear that on INNER SANCTUM they've taken down the creaking door and put up a SCREEN. That's to keep the BATS AND SPIDERS...IN.....

Personally, I like those mystery shows...Ever since I was a kid I've been crazy about blood, and detectives and murder. Maybe I was born with a SILVER KNIFE IN MY BACK, *I don't know*.....

And did you see where Lassie, the dog, has her own radio program.

(MORE)

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PAAR:
(Cont'd)

Confidentially, she's not the same sweet pup she used to be. I met her at the studio this morning and she wouldn't even WAG at me.....
MAYBE SUCCESS HAS GONE TO HER TAIL.....
(How do you like that, a dog putting on the DOG?)....
~~(Lassie will probably wind up on FIDO, Moe and COLLIE)...~~

But that's summer radio. ~~The stars and comedians leave their programs and are replaced by dog, oar, tricker, Swiss ball ringers and acrobats~~ Yes, this is ~~definitely SAMMY KAYS WEATHER!~~.....

In the winter they say "Mr. Benny, how do you want your salary this week - cashier's check or checks and bonds?" To me they say, "Hey, kid, how do you want it, HEADS OR TAILS?".....

Some sponsors have cut their programs way down for the summer. Take Phil Spitalny's Hour of Charm. In the winter it's a sixty-five piece orchestra...Now it consists of a guitar, Evelyn and her Magic Mixmaster, and a LEAKY BALLOON.....

We've had to make some changes in our plans for music. We were going to do the Sextette from Lucia but they cut it down to the Page Cavanaugh Trio...who will now do their version of "Cecelia". Any resemblance to the original Sextette is pure talent. Proceed, fellows.

MUSIC: PAGE CAVANAUGH "CECELIA"

(APPIAUSE)

PAAR: Thank you very much. Hey, have you ever looked at those movie magazines? There is some fascinating reading. I read one the other day ... there were such educational articles as: "HOW AN AVERAGE HOLLYWOOD FAMILY GETS ALONG ON AS LITTLE AS 4 THOUSAND DOLLARS A WEEK" ... and ... "HOW TO MAKE THIS YEAR'S HUSBAND LAST ANOTHER YEAR" ... Another big feature of the movie magazine was the interviews with the stars. For instance in one interview Margaret O'Brien's mother said that she wanted her daughter to grow up like any other normal American child and therefore she was limiting Margaret to 28 ice cream cones a day ... In another interview, Errol Flynn said that his hobby was acting ... BUT THAT HE DOESN'T HAVE TIME FOR IT! ... Now what about these interviews? ... What is the movie star really thinking when he's being interviewed? ... And what's the reporter thinking? Do they actually mean the things they say to each other? Shall we find out? ...

MUSIC: "HOORAY FOR HOLLYWOOD" OR SIMILAR SHORT BRIDGE

HY: We take you now to the home of that dashing leading man, Gregory Paar as he welcomes Constance Vanderson, reporter from "Screen Gush" Magazine ...

FLO: HELLO, GREGORY, DAAAAARLING ... IT WAS SO GRAND OF YOU TO GIVE ME A FEW MOMENTS OF YOUR TIME ... I'VE BEEN WAITING JUST AGES FOR THIS INTERVIEW ... (Ages! It was either interview him or Trigger the Horse ... and just my luck, Trigger's out of town!)

PAAR: ISN'T THAT NICE, CONNIE, DEAR. AND I MUST SAY YOU
LOOK JUST GRAND ... YES, INDEED, YOU SEEM TO GET YOUNGER
EVERY TIME I SEE YOU ... (Younger! ... This is the
only dame I know whose Crow's feet wear open-toed shoes!)

FLO: YOU'RE SO KIND, GREG DAAAAARLING ... BUT NOW, I THINK WE
SHOULD START OUR INTERVIEW.

PAAR: ALL RIGHT, CONNIE DEAR, WHAT WOULD YOU LIKE TO KNOW
ABOUT LITTLE OLD ME? ... (I hope she doesn't ask me
about my last picture ... what a clinker! ... "The Two
Mrs. Nussbaums.")

FLO: GREG, WHAT YOU DO IN YOUR SPARE TIME WOULD CERTAINLY BE
INTERESTING TO MY READERS. (It would be more interesting
if my readers could read!)

PAAR: WELL, I'VE ALWAYS BEEN MAD ABOUT ACTIVE SPORTS ---
POLO, BOXING, WRESTLING --- ANYTHING THAT'S ROUGH AND
DANGEROUS. ... (I hope she doesn't notice - I forgot to
put my knitting needles away.)

FLO: WELL, I CAN BELIEVE YOU'RE THE ATHLETIC TYPE. I SAW
YOU IN BATHING TRUNKS ONCE ... WHAT A PHYSIQUE ...
YOU'RE SO MASCULINE! ... SO VIBRANT ... SO ALIVE.
(I bet when he gets on the scales, instead of a fortune
the card just has the phone number of Forest Lawn
on it.)

PAAR: YES, I HAVE DEVELOPED QUITE A PHYSIQUE.....MY NECK MEASURES 17 AND A HALF INCHES, YOU KNOW.

FLO: SEVENTEEN AND A HALF INCHES!

PAAR: THAT'S RIGHT! (I wonder if she ~~knows~~ that's including my shoulders.) OF COURSE, YOU UNDERSTAND CONNIE, THAT SPORTS ARE NOT MY ONLY HOBBY.

FLO: REALLY?

PAAR: YES....I'M QUITE A BOOKWORM.....READ ALL THE CLASSICS.... SHAKESPEARE.....LONGFELLOW.....SHAW... I'm all set if she asks me about Dick Tracy' ... NOTHING ELSE, CONNIE?

FLO: YES.....TELL ME, GREG, HOW DID YOU MANAGE TO MEET YOUR CHARMING WIFE, GWENDOLYN?... charming wife! ... She's probably loaded as usual... and upstairs looking for her bottle in the chandelier!)

PAAR: WELL, WE MET LONG BEFORE I BECAME A STAR, AND WE'VE COME UP TOGETHER, THE HARD WAY.....(I hope Gwendolyn doesn't get electrocuted fooling around with that chandelier!)

FLO: I SEE.....WELL, JUST ONE MORE QUESTION AND THEN I'M THROUGH.....WHAT ARE YOUR PLANS FOR THE FUTURE, GREG, DAAAAARLING?

PAAR: WELL, VERY SOON I HOPE TO BUY MY DEAR LITTLE OLD MOTHER A HOME. I'M REALLY CRAZY ABOUT HER.....SHE'S SEVENTY, YOU KNOW. (I have to do something for her.....last week she lost her job setting up pins in a bowling alley.)

FLO: HOW SWEET! ... WELL GREG, IT'S BEEN A GRAND INTERVIEW AND WHEN IT'S PUBLISHED I AM SURE ALL YOUR FANS WILL SEND YOU LOADS OF MAIL. (If he's smart he won't open anything that ticks.)

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(REVISED)

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PAAR: THANK YOU, CONNIE.....IT'S BEEN A PLEASURE.....BUT
NEXT TIME YOU DROP IN, PLEASE LET ME KNOW IN ADVANCE
SO I CAN BE READY.....(This will teach me not to go
so long between permanents.)

FLO: WELL.....GOODBYE, GREG, DAAAAARLING.

PAAR: GOODBYE.....CONNIE, DEAR!

MUSIC: PLAYOFF

(APPLAUSE)

W

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COMMERCIAL NO. 2

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco, and in a cigarette, it's the tobacco that counts. For the answer to who buys what tobacco at the auctions ...

RUYSDAEL: LUCKY STRIKE PRESENTS THE MAN WHO KNOWS!

RIGGS: (CHANT - 57 to 59 - AMERICAN)

RUYSDAEL: YES, LUCKY STRIKE PRESENTS THE MAN WHO KNOWS - the tobacco warehouseman Mr. Alexander Irvin of Reidsville, North Carolina, has handled 35 million pounds of tobacco. Not long ago he said:

VOICE: For a good many seasons we've seen the makers of Lucky Strike buy fine, ripe, mel. w tobacco ... tobacco you just can't beat for real smokin' quality. I've smoked Luckies for 14 years.

RUYSDAEL: Yes, friends - year after year, at market after market, tobacco experts like Mr. Irvin - men who know fine tobacco - can see the makers of Lucky Strike select and buy that fine, that light, that naturally mild tobacco.

SHARBUTT: Fine, light, naturally mild tobacco - real Lucky Strike tobacco - remember...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. 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: PLAY ON AFTER COMMERCIAL

PAAR: And now our lovely singer...Miss Trudy Erwin. Trudy has a brand new idea in vocals. You can understand every word she sings, and she stays on key for the entire two minutes. Patent applied for, Trudy.

MUSIC: TRUDY ERWIN AND ORCH...."IVY"
(APPLAUSE)

W

PAAR: Friends, did you know that a recent radio survey showed that one out of every three people in the United States is now a Disc Jockey?.....Everybody's becoming a Disc Jockey...Woody Herman, Tommy Dorsey...and even Paul Whiteman. A funny thing, though, for years people thought Whiteman was playing records. Then one night he stepped aside and there was a fifty-six piece orchestra behind him!.....As a result of this disc jockey epidemic, our country is turning into a nation of record fans...How will this affect the next generation? Will the kids of the future be born with holes in their heads? Will their mothers transcribe them for release at a more convenient bedtime? And will large families come in albums?... The Disc Jockey is a product of today...which is one of the few things our ancestors can be thankful for!... Say, how about that?...If there had been radio in the days of our ancestors, would they have had Disc Jockeys? ...Can you imagine them running wild a century ago among composers like Bach, or Beethoven, or Schubert, back there when Daniel Boone was trapping for I.J. Fox. ~~A-Disc-Jockey-show-might-have-been-something-like this-in-1848.~~

MUSIC: MINUET - VERY LEGITIMATE - FADE

HY: (FRENCH) And so we conclude another chapter in the true life story of Rene LaTouche, Girl Candle-Snuffer...the story of one girl's struggle with Louie the Fourteenth..... We urge you on and all...M'dmes, M'sieus, and Peasants, to tune in again, at the same time ~~tomorrow~~... This is N.B.C. ... the Napoleon Broadcasting Company.

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CONRIED: (FRENCH) The time is now half past the hour of eight... Gruen Curvex Sundial Time...Remember Gruen Curvex, the sundial that's curved to fit your lawn!.....And now, loyal subjects of the king, here is your favorite Disc Jockey...the show that has the hepcats jumping from Marseilles to Mobile...Jacques Paar's Platter Parade!

MUSIC: SWING MINUET

PAAR: Hail and forsooth, gang!...This is your favorite knave, Jacques Paar, with another solid record show...yea and verily, cats, we're really going to have a time tonight! All new releases...we're going to back into oh...chop some Chopin, and Poo Poo some Paganini.. And later on as our guest tonight we're going to have Franz Schubert!... whom we all know as "Frankie Boy". By the way, serfs, this first quarter-hour is brought to you by Honest Pierre, the used-horse dealer. Friends, are you still riding around on last year's horse?...Wouldn't you like to get a new 1848 horse, without paying a penny under the tail?...Well, Honest Pierre has just received a shipment of brand new horses with such outstanding features as White Side Wall Horseshoes...and Rear Vision Saddle. Remember, horse-drivers, Honest Pierre's nags contain Knee-Action...if they won't go, kick 'em with your knees! ...All prices are F.O.B. Denmark...and now, cats, our first record.

(MORE)

PAAR:
(Cont'd)

It's a new little ditty by Wolfgang Mozart...and "Wolfie" tells me it really jumps...yea verily, it's groovey!... Here it is, recorded by Sir Guy Lombardo...the sweetest music this side of Hanover..... All right, Sir Guy...

MUSIC: TYPICAL MINUET PLAYED STRAIGHT THEN INTO GUY LOMBARDO FINISH

PAAR: Thank you, Sir Guy Lombardo. By the way, kids, that was "Popsie" Schmeerbaum on first Flugelhorn..... Incidentally, that number was played for Igor, Boris, Ivan and all the gang over at the S. erian Salt Mines!.... And the next quarter-hour is brought to you by the Acme Powdered Wig Company...So comes r a bit of a transcription.

MUSIC: SHORT TRANSCRIPTION-TYPE FANFARE

HY: Good news from the Acme Powdered Wig Company...makers of fine wigs for over two thousand heads! ... Yes, Acme Wigs now come in three convenient sizes...Long, Very Long, and "Hey! Who turned out the lights?" So, buy an Acme Wig today, and soon all your friends will be saying...

CONRIED: (ROMANTICALLY) She's Lovely...She's Engaged...She's Beld!

MUSIC: REPRISE FANFARE

PAAR: Ah yes, good old Acme Powdered Wigs...no foolin', varlets, Acme Wigs are so realistic even Dandruff can't tell the difference!.....And now back to the Record Rack... and we have for you a brand new pop tune..."Beethoven's Fifth Symphony".....This, of course, was written by that popular young composer, Ludwig von Beethoven. Nice goin', Lud.....We're going to hear this new Symphony recorded by that young musical nobleman, Count Spike de la Jones.....Spike has arranged this Symphony for Two Oboes and a Water Hydra . All right, here we go....Beethoven's Fifth, record by Count Spike de la Jones and his orchestra. Ah I'll be back with you in just a minuet.

MUSIC: 5TH SYMPHONY BIG THEN INTO "TAKE ME OUT TO BALL GAME"
OR SIMILAR TUNE...SPIKE JONES TREATMENT

PAAR: Gadzooks, that was really solid, Gates....Before I forget, that last tune was dedicated to Napoleon and Josephine...who are celebrating their third year in Exile today.....Good luck, kids!.....
And now, cats, gather 'round...it's time for our special guest. Here he is, that solid-sending scribbler of songs...Franz 'Unfinished Symphony' Schubert!.....
Come in, Franz...it's nice having you with us.

CONRIED: (HEAVY GERMAN) Thank you. It gives me real kicks to be here mit you solid cats. Ach du vout a reeny!

PAAR: And it's good diggin' you again, Franz...what have you been doing with yourself?

0

CONRIED: The same thing I've been doing for years...trying to finish dot darned thing!

FAAR: Well, Franz, tell us...what's new in the symphony racket these days?

CONRIED: Well, let me see...Ah yes, that young kid...uh...what's his name again?...Oh, yah yah...Chopin...Freddie Chopin... He just wrote a thing called the Polonaise...nothing... strictly Schmaltz! Nice kid, dot Chopin...but no talent.

FAAR: Oh, ~~I~~-see...too much Mayonnaise in the Polonaise..... Franz, you just can't brush Chopin off like that...his stuff is creating quite a stir around the Music Halls. What about that latest number of his...the Funeral March?

CONRIED: Ach! The Funeral March!...Believe me, nobody will ever dance to it!

FAAR: Franz, I'm surprised to hear you talk this way about a young composer...isn't it true that you wrote a symphony at the age of three?

CONRIED: Yeh..yah.

FAAR: Just think. A complete symphony at the age of three... Amazing!

CONRIED: What's so amazing?...It was lousy!

FAAR: But it's still so unbelievable...a three year old child writing an entire Symphony.

CONRIED: Ach, there was nothing else to do. I was too young to go mit girls!.....

PAAR: I'll bet you wrote ^{that} the Symphony on three-cornered sheet music, ^{man}.... Tell me, Franz, is it true that a lot of your work has been influenced by Ludwig von Beethoven?

CONRIED: Paar, are you joking?...Ludwig von Beethoven?...Dot Schmo influence me?

~~PAAR: I don't know...that's the talk that's floating around town.~~

~~CONRIED: (GETTING EXCITED) He's talking about me?...What's mit dot Beethoven?...What's he doing to me?...Dot's all-I hear ~~influence, influence, influence!~~~~

PAAR: Take it easy, Frankie boy.

CONRIED: (BLOWING HIS TOP) I can't help it!...All the time I'm hearing this mit the influence...and what does this Beethoven bum write, anyway?...Symphonies, symphonies... nothing but symphonies! Like the 5th Symphony of his... (SINGS) DA DA DAAAAA...Dot's music?...DA DA DAAAA... Dot's knocking on the door, Richard!...I'm so mad at this man I could kill him...I could scream! ^{could} Scream!!!... (COMPLETE SWITCH TO CASUAL) Believe me, he did not influence me.

PAAR: Franz, I think you've got Bats in your Beethoven... Look, there's something else I want to ask you...is there any truth to the Swing Alley talk that you're forming a new hot trio?

CONRIED: Yeh...we're going to call ourselves Franz Schubert and his Wiener Schnitzel Three!

PAAR: Wiener Schnitzel Three?...The boys jump?

CONRIED: Jump! ... Believe me...strictly Vonderbar Mellow Reeney!
We've got Johannes Brahms on the Cello...goot boy, dot
Johnny...Und on the Harpsichord ~~is~~ Franz Liszt...also
a good man and he played once mit Beethoven (SUDDEN RAVE)
Beethoven!...He did not influence me, I tell you...he
did not influence me! (QUICK SWITCH BACK TO NORMAL)
And on the Violin is me...also a good man...

PAAR: I'm sure of that, Franz. And I'm going to put a plug
in here for you right now. By the way, cats, the
Weiner Schnitzel Three is available for picnics, weddings
and Guillotine parties. How's that, Franz.

CONRIED: Solid...but I think you also might mention the Trio ope
Saturday night at the Sign of Ye Old Boar's Head Inn.

PAAR: Oh yes, that place right next door to the sign of Ye
No Vacancy!...Did you get all that, Cats?...Let's really
turn out Saturday and give Frenz and the Boys a great---

HY: (EXCITED) Excuse me, Jacques! M'dmes, M'sieus, and
Peasants, we must interrupt this broadcast for urgent
news!...The palace guards have just overthrown the king!
The annual Spring Revolution is now officially under way!

PAAR: Sorry, platter fans...due to circumstances beyond our
control, this program will now come to you from a more
convenient country!

MUSIC: PLAYOFF
(APPLAUSE)

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PAAR:

(1)

Friends, we all have a responsibility to the future. Part of that responsibility is financial. Saving now will help you provide for the education of your children, the purchase of a home, or a farm, or a business of your own. United States Savings Bonds can make it easy for you to save. They are the safest investment in the world, and every three dollars you put into them becomes four dollars when your bonds mature. Start this week...buy bonds regularly...through your bank, or employer. Remember, by seving, you fight inflation and secure your future. Thank you.

(APPLAUSE)

HY: (2)

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

m

ATX01 0309668

COMMERCIAL NO. 3

~~AVERBACK:~~ Jack Paar will be back in just a minute, but first....

RUYSDAEL: LUCKY STRIKE PRESENTS THE MAN WHO KNOWS!

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

RUYSDAEL: YES, LUCKY STRIKE PRESENTS THE MAN WHO KNOWS. Independent tobacco auctioneer Bryan Williams recently said:

VOICE: Season after season, I've seen the makers of Lucky Strike buy tobacco that just can't be beat for real smokin' quality.

RUYSDAEL: THE MAN WHO KNOWS! ... Tobacco buyer Charles Saunders stated recently:

VOICE: Season after season, I've seen American buy tobacco that's really fine. For a grand smoke, I pick Luckies ... smoked 'em for 21 years.

SHARBUTT: Men who know fine tobacco - experts like Bryan Williams and Charles Saunders can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

RUYSDAEL: So for your own real, deep-down smoking enjoyment, remember - 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.

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

HY: Tune in next week to the Jack Paar Show with Trudy Irwin,
(1) the Page Cavanaugh Trio, Jerry Fielding and the Orchestra,
yours truly, Hy Averbach, and as our special guests,
Clark Gable, Jinx Falkenburg, Madame Chiang Kai-Shek,
Van Johnson, Tallulah Bankhead, "Butch" Jenkins,
the First Marine Division, the entire cast of the
United Nations, and Gregory Peck.

PAAR: ~~Connection, Hy, Gregory Peck WON'T be here, but~~
~~we'll manage to have a good show, anyway, Good night,~~
~~everybody.~~

(APPLAUSE)

MUSIC: THEME...UP, FADE FOR:

HY: (OVER APPLAUSE) Don't forget, friends! For the tops in
(2) 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 Andy Russell, Martha Tilton and the Pied Pipers.

MUSIC: THEME...UP FOR SIGNOFF

ANNCR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

PROGRAM #5
(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, June 29, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
CAVANAUGH TRIO
FRENCH SINGING SPOT
COMMERCIAL
UNCLE JACK SPOT
TRUDY ERWIN
INFLATION SPOT
ALLOCATION
COMMERCIAL
TAG

ATX01 0309671

JACK PAAR
JUNE 29, 1947

-A-

FIRST COMMERCIAL

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

RIGGS: (CHANT - 57 TO 59 - AMERICAN)

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

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes...

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco ... yes, fine tobacco
that 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.

BOONE: (CHANT - 57 TO 59 - AMERICAN)

...
(TIME - :58)

mb

ATX01 0309672

(REVISED) -1-

MUSIC: HIT AND FADE FOR:

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

MUSIC: HIT FULL - APPLAUSE - APPLAUSE - FADES FOR:

dw

ATX01 0309673

... YOU'RE VERY KIND. (REVISED) -2-

PAAR:

Thank you!.....Hello, and see what happens when you leave your radio on? We caught you with your NBC DOWN!.....This is Jack Paar. Well, the warm weather is officially with us. I read where John L. Lewis just CHANGED TO HIS SUMMER EYEBROWS.....
.....The weather has had a wonderful effect on agriculture. Among the things that came out of the earth this week were tomatoes, asparagus and COAL MINERS WHO ARE MAD AT SENATOR TAFT.....Yes, the world is full of problems. All the diplomats and politicians claim they are talking STRAIGHT FROM THE SHOULDER..... (but who's got BRAINS IN THEIR SHOULDERS?).....
.....I read where they're going to make it easier for ex-servicemen to get a G.I. loan for a home. I know a veteran who built a house with government money, but don't think the government doesn't watch over its investment. One day this soldier got a phone call and a voice said: "This is ^{PRESIDENT} ~~Harry~~ Truman. It's raining, why aren't your windows closed?".....But with all his troubles the President seems to be in good health. He's full of Vim, Vigor AND VETO.....

(MORE)

dw

ATX01 0309674

PAAR:
(CONT'D)

This week there's been a lot more talk about a THIRD PARTY. The first two parties want to give the government back to the Indians...And the third party doesn't want it--they're the INDIANS!.....And I've been reading about one of the boys in my old outfit, General Eisenhower. We were in the same Army, you know...He's going to be President of Columbia University next year. Now there's REALLY a G.I. LOAN!....With the General at Columbia they should have a wonderful course in European History. After all, they're getting the man who MADE IT!.....

(APPLAUSE)

PAAR: Now ladies and gentlemen, I'd like to---Say friend, I see you have your mouth open. Do you want to say something or are you breathing the easy way?

WALLY: I have something to tell you, Mr. Paar.

PAAR: You know the rule here at NEC. You cannot talk to the comedian while the broadcast is in motion.

WALLY: But Mr. Paar, I am here to present you with a special award for distinguished service to radio.

PAAR: Well, as they say on those situation comedy programs, "Gee, whillakers!"----But I'm so new at this and an award already?

WALLY: Yes, this is your fifth program and you've never been heard to mention La Brea Tar Pits, Griffith Park, smudge pots or smog.

m

PAAR: Well it hasn't been easy. Maybe it's a dangerous new trend. But we're aiming for the audience east of Cucamonga.

WALLY: ^{He says} So, on behalf of the ^{RESIDENTS OF} ~~people~~ ^{HOUSE} ~~living~~ in YOUR APARTMENT, we nominate you as the outstanding new comedian who lives on the third floor.....And here is your award.

PAAR: Gosh, just what I need and have always wanted....an autographed picture of Guy Lombardo!

MUSIC: PLAYOFF LOMBARDO ENDING

(APPLAUSE)

m

(REVISED) -5-

PAAR: I received a letter this week that said: "Who is that comedian on the Page Cavanaugh Trio program?" That gives you an idea of the kind of music they make.....also of the kind of mail I get. Oh, well, here they are -

MUSIC: PAGE CAVANAUGH TRIO
(APPLAUSE)

m

ATX01 0309677

SOUND: PHONE RING...RECEIVER OFF HOOK

FLO: Hello?...Oh, hello, Charlie...Yeah, this is Ingrid...
What's that?...No, I can't go out with you tonight,
Charlie. I'm going to stay home and listen to my new
record album. Yeah, that French singer, Jean Sablon...
Is he good? ...~~Charlie~~, believe me, he's loaded with
Chi-baba Chi-baba! ... He's wonderful. Gee, Charlie,
these French singers really send me...Where?...Why
should I tell you! ... Well, I gotta go now...my
French records are waitin'...As they say in France,
Q'ue est-que-c'est...er...que est que...er...er...
So long, Charlie!

SOUND: RECEIVER DOWN

PAAR: Conversations like that are taking place today wherever
there are girls like Ingrid. You see, the invasion of
French singers is on. They're coming to America in
droves - which is much cheaper than ^{air}in boats. You must
have heard them by now...they all have low, throaty
voices...~~I know of~~ ⁷one French singer whose voice is so
low he has to squeeze a Bullfrog to get the pitch!...
And this French influence is spreading rapidly...
Already Dobby Sockers have switched from Bubble Gum
to chewing Crepes Suzettes.....The thing all French
singers have in common is this: Nobody understands
what they're singing! ... Isn't it high time we
~~found~~ ^{find} out?

HY: For the first time in this country we bring you the English translation of what a French Singer is singing. We now present the celebrated French Singer, Monsieur Henri Henri....The selection sung by Henri Henri will be translated into English by Jack Jack Paar Paar.

PAAR: Thank you...how do you do, Henri Henri.

CON: Bonjour, mon ami.

PAAR: Oh, je vous aime and a very large beaucoup to you..... what are you going to sing for us Henri?

CON: "Mais oui ouvrez le fenetre gendarme souson-neuv la chapeau avec fromage fermez la porte"

PAAR: English translation, "Chloe". Go ahead, Henri.

MUSIC: ORCH INTRO TO "MAM'SELLE" THEN TO PIANO FOR SINGER

CON: (SINGS TO TUNE OF "MAM'SELLE") Pourquoi la vie, cheri...

PAAR: Henri has just said, "Your eyes are so beautiful I could eat them up".

CON: ~~Cette bon-bonjour~~ ^{Cherrie bon-bonjour} toujours....

PAAR: "But unfortunately I just had lunch..."

CON: Je dit que vous cuisine....

PAAR: "I said darling I can't live without you"

CON: Crouton rue de la Paix....

PAAR: "You smiled at me and whispered softly your answer".

CON: C'est-a-dair...

PAAR: "Then Drop Dead".

CON: Pourquoi ~~cette enjard'hui~~ ^{Cherrie enjard'hui}

CON:

X

PAAR: You turned me down---and I thought you were going to
become my wife and the mother of my children.

CON: Marseille coqd'or coiffure...

PAAR: I don't care for myself, but what am I going to tell
all those kids?

CON: J'allons alluette le enfants...

PAAR: How could you forget the night you and I were alone on
your balcony?

CON: Tres bien coup D'etat parlez moi.....

PAAR: "The candlelight glowed softly and I was holding you
close".

CON: Ooh la la...IA!

PAAR: Translations: Censored!

CON: ~~Den-mez-vous~~ J'et adore, com bien ~~the~~ ~~your~~ ~~amour~~... *See File*

PAAR: "Even though it's over, I'll always remember that night".

CON: Que vous applez vous, mon mere, je 'orive mon pere...

PAAR: You bont over to kiss me, and the flame from the Candle
scemed to dance in your hair.

CON: ~~Le~~ ~~bon~~ ~~ne~~ ~~say~~... *Philippe M...*

PAAR: Which means---so long, baldy!

MUSIC: PLAYOFF
(APPLAUSE)

A

JACK PAAR
JUNE 29, 1947

-B-

SECOND COMMERCIAL

RUYSDAEL: LUCKY STRIKE PRESENTS (DRUM ROLL) THE MAN WHO KNOWS!
(4 DRUM BEATS) 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)

SHARBUTT: Fine tobacco is what counts in a cigarette - and what
kind of tobacco is bought by the makers of Lucky Strike?

RUYSDAEL: LUCKY STRIKE PRESENTS (DRUM ROLL) THE MAN WHO KNOWS!
(4 DRUM BEATS) THE TOBACCO BUYER!

SHARBUTT: (ON FILTER) Mr. Brice Leech of Glasgow, Kentucky, has
spent 27 years handling tobacco. Mr. Leech recently said;

VOICE: At auction after auction, I've seen the makers of Lucky
Strike buy ripe, fine-tasting leaf ... that fine quality
tobacco that makes a top-quality smoke. I've smoked
Luckies myself for 16 years.

SHARBUTT: YES, THE MAN WHO KNOWS! (4 DRUM BEATS) Experts like
Mr. Leech...men who make it their business to know fine
tobacco ... can see the makers of Lucky Strike
consistently select and buy that fine, that light, that
naturally mild tobacco. Remember -

RUYSDAEL: LS - MFT

(MORE)

mb

ATX01 0309681

JACK PAAR
JUNE 29, 1947

-C-

SECOND COMMERCIAL (cont)

SHARBUTT: Lucky Strike means fine tobacco.

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.

(TIME: 1:28)

mb

ATX01 0309682

MUSIC: PLAYON CHILDREN'S THEME AND FADE UNDER:

HY: Now will all you grownups take a walk around the block, or go upstairs to bed?...It's time for another one of Uncle Jack's inspirational talks to Children.

MUSIC: CHILDREN'S THEME

PAAR: Hello, kids of America. This is your Uncle Jack calling another meeting of the Triangle Trouser Club to order. I ~~have~~ ^{FADE} just tons of things to talk about tonight. First we welcome a new member, Tangerine Firpo, who is now six days old. Welcome, Tangerine. Your pin is in the mail. Here's an interesting thing, little Tangerine was born round-shouldered. Her mother was frightened by a Quonset Hut ... And here's some super, ginger cream peachy news. For those of you who don't want to go to school there is a new product on the market.

You can now buy FALSE MUMPS...these come with built-in ~~fever~~ ^{TURN THEM INSIDE OUT FOR TONS OF MORE TO TALK} fevers..... Another product now available is the ~~fever~~ ^{TURN THEM INSIDE OUT FOR TONS OF MORE TO TALK}

Breakfast Food of Failures, for kids who don't want to become CHAMPIONS.....I also have a note here about some new REVERSIBLE ROLLER SKATES...FOR BACKWARD CHILDREN.

HY: Uncle Jack, I believe it's time to answer the Club mail.

0

PAAR: I'm ready for it, Hy. First, in answer to a letter sent in by little Herman Shamelfinger. Don't do anything impulsive. In this case your mother is absolutely right. No one gets married at the age of five and a half! ... Herman, give up that girl...Remember, it would be impossible to find real happiness with any girl who's been divorced twice at the age of seven ... And our next letter comes from Junior Twelp, age three years and one hour, who says, "Dear Uncle Jack, While lying in my crib one night the thought occurred to me-do parents really love their children". Well, Junior, frankly the answer is NO. You were brought into this world because your parents wanted to hear the patter of little feet around the house. Get the idea? It's your feet they're crazy about, not you! ... So much for the Club mail. Next on the juvenile agenda is the book of the week...and this week I recommend, TOM SWIFT AND HIS ELECTRIC GRANDMOTHER ... I enjoyed it very much.

HY: Uncle Jack, I'm afraid that's all we have time for tonight.

PAAR: All right, Hy, the meeting will close with our Club oath. Let's all stand at attention, face toward Roy Rogers, and repeat our sacred oath. We belong to Uncle Jack's Club, we will not steal steam shovels, or go for Submarine rides with strangers.... And remember, kids, when it's bottle time at your house, don't take any WOODEN NIPPLES!

MUSIC: PLAYOFF

(APPLAUSE)

0

PAAR: And now, front and center, our lovely singer...Trudy Erwin. Trudy has a beautiful voice...but that's not surprising...Look where its been! ... Trudy!

MUSIC: ORCH & TRUDY..."I WONDER, I WONDER"
(APPLAUSE)

MUSIC: FANFARE

HY: (BIG) Inflation....1947

MUSIC: PUNCTUATE

FAAR: Yes, friends, inflation is here...and since it's such a vital subject, I decided to find out what it really means. So I opened Webster's Dictionary, and there it was. Inflation: The reason this Dictionary now costs 2 dollars more than it should!.....This is not only true of Dictionaries, but everything else.... Groceries, fruit and even vegetables have gone sky-high, too. In fact, the only vegetables worth buying are radishes...At least you get a return on your investment!Not only are prices high...but some products like clothing, for instance, are inferior. The other day I bought a suit and never have I seen such thin material.....In fact, it's the first time I ever had to wear a tie to match my underwear!.....Yet in spite of all this, there are certain congressmen who claim there is no inflation. They say it's just an ugly rumor started by people who can't afford to over pay for everything! ... Yes, we may as well face it....ever everything's going up..up...Higher!..... Higher! ... Higher!

MUSIC: IN TEMPO WITH "HIGHER" ... BUILDS THEN OUT SHARPLY

HY: Inflation, 1947! ... Where is it heading? ... How high can the price of essential commodities go?...Here, America, is the answer!

MUSIC: BRIDGE OUT SHARP

eh

WALLY: Howdy, folks...I'm a 1931 Essex Automobile... The stuffin's comin' out of my upholstery, my headlights need new wicks, and mechanically speaking, my rear end's about to fall apart. And you think I'm on a junk heap where I belong? (CACKLE) Not be a durned sight I ain't. This very minute I'm settin' in a used car lot...A dealer feller called the ticklish tasmanian...and they're askin' 1500 dollars for me! (CACKLE) Now ain't that a tickler! ... Well there's no use to go on blabbin' ... one of you durned fools'll be along to buy me! (CACKLE)

MUSIC: PUNCTUATE

FLO: I am a vacant apartment. Oh boy what you would give to know where I am! ... I used to be adorable, but now ... Ooooh am I a mess! ... I need painting, papering, scraping and between you and me, my fire escape is only...Half-Safe! And you know what they're asking for me per month...700 Clams! ... All that money for a lousy little apartment like me! And that ain't all - the landlord is askin' a thousand dollar Bonus.... Crazy, huh? I got news for you - a family is movin' into me next Tuesday!

MUSIC: PUNCTUATE

HY: I am a 10 cent loaf of white bread.... I am on sale anywhere for a quarter. And what's even worse, because of inflation, I am three slices less than I used to be ... Frankly, my wrapper is dragging!

MUSIC: PUNCTUATE

CONREID: I am a pound of Livurwurst. I used to be so rich and tasty...when you put me between two pieces of Pumpernickel, I was sensational. People would eat me and go out of this world...the only thing that would bring them back was Alka Seltzer! Then came the inflation and, ~~before you could say Black Market~~ ~~Himmel!~~ Mine price went up to 97 cents a pound! I wasn't the same Livurwurst.

(DRAMATICALLY) All of a sudden, they started to cheapen mein quality...they are mixing in with mein liver all kinds of cereals...Bran - mit cornflakes yet. All of a sudden, me -- a liverwurst - is delicious mit strawberries and cream! Now I can't hold mein head up - that's the end mit the string - the head. Ach, things have gone from bad to wurst! (LAUGHS) Wait, that's a joke, no?... No! ... Oh well, whoever heard of a Livurwurst talking, anyway!

MUSIC: BRIDGE

HY: We have shown you the effect of inflation 1947 on the price of material things...But what of its effect on people?...Now to Anytown USA....A boy, a girl, and... inflation!

MUSIC: SOFT BRIDGE

GIRL: Jack darling, you said there was something you wanted to talk to me about.

PAAR: Yes, Gloria, it's our wedding - we're going to have to postpone it...My life savings have been wiped out.

GIRL: (ALARMED) Jack! ... What happened?

PAAR: I bought a pair of shoes today! ... They were a bargain... only 42 dollars.

GIRL: 42 dollars for a pair of shoes?

PAAR: A pair? ... EACH...as soon as the bank approves my loan, I get the laces!

GIRL: But how could you buy a pair of shoes? You know I've been waiting to be married for two years.

PAAR: I've been walking around barefooted for 3!

GIRL: Oh, so that's what it's been!

PAAR: You know what they say, cold feet warm heart!

GIRL: Jack, listen to me...I can't permit our romance to be submerged in a flood of rising commodity prices which tend to lower consumer buying potential - leading to economic insecurity and financial chaos...

PAAR: Gloria, that's the sweetest thing you've ever said to me.

GIRL: Darling we can work this out...we'll manage...we'll budget ourselves...we can lick this inflation and make a go of our marriage. *WE'LL GIVE UP NOTHING...*

PAAR: You give me new hope...maybe we can do it on the right budget...Let's see, we'll need money for an apartment... then there's the bonus...then there's the bonus for the bonus...Yes...We'll have to stretch my salary a little, but we can live on only 280 dollars a week.

GIRL: Why? What do you make a week?

PAAR: Seventeen dollars and thirty-two cents!

GIRL: It's still not impossible - provided we give up certain little things...Like food, shelter, and clothing.

PAAR: What! ... You'd have me do without luxuries!

GIRL: I never dreamt you would permit inflation to come between us.

PAAR: You ~~don't~~ mean this is the end?

GIRL: Let's put it this way...perhaps someday we can pick up again...when inflation is over, and the American dollar is again worth a dollar, and the national debt is paid;

PAAR: Then it's good-bye forever?

GIRL: Yes, but don't look at me that way...I mustn't cry... you know the price of handkerchiefs today. Goodbye, Jack...chin up!

PAAR: You too, Gloria...keep a stiff upper bracket!

SOUND: DOOR SLAM

MUSIC: WEIRD STINGER

PAAR: (DRAMATICALLY) She's gone...out of my life...My chance for happiness killed by Inflation.....these new shoes I bought are the cause of it all...every time I take these shoes off, I'll see Gloria's face in my feet! ... there's nothing left for me...even though it's cowardly, there's only one way out. End it all!

SOUND: PHONE RECEIVER UP...DIALING

PAAR: Hello...Thrifty Funeral Parlor? ... Reservation clerk, please...Hello, I've heard about your lay-away plan... How much? ... 1100 dollars plus California State tax?1100 dollars for a funeral? Good-bye!

SOUND: RECEIVER DOWN

~~PAAR: YOU KNOW SOMETHING.....IT'S GETTING SO A MAN CAN'T AFFORD TO DIE.~~

MUSIC: PLAYOFF
(APPLAUSE)

FAAR: Friends, we all have a responsibility to the future. Part of that responsibility is financial. Saving now will help you provide for the education of your children, the purchase of a home, or a farm, or a business of your own.

(1) United States Savings Bonds can make it easy for you to save. They are the safest investment in the world, and every three dollars you put into them becomes four dollars when your bonds mature. Start this week...buy bonds regularly...through your bank, or employer.

Remember, by saving you fight inflation and secure your future. Thank you.

(APPLAUSE)

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

JACK PAAR
JUNE 29, 1947

-D-

THIRD COMMERCIAL

RUYSDAEL: LUCKY STRIKE PRESENTS (DRUM ROLL) THE MAN WHO KNOWS!
(4 DRUM BEATS) The independent tobacco expert who knows
from his own experience at the auctions what kind of
tobacco is bought by the makers of Lucky Strike.

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

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO WAREHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. Floyd Clay, well-known tobacco
warehouseman of Versailles, Kentucky, recently said:

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

RUYSDAEL: THE MAN WHO KNOWS (4DRUM BEATS) THE TOBACCO BUYER!

SHARBUTT: (ON FILTER) Ace Tobacco Buyer Fred Evens of Danville,
Virginia, said not long ago:

VOICE: At every auction I've attended, I've seen the makers of
Lucky Strike buy fine tobacco you can't beat for top
smokin' quality. Smoked Luckies myself for 19 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

mb

(MORE)

ATX01 0309693

JACK PAAR
JUNE 29, 1947

-E-

THIRD COMMERCIAL (cont)

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.

(TIME + 1:22)

mb

ATX01 0309694

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

HY: Tune in next week to the Jack Paar Show with Trudy Irwin,
(1) the Page Cavanaugh Trio, Jerry Fielding and the Orchestra,
 yours truly, Hy Averback, and as our special guests,
 Clark Gable, Jinx Falkenburg, Madame Chiang Kai-Shek,
 Ven Johnson, Tallulah Bankhead, "Butch" Jenkins,
 the First Marine Division, the entire cast of the
 United Nations, and Gregory Peck.

PAAR: Correction, Hy...Gregory Peck WON'T be here....but
 we'll manage to have a good show, anyway...Good night,
 everybody.

(APPLAUSE)

MUSIC: THEME...UP, FADE FOR:

HY: (OVER APPLAUSE) Don't forget, friends! For the tops in
(2) 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 Andy Russell, Martha Tilton and the Pied Pipers.

MUSIC: THEME...UP FOR SIGNOFF

ANNOR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY

SECRET

(REVISED)

A Broadcast

PROGRAM # 6

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, July 6, 1947

NBC

3:00 - 3:30 PM EST

COMMERCIAL
OPENING
MONOLOGUE
CAVANAUGH TRIO AND BAND
UNCLE JACK SPOT
COMMERCIAL
MUSIC CULTURE SPOT
TRUDY IRWIN
WOMEN SPOT
ALLOCATION
COMMERCIAL
TAG

ATX01 0309697

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947

-A-

COMMERCIAL NO. 1

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

RIGGS: (CHANT - 57 to 59 - AMERICAN)

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

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes ...

RUYSDAEL: IS - 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.

BOONE: (CHANT - 57 to 59 - AMERICAN)

ATX01 0309698

MUSIC: HIT AND FADE FOR:

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

MUSIC: HIT FULL - APPLAUSE - APPLAUSE - FADES FOR:

PAAR:

Thank you very much ... Hello, and a special note to those of you looking for Disks in the sky ... Come down from those trees ... the whole thing is an advertising stunt of the Mayflower Doughnut Company ... Of course, you know there are several theories about these Disks ... One report has it that Andy Russell was seen on a mountain throwing Bing Crosby records away ... Another theory is that the British are returning defective lend lease monocles ... (No individual laughing out there now) ... Still another idea is that a guy was celebrating the Fourth, had a few drinks, got in his cups, and started seeing SAUCERS ... (Things like that can bring back Prohibition) ... The latest report I heard comes from the Saucers themselves ... they said they saw six Orson Welles flying over Seattle ... Of course, Hollywood is hopping on the Band Wagon ... RKO said this morning that they are going to do a picture called DISK IN THE SUN, with Jennifer Jones playing the part of a beautiful half-breed Saucer ... (I don't quite get it myself) ... As a matter of fact, it may have an effect on the new generation ... One mother was watching Disks all last week ... and yesterday her baby was born with a stiff neck ...

(MORE)

(REVISED)

-3-

PAAR:
(CONTD)

All of this should be a lesson to Congress ... They
should have never taken the ceiling off rents ...
those are tops flying around up there ... they belong
to tenants who've blown them ...

MUSIC: _ _ _ _ PLAY OFF

(APPLAUSE)

ATX01 0309701

(REVISED) -4-

PAAR: In exactly fifteen seconds the Page Cavanaugh Trio with Jerry Fielding and the orchestra are going to do a number in formation. We don't claim this will be completely out of the world, but during rehearsal, ice formed on their instruments! ...Gentlemen, fasten safety belts, we're heading into a Downbeat!

MUSIC: PAGE CAVANAUGH AND ORK

(APPLAUSE)

ATX01 0309702

MUSIC: CHILDRENS THEME TO B.G.

HY: 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. This is your Uncle Jack calling another meeting to order. I want you all to pay strict attention, so put away those matches and stamp out your Grandfather.....Later on in the meeting we're going to hear from Terence Boinkle, one of our members who has a special problem. But first the club news. From our Chicago chapter comes word that little Joyce Godolfin, age 5, and Herbie Fimm, age 7, have just announced their engagement. The reception will be held next Sunday at two o'clock in the bride's play-pen...The bride wishes to thank the kind friends who sent her the bouquet of Tootsie Rolls.....

HY: Uncle Jack, are you ready to talk to Terence Boinkle now?

PAAR: Yes I am...Good evening, Terence.

WALLY: Hello. (SNIFF - LAUGH)

PAAR: Now before we discuss your problem, will you repeat the Club Oath, please.

WALLY: Yes sir. (RECITING) I belong to Uncle Jack's Club...I will not play cops and robbers with real cops...I will not lick Mixmaster bowls while the machine is going...I will not spread rumors that after school my teacher is a Taxi Dancer.

PAAR: Fine. Now Terence, I believe there was something you wanted to ask me?

WALLY: Yes sir. Last week our chapter of the club went to the Zoo, and we saw the Stork there.

PAAR: The Stork? Well, what about it?

WALLY: Uncle Jack, if the Stork spends all his time at the Zoo, who's out taking care of the business?

PAAR: What business?

WALLY: I like him ... he's silly!!

PAAR: You see, Terence, the Stork doesn't spend all his time at the Zoo...occasionally he brings cute little babies to lucky families.

WALLY: Well, if the Stork brings all the babies, when the Mama and Papa Stork have a little Stork, who brings their baby?

PAAR: And now back to the Club News!

WALLY: Uncle Jack, is it the same with everything in the world?...

PAAR: What do you mean, Terence.

WALLY: What about things like vegetables...or apples and oranges?Where do the little oranges come from?

h

PAAR: Well, they come from blossoms...there's a Mama Blossom and a Papa Blossom. In the Spring they float down from the trees to the ground. Then they wait for the April breeze to blow them together.

WALLY: Gosh, that's sweet.

PAAR: Yes, isn't it?

WALLY: (SUSPICIOUS) Suppose there's no breeze in April to bring the orange blossoms together?

PAAR: Then the Chamber of Commerce stands by with an electric fan

WALLY: Then what I've always thought about oranges is not true?

PAAR: What's that, Terence?

WALLY: Well in the germination of any nearly globose fruit such as Citrus Aurantium, the cell phenomenon is activated without the visible peregrination. Botanically speaking.

PAAR: Terence, stop talking like a child.

WALLY: Uncle Jack, I'm happy to say you have been a great help to me.

PAAR: That's very gratifying, Terence...thank you. But how will you apply this knowledge?

WALLY: Well, when I grow up I had planned to marry Lana Turner... but after talking to you, I've changed my plans.

PAAR: And now...?

WALLY: NOW I THINK I COULD BE VERY HAPPY MARRIED TO AN ORANGE BLOSSOM!

MUSIC: PLAYOFF
(APPLAUSE)

H

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947

COMMERCIAL NO. 2

RUYSDAEL: LUCKY STRIKE PRESENTS (DRUM ROLL) THE MAN WHO KNOWS!
(4 DRUM BEATS) The independent tobacco expert who knows
from his own experience at the auctions, what kind of
tobacco is bought by the makers of Lucky Strike.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: Fine tobacco is what counts in a cigarette - and what
kind of tobacco is bought by the makers of Lucky Strike?

RUYSDAEL: LUCKY STRIKE PRESENTS (DRUM ROLL) THE MAN WHO KNOWS!
(4 DRUM BEATS) THE TOBACCO WAREHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. Frank Brown of Stoneville, North
Carolina, a tobacco warehouseman for 25 years recently
said:

VOICE: Season after season, I've seen the makers of Lucky
Strike buy tobacco that's really fine ... tobacco you
just can't beat for smoking quality. I've smoked
Luckies for 29 years.

SHARBUTT: YES, THE MAN WHO KNOWS! (4 DRUM BEATS) Experts like
Mr. Brown can see the makers of Lucky Strike consistently
select and buy that fine, mild tobacco. Remember -

RUYSDAEL: LS - MFT

(MORE)

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947

-0-

COMMERCIAL NO. 2 - (CONT)

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.

ATK01 0309707

MUSIC: FANTASIE PLAYON

HY: Jack Paar's invitation to learning!...The subject for discussion tonight...the history and background of musical instruments. Jack Paar.

PAAR: Thank you. Friends, if you look closely you will notice that every orchestra is composed of musical instruments. There is a reason for this...without instruments an orchestra would just be a fifteen hand poker game with a strong union!...A strange thing about musical instruments is that a great many of them were invented accidentally. For example in prehistoric times a caveman got mad one day and hit his wife across the teeth with a club...and so the Xylophone was born! ... Now let us move along the orchestra to the Saxophone. This instrument was invented by a man named Adolphe Hammerschlog who changed his name to Saxe...because after all how would it look on the Palladium marquee..."Tonight Only, Jimmy Dorsey, his Hammerschlogophone and his Orchestra"? You can tell from the shape of the Saxophone that it was originally intended to be an Ear Trumpet...However, the inventor gave up the idea when he found out that his ear couldn't play Trumpet. So he drilled holes in it just to get even, and was very surprised when the Saxophone was popularized by a man called Rudy Vallee...who shall remain nameless. We will now hear from this remarkable instrument. Go ahead, Saxophone. (SILENCE) See, it's no good by itself!...A man has to blow into it. All right...the Saxophonist will now play the scale going up.

MUSIC: SAX PLAYS SCALE GOING DOWN

PAAR: The Saxophonist will now play the scale going down.

MUSIC: SAX PLAYS SCALE GOING UP

PAAR: He's a good musician but he has such a terrible sense of direction!.....Next we come to the Slide Trombone...this, despite its simple appearance, is a complex instrument. The tone is produced when air enters the mouthpiece, travels through the neck of the horn, past joints A, B, and C...rounds a very long curve, returns in the direction of the mouthpiece, then up and out through the bell. A total distance of 345 inches...and producing a tone like this...

MUSIC: PEDAL NOTE ON TROMBONE

PAAR: It was hardly worth the trip!...Our next stop on this trip through Instrument Land is the Bass Fiddle. Don't let this big instrument frighten you. The Bass Fiddle is nothing more than a Violin with a Thyroid condition!.... This Jumbo instrument was invented by a musician who wanted to give something new to the music world, and also needed a place to live!...It took the inventor four years to learn how to play the Bass fiddle...it wouldn't have taken so long, but for the first three years he thought he had to blow into it!...We will now hear the Bass fiddle.. please note the deep resonant quality.

MUSIC: BASS FIDDLE BREAK

PAAR: Ordinarily this musician produces a more resonant tone...
but today his wife is inside entertaining friends!.....
..One of the oldest instruments in the modern orchestra
is the drum. We trace the invention of the drum to
Darkest Africa, where it was so Dark nobody saw how it
was invented!.....The drum was first used in Africa
as a means of communication. When a headhunter travelled
to a neighboring village, the sound of the drum would
proceed him. Like this:

MUSIC: HOT DRUM BREAK

PAAR: This message translated would mean: "This will introduce
my friend Joe the Head Hunter. Any heads you can throw
his way will be appreciated!".....Now for our last
stop we come to the prettiest instrument in the entire
orchestra. This is known as the female vocalist...
sometimes referred to as Trudy Erwin...we will now have
a demonstration.....

MUSIC: TRUDY ERWIN AND ORCHESTRA
(APPLAUSE)

PAAR;

Friends, a long time ago a financial wizard devised a plan for keeping money in circulation. He called it... WOMEN! ... Since that time women have steadily increased in numbers, until today the country is literally crawling with them. You must have seen them...you can identify them by the...er...sh...er...Oh, you've seen them! ... Of course women serve a definite purpose... without them we wouldn't have Ladies Night at the Turkish Bath...Life wouldn't have Portia facing it... and on the Doctor I.Q. Program they'd be saying, "I've got a nothing in the balcony, Doctor"! Yes, women have become more important than you think. According to recent statistics there are now more women in the country than men. Do you realize what this means? If women wanted to, they could vote themselves into every important position in the country. We might even have a women president. On second thought, I doubt it... to be president you have to be over 35, and what woman is going to admit that? Actually what would it be like if women used their voting strength to put themselves in power?...

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PARR:
CONT'D Can you imagine our government run by women?...Would they go wild and put Ven Johnson's picture on the dollar bill? Would Guy Madison be made Ambassador to England?...What would happen?

MUSIC: BRASS BAND."HOT TIME IN THE OLD TOWN TONIGHT"

SOUND: TELEGRAPH KEY

HY: And here are the final election returns!...Today for the first time in our history every women of voting age went to the polls. As a result women have been elected to every important position in the government...And so tonight as a tribute to women's new power, and our new lady President, there flies from the White House flagpole...a Two-Way Stretch!

SOUND: TELEGRAPH KEY

WALLY: Reports from Washington tonight indicate that Madame President has completed the appointment of her new Cabinet...ALL WOMEN!

MUSIC: PUNCTUATE

NAVY: (GIRL) As the new Secretary of the Navy, I wish to report my first official action. Effective immediately on all Battleships; That awful ammunition will be removed from all Powder Rooms, and Dressing tables and Mirrors installed!

MUSIC: PUNCTUATE

LABOR: I wish to thank Madame President for appointing me Secretary of Labor. I have already been in conference with the head of the United Women Mine Workers Union... Jane L. Lewis. All I can say at this time is, "My Goodness, that woman ought to pluck her eyebrows!"

MUSIC: PUNCTUATE

COMMENT'R: Good evening this is Druscilla Pearson with the female Washington Merry-Go-Round!...Well our new President has been in office only three months now and she's done scrumptiously. Last week, for example, at a cocktail party, the British Ambassador, Lady Duff Nottingham arrived wearing the same hat as our lovely President. As you women know that's just an open declaration of war!.. However Madame President with great tact and diplomacy neatly side-stepped the issue by fainting dead away! Yes, our President is certainly a wonderful woman, and she's also fortunate in having a husband as lovely as The First Man of the Land...I can almost see them, seated in the White House parlor....he tossing Bills at her, and she vetoing them and throwing them right back!

MUSIC: "HAIL THE CHIEF" DONE SOFTLY AS BRIDGE

PAAR: Darling I'm so glad you could get away tonight. We haven't had an evening alone since you were elected President.

FRES: I know dear.

PAAR: And there's something I do want to talk to you about.

PRES: In a minute, dear...there's one little thing that's been bothering me...what did I do with that two billion dollars worth of war material?

PAAR: I know you didn't have it with you when you left the house this morning...

PRES: (THINKING) Let's see...did I lend those war materials to Turkey or to Greece?

PAAR: It's easy to find out, dear...just declare war on both of them and whichever country shoots back...that's the one!

PRES: Darling, I don't know what I'd do without you, but let's try it some time.

PAAR: Dear, when am I going to get a chance to talk with you about us?...You're always so busy!

PRES: Yes, a President's work is never done.

PAAR: I know, dear...do you realize you haven't touched your piano in a month now?

PRES: How can I? All day long it's nothing but Bills, Vetos, Budgets, Treaties...I just don't have time for the piano.

PAAR: You know, darling, sometimes I think we were a lot happier back in Kansas City...when you ran that little Dress Shop!

PRES: Even though you're a man, you're so right.

PAAR: Darling, there's still something I have to discuss with you.

PRES: (GOING ON) Now today is a perfect example of what I go through. All morning I was busy with the press, and then finally at noon I snuck out to get a henna rinse with the Attorney General...then right in the middle of everything in comes that broken-down hag, my Secretary of the Navy.

PAAR: What did she want?

PRES: Only two million dollars...NOW she wants to paint the Atlantic Fleet purple!

PAAR: That's ridiculous! It'll clash with the Pacific Fleet which is painted chartreuse!

PRES: Then to top it all off, that silly peroxide Secretary of State wants me to make a Good Will Tour to Italy.

PAAR: You're not going...?

PRES: Of course not! Spaghetti is terribly fattening!

PAAR: It's just as well, darling...because after you hear what I have to say, you won't want to leave home.

PRES: Dear...what is it?

PAAR: I've been trying to tell you. You see, we're going to... er...

PRES: Yes?

PAAR: We're going to have a little Third Party!

PRES: Darling, you mean...???

PAAR: Yes, and I hope it's a girl...THEN SOMEDAY MAYBE SHE CAN GROW UP TO BE PRESIDENT!

MUSIC: PLAYOFF

(APPLAUSE)

PAAR: Friends, we all have a responsibility to the future. Part of that responsibility is financial. Saving now will help you provide for the education of your children, the purchase of a home, or a farm, or a business of your own.

(1) United States Savings Bonds can make it easy for you to save. They are the safest investment in the world, and every three dollars you put into them becomes four dollars when your bonds mature. Start this week....buy bonds regularly....through your bank, or employer. Remember, by saving you fight inflation and secure your future. Thank you.

(APPLAUSE)

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

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS (DRUM ROLL) THE MAN WHO KNOWS!
(4 DRUM BEATS)

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

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO AUCTIONEER!

SHARBUTT: (ON FILTER) Mr. Thomas Ray Oglesby, veteran tobacco
auctioneer of Winterville, North Carolina, said lately:

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

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO BUYER!

SHARBUTT: (ON FILTER) Tobacco buyer Charles Belvin of Durham,
North Carolina, recently stated:

VOICE: Season after season, I've seen the makers of Lucky Strike
buy fine tobacco that makes one swell smoke. Smoked
Luckies myself for 16 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

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 6, 1947 -E-

COMMERCIAL NO. 3 - CONTD

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 BG

HY: Tune in next week to the Jack Paar Show with Trudy Irwin,
(1) the Page Cavanaugh Trio, Jerry Fielding and the orchestra,
 yours truly, Hy Averback, and as our special guests,
 Clark Gable, Jinx Falkenburg, Madame Chiang Kai-Shek,
 Van Johnson, Tallulah Bankhead, "Butch" Jenkins, the
 First Marine Division, the entire cast of the United
 Nations and Gregory Peck.

PAAR: Correction, Hy....Gregory Peck WON'T be here....but we'll
 manage to have a good show, anyway...Good night, everybody.
 (APPLAUSE)

MUSIC: THEME...UP. FADE FOR:

HY: (OVER APPLAUSE) Don't forget, friends! For the tops in
(2) 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 Andy Russell, Martha Tilton and the Pied
 Pipers.

MUSIC: THEME...UP FOR SIGNOFF

ANNCR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, July 13, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
CAVANAUGH TRIO
DISK SPOT
COMMERCIAL
STRANGE INTERLUDE SPOT
TRUDY IRWIN
JACK AND JILL SPOT
ALLOCATION
COMMERCIAL
TAG

H

ATX01 0309720

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 13, 1947

COMMERCIAL NO. 1

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

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: In a cigarette it's the tobacco that counts and ...

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes ...

RUYSDAEL: IS - 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.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

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ATX01 0309721

(REVISED)

-1-

MUSIC: HIT AND FADE FOR:

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

MUSIC: HIT FULL - APPLAUSE - APPLAUSE - FADES FOR:

W

ATX01 0309722

PAAR:

Thank you!.....Hello, and to those of you affected by the Rent Control Bill.....WELCOME TO THE GREAT OUTDOORS..... Well, it's nice EVICTION weather we're having, isn't it?... ..Everyone's getting a notice to move. New York City just gave Brooklyn twenty four hours to get out of town.... ..Landlords have continued to raise rents, but Congress says the rent raise is purely voluntary.....It's up to the tenant.....EITHER HE PAYS IT OR HE GETS THROWN OUT!.... ..Of course veterans are right in the middle of the housing trouble. Thousands of them are living in Chicken Coops. But Congress has the solution. They've just appropriated 10 million dollars TO BUILD NEW HOUSES FOR THE HOMELESS CHICKENS!.....Thomas E. Dewey is in the news this week. He's taking a trip across the country which he says is non-political. He says he's not shaking hands with anyone or kissing babies. However when he arrived in Oklahoma City, A SET OF TWINS FELL OUT OF HIS MUSTACHE!.....Yes, the 1948 election is beginning to make news. There are so many men throwing their HATS into the presidential ring that Mr. Truman would have enough to go back to his OLD LINE OF BUSINESS..... ..From England came news that Princess Elizabeth is going to marry Philip Mountbatten. I feel sorry for Phil. What good will it do him to wear the PANTS in their CASTLE, when his wife wears the CROWN.....

h

PAAR:
(CONT)

Ceasar Petrillo, head of the Musicians Union is in the news this week too. He might call a strike this winter, If he does, Phil Spitalny is going to look silly waving a baton at 22 girls who are knitting!.....The solo number would be handled by EVELYN AND HER MAGIC PRESSURE COOKER!.....And now, before anything drastic happens, here is the Page Cavanaugh Trio....Page, Lloyd, and Benrus....He's the one that keeps time!.....The boys are going to play with their hats on.....just in case Petrillo makes a decision in the next two minutes!

Fellows?

MUSIC: PAGE CAVANAUGH TRIO

(APPLAUSE)

H

PAAR: Well, friends, all over the country people still report seeing the flying disks...of course there are people who still haven't seen any of them...I guess they're waiting for the 1948 models to come out!.....I'm not saying these flying disks don't really exist, but nobody living in Kansas has seen them....That's a dry state!.....
Actually the way the human mind works, people see just what they want to see...for example, a member of the Van Johnson fan Club reported seeing a disk with Freckles!.....
Now today in order to bring you up to date on the disk situation, we have arranged to get some first hand reports from people who have actually seen them. Good evening, sir, what is your name?

HY: My name is Harold Crumbney...My friends call me Crumb.

PAAR: Well, your friends know you better than I do. What do you do for a living, Harold?

HY: I work as a mechanic in a Sardine Factory.

PAAR: A mechanic in a Sardine factory?

HY: Every thousand sardines I change the oil!

PAAR: I see..would you mind moving back a little...you're standing between me and the electric fan. Now then Harold can you give our radio audience a description of the disk you saw?

HY: Certainly...The length was I would say between...er...
ah...Anyway the color was sort of a...er...no, it
was darker than that....No it was more of a....Then the
width....It ran anyway from er...ah...No, it was even
wider!

PAAR: Harold, how did you get all these details?

HY: Simple...I marked 'em down!...I'm used to this...I see
a lot of Junk.

PAAR: You've seen other things besides disks?

HY: What are you talkin'?...I've seen all kinds of
Phenomenomenums...the other day, for instance, I seen
a Sea Serpent.

PAAR: Well a lot of people have seen Sea Serpents.

HY: In their bathtubs?...I'm in the tub I turns on the hot
water faucet, and out comes the Sea Serpent.

PAAR: You must have been amazed!

HY: I sure was...he usually comes out of the cold water
faucet!

PAAR: Well thank you, Harold Crumbney, it's been grand
having you...and let's not do it again, real soon.

HY: Thank you...hey wait a minute, ain't you gonna give me
a Refriggerstor?

PAAR: I'm sorry we don't give away Refriggerators.

HY: Then how about a year's free supply of something...
anything?

PAAR: We are not allowed to give away anything on this
program!

m

HY: Oh yeah? How'd you like a good punch in the nose?

PAAR: I'm sorry we're not allowed to accept anything, either!
...Thank you and good night!..And now.....you saw one of
the flying disks, Madame?

FLO: Certainly. Would I be here if I seen Chopped Liver?

PAAR: I guess not...would you mind telling us your name please?

FLO: Clarice Shambles...Hillside 5413...if a man answers, it's
me...I got a Sinus condition!

PAAR: How about these flying disks, Mrs. Shambles.

FLO: That's Miss.

PAAR: Oh, I'm sorry.

FLO: How do you think I feel?

PAAR: How when did you witness this amazing sight?

FLO: Well I'm sittin' on the front porch last Saturday...about
to shave my legs...I got 'em all lathered, when all of
a sudden along comes a young man of the opposite sex.
"Hello, Baby" - he says to me - cool as you please...
"How would you like to go up on the roof and watch the
flying disks?" And so we go up to the roof.

PAAR: What happened?

FLO: Nothing!....The Jerk shows me a flying disk!

PAAR: Well you haven't been of much help, but thanks anyway,
Clarice Shambles...Girl Nothing! And now you sir...I
understand you are a psychiatrist.

m

CONREID: Yeh dot's correct...I am Dr. Heinrich Himelstoss, known professionally as the Smiling Psychiatrist.

PAAR: I'll remember that if I ever have a brain to trade in. Now about these disks, Doctor....

CONREID: Disks?...Are you joking?...I am a psychiatrist...this whole thing is a hallucination. I have studied the situation very carefully.

PAAR: Oh you've done some research?

CONREID: Yah yah...First I am looking through a Telescope... then I am looking through a microscope...and then for good measure I am going to a Burlesque.

PAAR: And what were your conclusions?

CONREID: The scientific explanation is mass hysteria induced by emotional insecurity, leading to Schizo Phrenix tendencies in the subconscious portion of the cerebellum...In other words, people is nuts!

PAAR: Doctor does that mean that people have too much dementia in their praecox?

CONREID: Exeetly.

PAAR: There's just one thing I don't UNDERSTAND, doctor... you say you spent time looking through a telescope and yet you didn't see any discs.

CONREID: Well I'll tell you...I took my telescope up on the roof and I looked around, and I did see something.

PAAR: Then it might have been a disc?

m

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 13, 1947

COMMERCIAL NO. 2

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS!
(4 DRUM BEATS) 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)

SHARBUTT: Fine tobacco is what counts in a cigarette - and what
kind of tobacco do the makers of Lucky Strike buy?

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS
(4 DRUM BEATS) THE TOBACCO AUCTIONEER!

SHARBUTT: (ON FILMER) Mr. Dewey Huffines of Reidsville, North
Carolina, has sold over 150 million pounds of tobacco.
He recently said:

VOICE: Season after season, I've seen the makers of Lucky Strike
buy tobacco that's mild, ripe and mellow ... fine tobacco
that tastes good and smokes good. I've smoked Luckies
myself for 29 years.

SHARBUTT: YES, THE MAN WHO KNOWS (4 DRUM BEATS) Experts like Mr.
Huffines can see the makers of Lucky Strike consistently
select and buy that fine, mild tobacco. Remember -

RUYSDAEL: LS .. MFT

(MORE)

dw

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(REVISED)

-8-

CON: I 'LL LET YOU KNOW...I GOT A DATE MIT HER FOR NEXT TUESDAY!

PAAR: Thank you, Dr. Heinrich Himelstoss, The Smiling
Psychiatrist...Any of our listeners wishing a copy of
tonight's interview should have their heads examined!

MUSIC: PLAYOFF

(APPLAUSE)

W

ATX01 0309730

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 13, 1947

COMMERCIAL NO. 2 - contd

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.

dw

ATX01 0309731

MUSIC: PLAY ON

PAAR: Well, friends, now that vacation time is here, visiting relatives are again in season! You've all had them... they usually drop in on you for the Fourth of July Weekend, and before you know it, they're helping you decorate your Christmas Tree! All visiting relatives have one thing in common...they bring their children. You know what your relative's children are...they're adults that come in the Small Horrible Size! As soon as they get to your house, they start right in, tear your rugs, wreck your furniture, break your dishes, set fire to your maid...and then their mother says: "Look at Junior, I wouldn't take anything in the world for him"...She doesn't have to worry - she'll never get an offer!..... Yes, the visiting child is public Relative Number One! ..Have you ever been left alone with one of them...and tried to make conversation?...~~You never know what he's really thinking, but on the other hand he doesn't know what you're thinking either...~~What really goes on in your respective minds while you're being nice to each other?.. Shall we find out?.....

MUSIC: SHORT BRIDGE

PAAR: Well! Well!Little Walter - my favorite Nephew!... You've certainly grown into a fine broth of a boy! (FINE BROTH! TOO BAD HE HASN'T GOT ALL HIS NOODLES!)

W

WALTER: Thanks, Uncle Jack...and you're lookin' swell too (THIS MUST BE MY UNCLE THAT DIED LAST YEAR)

PAAR: My, you're such a bright little fellow...your mother tells me you're the most advance pupil in your class (SURE HE'S THE MOST ADVANCED...THE OTHER KIDS IN THE CLASS ARE ONLY SIX AND HE'S TWELVE!)

WALTER: Yes Uncle Jack, I have been getting good marks, and that's because I've been going to school every single day (I HOPE THEY DON'T FIND THAT TRUNK I BURIED WITH THE TRUANT OFFICER IN IT)

PAAR: Well that's wonderful!.....and what are you going to be when you grow up? (DOES HE HAVE TO GROW UP?)

WALTER: Well daddy wants me to be a doctor, and mommy says I should be a lawyer (I'LL MEET 'EM HALF WAY AND BECOME A BOOKIE)

PAAR: Now Walter, while you're here I know you're going to have a good time...there's a little boy to play with up the street...another little boy lives on the corner, and two little boys right next door (FROM THE LOOK IN THIS KID'S EYE I BETTER NOT TELL HIM ABOUT THE LITTLE GIRL IN THE NEIGHBORHOOD)

WALTER: That's super, Uncle Jack...I can't wait to meet those little boys (THIS IS MURDER! NO DAMES IN-THE-NEIGHBORHOOD)

PAAR: And another thing, Walter...while you're here you may want some pocket money...so I'll give you twenty-five cents every time you cut the lawn (I DON'T HAVE A LAWN MOWER...HE'LL HAVE TO DO IT WITH HIS-TEETH.)

w

WALTER: Thanks, Uncle Jack I do want to be helpful because you have a very lovely house (I WONDER IF THIS HOUSE WILL BURN DOWN AS EASILY AS AUNT MARY'S DID LAST SUMMER)

PAAR: Oh Walter I knew you'd turn out to be a sweet little boy. You had to be...you see before you were born your mother read the finest literature, went to the opera, and listened only to the finest Symphony music (SPIKE JONES MUST HAVE SNEAKED IN THERE SOMEWHERE)

WALTER: Uncle Jack, you've been so keen to me, I wish I could do something to pay you back (MAYBE I OUGHT TO GIVE HIM ONE OF THESE CHOCOLATES WITH THE MICKEY FINN CENTERS)

PAAR: That's very nice. Now you run upstairs and take a nap... I just wanted to have this little talk with you to make sure you and I were going to become real good friends.

WALTER: Yes Uncle Jack.

PAAR: And now we are good friends, aren't we Walter?

WALTER: Yes Uncle Jack...Here...Have one of my chocolates!

MUSIC: PLAYOFF

(APPLAUSE)

Y

(REVISED)

-12-

PAAR: Now here's our lovely young singing star, Trudy Erwin,
the one-girl soloist, accompanied by Jerry Fielding and
the All-Boy Orchestra.

MUSIC: TRUDY AND ORCHESTRA....."I BELIEVE"

(APPLAUSE)

ATX01 0309735

PAAR: Friends the other day I tuned in one of those kiddie programs. In just fifteen minutes two people were shot, four poisoned, one thrown over a cliff, and two more strangled!...then the announcer said, "Good Night, Kiddies, Pleasant Dreams."...Another kiddie program I heard had a definite psychological twist. It was called "Jack Armbuster, All American Maniac," or, "The True Life Story of One Boy's Struggle Against His Strait-Jacket." This story proved that every child is a product of his environment. As a kid Jack Armbuster started out hitting little girls. Then when he grew up and married, he would hit his wife. And he wasn't even faithful to her. He went around hitting other women too! ..It's obvious that these days kids demand psychological motives in their stories. Does this mean that nursery rhymes and fairy tales will have to be rewritten? Is Mother Goose a dead duck? Take a simple nursery rhyme like Jack and Jill...What would it be like, given a modern psychological treatment for the children of today? ..I can almost hear it...(DRAMATICALLY) "The Strange Case of Jack and Jill"

MUSIC: WEIRD PUNCTUATION

NEWSBOY: (CALLING) Extra! Extra! ...Read all about it! Jack and Jill found at bottom of hill..Jill dead! Lacerations on body...also Crown broken!....Police investigating... (FADING) Read all about it! Extra! Extra!

MUSIC: WEIRD BRIDGE

A
Y

PAAR: Lieutenant, I've told you over and over..I had nothing to do with my wife's death..it was an accident!..please Lieutenant let me go home!

CHIEF: What!...You'd leave me alone in this nasty police station? Now look friend we both know you killed your wife..why don't you confose? Then I can go home to bed, and you can go to the electric chair!

PAAR: But why would I kill my wife..everybody know us as the ideal couple..Jack and Jill.

CHIEF: Why does any man kill his wife?...For freedom..jealousy.. money....or because she goes around singin' Chi-Baba, Chi-Baba all the time.

PAAR: Lieutenant since you're accusing me of murder, I demand advice of counsel..I insist on calling my lawyer, Humpty Dumpty Ginsberg!

CHIEF: Forget the mouthpiece, joker..I know you killed your wife and I know just how you did it..all I need to clinch this case is the motive.

PAAR: (BLURTING IT OUT) I'll never tell you my motive!

CHIEF: Oh, stepped right into that one, didn't you?

PAAR: No, it's just that I get confused so easily..after all I'm a now murderer!

CHIEF: That does it, kid...how will you have it, A.C, or D.C?

PAAR: I didn't do it, I tell you..I didn't do it!

CHIEF: Oh, come, come, now....tell me, sweetheart, ever hear of a dame called little Miss Muffet?

y

ATK01 0309737

PAAR: (QUICKLY) Who told you about her?

CHIEF: Never mind...allow me to read to you from a report I have here. May 19th..Jack seen in company of Little Miss Muffet at Mother Goose's Bar and Grill..May-21st-
~~Jack seen with Miss Muffet at Palladium. Dancing to the music of the Old King Cole Trio. According to Fuller Brush Man Jack spent afternoon of June 1st in home of Little Miss Muffet, sitting with her on her Tuffet!...~~
 Had enough?

PAAR: (DESPERATE) It doesn't mean a thing..you still can't prove I murdered Jill.

CHIEF: Kid, lemme wise you up...Little Miss Muffet is dynamite ...you think you were the only one in her life?..Hah! ...Dozens of guys ruined their lives for little Miss Muffet!

PAAR: ~~Lieutenant~~, you mean there were others who sat on her Tuffet?

CHIEF: Others?..How do you think Simple Simon got so simple? He's still bouncin' around a padded cell!

PAAR: If I'd ~~only~~ known this...if I'd only known!

CHIEF: Well, you know it now, Sucker!

PAAR: Then there's nothing left for me..all right, I'll talk...I'll tell you everything!

MUSIC: WEIRD PUNCTUATION

Y

PAAR: I was happily married to Jill for five years. Then Little Miss Muffet moved into the house next door! What a woman she was...~~the first time I laid eyes on~~ her, something happened to me here inside...my heart stopped and when it started again, it seemed to go Bloop...Bleep...Blöop!.....I was drawn to her helplessly... love engulfed us...we were like two flys caught in Molasses...and I was the fly with the worried expression! One night, I sneaked out of the house and went to see Miss Muffet. We sat there for hours eating her curds and whey...What a cook that woman was! ... I told her I couldn't live without her.....Then I went home. Jill was waiting up for me.....her hair done up in curlers, cold cream on her face.....she had taken off her eyelashes for the night. As I turned on the light, she blinked her stumps at me and said:

JILL: Jack, where have you been.....it's almost three o'clock.

JACK: Why, darling, you know I always play poker with the boys Sunday night.

JILL: You don't know any boys, and you can't play poker.

JACK: (IRRITABLY) All right then, I was out bowling with the girls!

JILL: Don't lie to me! You've been next door visiting that brazen Muffet hussy!

JACK: Well?

JILL: (BUILDING TEARFULLY) Jack, how can you do this to me? I've been a faithful wife..I've worked, I've slaved, I've kept house..and now you openly flaunt your love for this woman..you make me the laughing stock of the neighborhood. How can you do it? How can you?...Don't just stand there, say something!

JACK: What else is new?

JILL: Jack, you don't really love Miss Muffet...stop this madness before it's too late.

JACK: I can't. Jill, this is the end..you must let me go.

JILL: Let you go? I shan't, do you hear...I shan't, I shan't, I shan't!

MUSIC: STINGER

JACK: She stood there...shan'ting at me!...I knew then I was through with Jill. There was something in my mind that made me fickle with women..the year before it had been Little Bo Peep..I thought I loved her, but I threw her over as soon as she lost her sheep! Now it was Miss Muffet..and Jill was in the way. I knew I had to kill her - but could I? After all, she was a human being and a woman...a rare combination! But I had to have Miss Muffet!..I worked out a plan..the hill in back of the house..the well on top..If our plumbing was broken we'd have to go up the hill to fetch a pail of water!...I got a hammer and ran to the cellar...

SOUND: CLANG OF METAL ON METAL...LIGHT CRASH SOUND OF WATER

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ATX01 0309740

JACK: I had broken the plumbing...my plan for murder was working...I felt strong...alive...wet! Then I called to Jill...(CALLING, SWEETLY) "Oh, Jill, darling, the plumbing's broken...let's go up the hill to fetch a pail of water". (TENSE) She fell for it! We started up the hill...we got to the top...I pushed her...she fell for it again!

JILL: (SCREAMS)

MUSIC: PICKS UP SCREAM, THEN OUT SHARPLY

JACK: You know the rest, Lieutenant...after I pushed her down the hill, I came tumbling after...to cover up. Tell me... will they...will they send me to the chair?

CHIEF: All I can say, Kid...if you own an Eversharp Lifetime pen, you got an awful big refund comin'.

JACK: You've got to understand, Lieutenant...it's not my fault...it goes back to my childhood...we were poor and when I married Jill we were still poor...all she had was a Burlap Tuffet...then Little Miss Muffet came into my life...I couldn't resist her Satin Tuffet!

CHIEF: Too bad. Now you gotta pay.

JACK: Wait a minute - give me a break, Lieutenant! It's-all in my mind...you can't let them burn me!

CHIEF: All right, kid...if you haven't got the nerve, there's another way out. In back of this police station there's a hill...

JACK: Yes?

0

CHIEF: Grab that bucket.

JACK: What are you going to do?

CHIEF: KID, YOU AND I ARE GOIN' UP THE HILL TO FETCH A PAIL
OF WATER!

MUSIC: PLAYOFF (#3 JERRY)

(APPLAUSE)

0

PAAR: Ladies and Gentlemen one of the most serious problems we face is the rising accident rate. Each year more of us are killed or injured fighting the Battle of the Boulevards. Let's try to avoid accidents by not being careless drivers...obey the law...don't mix alcohol and gasoline...traffic regulations are posted for your safety - don't disregard them...and above all, don't speed. Remember, the accident doesn't always happen to the next fellow...Be careful - the life you save may be your own. Thank you.

(1)

(APPLAUSE)

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

THE JACK PAAR PROGRAM COMMERCIALS FOR JULY 13, 1947

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS!
(4 DRUM BEATS)

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

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO WAREHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. Henry Snell, well-known warehouse owner
of Lexington, Kentucky, not long ago said;

VOICE: At auction after auction, I've seen the makers of Lucky
Strike buy fine, mild, ripe tobacco.

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO BUYER!

SHARBUTT: (ON FILTER) Top notch tobacco buyer Charles Gunter of
Mount Airy, North Carolina recently stated;

VOICE: I've seen the makers of Lucky Strike buy fine tobacco
that's really tops in smoking quality. Smoked Luckies
myself for 29 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: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

(MORE)

dw

ATX01 0309744

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 13, 1947

COMMERCIAL NO. 3 - contd

RUYSDAEL: IS - 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.

dw

ATX01 0309745

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

HY: Tune in next week to the Jack Paar Show with Trudy
Irwin, the Page Cavanaugh Trio, Jerry Fielding and
(1) the orchestra, yours truly, Hy Averback, and as our
special guests, Robert Taft, Harold Stassen, Tom
Dewey, General MacArthur, Henry Wallace, General
Eisenhower, and Alf Landon.

PAAR: Come early and pick your next-Presidential Candidate...
Goodnight, everybody.
(APPLAUSE)

MUSIC: THEME .. UP, FADE FOR:

HY: (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
(2) SEORY". And on Saturday night, don't miss "YOUR HIT
PARADE" with Martha Tilton, the Pied Pipers, and "YOUR HIT
PARADE'S" special guest, DICK HAYNES.

MUSIC: THEME...UP FOR SIGNOFF

ANNCR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY

PROGRAM NO. 8
(REVISED)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

A Broadcast

THE JACK PAAR PROGRAM

Sunday, July 20, 1947

NBC

3:00-3:30 PM PST

COMMERCIAL
OPENING
MONOLOGUE
CAVANAUGH TRIO
REPORT TO CONSUMER - SOAP
COMMERCIAL
TRUDY ERWIN
PRODUCTION SPOT - ENGLISH QUIZ SHOW
ALLOCATION
COMMERCIAL
TAG

ATX01 0309747

JACK PAAR SHOW
7-20-47

-A-

OPENING COMMERCIAL

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

BOONE: (CHANT - 57 to 59 - AMERICAN)

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

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes ...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco - and fine tobacco
means real, deep-down smoking enjoyment for you. So
smoke that smoke of fine tobacco -- Lucky Strike!

RIGGS: (CHANT - 57 to 59 - AMERICAN)

ATX01 0309748

MUSIC: HIT AND FADE FOR:

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

MUSIC: HIT FULL - APPLAUSE - APPLAUSE FADES FOR:

PAAR:

Thank you ... You're very kind ... This is Jack Paar, (rhymes with Deborah Kerr). Hello, and to those of you listening on your automobile radios, "THANKS FOR THE RIDE" ... If any of you tuned in on your car radio and don't have a driver's license, turn this show off, I'm in enough trouble already And another thing, I hope you all have accident insurance. I'm not fully covered, but all I get is fifty thousand dollars if I'm injured in a BUFFALO STAMPEDE ... (And providing I didn't provoke the buffaloes) ... And if you insist on listening while driving, watch out for the children on the road. I saw two kids trying to cross a street this morning, and people were speeding, running through red lights. Finally, one kid turned to the other and said: "Hey, what are you going to be, IF YOU GROW UP?" ... And the other kid said: "Ah, let's try and cross the street. Who wants to live FOREVER, I don't have any EVERSARP!" ... You'll have to change your pace out there ... Don't feel bad, this whole program is deductible. Hey look, Mom ... I'm ad libbing) ... This weekend the traffic was so heavy in Hollywood that they had to call out the Boy Scouts. The Scouts wouldn't risk taking the old ladies across the street. They just rounded up the old ladies on one corner, and BROUGHT TOM BRENEMAN TO THEM! ... (There are now five Boy Scouts wearing ORCHID MERIT BADGES!) ... Another danger on the road are these high school kids with those suped-up, or hot rod cars. No

(MORE)

ATX01 0309750

PAAR:
(CONTD)

bumpers, no running boards, no fenders, no lights ...
I saw a kid going forty miles an hour down Sunset
Boulevard today - driving a CARBURETOR ... And they
all go around the corners on two wheels ... the front
two ... Oh yes, one more traffic reminder. Will all
the one armed drivers who are necking and smooching
on the highway kindly pull over and let the MARRIED
PEOPLE GO BY ...

MUSIC: PLAY OFF
(APPLAUSE)

PAAR: One of the brightest musical discoveries of the year is the Page Cavanaugh Trio, the smallest quartette in radio Three kids who came out of the army a year ago and have made a barracks bag full of money. Here they are, Private, Corporal and Sergeant.

MUSIC: PAGE CAVANAUGH TRIO
(APPLAUSE)

MUSIC: LEGIT FANFARE

HY: As an educational feature we bring you Jack Paar's...
Report to the Consumer! ... Today - Volume One -
Number Two ... Soaps!

MUSIC: INTRO

PAAR: Friends, last year American housewives spent over a
billion dollars on soap ... It's an interesting fact
that most soaps are made from waste products ... in
other words, what you throw out because it's dirty
you buy back to get clean with! ... So the obvious
answer is ... why not eliminate the middle man and
wash your clothes with garbage? ... You, the consumer,
have all been bombarded with new soaps that come on
the market every day ... Rel ... Fel ... Mel ... Kel
... Del ... Schell ... and O'Brien ... Yes, all of
you listening to your radio with your friends have
been influenced by soap ... those of you who haven't
been, are listening alone ... But what's the real
story behind soap? What actually goes on in the
soap business? ... Shall we find out ...?

HY: We take you now to the offices of the Amalgamated
Soap Company ... Makers of DRIPSO - the soap that
washes your hands ... PIPSO - the soap that washes
your clothes ... and TRIPSO - the soap that washes
your soap!

MUSIC: BRIDGE

PAAR: Miss Johnson, will you read the sales report for the month, please?

FLO: Yes, sir ... and the report is simply scrumptious. First Tripso ... The soap that doesn't float ... you just whistle and it swims over to you!

PAAR: Yes, I'm proud of Tripso ... the only soap that does the Australian Crawl!

FLO: The report on Tripso is just heavenly ... Sales are up 300 percent ... Isn't that gorgeous ... just simply gorgeous.

PAAR: Easy, Miss Johnson, you'll blow your coiffure.

FLO: And it's all due to you, Chief. You certainly have a grand head for soap.

PAAR: I like your attitude, Miss Johnson. Take a bonus. Here's my own personal bar of Tripso. Go wash yourself.

FLO: I'm not worthy.

PAAR: You're not too clean, either ... But now I've got to get back to work. Amalgamated needs a new soap. Where's Simpson, my idea man.

HY: Right here, Chief, behind this large economy size bar of Tripso. At your service, Chief.

PAAR: Fine, you may rise ... not too high now ... Simpson, two weeks have gone by and we haven't put out a new soap. If we don't do something quick, heads will roll.

HY: Now take it easy, Chief, it's only soap.

PAAR: (DRAMATIC) Only soap! Only soap, you say! Simpson maybe it's only soap to you but to me it's a symbol of man's fulfillment of a lifetime struggle ... a struggle against odds so great that who can say what they are!

HY: But Chief, what does all that mean?

PAAR: Who knows? I'm mad with power! ... Now start thinking, Simpson. Create!

HY: How about this idea? A convertible soap ... First it's a soap then you put the top down and it's a towel.

PAAR: There's something frightening about you, Simpson. Don't wear that hair net tomorrow.

HY: Wait a minute, Chief, I think I've got it! The idea we've been looking for! Listen, we've got a soap that makes your hands lovely - a soap that does wonders for your face ... Now get this ... (SLOWLY) How about a soap that just gets you clean?

PAAR: Gad, do you think America is ready for that yet?

HY: Ready or not, we'll ram it down their washing machines!

MUSIC: CHORD

PAAR: And so a new soap is born ... they call it Sudso ... Next, you the consumer, turn on your radio and hear something like this ...

HANS: (FAST) Sudso soap ... Sudso soap ... Sudso soap!
HY: Did you say Sudso?
HANS: Yes, I said Sudso!
HY: Is zat so?
HANS: No, Sudso ... (CHANT FAST) Sudso Soap ... Sudso
Soap ... Sudso Soap!
HY: Listen to what happens when Sudso Soap meets Dirt!
SOUND: TARZAN RECORD
HANS: Death to dirt with Sudso!... Sudso! ... Sudso!....
Sudso!
HY: Is zat so?
HANS: No, Sudso!
HY: Yes, Sudso ... Sudso is no ordinary soap ... Listen
to what Mrs. B. W. of Cleveland writes.
DORIS: Sudso gave my son Harry a schoolgirl complexion and
now they call him Harriet.
HY: So for lovely hands and snowy white shirts, get Sudso
today.
MUSIC: INTRO TO TRIO ... THEN TRIO
TRIO: (TO THE TUNE OF YANKEE DOODLE):
SUDSO SOAP IS THE SOAP TO USE
SUDSO CUTS OUT WASH DAY BLUES.
SUDSO'S USED BY WOMEN WHO'RE WISE
SO GET THE ECONOMICAL TEN-TON SIZE.
DAM-DA-DA-DA-DA-DA ... SUD-SO!

PAAR: So the average housewife buys Sudso Soap, uses it in
her wash, and at the dinner table that night ...

DORIS: Oh Jack, dear ... I bought a bar of Sudso Soap today.

PAAR: Yeah?

DORIS: Well, look at my hands ...

PAAR: Please - not when I'm eating!

DORIS: But, Jack you should see your shirts ... Sudso made
them snowy white.

PAAR: My shirts are snowy white?

DORIS: Yes.

PAAR: That's great - they used to be blue!

MUSIC: PLAY OFF
(APPLAUSE)

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 20, 1947

-B-

COMMERCIAL NO. 2

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS!
(4 DRUM BEATS) The independent tobacco expert who knows
from his own experience at the auctions what kind of
tobacco is bought by the makers of Lucky Strike.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: Fine tobacco is what counts in a cigarette - and what
kind of tobacco do the makers of Lucky Strike buy?

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS.
(4 DRUM BEATS) THE TOBACCO AUCTIONEER!

SHARBUTT: (ON FILTER) Mr. Joe Burnett of Buffalo Springs, Virginia,
has sold tobacco at thousands of auctions. Recently
he said:

VOICE: Year after year, at the auctions down south, I've seen
the makers of Lucky Strike buy fine, light, fragrant
tobacco that makes a grand smoke. I've smoked Luckies
myself for 16 years.

SHARBUTT: YES, THE MAN WHO KNOWS (4 DRUM BEATS) Experts like
Mr. Burnett can see the makers of Lucky Strike
consistently select and buy that fine, mild tobacco.
Remember -

(MORE)

ATX01 0309758

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 20, 1947

-C-

COMMERCIAL NO. 2 - CONT'D.

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.

ATX01 0309759

MUSIC: PLAY ON

PAAR: When Trudy Erwin was only four years old, a kind old lady said to her, "Trudy, what are you going to be when you grow up?" And Trudy said ...

TRUDY: I'm going to be a singer on the Jack Paar Program and someday I'm going to sing "Somebody Loves Me."

FAAR: And sure enough it's all coming true.

MUSIC: ORCHESTRA AND TRUDY ERWIN

(APPLAUSE)

PAAR: Thank you, Trudy ... Friends as you know if you've ever listened to the BBC British Radio is non-commercial ... it's run by the government and has no sponsored programs. If you're a British radio listener, you can sell your car to any madman you like, and nobody tells you to rush right down to your neighborhood dealer and get a large economy size box of! And there are no give-away programs over there. If a British housewife comes home carrying a refrigerator, a stove, and a baby grand piano ... it means only one thing ... She's a Shoplifter with Muscles! ... Lately, however, I've been hearing reports that British Radio may go commercial and have sponsored programs ... If that happens, can you imagine what they'll be like? ... I wonder how they'd handle a typical American quiz show like "Take it Or Leave It" ...

MUSIC: FANFARE (REGAL)

HY: Fotheringay's Mutton, the Mutton that makes you a Glutton, presents that new terribly popular quiz program "Accept It or Reject It."

MUSIC: TYPICAL QUIZ SHOW INTRODUCTION

HY:

In half a moment we shall begin our devastatingly exciting game of interrogation, but first a word from our sponsor, Fotheringay's Mutton, the Mutton with the locked-in aroma. Ladies, next time friends drop in on you unexpectedly for dinner, open a can of Fotheringay's Mutton ... believe me, it won't happen again ... Yes, friends, the entire United Kingdom is raving about Fotheringay's Mutton, with the exception of India, of course. And now, it's time for "Accept It or Reject It" ... and here to pose the questions and award the gratuities is our Quiz Master, Jack Faarl

PAAR: Thank you, Cavendish, and howja do, everyone! Welcome to Great Britain's Bully new quiz game, "Accept It or Reject It" ... We have scads of questions, and a huge supply of money ...recently borrowed from America, of course! But now for our first contestant ... I believe it's a woman, you are a woman, aren't you?

DORIS: But of course! ... Would you care to see my credentials?

PAAR: It's not necessary, old girl ... we use the honor system, you know ... Your name please!?

DORIS: I am Lady Pamela Forsyth Edgemont Tutwilliger Carstairs, the Third.

PAAR: Good heavens, what does your husband call you?

DORIS: Oh, he's much more familiar ... he simply calls me the Third ... we're in love, you know.

PAAR: I quite understand ... you are rather a good looking chap. Now then, Lady Carstairs, on your way into the studio tonight you received a gift which you now hold in your hand. Will you tell our audience what it is, please?

DORIS: Certainly. It's a huge leg of Fotheringay's Mutton!

PAAR: Yes, and remember, that leg of Fotheringay's Mutton is guaranteed not for a month, not for a year, not for life, but until you're jolly well sick of it!

DORIS: Thank you. Shall we get on with it? -- I'm expected for tennis and crumpets in half an hour.

PAAR: Very well... now if you will select a category from the board ... What would you like to talk about tonight? Famous people ... Music ... Architecture ...

DORIS: Architecture ... I think I shall select that one ... I studied it at Oxford, you know.

PAAR: I say Lady Carstairs ... Oxford is a school for men.

DORIS: It is? ... No wonder they stared when I tried out for the swimming team! ... I put it down to sheer rudeness at the time.

PAAR: No matter ... here we go with our first question on Architecture ... for one shilling, answer this: The Leaning Tower of Pisa is 179 feet high, has walls 13 feet thick, and was built in the year 1174. How many bricks are there in it, and what was the Architect's name?

DORIS: There are ninety seven thousand five hundred and ninety three bricks in it, and the architect's name was Giovanni Arturo Scopanelli!

PAAR: You have one shilling. Would you care to venture for two?

DORIS: No ... I'm quite on to you chaps ... from here on, you'll make the questions difficult!

PAAR: Very well then, Lady Carstairs ... here is your shilling, and please be good enough to stand by for the John Pot Question!

MUSIC: CURTAIN

(REVISED)

-14-

ow ... brought to you by
utton ... You can always
n that has that genuine
st jolly contestant ...

Smith?

. neighborhood. Now what
.k about?

or one shilling. In the
re Cricket finals, the
ied and the crown passed
.t were the reasons?

. hic!

ourbon ... Do you know the
mfort from the audience,
get on with it. What's the

!

, to now you have been
rly ... However, faint
g. Stand by for the John

ATK01 0309765

PAAR: And now we carry on with our show ... brought to you by Fotheringay's Locked-In Aroma Mutton ... You can always tell it ... it's the only mutton that has that genuine dead look. And here is our next jolly contestant ... your name, sir?

NORTON: (GARBLED BRITISH) (LONG) _____

PAAR: And where do you live, Mister Smith?

NORTON: (GARBLED BRITISH) (SHORT) _____

PAAR: Quite. I have friends in that neighborhood. Now what category would you like to talk about?

NORTON: (GARBLED BRITISH) (LONG) _____

PAAR: I see. Sports. All right, for one shilling. In the spring of '98 at the Derbyshire Cricket finals, the Devonshire team was disqualified and the crown passed to the Hampshire team ... what were the reasons?

NORTON: (GARBLED BRITISH) Uhhhhh ... hic!

PAAR: You're half right and half Bourbon ... Do you know the other half? ... No aid or comfort from the audience, please! ... Well, let's do get on with it. What's the other half of the answer?

NORTON: (GARBLED BRITISH) Hic! Eic!

PAAR: Oh, that's beastly luck. Up to now you have been answering everything so clearly ... However, faint heart never won fair shilling. Stand by for the John Pot Question.

NORTON: (GARBLED BRITISH) Hic! Talleyho! Talleyho!

MUSIC: CURTAIN

PAAR: And now to carry on with the quiz festivities ... are you our next contestant, Madame?

FLO: (BROOKLYN) Would I be here if I was waitin' for a bus to Pickledilly.

PAAR: Good heavens! Notify the American Consul ... something has broken loose! ... You are an American, aren't you?

FLO: I ain't Deborah Kerr, rhymes with Star!

PAAR: Obviously ... what is your name?

FLO: Peaches Monroe, rhymes with Schmo!

PAAR: Tell me, Peaches, what are you doing here in England?

FLO: I'm left over from a USO troupe ... after the war I got stranded ... I'm a Fan Dancer you know.

PAAR: I thought your face was familiar.

FLO: Anyways things got tough so I put my fans in hock ... now all I got left is pawn tickets.

PAAR: Oh, then you've given up fan dancing?

FLO: Sure ... how much can you cover with a couple of pawn tickets?

PAAR: I see what you mean. But now on with our quiz ... Here's a question you might know something about as an American ... For one shilling tell me ... what has been Great Britain's chief export to the United States?

FLO: James Mason!

PAAR: I'm afraid you ...

FLO: Gee that James Mason is wonderful ... he's so mean,
I love him! I saw him in a picture where he hit a dame
over the head with a cane, and then kicked all her teeth
out ... some girls have all the luck!

PAAR: That's very interesting, but I'm afraid you've fluffed
the question rather badly ... However, you may stand by
for the John Pot question.

FLO: Wait a minute ... you mean I don't get a shilling?

PAAR: I'm afraid not.

FLO: Well, I'll be !

PAAR: Whatever you'll be will be an improvement!

MUSIC: CURTAIN

PAAR: And now, Chaps, I believe we have time for one more
contestant you sir ... you've been standing there
with your monocle hanging out ... would you care to have
a go at a question?

HANS: I'll venture.

PAAR: Bully for you. What is your name?

HANS: I am Chumley Faversham, 4th Duke of Atteberry!

PAAR: Howja do. What do you do for a living, sir?

HANS: Nothing.

PAAR: Nothing?

HANS: Naturally, I'm a Duke. I have extensive holdings
throughout the world ... Oil in Inja ... Rubber in New
Caledonja ... and Orange Groves in Cucamonja!

PAAR: Oh yes I have a cousin living out that way ... I believe he went out west to become a pedestrian.

HANS: Good heavens! That's dangerous business!

PAAR: Rath-uh! ... Now then shall we get on with the questions ... what would you like to talk about?

HANS: Women, of course!

PAAR: Women? Sorry, we have no category on women.

HANS: Oh dash it, I'd quite made up my mind to talk about them!

PAAR: I'm dreadfully sorry. I had no idea you were so interested in women.

HANS: Oh yes ... I'm married to a woman.

PAAR: What a coincidence ... That's what I'm married to!

HANS: It's not surprising - they make the best wives, you know.

PAAR: I quite agree ... and as Mothers ... you can't beat them.

HANS: That's so true. My mother's a woman ... and we've had great luck with her!

PAAR: Oh wait ... I believe I do have a category on women ... It's called "Famous Females" ... I give you a description of a woman, and then you tell me who it is. Are you ready ... for a shilling?

HANS: Quite. Fire when ready.

PAAR: All right. I am a Cinema actress ... I have a lovely figure ... beautiful eyes ... cheeks like rose petals, and men rave about my rich, red, luscious lips ... who am I?

HANS: Who cares? ... Kiss me!

PAAR: I'm afraid you've lost a shilling.

HANS: Oh, fig!

PAAR: However, you needn't be crestfallen, stand by the for John Pot question ... coming up immediately.

MUSIC: CURTAIN

PAAR: And now Fotheringay's Mutton, the Mutton with that locked-in aroma, presents the John Pot Question. There are exactly four shillings in the John Pot, and the question is ... er ... uh ... My word, what's happened to all our contestants? ... Cavendish, they've gone, and the audience is leaving!

HY: A terrible thing has happened, Jack ... You know Fotheringay's Mutton with the locked-in Aroma?

PAAR: Yes ... yes ...

HY: Well, it got out!

PAAR: HEAVENS TO BEVIN ... Oh well, ANYONE FOR TENNIS?

MUSIC: PLAYOFF #3

(APPLAUSE)

ATK01 0309771

Jack Fear will be back in just a moment, but first ...

HX:

(2ND REVISION)
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JACK PAAR COMMERCIALS 7-20-47

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS!
(4 DRUM BEATS)

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

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO BUYER!

SHARBUTT: (ON FILTER) Mr. James Walker, independent tobacco buyer
of Durham, North Carolina, said not long ago:

VOICE: Season after season, I've seen the makers of Lucky Strike
buy smooth, fragrant, fine tobacco.

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO AUCTIONEER!

SHARBUTT: (ON FILTER) Ace tobacco auctioneer, William Currin of
Durham, North Carolina, recently said:

VOICE: For years, I've seen the makers of Lucky Strike buy
fine tobacco that's sweet and mild. Smoked Luckies
myself for 23 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 B.G.

PAAR: We're a little confused, so Goodnight, folks!
 (APPLAUSE)

MUSIC: THEME ... UP ... FADE FOR:

NY: (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
 Martha Tilton, the Pied Pipers, and "YOUR HIT PARADE'S"
 special guest, DICK HAYMES.

MUSIC: THEME ... UP FOR SIGNOFF

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

As Broadcast

PROGRAM NO. 9
(2nd REVISION)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, July 27, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

TRIO

BLOOP BLEEP SPOT

COMMERCIAL

UNCLE JACK

TRUDY ERWIN

WESTERN SPOT

ALLOCATION

COMMERCIAL

TAG

ATK01 0309775

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 27, 1947

COMMERCIAL NO. 1

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

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: In a cigarette it's the tobacco that counts, and ...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes ...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco - and fine tobacco means real, deep-down smoking enjoyment for you. So smoke that smoke of fine tobacco -- Lucky Strike!

RIGGS: (CHANT - 57 to 59 - AMERICAN)

(2ND REVISION)-1-

MUSIC: HIT AND FADE FOR:

HY: From Hollywood, Lucky Strike presents the JACK PAAR program, with songs by Trudy Irwin, The Page Cavanaugh Trio, Jerry Fielding and the Orchestra, yours truly, Hy Averbach, and STARRING America's new young humorist - JACK PAAR!!!

MUSIC: HIT FULL - APPLAUSE - APPLAUSE - FADES FOR:

ATX01 0309777

PAAR:

Thank you. ^{YOU'RE VERY KIND, THANK YOU VERY MUCH} Hello, and to those of you listening ^{AT THE BEACH} at the beach, stop throwing sand on F.E. BOONE.....

Well, it's been so hot here in Hollywood this week that Monty Woolley had to change to his GABARDINE BEARD.....

Al Jolson got a wonderful sunburn, ^{THIS WEEK} all accept that one KNEE, of course. ^{YOU WANT A BEARD OR BEARD?}

Jack Benny went into the water this week. He doesn't swim, just wades up to his ^{POCKETS} pockets..... He tried swimming once, but it made his money soggy.....

~~Besides, it rusted the locks on his pockets.....~~

~~Sidney Greenstreet was at the beach. His bathing suit was so big, he was arrested for FISHING WITH A NET.....~~

One of the few Hollywood stars who can swim any distance is Esther Williams. She's always being chased into the ocean by the old Hollywood wolves. You can now walk to

Honolulu on a bridge of ~~BAID HEADS~~.....

And girls bathing suits are getting less and less of.....

They begin nowhere, and end at once.....

The manufacturers can't even get their names on the suits..... Jantzen had to change their name to JAN.....

All this can lead to divorces, people are seeing too much of each other.....

Bathing suits are so daring in California that an NBC Vice President saw what the girls were wearing, and ~~FADED THE WHOLE BEACH FOR THIRTY SECONDS~~.....

Here in the studio today to discuss water safety is Mr. Gilbert Gurgle. You're a lifeguard, Mr. Gurgle?

DAVE: (GARGLE VOICE) Well....I'm a member of the Shore Patrol.

PAAR: You sound like you came up only two and a half times.
What makes you talk that way?

DAVE: My mother was frightened by a glass of AIKA-SELTZER.

PAAR: You have the wettest ^{speech} ~~speech~~ I ever heard. I imagine
that your work requires you to swim far out to sea. How
far have you swum?

DAVE: Well.....Last week a Dutch battleship fired at me.

PAAR: Egad! You were off Indonesia! Being a lifeguard must
be a dangerous business.

DAVE: It's not bad, ^{LAST WEEK} I treaded water to Manila and saw a
burlesque show.....(GARGLE WHISTLE)

PAAR: Please step back, you're ^{rusty} ~~getting~~ the microphone rusty.
Tell me, Mr. Gurgle, do you have any water safety hints
for our audience?

DAVE: Yes. Don't throw beer bottles in the ocean.

PAAR: No beer bottles? Why do you say that?

DAVE: Every time the tide comes in ----

PAAR: Yes?

DAVE: It has a HEAD ON IT! (GARGLE)

MUSIC: PLAYOFF

(APPLAUSE)

PAAR: And now we come to the Page Cavanaugh Trio, one of the newest, brightest musical discoveries of the year.

Page?

PAGE: Here!

PAAR: Lloyd?

LLOYD: Here!

PAAR: Al?

AL: Here!

PAAR: The opinions expressed by the Page Cavanaugh Trio are their own and are not necessarily interesting! Play, fellows.

MUSIC: PAGE CAVANAUGH TRIO
(APPLAUSE)

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MUSIC: BLOOP BLEEP INTRO

PAAR: Friends, you have just heard the latest addition to the American Album of Music That Drives You Out Of Your Mind!...Bloop Bleep was originally introduced at Carnegie Hall by a 100 piece Symphony orchestra...The guest soloist was Arturo Toscannini's Plumber!..It was an interesting performance...the score was arranged for two French Horns and a Leaky Washer!...~~As you all know Bloop Bleep is not the first musical insanity of its type...There was Open The Door Richard, Cement Mixer Putty Putty, Mairzy Doats, Hutsut-Ralston, and so on, right into a strait jacket!?~~...The big question is.. what makes ~~these~~ songs so popular with the people?...Is it a Vitamin deficiency?..In an attempt to answer this question we were going to interview the composer of Bloop Bleep tonight...However he said he couldn't make it because he and his wife Jcsphine are spending the weekend at Waterloo!...So we've done the next best thing in having with us an eminent Psychiatrist who will attempt to answer the riddle of Bloop Bleep...Good evening, Doctor.

CONREID: Good evening. I am Doctor Heinrich Himelstoss, the Friendly Credit Psychiatrist.

PAAR: Doctor, you've done some research on Bloop Bleep...what can you tell us about it?

CON: Well before I can find out the psychological reason for Bleeps Bleeps being so popular, first I had to analyze the song itself.

PAAR: Naturally.

CON: Yah. First I had to find out what makes a Bleep a Bleep and a Bleep a Bleep...or, on the other hand, why isn't a Bleep a Bleep, and a Bleep a Bleep.

PAAR: And did you find out?

CON: No, I got tired, so I went to sloop...I mean sleep... But I couldn't sleep very long.

PAAR: I see. After all that research you were peeped... I mean Pooped.

CON: Yah...And besides all night, ^{the phone} ~~main phone~~ is ringing... it is a patient what can't sleep because he claims the roof over his bed is going Bleep Bleep...it is leaking on him.

PAAR: He was affected by the song?

CON: Yah...that's exactly what I told him...There's no water leaking into your room.

PAAR: And were you right?

CON: I don't think so. This morning he was sighted four miles off Catalina! I just threw that in for a laugh... my wife is listening. Hello Brunnhilde!

PAAR: Please, Doctor, no personal messages. Forgat it, Brunnhilde!...Look Doctor this is all very interesting but you still haven't explained Bleep Bleep psychological

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ATX01 0309782

CON: Oh Yah...it's all very simple...You see, people is crazy,
and Bloop Bleep is even crazier than people is crazy.
So when the people is listening to it, they are
forgetting how crazy they used to be before they are
listening to Bloop Bleep and is now feeling not so crazy
as they used to was!...Do you follow this?

PAAR: Perfectly.

CON: I see. In that case you better come in the first thing
in the morning for an examination!

MUSIC: PLAYOFF
(APPLAUSE)

COMMERCIAL NO. 2

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS! (4 DRUM BEATS) 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)

SHARBUTT: Fine tobacco is what counts in a cigarette - and what kind of tobacco do the makers of Lucky Strike buy?

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO BUYER!

SHARBUTT: (ON FILTER) Mr. Furney Simmons King of Lexington, Kentucky, has bought well over 10 million pounds of tobacco. Not long ago he said:

VOICE: Season after season, I've seen the makers of Lucky Strike buy real fine tobacco -- that ripe, light tobacco that makes a swell smoke. I've smoked Luckies myself for the last 19 years.

(MORE)

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 27, 1947

COMMERCIAL NO. 2 - (CONTD)

SHARBUTT: YES, THE MAN WHO KNOWS (4 DRUM BEATS) Experts like Mr. King 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: CHILDRENS THEME TO B.G.

HY: 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. In a moment we'll hear from our club member, Terence Loinkle, but first here's the club news....I must tellyou about a new breakfast cereal. This is not the Breakfast Food of Champions, it's just second-rate, for kids who want to end up in the SEMI FINALS.....And this new ocreal is not like others that are shot out of a cannon, but each kernel is personally LASHED WITH A WHIP... Order a dish of it the next time youtake your girlfriend to the new children's night club, CIRO'S SANDPILE.....There's also a new toy on the market that I reecomend for real little kids who have trouble putting their finger-prints high on the wall. This toy consists of a rubber life-sized hand and an extension rod. With this you can now smear your fingerprints up to and on the ceiling...This toy comes with small jars of mud, jam and tar and is called the Adler Elevator Trouble Maker....

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HY: Are you ready to talk to Terence Boinkle now, Uncle Jack?

PAAR: Yes, I am, Hy....Hello, Terence.

WALLY: Hello. (SNIFF - LAUGH)

PAAR: Now Terence before we discuss your problem will you please repeat the Club oath?

WALLY: ^{OKAY!} ~~Yes, I will.....~~ I belong to Uncle Jack's Club. (SNIFF)

I will not play HopScotch anymore with my Daddy's Scotch
.....I will not form a third party I will not put Bullfrogs in Grandpa's bed to see which one croaks first.

PAAR: That's fine, Terence, now exactly what is your problem?

WALLY: (GIGGLE) Girls!

PAAR: Well, Terence, ~~you've come to the right person. I'm an authority on that subject.~~

WALLY: Oh, peachy.....tell me something about them.

PAAR: Well, girls aren't much.....but they're the only other sex we have.

WALLY: I like him, he's silly.

PAAR: Terence just what is it about girls that's bothering you?

WALLY: Right now it's one special girl...Susie Dieffendorfer. (S)

We're going to have children and get married.

PAAR: Wait a minute...first you get married, then you have children.

WALLY: Oh, well, whatever the recognized procedure is.

PAAR: Good. Now, Terence, how many children do you plan to have?

WALLY: I want three

PAAR: Three children?

WALLY: Yes...a boy, and a girl, and a...and a...a...hey, that's all there is!

PAAR: ~~At the moment, yes.~~ But Terence, I don't think you should get married yet....enjoy your youth. Remember, you won't always be a little boy.

WALLY: You mean someday I'll be a little girl?

PAAR: And now back to the club news.

WALLY: ^{ON THE MIND} But, Uncle Jack, you haven't solved my problem.

PAAR: Look, Terence, take my advice....forget girls ...get yourself interested in something else...a hobby perhaps.

WALLY: I tried a hobby, Uncle Jack ...(SNIFF) I collected butterflies...it didn't work.

PAAR: Why not?

WALLY: When you neck with a butterfly, they rub off on you

PAAR: Terence, you've just got to get girls off your mind... Here's a dollar . go out and buy something that will help you fight this thing.

WALLY: You're right, Uncle Jack, I will fight it...I'll buy ^{A SET OF TINKER TOYS} ~~an Erector-Set~~ and build something constructive

PAAR: Good boy, Terence, what will you build?

WALLY: (GIGGLE) A little girl!

PAAR: Thank you, Forever Adenoids.

MUSIC: PLAY OFF
(APPLAUSE)

PAAR: And now here is our lovely young singer, Miss Trudy Erwin who's been singing since she was knee high to a grass-hopper. She's made a lot of progress now she's singing knee high to people, and friends, somewhere tonight there is a very lonely old grasshopper. Trudy.

MUSIC: ORCHESTRA AND TRUDY ERWIN

(APPLAUSE)

PAAR:

Thanks Trudy-----Friends you may not be aware of it, but

the most popular pictures being made are the Westerns.

It's a fact that Roy Roger's horse Trigger gets as many fan letters as Van Johnson!...Of course Van Johnson is

able to answer more of them!.. Another interesting thing about Western Pictures is that they're made very fast....

I know of one Western they started to shoot^{FILM} at Nine

O'clock in the morning, and by three O'clock that

afternoon a revival of the same picture was playing at

Grauman's Chinese!Still another characteristic of

the Western picture is the Cowboy singer...they all

have them.. ~~A Horse Opera without a cowboy singer would~~

~~be like a Bloop without a Bloop!~~..Ever noticed those

cowboy singers, Hy?

HY:

How can you miss 'em?...they're always on a horse and always playing a guitar.

PAAR:

That's not hard to understand...Did you ever try to put a Baby-Grand piano on a horse?

HY:

Yes. Anybody want to buy a short, fat, stallion?

But the thing I've often wondered about is...How many

of these cowboy singers^{DO YOU BELIEVE} have ever seen a cow?

PAAR:

Hy, the nearest any of them have come to being out on the range is going shopping at the Western Auto Stores!

HY: ^{Back}
~~Yes~~, Jack, ~~but~~ you've got to admit they do look romantic on the screen.....as the picture opens you see an expanse of prairie, blending into purple hills.....

PAAR: Then, from out of the sun rides a lone figure....handsome and strong in the saddle, strumming his trusty guitar and singing.....

MUSIC: FRANKIE SAPUTO...."DON'T FENCE ME IN."

PAAR: I told you they make these pictures too fast....~~the man~~ didn't even get a chance to learn the words! ... However, ~~don't take cowboy singers too lightly...they're big business, you know...do you realize there are more cowboy singers in the country than there are doctors?...That's a little frightening....How'd you like to have Gene Autry take out your tonsils with a guitar?.....Another fascinating thing about Western pictures is the dialogue... there's nothing wrong with it except that half the time you can't understand it...and on the few occasions when you can, you wish you couldn't!....Yes, they speak a lingo all their own. Now let's take a typical Western movie scene, and I'll translate the dialogue into English.....
 Hy? will you set the scene?..~~

HY: Come with us now to the Lazy Bar-Fly Ranch. The heroine is Belle, a typical hard-riding girl of the West....she's lovely, she's engaged.....she's bowlegged!As the scene opens she is waiting for her boy friend, Dodge City Dan...

w .

BELLE: (BROAD WESTERN) Ah cain't quite cotton whar that loopin' Longhorn Dodge City Dan can be. I been yarnin' for that bronco-bustin Cow Poke. Every Hank 'n hair of him.

PAAR: This mean Belle loves Dan. She's even crazy about the Hank in his hair. Hank is western for dandruff!

BELLE: Hold on!...Well hog tie my chuck wagon!..Here comes that old Palomino Papoose!

PAAR: She just said, 'Here comes Dan now..I'm glad I wore my black lace overalls!'

SOUND: GALLOPING HOOFS TO STOP

CONRIED: Whoaaaa!...Howdy little dog-eared DOGIE with the Pinto paint, across the Alamo.

PAAR: Dan has just said, "Good evening".

BELLE: Well brand my hide and tumble my tumble weed, if that ain't the sweetest lard-drippin' south of the Rio Grande.

FAAR: Belle says, "Likewise, I'm sure".

CONRIED: Gal, ah come to slap my brand on your ornery carcass and claim you for my own grubstake 'till the last roundup in the old corral!

FAAR: I adore you, beloved. Come with me to the Casbah!

BELLE: Ah can't hitch my Prairie schooner to your bunkhouse 'cause on account of I've been pre-lassoed by an ornery hombre, handle of Two Gun Larson.

CONRIED: But I been shankerin' for you, my little calico pole cat.
To me you're as purty as a mess of hog's fat a'simmerin'
in the noon day sun!

PAAR: Incidentally, Dan writes poetry on the side.

BELLE: Dan, effen you're a'reckonin' to hobble and throw a
halter on my heart, you're gonna hafta draw yore shootin'
irons and trade load with that moldy maverick Two-Gun
Lawson...and I'm a'warnin' ya he's loco.

PAAR: Belle has just said that Two-Gun Larson is loco which is
Western for, crazy. If this were the fruit season she
would say he was plumb locoor plumb crazy.

CONRIED: That palaver don't rope and tie me none...~~There ain't a~~
~~yellow-livered polecat this side West of the Pecos that~~
~~I ain't a'tangled in the sage brush with!~~ Why, I'll take
my bowie knife and cut him clear ~~down~~ to his Mexicali!

PAAR: ~~Translation: I'm scared.~~

BELLE: Yep, and effen you get yourself in a poke of trouble in
this hyar fracas, I'll slip ya my trusty ole 38.

PAAR: She wears a 38 girdle. If necessary she'll snap him to
death!!

BELLE: Hold on, Dan. Hyar comes Two-Gun Larson ever thar.

CONRIED: Whar?

BELLE: Thar.

CONRIED: Ar.

SOUND: GALLOPING HOOFS TO STOP

bs

ATX01 0309793

HY: Whooooooooo! .. Howdy Belle, my little pinto pony.

PAAR: Pinto Pony? .. This character doesn't know the difference between a woman and a horse .. You should've seen his first wife.

CONRIED: Hold on there, Larson, I hear tell you're a-fixin' to change the brand on Belle here, MY little pinto pony.

PAAR: Pinto pony again? Say, maybe Belle is a horse.

BELLE: Looka here, you two lep-eared coyotes, stop this fussin' and start some feudin'....I don't hold with no waitin' around. After all, I'm a woman.

PAAR: Well, at least we got her settled.

HY: I hear you howlin', Belle. I'm gonna start fannin' my shootin' irons and put a mess O' holes in this no account Critter.

PAAR: Larson knows Dan is a no account critter. He cashed a check for him once and it came back from the bank marked "No Account".

CONRIED: I heard enough. I'm a drawin' on you, Larson.

HY: And I'm a drawin' on you, Dan.

SOUND: SEVERAL SHOTS IN RAPID SUCCESSION

BELLE: (SCREAMS)

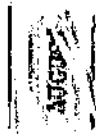
CONRIED: You got me, Larson.

HY: You got me, Dan.

BELLE: I don't know how it happened but you got me too.

bs

ATX01 0309794



61X01 0309795

(REVISED)

-17-

PAAR: Well, now the three of them have something in common.
They're all dead....Now you would certainly think this
is the end of the picture but wait!...Look....From out
of the sun rides a lone figure...handsome and strong in
the saddle. He looks down at this tragic scene...and ----

SAPUTO: (STARTS SINGING)

MUSIC: ORK WIPES OUT SAPUTO TO FINISH TAG #3

(APPLAUSE)

bs

ATX01 0309796

PAAR: Ladies and Gentlemen one of the most serious problems we face is the rising accident rate. Each year, more of us are killed or injured fighting the Battle of the Boulevards. Let's try to avoid accidents by not being careless drivers...obey the law...don't mix alcohol and gasoline...traffic regulations are posted for your safety, don't disregard them...and above all, don't speed. (1) Remember, the accident doesn't always happen to the next fellow...Be careful - the life you save may be your own. Thank you.

(APPLAUSE)

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

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 27, 1947

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN
WHO KNOWS! (4 DRUM BEATS)

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

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO
WAREHOUSEMAN.

SHARBUTT: (ON FILTER) Mr. James Maynard Talley, tobacco
warehouseman of Durham, North Carolina, recently
stated:

VOICE: Season after season, I've seen ripe, mild tobacco
bought by the makers of Lucky Strike.

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO
AUCTIONEER!

SHARBUTT: (ON FILTER) Ace tobacco auctioneer S. M. Cutts of
Oxford, North Carolina, said recently:

VOICE: Year after year, I've seen the makers of Lucky Strike
buy ripe, prime leaf. I've smoked Luckies myself for
17 years.

SHARBUTT: And so it goes with the man who knows - the tobacco
expert! Remember, in a cigarette it's the tobacco
that counts, and ...

(MORE)

ATX01 0309798

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, JULY 27, 1947

COMMERCIAL NO. 3 - contd

RUYSDAEL: IS - MFT

SHARBUTT: Lucky Strike means fine tobacco.

RUYSDAEL: IS - 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 BG

HY: Tune in next week to the Jack Paar Show with Trudy Irwin, the Page Cavanaugh Trio, Jerry Fielding and the Orchestra, and yours truly, Hy Averback. Jack Paar who is under contract to RKO Pictures, can now be seen...uh...uh... Jack, where can you be seen?

PAAR: Oh, I don't know, Hy...have them come over to the house some evening. Goodnight, everybody!

(APPLAUSE)

MUSIC: THEME...UP. FADE FOR:

HY: (C/PER 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." (2) And on Saturday night, don't miss "YOUR HIT PARADE," with Martha Tilton, the Pied Pipers, and "YOUR HIT PARADE'S" special guest, DICK HAYMES.

MUSIC: THEME ... UP FOR SIGNOFF

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

PROGRAM NO. 10
(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK PAAR PROGRAM

Sunday, August 3, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

TRUDY ERWIN

VACATION SPOT

COMMERCIAL

HOUSING SPOT

BAND NUMBER

FASHION SPOT

ALLOCATION

COMMERCIAL

TAG

d

ATX01 0309801

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 1947

COMMERCIAL NO. 1

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

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: In a cigarette it's the tobacco that counts, and...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes ...

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.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

eb

ATX01 0309802

MUSIC: HIT AND FADE FOR:

HY: From Hollywood, Lucky Strike presents the JACK PAAR program, with songs by Trudy Irwin, The Page Cavanaugh Trio, Jerry Fielding and the Orchestra, yours truly, Hy Averback, and STARRING America's new young humorist -- JACK PAAR!!!!

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

d

PAAR:

very much, you're my friend.
 Thank you.....Hello, and to those of you who insist
 on being entertained for the next half-hour, GOODBYE!.....
This is Jack Paar.....Well, the 80th Congress
 adjourned last week to return in the fall. I guess all
 the big comedy shows go off for the summer.....
 We didn't get that out in income tax. But we got the
 next best thing, A CUT IN INCOME..... The
 papers reported, that Betty Grable made three hundred
 thousand dollars last year. That just proves her
 pretty figure ran into a pretty figure.....
 That's mighty good for a poor girl who ~~but two years~~
~~ago was making~~ only two hundred and fifty thousand
 dollars.....This week there's been more
 talk about Presidential candidates.....
 Senator Bricker came out for Senator Taft. Mr. Farley
 came out for Mr. Truman. And Governor Dewey came out
 for Governor Dewey.....From the sports pages
 I learned that the Brooklyn Dodgers won their thirteenth
 game in a row. They're so far ahead in the National
 League that next week they start playing football.....
 I've also been reading a great deal
 about Hawaii becoming the 49th State.....this means
 the flag will then have 48 stars and a PINEAPPLE.....
 Can you imagine the Senator from Hawaii getting
 up in Congress and saying-----

[Handwritten scribbles and notes in the left margin]

HY: (HAWAIIAN WAR CHANT ENDING WITH:) Aloha, you all!

PAAR: (A LA ALLEN) Now see here, Senator Averback---

HY: Speak up son, I'm from the South, the South Pacific,
that is.....I come from a long line of real
Hawaiian aristocracy.

PAAR: One of the first settlers, eh Senator?

HY: Yes, my ancestors came over on a surf-board. But I
came to Washington by Pullman. I slept in ALOHA berth,
ALOHA, that is.

PAAR: Now look here, Senator--

HY: That's a joke, son. That's a real Honolulu lulu!

PAAR: You're from the Southern part of Hawaii?

HY: If I lived any further South, I'd be treading water.....
I was elected by the Hula vote, you know. I promised
them two ukeleles in every garage and a leilani in every
pot.'

PAAR: You say you were elected by the Hula dancers, Senator?

HY: Yes, son, and next session of Congress to show my
appreciation----

PAAR: Yes--

HY: I'm putting their motion before the house. Goodbye
son, aloha, that is.

MUSIC: HAWAIIAN PLAYOFF
(APPLAUSE)

dw

ATK01 0309805

Trudy is a very young singer.
PAAR: A And now here's our lovely singer, Trudy Irwin....
Trudy has been singing beautifully ever since she
was two years old and I see no reason why she should
stop now. Trudy.

MUSIC: ORCH AND TRUDY

(APPLAUSE)

d

PAAR: Friends, this past week we've had record-breaking heat.... in fact the heat has been so bad its driven people out of the city to the resorts...where the prices have driven them back to the city!..... Yes, this is real vacation weather...most of us are familiar with vacations.... that's ~~what~~ you get Third Degree Sunburn, Sunstroke, Poison Ivy, Snake-Bite, Mosquitoe bite, and Seasiokness...Then when it's all over you say, "We must remember to do this again next year!".....Last summer I spent my vacation at one of our beautiful National Parks....you've seen them...as you drive in there's a big sign that says: No Smoking, No hunting, No Fishing, No Camping, No Picknicking, ...This is YOUR national Park - Have a Good Time!.....Yes, this is the time of the year when everybody takes a vacation... Where do people go?.... Why do they go?And when they get there, do they enjoy themselves?.....Let's ask a few people...You sirWhat is your name?

HERB: My name is Herbert Dank, I live at 242 South Main Street, and the category I'd like to talk about is Ferous People.

PAAR: Look, friend, I'm not Phil Baker. I'll admit the front of my suit is a little wrinkled, but it's not an accordior!

HERB: Oh I'm sorry. You looked just like Phil Baker to me.... you know, I've never seen him.

R

ATX01 0309807

PAAR: Then how can I look like Phil Baker?

HERB: That's easy....I've never seen you before either!

PAAR: Let's turn to Page 16, by that time you've gone!....
Look, Mr. Dank all I want to know ^{is}....what are your
plans for a vacation?

HERB: This summer I'm gettin' married. My vacation is also
gonna be my Honeymoon....

PAAR: Congratulations, Mr. Dank....~~what~~ ~~made~~ ~~you~~ ~~decide~~ to
enter the blessed state of Community Property?

~~HERB: I'm tired of livin' alone, why for the last 20 years~~
I've been doing my own cooking.

PAAR: What made you change your mind after 20 years?

HERB: You should see the pile of dirty dishes in my sink!

PAAR: Mr. Dank, hadn't you ever thought of paper plates?....
~~Just a high awnatch and your dishes washing is done!~~

HERB: ~~Well it's too late~~....the wedding is next week, and
then we're all going up to Niagra Falls.

PAAR: All going?

HERB: Yeah....there's me....My bride, and her mother....

PAAR: Wait a minute....you're going on a honeymoon with your
wife and your mother-in-law?

HERB: Yeah, ain't I lucky....at the last minute they decided
to take ME along.

PAAR: That makes three of you....anybody else?

HERB: Well naturally....MY mother.

PAAR: Naturally, ^{well I'll be there} ~~what~~ ~~to~~ ~~take~~ ~~the~~ ~~one~~ ~~with~~ ~~the~~ ~~the~~

HERB: Gee what fun....evening's we can play bridge. ^{pink}

d

PAAR: Thank you, Herbert Dank....Please stay after the program -
I'd better have a little talk with you. Well, so much for
a vacationer who is just starting out, now let's see if we
can find someone who has already been on a vacation....

FLO: ~~Hey, I just go back!~~ You wanna see my sunburn?

PAAR: Please, madam, we're on the air....you might embarrass
the Middle West. Now just where did you go on your
vacation, Miss?....Or is it, Mrs?

FLO: I got an important date Wednesday night - I'll let you
know. As for my vacation, I went to "Happy Harold's
Heavenly Hilltop Hideaway and Gas Station".

PAAR: Sounds like a lovely place for a vacation if you're
a Buick.

FLO: Believe you me, never again. What a terrible place....
that food.....I almost got sick. But there was one
constellation....

PAAR: What was that?

FLO: There was enough penicillin in the moldy bread to
cure anything.

PAAR: Well, food isn't everything....didn't they have sports
there? Swimming or tennis?

FLO: Tennis! Humph!

PAAR: May I ask why the humph?

FLO: You should've seen the tennis court at "Happy Harold's."
It was on the side of a hill!

PAAR: On the side of a hill? That must have been dangerous.

FLO: Oh, no....they strap you in.

d

PAAR: I can just see you playing mixed doubles with another girl and two mountain goats! Then in summing up you would say that you didn't have a good time on your vacation?

FLO: Believe me, it was a fiasco....it wasn't worth the fourteen dollars the two weeks cost me. And besides I didn't meet one fella of marriageable age.

PAAR: Oh, that's too bad.

FLO: Say, Jackie, maybe you'd like to take me to dinner tonight.

PAAR: I'd rather not - I hate to eat alone! Thank you, and goodnight.

MUSIC: PLAYOFF

(APPLAUSE)

d

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 1947

COMMERCIAL NO. 2

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS
(4 DRUM BEATS) The independent tobacco expert who
knows from his own experience at the auctions, what
kind of tobacco is bought by the makers of Lucky Strike.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: Fine tobacco is what counts in a cigarette - and what
kind of tobacco do the makers of Lucky Strike buy?

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO KNOWS
(4 DRUM BEATS) THE TOBACCO AUCTIONEER!

SHARBUTT: (ON FILTER) Mr. John Cummins of Cynthiana, Kentucky,
sells on the average of 4 million pounds of tobacco a
year. Recently he said:

VOICE: I've sold tobacco at the auctions for over 19 years.
In all that time, I've seen the makers of Lucky Strike
buy fine, good-tastin' tobacco ... tobacco that's
got quality, real quality. I've smoked Luckies myself
for 22 years.

SHARBUTT: YES, THE MAN WHO KNOWS (4 DRUM BEATS) Experts like
Mr. Cummins can see the makers of Lucky Strike
consistently select and buy that fine, mild tobacco.
Remember ...

(MORE)

eb

ATX01 0309811

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 1947

COMMERCIAL NO. 2 - CONT'D.

RUYSDAEL: IS - 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.

eb

ATX01 0309B12

MUSIC: PLAY ON

HY: Friends, the other day I bumped into an old buddy of mine from the army...Jack Paar. Like most veterans *he...*
....Why don't you tell it, Jack?

JACK Okay, Hy. Like ~~Hy was saying~~ *most veterans* I was a member of the 4-H Club...Healthy, hale, hearty and homeless!.....
But with me the situation was even worse *because* I wanted to get married....At the moment I was living in a garage but if I took IN a wife it moant evioting my Oldsmobile...Naturally it was a tough decision. *because* I knew my Oldsmobile longer and besides my fiancee wasn't Hydramatic!.....But I was lucky. A lot of veterans haven't even got garages. They have to live in their automobiles. In fact, yesterday I heard one veteran's little ~~boy~~ *girl* say to another, "Gee, my Pop must be doing swell now. Tomorrow we're moving out of our Chevrolet into a Cadillac!" But getting back to my case. Why couldn't I get a home to live in? ~~Let's see what happened to me when I decided to build my own house.~~
I bought a lot and one day my fiancee and I went out there to meet with a contractor.

MUSIC: BRIDGE

PAAR: Well here it is, Miriam...our own *little* lot. How do you like it?

DORRIS: It's fine, Jack, but isn't it a rather odd shape? Six foot wide and two hundred and twenty foot long.

PAAR: Well it was originally intended to be a bowling alley.

DORIS: Hm...I wonder if Soars Roobuck has any long thin furnituro.

PAAR: Oh, look dear...there's Mr. Newbold our contractor.

HERB: Ah, there you are, you two little love birds...Looking over your lot eh?...What do you think of it? (SILENCE) ... (SWEETLY) Well, look at it this way...you're stuck with it.

PAAR: Dear, maybe we had better give this whole thing up.

DORIS: It's allright for you, ^{you} you can go back to that garage, but I'm tired of living with mother in that all night movie.

HERB: Well, let's get down to business. Now the cottage you used would be about 1200 square feet. At 13 dollars a foot that'll come to about 18 thousand dollars.

PAAR: But...but I'm a veteran. The G.I. loan will only let me build up to ten thousand dollars.

HERB: In that case, folks, I'll tell you how to get materials cheaper. Instead of a house, build a cocktail lounge.

PAAR: I don't think so. When I'd go to work in the morning, I'd hate having to kiss a bartender goodbye.

HERB: Well, then there's only one thing to do. We'll have to reduce the size of the house,---by cutting the plans in half. Now let's see. If we cut them through here, we lose the extra bedroom, the dining room, and half of the bath tub.

PAAR: Half of the bath tub?

HERB: Yeah, which faucet do you like better, the hot or the cold?

b1

ATX01 0309814

DORIS: Really, Mr. Newbold, there doesn't seem to be much left.

HERB: My dear lady, what do you expect for ten thousand dollars a home?!

MUSIC: SHORT BRIDGE

PAAR: Well, even though the place would be awfully small, cut in half, ~~Joe~~ was desperate, ~~he wanted to get married!~~...

~~You have to be desperate to want to get married!....~~

~~Anyways,~~ he took the plans to the bank to get a G.I. loan. The banker was very nice about it...he gave ~~Joe~~ no argument at all..He simply said...

HY: (YELLS) NOOOOOOOOOOO!

PAAR: ~~Joe~~ got fighting mad. ~~he~~ swore ~~he'd~~ never put another dollar in that bank and withdrew the one ~~he'd~~ put in already....But ~~Joe~~ realized ~~he'd~~ never get a loan from any bank unless he could find a contractor who'd build cheaper. But ~~when he looked at the contractors who~~ was supposed to build cheap...Harry Boekbeegle, the building maniac.

MUSIC: BRIDGE

PAAR: But, Mr. Boekbeegle, how come you alone of all the contractors can build so cheaply?

HY: Well, I'll tell you, son, I can build cheap by just making a few substitutions in the materials. Take the plumbing, for instance. Now copper plumbing is hard to get and very expensive so we use a substitute.

PAAR: ^{signed} What do ~~we~~ use for a substitute?

HY: The washroom at the public library.

PAAR: But they have signs all over the library, "Silence, please".

HY: What about it?

PAAR: I like to sing in the tub.....No, I prefer my own bathroom.

HY: All right, but remember we're trying to keep the cost down to eight dollars a foot instead of thirteen.

PAAR: Well, you said there were other substitutions.

HY: Yeah. For instance, there's the cost of wiring. I've got a device called the Harry Bockbeegle System that completely eliminates electrical wiring.

PAAR: What is it?

HY: Candles.

PAAR: Look, Mr. Bockbeegle, I hate to sound difficult, but how can I plug my electric razor into a candle?

HY: I was just going to tell you... ~~you're looking at a wire board.~~ ^{but now we come to where we really save money.} But now we come to where we really save money. Heating. We don't use a furnace. We leave a large opening in the roof so that all day long the health-giving sun can pour in.

PAAR: But how do we keep warm at night?

HY: By running around swatting the flies that poured in with the sun!

PAAR: Oh, so this is ~~how~~ ^{this} Harry Bockbeegle ~~can build houses~~ ^{system of building houses} cheaper. Look, friend, what would you charge to build me a park bench?

HY: Oh, not much - providing, of course, I could make a few substitutions...like...uh...

PAAR: Thank you and goodbye.

MUSIC: BRIDGE

PAAR: Joe was at the end of his rope. In a last attempt he went to see the veterans' committee...but there was no one there..they were all out looking for a place to live!...Then a miracle happened! ~~Joe~~ saw an ad - "Cottage for Rent"...(FADE) ~~He~~ raced over there...

FLO: Well, I think it would be kinda nice to rent my house to a couple of newlyweds...yep, you can have it.

PAAR: You've just made me as happy as a newborn civilian!

DORIS: Yes, you're not only being kind to newlyweds, but you're also helping a veteran.

FLO: Wait a minute...he's a veteran?

PAAR: Yes, I am.

FLO: Then I can't rent the house to you.

PAAR: Why not?

FLO: So many people have to rent homes...YOU'RE a veteran... You can get a G.I. loan and build one!

PAAR: Oh, well! Eisenhower told me there would be times like this!

MUSIC: PLAYOFF
(APPLAUSE)

PAAR: One of the most talented people I've ever met is our young orchestra leader, Jerry Fielding. Jerry makes all our arrangements, and incidentally, he's a very brave young man...he doesn't use a baton...he conducts the orchestra with his bare hands! All this week Jerry has been bending over a hot arrangement of the Arkansas Traveler. Why did you pick this tune, Jerry...are you from Arkansas?

JERRY: Nope.

PAAR: Ever been in Arkansas?

JERRY: Nope.

PAAR: Got any friends in Arkansas?

JERRY: Nope.

PAAR: Then you must be interested in Arkansas.

JERRY: Nope.

PAAR: Well, no wonder you're going to play the Arkansas Traveler...Go ahead, Jerry!

MUSIC: ARKANSAS TRAVELER
(APPLAUSE)

PAAR: Friends, let's face it...there is a crisis in women's fashion today. Style leaders have decreed that women's dresses are to be at least six inches longer. First dresses went down below the knee, then below the calf, and now down to the ankle...soon they may be covered their shoes. In that case, will women start wearing open-toed dresses? ~~Of course, this new style may cut down traffic accidents, with dresses so long drivers won't have anything to look at but the road.~~ However, even though the long dress fad is troubling a lot of men, it hasn't bothered me, I've got a good memory...But women, of course, have taken the whole thing to heart. Some are FOR and some are AGAINST long dresses...tonight, in an effort to look behind the skirt question, we have asked two representative women to give us their views. First, speaking for long skirts...Mrs. Rodney Van Krevney, the Third...who says...

FLO: I think long skirts are just simply scrumptious...You may kiss me if you like.

PAAR: No thank you...I just had lunch...And now, speaking against long skirts, we hear from Miss Phoebe O'Rourke, who says...

DORIS: I speak from experience, and believe me, the only thing you can pick up with a long dress is dust!

PAAR: Thank you, that was Miss Phoebe O'Rourke at 129 pounds, wearing Purple Trunks. Ladies, our debate is now officially open. Mrs. Van Krevney, you wish to speak.

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FLO: Yes...I think that long skirts are the greatest fashion development in the last ten years...they make a woman's contour so slender, and so streamlined...and besides, I'm terribly bowlegged!

PAAR: Well, that's one point of view...Miss O'Rourke, you have your hand up...did you wish to say something, or are you just drying your nail polish?

DORIS: I certainly do wish to speak. Do you know what would happen if my boss called me in for dictation, and I was wearing a long skirt?

PAAR: What?

DORIS: Nothing...he'd give me dictation.

FLO: My dear Miss O'Rourke, you're a secretary, would that be so bad?

DORIS: Sure...he'd find out I can't take dictation...I've been with him five years!

PAAR: Now ladies, let's not get off the subject.

FLO: I think Miss O'Rourke's argument is ridiculous...Short skirts are passe'...Now take this long dress I'm wearing...it's the very latest thing.

DORIS: Yeah, I noticed...is that a bustle you're wearing, or can't you help it?

PAAR: Please, Miss O'Rourke...we're discussing length, not width!

FLO: After all, she should talk...Look at her, wearing Bobby Sox to a broadcast!

PAAR: Mrs. Van Krevney...lots of women wear Bobby Sox.

FLO: With a Garter Belt?

DORIS: It's too bad they ain't makin' dresses longer on top
so they'd cover that big mouth of yours!

FLO: Well! I must say...Of all the outlandish people!

DORIS: Is that so? I'll have you know my landish isn't out
any more than yours is!

PAAR: Ladies, please!...There are men in the audience!

FLO: Miss O'Rourke, you're nothing but a peasant!

DORIS: Aw go on, your mother wears Army shoes!

PAAR: Ladies, I must insist that you --

DORIS: (INTERRUPTING) She's started it...she's a snob!

FLO: I'm a snob!

DORIS: See, she admits it!

PAAR: Now, ladies, please...Try acting like gentlemen!

DORIS: What are you buttin' in for?

FLO: Yes, who asked you to interfere?

PAAR: Well, I --

DORIS: Isn't that just like a man...we're trying to carry on
a quiet conversation, and he starts to yell.

FLO: Yes...come outside, ~~dear~~, where we can continue
our nice quiet chat!

PAAR: Just a minute, what about the length of dresses?

DORIS: Oh, wear 'em any way you like!

MUSIC: PLAYOFF #3
(APPLAUSE)

~~PEAR:~~ Ladies and gentlemen, one of the most serious problems we face is the rising accident rate. Each year, more of us are killed or injured fighting the Battle of the Boulevards. Let's try to avoid accidents by not being careless drivers...obey the laws...don't mix alcohol and gasoline...traffic regulations are posted for your safety, don't disregard them...and above all, don't speed. Remember, the accident doesn't always happen to the next fellow. Be careful...the life you save ~~may be your own.~~ Thank you.

(1)

~~(APPLAUSE)~~

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

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THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 1947

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS (4 DRUM BEATS) THE MAN WHO
KNOWS (4 DRUM BEATS)

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

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO
WRAEHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. George Webster, tobacco warehouseman
of Durham, North Carolina, said not long ago:

VOICE: At market after market, I've seen the makers of
Lucky Strike buy fine tobacco.

RUYSDAEL: THE MAN WHO KNOWS (4 DRUM BEATS) THE TOBACCO
AUCTIONEER!

SHARBUTT: (ON FILTER) Mr. Percy Joyner, veteran tobacco
auctioneer of Louisburg, North Carolina, said
recently:

VOICE: I've seen the makers of Luckies buy ripe, mild
leaf. That's why I've been a Lucky Strike smoker
for 16 years.

SHARBUTT: AND SO IT GOES WITH THE MAN WHO KNOWS - THE TOBACCO
EXPERT! Remember, fine tobacco is what counts in a
cigarette, and ..

(MORE)

ATX01 0309823

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 3, 1947

COMMERCIAL NO. 3 - (CONT'D)

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 BG

HY: Tune in next week to the Jack Paar Show with Trudy Irwin, the Page Cavanaugh Trio, Jerry Fielding and the Orchestra, and yours truly, Hy Averbach. Jack Paar is under contract to RKO, and his latest picture can be seen, uh, can be seen, uh...uh...Jack, where can your latest picture be seen?

PAAR: On my mother's dressing table, Hy. Goodnight, everybody!
(APPLAUSE)

MUSIC: THEME...UP, FADE FOR:

HY: (OVER APPLAUSE) Don't forget, friends! For the tops in radio entertainment, set your dial to NBC, Wednesday (2) night, for that thrilling newspaper drama, "THE BIG STORY". And on Saturday night, don't miss "YOUR HIT PARADE", with Martha Tilton, the Pied Pipers, and "YOUR HIT PARADE'S" special guest, DICK HAYMES.

MUSIC: THEME...UP FOR SIGNOFF

ANNCR: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

PROGRAM NO. 11

(REVISED)

As Broadcast

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, August 10, 1947

NBC

3:00 3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

PAGE CAVANAUGH TRIO

O.P.A. SPOT

COMMERCIAL

PARTY SPOT

TRUDY IRWIN

PSYCHIATRY SPOT

ALLOCATION

COMMERCIAL

TAG

ATX01 0309826

COMMERCIAL 1:

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

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHARBUTT: In a cigarette it's the tobacco that counts, and ...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Yes ...

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!

RIGGS: (CHANT - 57 to 59 - AMERICAN)

MUSIC: HIT AND FADE FOR:

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

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

PAAR: Thank you,....Hello and to all my animal friends
listening at the zoo, may I say:

SOUND: TARZAN SOUND EFFECT

PAAR: I just put that in to wake up Philadelphia.....
I went to Philadelphia once, and it was CLOSED.....
Well, let's see what's in the news this week. Prime
Minister Atlee told Great Britain they were running
out of money, now there's a movement to get the
British Empire on Howard Hughes' expense account.....
President Truman is making a good will visit to
South America. Mr. Truman must plan to entertain
down there because he's practicing a new piano
selection, it's called "The Missouri RHUMBA".....
The fashion pages were full of more arguments about
women's dresses being longer. From now on, when you
see a woman wearing something down to her ankles, it
doesn't mean something has slipped.....
One news item I read that worried me a little is about
the Army and Navy Unification Bill.....Hy Averbak,
you and I were in the Army together, what do you think
of this Army-Navy merger?

HY: Oh, Jack, you're always worrying. Why should a thing
like that worry you?

PAAR: Well, Hy, I hate to think of what will happen to the Army-Navy Football games. After the merger the Army, *and* Navy, ~~Marines and Air Corps~~ will have to team up and play the Y.M.C.A.

HY: It'll work out all right, Jack. After all, what's the difference between a soldier and a sailor?

PAAR: Just TWENTY TWO BUTTONS.

HY: I see what you mean.

PAAR: Of course, if the Army and Navy get married and then decide to divorce, who gets the custody of the Marines? *That's a question for the courts.*

HY: I wonder how it would sound if the Army and Navy were *actually* actually married by Congress.

PAAR: You mean a regular wedding ceremony? Why, I imagine it would sound something like this.....

MUSIC: WEDDING MARCH EFFECT...FADE UNDER:

(REVISED)

-4-

DORIS: Good afternoon. This is Agatha Geltnick, your society commentator, speaking to you from ~~the Capital in Washington. The great event is about to start,~~ the historic wedding of the Army and Navy.....
And here comes the groom, the Army, now, wearing a stunning ensemble of khaki designed by Hart Shaffner and Eisenhower. This costume can be purchased at Sad Sacks, Fifth Avenue. The Navy bride is now making her breath-taking appearance. She's a vision of loveliness in her fetching ~~trousseau of top hats, depth charges, an off-the-face gas mask and a life preserver with a belt in the back.~~ And oh girls, I simply must tell you the bride is wearing one of those lovely new hammocks. A hammock is a snood, only you wear it on the other end.....Oh - the unification of the Army and the Navy is about to begin, so we switch you now to the Justice of the Peace.

PAAR: Dearly Belligerent, we are gathered here to join in dead lock the armed forces of the United States. Do you the Army take the Navy to be your pardner?

HY: (SOUND OF SHELL BURSTING) I do.

PAAR: Would you repeat that please?

HY: I said: "I do". (SOUND OF SHELL BURSTING)

PAAR: It's very warm in here would you please turn your flame thrower down to it's pilot light.....And do you the Navy take the Army as your pardner?

ATX01 0309831

DAVE: (UNDERWATER VOICE) Well, all right, I do. (GIGGLE)

PAAR: What makes you talk ~~that~~ way?

DAVE: I sleep with the window open.

PAAR: Lots of people sleep with their windows open.

DAVE: In a submarine?

PAAR: Now Army, will you take the Navy and upon her finger
place this porthole, If anyone knows why
these two should not be bound together speak now or
forever close your hatch.....

I now pronounce you unification!

MUSIC: ARMY NAVY PLAY OFF

(APPLAUSE)

(REVISED)

-6-

PAAR: And now a number by the Page Cavanaugh Trio which has recently been marked down from the Page Cavanaugh Quartet. This may come as a stunning blow, but the Page Cavanaugh Trio is composed of three people. And the smallest of these three is the young man at the piano, Page Cavanaugh himself. He's really quite thin. In fact, this Page is so thin if you wanted to turn him over, you'd have to moisten his corner.....
Gentlemen.....

MUSIC: PAGE CAVANAUGH TRIO

eb

ATX01 0309833

PAAR: Friends, as far back as I can remember there have always been people who make predictions. Back in 1926 Herman J. From predicted that the world would come to an end in thirty days. The rest of the world ignored Mr. From's prediction, but sure enough, on the thirtieth day, the world did come to an end.... for Mr. From -- he was hit by a truck. ~~In 1918 a New York clothing modely Gloria Antwhistle predicted that zippers would never open. Gloria Antwhistle refuses to acknowledge the March of Progress and to this very day she is still wearing the same windbreaker!~~ ...About this time last year we all read the prediction that if price controls were lifted, prices would come down. There will now be a short pause while the ushers go through the audience selling five cent ice cream bars for eighteen cents! ~~A....~~ Herndon G. Brackish, the water king, was ~~the~~ first man to claim that prices would go down. What is his reaction to the turn of events? Is he as worried as I am about the way prices have gone up? How does he feel about things today? Let's go and ask him.....

MUSIC: BRIDGE

PAAR: Mr. Brackish --

MAN: Yes?

PAAR: Mr. Brackish, last year you said that once price controls were lifted prices would go down.

MAN: Well, they have, Mr. Paar. Have you tried to buy an ocean liner lately?

PAAR: No, we just have a small place.

MAN: Well, the Cunard White Star Line just bought the Aquitania for 28 million dollars. Last year the price was 29 million. ~~That's a saving of four million dollars.~~

PAAR: Mr. Brackish, I'm talking about the little things. Take milk. Milk has gone up eight cents a quart.

MAN: That has nothing to do with the release of price controls, Mr. Parr. Blame it on the cows. ~~Do you realize that we pay 50 cents an hour more to the man who pulls the switch on the electric milking machine? Now take land values.~~

PAAR: All right -- take land values.

MAN: They've gone down. Look at the swamps in Florida. They're having so much trouble getting rid of it they're running a one cent sale. Twenty million dollars for the swamps and for the extra penny they throw in Chloe.

PAAR: But -----

MAN: Now take the Panama Canal --

PAAR: Look, Mr. Brackish, let's face it, sugar has gone up five cents a pound, bread has gone up three cents a pound, butter has gone up eighteen cents a pound.

MAN: Don't talk to me about pounds. I deal only in tons.

eb

ATX01 0309835

PAAR: Well, I've got the figures on that, too. Butter has gone up 36 dollars a ton.

MAN: Yes, but when you break it down into pounds it's only eighteen cents!

PAAR: That's just the point, Mr. Brackish. Eighteen cents is a lot of money to people like me. And people like me want something to put on their bread.

MAN: Then don't use butter -- use Noxema.

PAAR: I don't like it -- it's got too high a butterfat content. But Mr. Brackish, you're evading the issue. Not only have the necessities of life gone up...but the luxuries have, too.

MAN: Ridiculous! I just got a wonderful buy on a little place in Switzerland -- the old League of Nations building

PAAR: But Mr. Brackish, how about the little things in life? ~~The little things! -- Prices just aren't coming down.~~

~~MAN: ~~What're you talking about, Mr. Paar? Look at the stock market -- American Steel -- last year it was 45. Today you can get it for 23! And you say things aren't coming down!~~~~

PAAR: ~~Look at~~ Yes, but gasoline -- up four cents. Sugar, up three. Laundry soap, up 12. Meat, up ten.

(REVISED) -10-

MAN: Mr. Paar, please -- you've mentioned three or four items -- I believe the whole thing totals about 32 cents.

PAAR: Yes?

MAN: Here -- here's fifty cents -- go out and buy yourself a quarter!

PAAR: Thank you, Mr. Brackish. And before I leave, I'd like you to have this souvenir letter opener. Stab yourself and see if the price of iodine has come down.

MUSIC: PLAY OFF
(APPLAUSE)

eb

ATX01 0309837

COMMERCIAL 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 WAREHOUSEMAN!

SHARBUTT: (ON FILTER) Mr. Sidney Currin of Oxford, North Carolina, has made tobacco his business for the last 25 years. He recently said:

VOICE: I've seen millions of pounds of tobacco sold at auction. And at auction after auction, I've seen the makers of Lucky Strike buy fine, mild tobacco that's got real smokin' quality. Smoked Luckies myself for 26 years.

SHARBUTT: THE MAN WHO KNOWS! Tobacco experts like Mr. Currin can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. Remember ...

RUYSDAEL: LS - MFT

(MORE)

H

COMMERCIAL 2 (CONT'D)

SHARBUTT: Lucky Strike means fine tobacco - and in a cigarette
it's the tobacco that counts.

RUYSDAEL: So for your own real deep-down smoking enjoyment smoke
that smoke of fine tobacco - Lucky Strike -- so round,
so firm, so fully packed, so free and easy on the draw.

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ATX01 0309839

MUSIC: PLAYON

PAAR: Friends, last night I threw a party and I --

MAN: You threw a party?

PAAR: Yes. It was just a little --

MAN: What were you trying to sell the government?!

PAAR: Nothing. There were just a few kids from the neighborhood. We were in the back yard playing with a kite --

MAN: A kite! Does it fly?

PAAR: Sure it does. A piece of string and --

MAN: Never mind that. Who else was there?

PAAR: I told you! Gee, why are you so interested in that little party I threw, Mister?

MAN: I'll ask the questions, son. How much did that party cost you?

PAAR: Not much...just forty or fifty cents.

MAN: Sounds like a wild party to me. Have you got your expense vouchers?

PAAR: No, I haven't. But you can always subpoena the Good Humor man.

MAN: Was it a wild party?

PAAR: Well, ^{it was} under the girls' plates of oatmeal, ~~there was~~ ~~a present~~

MAN: What kind of present?

PAAR: A plate of shredded wheat.

MAN: Was there any lobbying at the party?

PAAR: Lobbying? No - but there was a little patio-ing.

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MAN: Was there any drinking?

PAAR: Drinking? Well...as a matter of fact, there was.

MAN: Ah hah! I thought so.

PAAR: Yes. The Reilly twins brought a fifth of 7-Up.

MAN: All right, Paar, I believe I have quite enough evidence here.

PAAR: Wait a minute. Why are you people ~~in Washington~~ always picking on Hollywood?

MAN: I'll tell ya why...

PAAR: Why?

MAN: Because we've never won an Academy Award.

PAAR: Well, you will this time - for the best comedy of the year!

MUSIC: PLAYOFF

(APPLAUSE)

(REVISED) -15-

PAAR: And now it's time for our lovely singer, Trudy Erwin, star of stage, screen and the Tunnel of Love. You'll notice at center stage is a mop of hair. Beneath it are Jerry Fielding and fifteen musicians, and chances are they will all sing and play the same thing. As they say in a Shirley Temple picture, jeepers, what an idea!

MUSIC: ORCHESTRA AND TRUDY
(APPLAUSE)

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ATX01 0309842

PAAR: Friends, I've been worrying about the health of the Nation in the past week. It just isn't fair. The rich people have all kinds of fancy medication. They have basal metabolism, flourosopes, cardiographs, and ~~psychiatrists~~. What do we poor people have? Nothing but Band-Aids and Alka-Seltzer..... Why should only the rich people have psychiatrists? Why can't the poor people have nervous breakdowns? You know, psychiatry has taken such a firm grip on the neuroses of the Nation, we hear of many strange cases. Out here in Hollywood, I knew of a movie actress who imagined that she was a tea-pot. But psychiatry does wonderful things. She went to a psychiatrist for three years and today she's the happiest coffee pot I ever met. We had a case right in our own family - last winter my Uncle George began to imagine he was a bird...a swallow. Of course, nobody paid any attention to him all winter. In the spring we made ~~our~~ mistake...we opened a window and we haven't seen Uncle George since.....However, this summer my aunt took a bungalow in Capistrano..... Last week I was sitting around worrying about my worries, finally turned on the radio and ~~spent five minutes tuning from station to station trying to lose Martin Block..~~ when suddenly I heard a voice say:

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HANS: Friends, do you have delusions? Do you have hallucinations? Do you suffer from schizophrenia? Or do you wake up in the morning feeling like a schmoe?..... If so, come to me, Dr. Heinrich Himelstrose, the Friendly Credit Psychiatrist. Easy payments....five dollars down and the rest immediately....If you can't afford to pay immediately, you can pay in advance....And, remember (SINGS).....Poor Nichelos, Poor Nickelos, Neglected seeing Himelstrose, So sad to tell he's in a padded cell, 00000000, that Himelstrose sparkle.

PAAR: I was sold. Here was the man to psychoanalyze me and find out why I was worrying so much. Why should I worry so much. I'm not a failure. I'm living like a king. Have my own apartment, two suits, every night Chow MeinSo I decided to go see this friendly psychiatrist.

MUSIC: BRIDGE

HANS: Now, young man, what is your problem?

PAAR: Well, Dr. Himmstress.

HANS: No, the name is Himmelstrause.

PAAR: Himmelstrause?

HANS: Yes, rhymes with dental-flaus.

PAAR: (Of cause).....I have a mental problem. That's why I've come to you, Doctor.

mw

HANS: Good, I will examine you. Stick out your head and say:
"AH".

PARR: Ah.

HANS: Ach, you seem to have the normal amount of teeth, thirty-
two. Four on top and twenty-eight on the bottom

PAAR: It looks like I have thirty-four but the two in back are
CHICLETS.....

HANS: Now, young man, tell me what is on your mind? Now let's
see, you say you worry?

PAAR: Yes, I haven't slept so long that I've got circles under
my eyes.

HANS: Why didn't you try Ovaltine?

PAAR: I did...now I have OVALS under my eyes.....Doctor, you
must help me. You've gotta help me. You must! You
must!

HANS: Please stop tearing the buttons off my shoes.

PAAR: I'm terribly sorry, and here are your socks.

HANS: If I'm to help you, you will have to relax and be calm.
Here lie down on the couch.

PAAR: All right, move over.....

HANS: No, I'll sit on the floor. Now we will probe your
subconscious. Leave us go back and try to recollect your
earliest remembrances.

mw

PAAR: Go back.....Go back.....I remember when I was three, I was a little boy. I had to be a little boy because all my clothes were made that way!.....I remember it was the summertime, it had to be the summertime, because all my clothes were made that way!.....I'll never forget that summer.

MUSIC: BRIDGE

HY: Jackie, boy. Say something for Uncle.

PAAR: Okay, Pop. A funny thing happened to me on my way to the candy store today. A panhandler came up to me and said: "Hey, kid, you got a nickel for a bag of jellybeans." So I said, "But jellybeans only cost a penny. What's the other four cents for?" And he said: "Look, kid. Don't tell me how to run my business!"

HY: (DIES LAUGHING) The kid's terrific, huh? A natural born comic.

DAVE: Yeah, he's sensational. Ha, ha, ha, ha.

PAAR: I got a million of 'em. Hey, Pop, play straight for me.

HY: Okay, son.

PAAR: I have a girl named Isabella.

HY: Isabella what?

PAAR: Isabella necessary on a bicycle?

HY: Bicycle! Ha, ha, ha, ha.

DAVE: (JOINS IN WITH HY)

PAAR: Jack and Jill went up the hill to fetch a---

HY: That's enough son, you can stop now.

PAAR: But, Pop, I was just starting to get big laughs.....
Why are you and Uncle leaving me?

HY: We just received word from Doctor ~~Hersholt~~.....your new
baby brother arrived.

PAAR: You mean I---

HY: So long, son, see you around.....

ORCH: MUSICAL STINGER

PAAR: There I was.....only three years old and I was through
.....I knew I was through because all my clothes were
made that way....I couldn't understand it...I had
been their favorite, and now I was being replaced.

CONREID: This is all very interesting, Mr. Paar. You have an
insecurity complex....you were forced to sublimate
your care-free psyche, repressing it in such a dramatic
manner that the resulting beclouded inhibitions are
manifesting themselves in a hypertension of psycho-
somatic neurosis.....Hey look, Mother--I'm ad
libbing!

PAAR: Please Doctor, do you think you can help me?

CONREID: Well, let me take a few notes.....now let's see...when
was you brother born?

PAAR: It was in the Fall.....October.

CONREID: And tell me, how old are you now?

PAAR: Twenty-nine.

CONREID: (CONTEMPTOUS) Hah! Only twenty-nine! When I was your age I was thirty-one.....Tell me, Mr. Paar, do you often have this feeling of insecurity....of being a substitute.

PAAR: That's it, that's it, Doctor....I was always a substitute. When the other kids were eating breakfast foods like "Boom", "Zam", and "Wow", I was eating.... POOF.....I was always second best....~~Even my life was~~ ~~Look~~ ~~at~~ ~~you~~ ~~(Or~~ ~~Pa)~~.....I'm afraid I'm suffering from a substitute complex.

CONREID: I got it....Your mother was frightened by a pound of oleomargarine.....

PAAR: Doctor, please don't joke....~~I feel terrible~~ ~~I feel so low~~ ~~I'd resign from the human race if I could get back my initiation fee.~~

CONREID: Very well....tell me some more about the things you remember....concentrate and tell me.....

PAAR: Well, let me think.....I remember my first girl friend....and I can't forget the last date I had with her.....It was many years ago....on a beautiful September night.....~~Ah, I'll never forget her~~..... her name was Cynthia....She was beautiful and rich.... In fact, she was so rich, she never wore shoes.... wherever she went she took two taxicabs.....I fell in love with Cynthia.

ORCH: ROMANTIC MUSICAL BACKGROUND.....

PAAR: Ah, that last date....we were sitting on an island in her swimming pool.....It was a beautiful night..... the harvest moon shone down on us.....Suddenly I leaned over her and said: Cynthia darling, I have something to ~~say~~^{ask} to you.....I've known you for four months....since June...and I'm made about you. There's nothing I wouldn't do for you....will you be my wife?

FLO: How utterly, utterly ridiculous. I'll admit I've found you amusing, at times you were simply scrumptious. But Jack, let's face it, we're such opposites. After all, I own a town and country.

PAAR: I also own a car.

FLO: When I say Town and Country, I mean....Boston and Australia.

PAAR: Then ~~you've~~ been leading me on all these summer months. Why? Why?

FLO: If you must know, Peasant, I've kept you around for laughs. Ha, ha, ha. (~~Looks at her, and starts ribbing.~~)

PAAR: Why are you casting me aside? All summer long I've been your boyfriend.

FLO: Because this is October, and my true lover, ~~Roger~~ Van Krevney is returning. You, Jack Paar, have only been a substitute.

ORCH: STINGER

(REVISED) -21-

PAAR: Well, Doctor, that's the way it was, that's the way it's been.

HANS: Young man, I think I know the source of your worry complex.

PAAR: You do, Doctor?

HANS: Yah, what do you do for a living?

PAAR: I'm a radio comedian, substituting for Jack Benny.

HANS: Ach, that is the clue! When does Jack Benny return to the air?

PAAR: October ~~Eleventh~~.....

HANS: See dot October again. Paar, you suffer from (GERMAN DOUBLE TALK)

PAAR: But what does that mean?

HANS: YOU ARE A BORN SUMMER REPLACEMENT

MUSIC: #3 PLAYOFF

(APPLAUSE)

ATX01 0309850

PAAR: ~~Ladies and gentlemen, one of the most serious problems~~
we face is the rising accident rate. Each year, more
of us are killed or injured fighting the Battle of the
Boulevards. Let's try to avoid accidents by not being
careless drivers...obey the law...don't mix alcohol and
gasoline...traffic regulations are posted for your safety,
don't disregard them...and above all, don't speed.
Remember, the accident doesn't always happen to the next
~~fellow. Be careful, the life you save may be your own.~~
Thank you.

(APPLAUSE)

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

h

COMMERCIAL 3 CONT'D:

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.

h

ATX01 0309852

MUSIC: THEME HIT AND FATE ON OUT...HOLD IN

HY: Take in next week to the Jack Paar Show with Teddy
Irwin, the Page Cavanaugh Trio, Jerry Fielding and
the Orchestra, yours truly, Hy Averbach and Jack
Paar's special guest next week will be JACK BENNY!

PAAR: You mean Jack Benny, the great ad-libber?

HY: There you go again, Jack...worried already.

PAAR: No, Hy, I'm not worried.....my writers can lick
his writers.....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 Andy Russell,
Martha Tilton and the Pied Pipers.

MUSIC: THEME...UP FOR SIGNOFF

ANNOUNCER: THIS IS NBC - THE NATIONAL BROADCASTING COMPANY.

As Broadcast

PROGRAM NO. 12

(REVISED)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, August 17, 1947

NBC

3:00 - 3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

TRUDY ERWIN

LITTLE KNOWN PEOPLE

COMMERCIAL

PAGE CAVANAUGH TRIO

BENNY SPOT

ALLOCATION

COMMERCIAL

TAG

ATX01 0309854

MUSIC: HIT AND FADE FOR:

HY: From Hollywood, Lucky Strike presents the JACK PAAR Program, with Trudy Irwin, ~~the Page-Cavanaugh Trio,~~ Jerry Fielding and the Orchestra, yours truly, Hy Averback, and STARRING America's new young humorist - JACK PAAR....with his special guest tonight -- JACK BENNY!!

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

PAAR: Thank you, this is Jack Paar....Hello, and a special note to the F.E. Boone Fan Club in Lexington, Kentucky, don't be impatient, F.E. will be back in eleven minutes..... Well, Hollywood is all excited because Margaret Truman is giving a concert here next week. They say her father taught her to sing the scale like this: do, re, mi fa, sol, la, VE-TO.....Another interesting item from Hollywood this week is that a famous actress is going to remarry her first husband. IT MUST BE HIS TURN AGAIN!.....Another actor got confused this week and he proposed to HIS OWN WIFE. This confused her so much that she accepted him. Now they have to get a divorce so they can go through with it.....~~One movie star was married recently to an actress, and when the ceremony began he offered his arm to escort her down the aisle, she said: "You take my arm, as I know the way better than you do!".....~~

HY: Jack, aren't you going to say anything about Great Britain placing a 75 per cent tax on American films?

PAAR: Yes, Hy, I've been worrying about that. So I've invited to the studio today a typical British movie-goer who's in this country on a special mission. He's been brought here to breathe on G. Aubrey Smith's monocle. His is the only breath containing WINDEX.....
Your name, sir?

HANS: J. Arthur Faversham, the Third. My father you see was
J. Arthur Faversham, the Second.

PAAR: Who may I ask was J. Arthur Faversham the first?

HANS: My mother...She passed away several months ago.
It was the Prime Minister's fault.

PAAR: The Prime Minister's fault?

HANS: Yes...you see he was addressing the Empire on the wireless
and when he concluded, he said: "Chin up, Everybody."
That was fatal to mother!

PAAR: But why?

HANS: She was under the sink at the time....

PAAR: I'm terrible sorry.

HANS: No matter, the drain is open again..

PAAR: I admire the way you British carry on. ~~Without American~~
~~pictures what will you people do for entertainment?~~
~~All of England can't go to Buckingham Palace every day~~
~~and watch the changing of the guard.~~

~~HANS: Quite true. Lately, they've had nothing to change into.~~

PAAR: That's too bad. Tell me will you miss American pictures?

HANS: Don't care much for your pictures, but dash it all I hope
you continue to send that lend-lease popcorn.

PAAR: If things are so difficult over there in England, why
don't you all move to California?

HANS: Egad! We have the very same idea. In fact before I left
home, the Prime Minister was putting a giant propeller on
one end of England...We're pulling up anchor!

PAAR: But what if you can't squeeze the island through
the Panama Canal?

HANS: ^{*... to the ...*} We'll force it through!

PAAR: In that case, there will always be a long, thin
England!

MUSIC: PLAYOFF .. "CALIFORNIA HERE I COME" WITH "THERE
WILL ALWAYS BE AN ENGLAND"

(APPLAUSE)

PAAR: In the absence of Lily Pons and Andre Kostelanetz's orchestra, who are not here much anyway, we turn to our young musical stars Trudy Erwin and Jerry Fielding. Jerry is the one with the long hair. ^{And now a hush} And now a hush comes over the audience, the spotlight falls on Trudy, she gets up, brushes herself off and sings: "Just One Of Those Things".

MUSIC: ORCH AND TRUDY SELECTION

(APPLAUSE)

MUSIC: FANFARE

HY: Little Known People Who Mean Absolutely Nothing!

MUSIC: BASSOON EFFECT

PAAR: Friends, the world is full of little known people. Perhaps you haven't given it much thought. Do you realize how little known some people are? For instance, there's the man who reads the gas meters of the man who reads the gas meters.....another little known is George, the third Smith brother....who was later cut off without a drop.....Another onomous little man is Rudolf R. Rudolf who hopped around the world in 734 days.....no plane...he just hopped! ~~And there are many many other un-prominent people--~~ People, who ~~will never~~ ~~...try as they may...belong to the "Aqua Verve~~ ~~after-shave club.~~ Tonight we have with us someone of this type...a girl...or I should say, a lady....a lady tree surgeon....,Mrs. John W. Grommet...It is Mrs. Grommet isn't it?

GROMM: Yeah, but I just got a divorce.

PAAR: Oh, I'm sorry, I didn't-----

GROMM: My husband tried to get something on me...he hired a Private eye.

PAAR: Well, I think we'd -----

GROMM: I shot it out!

PAAR: That's all very interesting, Mrs. Grommet, but we'd like to hear about your career as a tree surgeon...how did you happen to take up that work?

~~PAAR: Well, I for one think you are doing a wonderful job,
Mrs. Grommet, it is so essential, just think of
all the things that come from trees, wood, furniture, mats,
Weismuller...~~

~~GROMM: I never thought of it quite that way...~~

PAAR: ^{Oh} Yes Mrs. Grommet -- you've done wonderful things with trees...I understand you were the first one to put bath mats under weeping willows.

GROMM: Thank you...but the case that I'm most famous for in my own little known way is the case that I like to call... "The Case of the Giant Redwood"....

PAAR: Up in the Sequoia National Forest eh?

GROMM: Yes, you've seen the enormous tree with the highway running right through the middle of the tree, haven't you?

PAAR: Yes, I think we all have. Did you perform an operation on that tree?

GROMM: Yes, a very delicate operation. I had to use fourteen pounds of Jergens Lotion....It was a removal operation.

PAAR: You used fourteen pounds of Jergens Lotion?

GROMM: Yes, I had to soften up two Buicks.

PAAR: This has certainly been an interesting discussion Mrs. Grommet...you must come back next summer. Is there someplace we can contact you?

GROMM: Oh yes..I'm doing a local job now...plastic surgery over in Griffith Park.

PARR: Plastic surgery? On a tree?

GROMM: Yes...on lots of trees...I'm removing the penknife marks almost every tree in Griffith Park has a heart with an arrow thru it and Joe loves Mable...or...Joe loves Gertrude...or....Joe loves Imogene....or....Joe loves Mary...Joe loves Ruthie....Joe loves Toots...I expect to be in Griffith Park for a long time...for months and months....

PARR: You mean the work will take that long?

GROMM: No.....I just met Joe!

PARR: Thank you, Mrs. Grommet-----

ORCH: MUSIC PLAYOFF
(APPLAUSE)

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 17, 1947

COMMERCIAL NO. 2

RUYSDAEL: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS! The independent tobacco expert who knows from his own experience at the auctions, what kind of tobacco is bought by the makers of Lucky Strike.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

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

SHARBUTT: (ON FILTER) Mr. Fred Evans of Denville, Virginia, has bought tobacco leaf at more than 3 thousand different tobacco auctions. Recently he stated:

VOICE: Year after year, I've seen the makers of Lucky Strike buy fine quality leaf .. that fine, ripe, mellow tobacco you can't beat for top smokin' quality. Smoked Luckies myself for 19 years.

SHARBUTT: YES, THE MAN WHO KNOWS! Experts like Mr. Evans can see the makers of lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. Remember ...

RUYSDAEL: LS - MFT

(MORE)

ATX01 0309863

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 17, 1947

COMMERCIAL NO. 2 - (CONTD)

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.

ATX01 0309864

~~MUSIC: [unclear] FIFTH ON~~

~~PAAR: [unclear] There's been much talk of late about our Page-Cavanaugh~~
Trio.....An interesting note is that they could have
been the Andrews Sisters, but their clothes weren't
made that way. So here's that well-dressed trio,
~~HART, SHAFFNER AND PAGE: [unclear] Gentlemen.~~

~~MUSIC: [unclear] OAVANAUGH TRIO~~

(APPLAUSE)

(REVISED) -11-12

PAAR: Friends, as you know, I am a summer replacement. A summer replacement is a fellow who broadcasts during the hot weather to give the other actors time to count the money they've made all winter.....

Frankly, I am little worried because my brief summer career is coming to an end, radio is getting ready for the winter again. Edgar Bergen is repainting Charlie McCarthy; Fibber McGee is waxing Harlow Wilcox; and Phil Harris has switched to anti-freeze, with an Olive..

HY: I'm not trying to worry you Jack, but let's consider who's going to replace us? We've done twelve good shows, we're not failures. How can you be a failure, your only twenty nine.

PAAR: Hy, we won't be failures for another ten years yet. But that's radio...the summer is running out and our leaves are getting brown. It's off with the new and on with the old. Think how I feel, I thought I was a success. I have everything a young man wants, fame, fortune, suede shoes....

HY: But who's going to replace us? Lum and Abner have HAD their chance!

PAAR: It's cruel, Hy, I know. But there's one good sign, amateur hours are coming back. Fresh, new talent will arise. Tonight we're going to give three young hopefuls a chance. The winner will be our winter replacement.... Who knows, we may discover the new PHIL BAKER!

ATX01 0309866

HY: Oh, that's just grand....Here Jaak is our first discovery
Step this way, Miss.

PAAR: Good evening, Miss. Your name is Greselda Firpo. Are
you here to audition for our Winter replacement?

FLO: Would I be here if this were Inner Sanctum!

PAAR: Well, come to think of it that veil does look like a
cobweb.....I presume you've had some experience in
show business?

FLO: Certainly. I was with a USO troupe in Japan.

PAAR: Japan. How long were you there?

FLO: Until the Americans arrived...It so happens, I'm a
singin' midget!

PAAR: Aren't you a little tall for a midget?

FLO: I'm standing on my sister.

PAAR: Well, if you don't mind, you're not very attractive.

FLO: I don't mind, my sister's on top this week.

PAAR: Well, what are you going to sing for us tonight?

FLO: Well, if my sister Tangerine will jump down and go to
the piano I'll sing. Hey, Tangerine, jump already.
Arpeggio please!

FLO: SINGS WITH PIANO...ORCHESTRA
(APPLAUSE)

PAAR: Thank you Firpo Sisters. Stand by until the end of the
program when the audience applause will decide the
winner...Our second contestant in our talent search is
a man here wearing the long black coat with a bird cage
in his hands. Good evening, sir, what is your name?

HANS: Bon soire, bon aime.....My name is Monsieur Rudy
Lapay, the magician.

PAAR: You're French, aren't you?

HANS: (JUMBLE OF FRENCH JARGON) English translation..."Oui."

PAAR: Well, we're glad to have you here in America.....
incidentally, is it true what they say about those
French bathing suits? I mean what are they like?

HANS: Oh, they're very simple.....you just take two
handkerchiefs....then throw one away!

PAAR: ~~You must tell me more when we're off the air~~, but you
said you were a magician....

HANS: But oui! I do card tricks with mice!

PAAR: Maybe I was listening wrong....did you say that you do
card tricks with mice?

HANS: Yes....here....pick a mouse!

PAAR: No, no, Rudy -- you can't do that on the radio....Look
don't you do any of the conventional magician's tricks
.....like maybe sawing a woman in half?

HANS: Oh, Monsieur.....I shall never saw a woman in half
again...I was never so humiliated.....it was on the
stage of the Orpheum Theater.....

PAAR: You mean something went wrong with the trick?

HANS: Yes, I don't know how it happened, but I was sawing
this woman in half when all of a sudden I heard.....
Bleep! Bloop! Bleep! Bloop!

PAAR: Poor Simone Simone.....

HANS: I have a trick that I am famous for.....look I'll
take a half a dollar from your nose.....see.

PAAR: Gee, I wish I'da known that this morning.....I needed
some change. Now what else do you-----?

HANS: Surprising as it may seem I am also a great hypnotist....

PAAR: That's fine for the radio.....hypnotism.

HANS: Yes.....look.....I'll do it to you.....Abba dabba.....
sleep. Abba dabba.....sleep.....abba dabba.....
.....sleep.

PAAR: Gee, it really works.

HANS: It does?

PAAR: Yes, my abba dabba's asleep! Thank you, M'sieu, please
stand by for the decision of the audience.
(APPLAUSE)

PAAR: Now here is our last contestant in our talent hunt for
a winter replacement. Your name, sir?

BENNY: Benny....Jack Benny.
(APPLAUSE)

PAAR: No favoritism, please.....Now, Mr. Benny, have
you ever had any experience on the radio before?

BENNY: Why, yes....in fact, I worked on the radio up until
twelve weeks ago.

PAAR: Oh....and what have you been doing for the past twelve
~~years?~~

BENNY: Collecting unemployment insurance.

PAAR: Oh...well, tell me, Mr. Benny...~~in~~ these days of
inflated prices, ^{today} isn't it rather difficult to live on
twenty dollars?

BENNY: Yes...it's become almost impossible for me to save more
than twelve dollars a week. ^{Just to make it}

PAAR: Mr. Benny--what can you do? ^{with off the money}

BENNY: Well...here's my business card.

PAAR: Do you mind if I unfold it?

BENNY: Please do...~~I'd like you to read it.~~

PAAR: All right...(CLEARS THROAT AND READS)...."JACK BENNY...
COMEDIAN AND VIOLIN VIRTUOSO.....VIOLIN SELECTIONS
PROVIDED FOR PRIVATE PARTIES AND WEDDINGS.....FORMERLY
WITH PHIL SPITALNY".....Mr. Benny, were you really
with Phil Spitalny?

BENNY: Yes, until my voice changed.....Hmmpf.....I
finally left the orchestra...it was spite work or
something.....That Evelyn and her MAGIC VIOLIN, she
just held hers...I had to play mine!.....But Mr.
Paar, you haven't finished reading my card yet.

PAAR: Oh yes...."CAN PROVIDE VIOLIN MUSIC FOR JUNIOR PROMS,
BIRTHDAY PARTIES, TAFFY PULLS, BANQUETS AND ANNIVERSARIES."

BENNY: Turn it over, there's more on the other side.

PAAR: Oh yes...."ALSO AM BEING CONSIDERED TO ACCOMPANY
MARGARET TRUMAN AT THE HOLLYWOOD BOWL."

BENNY: I'm a cinch if she sings "Love in Bloom."

PAAR: Now Mr. Benny, you said you were on the radio...were you a contestant?

BENNY: No, I was an entertainer.....You see, many years ago I started my career as a comedian in vaudeville..... I knew I was a comedian because all my clothes were made that way.

PAAR: And from vaudeville you went into radio?

BENNY: Yes...~~I'll never forget my first radio broadcast...~~
~~I went down to the studio and you should have seen the sign they had over the entrance.~~

PAAR:~~What did it say?~~

BENNY:~~National Broadcasting Company.....~~ Ah, I'll never forget those early days of broadcasting...Mr. Paar, maybe you heard one of my first shows?

PAAR: I probably did...which one were you, Myrt or Marge?

BENNY: No, no, Mr. Paar...I was the original "Jack Armstrong, The All American Boy."

PAAR: When you were a boy, we didn't have all of America.

BENNY: WE DID TOO!

PAAR: Mr. Benny, you mentioned a few minutes ago that up until the last twelve weeks you were working on the radio.....What type of show did you do?

BENNY: Well! If you've ever heard me on the air you'd realize I'm one of the funniest men in radio....And to prove it, I brought over a script of one of my shows. I was just great.

PAAR: Oh, by all means, do.....why be half safe.

BENNY: I'm ready now, and I brought my own piano accompanist
.....Give me an "A" Jose!

MUSIC: "A" ON PIANO - BENNY TUNES UP

BENNY: That's close enough.....

MUSIC: LONG PIANO INTRODUCTION

BENNY: (PLAYS OPENING OF INTERMEZZO)

BENNY: If you don't play that fast, you're dead.

BENNY: (STARTS PLAYING INTERMEZZO AGAIN....STOPS)

BENNY: (POUTING) ~~Hummm, and Spitalny let me go and kept Evelyn~~
~~and her Magic Violin:.....~~And now for a faster
number.

MUSIC: FAST PIANO INTRO

BENNY: (SWINGS "HONEY'S LOVIN' ARMS")

PAAR: (AS BENNY PLAYS).....That's enough, Mr. Benny.....
Mr. Benny, you can stop now.....Wait a minute.....
.....Wait a minute.....
WAIT A MINUTE.....WAIT A MINUTE!!!!!!!

BENNY: Something wrong?

PAAR: Yes...Mr. Benny....I feel you're not quite ready yet.

BENNY: But Mr. Paar, you haven't given me a fair chance.

PAAR: I'm sorry Mr. Benny--you're wasting my time.

BENNY: Look, kid, your time IS my time.

PAAR: Mr. Benny--stand by for the decision of the audience
.....Ladies and gentlemen, you've heard
our three contestants....Now, as I put my hand over
each contestant's head...the studio audience will applaud
indicating their favorites.....First I have my
hand over the Firpo Sisters.

FLO: (STARTS TO SING...WITH APPLAUSE)

PAAR: And now I have my hand over Rudy Le Paix, the magician.

HANS: ABBA DABBA ABBA DABBA ABBA DABBA
(APPLAUSE)

PAAR: And finally we have the violinist, Jack Benny.

BENNY: (PLAYS INTERMEZZO.....NO APPLAUSE)

BENNY: HMMMMMMMM.....are you sure your hand is over my head?

PAAR: Yes.

BENNY: (PLAYS AGAIN.....NO APPLAUSE)

BENNY: Are you positive your hand is over my head?

PAAR: Certainly, I have it right here over--Oh, oh.

BENNY: What's the matter?

PAAR: It's under your toupe.

MUSIC: PLAYOFF NUMBER THREE
(APPLAUSE)

~~PAAR: Ladies and gentlemen, one of the most serious problems~~
we face is the rising accident rate. Each year, more
of us are killed or injured fighting the Battle of the
Boulevards. Let's try to avoid accidents by not being
careless drivers..obey the law..don't mix alcohol and
gasoline..traffic regulations are posted for your
safety, don't disregard them...and above all, don't
speed. Remember, the accident doesn't always happen to
the next fellow. Be careful...the life you save may
be your own. Thank you.

(APPLAUSE)

NY: (2)

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

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 17, 1947

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS!

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

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

SHARBUTT: (ON FILTER) Mr. James Monroe Ball - ace tobacco auctioneer of Winston-Salem, North Carolina, said not long ago:

VOICE: Season after season, I've seen the makers of Lucky Strike buy fine, mellow leaf ... tobacco that makes a swell smoke.

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

SHARBUTT: (ON FILTER) Mr. Carl Hartfield - well-known tobacco buyer from Greensburg, Kentucky, recently said:

VOICE: At auction after auction, I've seen the makers of Lucky Strike buy fine tobacco -- ripe, prime leaf. I've smoked Luckies for over 28 years.

SHARBUTT: AND SO IT GOES WITH THE MAN WHO KNOWS - THE TOBACCO EXPERT! Remember, fine tobacco is what counts in a cigarette, and ...

(MORE)

ATX01 0309875

PAAR: Oh, by all means, do.....why be half safe.

BENNY: I'm ready now, and I brought my own piano accompanist
.....Give me an "A" Jose!

MUSIC: "A" ON PIANO - BENNY TUNES UP

BENNY: That's close enough.....

MUSIC: LONG PIANO INTRODUCTION

BENNY: (PLAYS OPENING OF INTERMEZZO)

BENNY: If you don't play that fast, you're dead.

BENNY: (STARTS PLAYING INTERMEZZO AGAIN....STOPS)

BENNY: (POUTING) ~~Hummm, and Spitalny let me go and kept Evelyn~~
~~and her Magic Violin:.....~~And now for a faster
number.

MUSIC: FAST PIANO INTRO

BENNY: (SWINGS "HONEY'S LOVIN' ARMS")

PAAR: (AS BENNY PLAYS).....That's enough, Mr. Benny.....
Mr. Benny, you can stop now.....Wait a minute.....
.....Wait a minute.....
WAIT A MINUTE.....WAIT A MINUTE!!!!!!!

BENNY: Something wrong?

PAAR: Yes...Mr. Benny....I feel you're not quite ready yet.

BENNY: But Mr. Paar, you haven't given me a fair chance.

PAAR: I'm sorry Mr. Benny--you're wasting my time.

BENNY: Look, kid, your time IS my time.

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 17, 1947

COMMERCIAL NO. 3 - CONTD

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 smcke of fine tobacco -- Lucky Strike --
so round, so firm, so fully packed, so free and
easy on the draw.

ATX01 0309877

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

HY: Tune in next week to the Jack Paar Show with Trudy Erwin,
~~the~~ ^{the} Page Cavanaugh Trio, Jerry Fielding and the
orchestra, yours truly, Hy Averback and Jack Paar.

PAAR: Oh, Mr. Benny....

BENNY: Yes?

PAAR: We just took a secret ballot, and you've been elected to
be my winter replacement.

BENNY: Well! I knew it all along.

PAAR: But Jack, I'm worried...you're not going to play your
violin or tell jokes, are you?

BENNY: Oh, no...I've got something brand new up my sleeve..it's
never been done before.

PAAR: What is it?

BENNY: Here...pick a mouse!

PAAR: 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 Martha Tilton, the Pied Pipers and starring-
Andy Russell.

MUSIC: THEME UP FOR SIGN OFF

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

THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 24, 1947

COMMERCIAL NO. 1

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

BOONE: (CHANT - 57 to 59 - AMERICAN)

SHAREUTT: Remember, fine tobacco is what counts in a cigarette,
and year after year ...

RUYSDAEL: LS - MFT

SHAREUTT: Lucky Strike means fine tobacco. Yes ...

RUYSDAEL: LS - MFT

SHAREUTT: 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)

PAAR:

Thank you very much ... This is Jack Paar. Hello, and to those of you on vacation, away from home, what makes you so sure you TURNED OFF THE GAS? I have another message here but this is personal. Last Sunday my little cousin was playing in front of his house in Cleveland. A passing car had its radio tuned into my program. My little cousin heard my voice and started running after the car. He hasn't been heard from since. So friends, if you don't mind I'd like to say BILLY, GO ON HOME! Well, let's look at the week's news. Hollywood is all excited because Margaret Truman sang here last night. Miss Truman was accompanied by Eugene Ormandy and his all-secret serviceman orchestra Tommy Dorsey and Benny Goodman made headlines this week on the sport pages ... now it's reported that Benny Goodman has a new type clarinet to play when he goes back to work with Tommy tomorrow. With this new clarinet, he can blow music and poison darts at the same time There was an announcement this week that more homes are being built now than ever before. This is great news for veterans who have watched amusement centers and cocktail lounges being built. Up till now, the only veterans who found homes were BOWLING BALLS who fought in the last war.....

PAAR:
(cont'd)

A very important news story is that this is the beginning of the hayfever season for millions of people. The President opened the season by throwing out the first Kleenex Tissue.....Here in the studio today is Professor Hy Averbak to explain hayfever and allergies to us. Good evening, Doctor, you're an expert on allergies?

HY: Oh yes, in fact, I am allergic myself...to sheepskin.

PAAR: To sheepskin, Doctor?

HY: Yes...that's why they would not give me my diploma.

PAAR: Well, do you have a license in California?

HY: Oh yes.....I drive.

PAAR: Tell me Doctor, what is a sneeze?

HY: A sneeze is nothing more than a TICKLE that EXPLODED.

PAAR: Very annoying....I hate to sneeze, it takes all of the press out of my handkerchief.

HY: You see hayfever is caused by pollen. Pollinization is the cause of it all.

PAAR: Those birds and bees sure started a lot of trouble.

HY: No, no.....you have to breathe in the pollen. You cannot breathe in birds and bees unless you have large nostrils.

PAAR: Everything would be all right then if I could just close down my nose for the next month.

~~HY: ~~Even that would not help.....I had a very strange~~~~
case last season. A man was allergic to himself.

PAAR: What did the poor chap do?

HY: He became very discouraged.....He finally put his nose in his ear and BLEW HIS HEAD OFF.

mw

PARR: Tell me, Doctor Averbach.....I've been worrying about my health. Can you help me?

HY: No need to worry.....Here just roll up your sleeve. Now I'll take this needle and just scratch your arm there.....Then I'll put a scratch there. Now one here.....and one more scratch that way.

PARR: Doctor.....I'm suffering.

HY: I don't care what YOU'RE doing.....I'M playing TICK TACK TOE!

MUSIC: PLAYOFF

(APPLAUSE)

mw

ATX01 0309882

(REVISED) -5-

PAAR: This week I ran out of introductions for lovely Trudy Erwin and our mop-haired Jerry Fielding, so I hired a special writer for the job. He is 91 years old, has a white beard, and his name is George Bernard Shaw. This is the introduction Mr. Shaw has just cabled me: "Trudy Erwin will sing 'Nice Work If You Can Get It.' Jerry Fielding's orchestra will play 'Nice Work If You Can Get It!'" Somehow I feel Mr. Shaw is not for radio.....

MUSIC: ORCHESTRA AND TRUDY ERWIN

(APPLAUSE)

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ATX01 0309883

PAAR: And now a few scientific words about inventions, and inventors. Few of us realize it, but being an inventor is a thankless job.

MAN: I invented the rabbit hutch! (STANDS AND LOOKS OUT AT AUDIENCE)

PAAR: (AFTER LONG PAUSE) You see.....nobody thank him. There's no doubt about it...inventors have a tough row to hoe. Of course, ~~farmers~~ have a tough row to hoe, too.....but they have hoes.....an inventor has to use his head! They say that Necessity is the mother of invention, but who is the father?

MAN: I invented the rabbit hutch!

PAAR: Many inventors have been lost in the shuffle...never to be heard of again....what ever happened to John W. Gassner, the man who invented the cow without :
for people who don't like milk!
And what ever happened to Eberhard Clements, he's the man who invented the glass bottom Studebaker.....so you can keep your eye on the white line!

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PARR:
(Cont'd) But our little story tonight concerns an inventor whose life was a series of frustrations and catastrophes. This sad little man's name was Rodney Dump, or, as his friends called him..."Just Plain Rodney Dump". Rodney Dump's wife, Jinx...and Rodney were seated before the fire in their living room one winter evening discussing Rodney's career as an inventor...

GAL: Rodney...

MAN: Yes, dear?

GAL: You're a bum!

MAN: Thank you, dear, and hand me that bottle. I want to drink myself to distinction.

GAL: Rodney, when are you going to invent something that will sell and make some money? Look at me!...All I have to wear is a pair of shorts and a halter - and I can't go to the store any more in this halter.

MAN: Why?

GAL: It's for a horse! Oh, why didn't I marry Burton Johnson?

MAN: Was he a horse?

GAL: No...he was a man!...a M-A-N!

MAN: Well, make up your mind...which was he!

GAL: You're nothing but a nincompoop...you call yourself an inventor...why, Lorenzo Jones could make a monkey outa you!

ORCH: STINGER

PAAR: Cut four inches below the quick, Rodney Dump determined to be the greatest inventor of all time. All he needed was inspiration. He kissed his wife, put out the cat, covered up the vulture and left the house. Rodney needed excitement..so he sold his car and went to a nightclub...

ORCH: NIGHTCLUB

PAAR:There he met a girl.

MAN: (RODNEY) Hello, Cutie...are you from Hollywood?

GAL: (MAYBE SOUTHERN) No...I just came here to have breakfast with Tom Brenneman...but it wasn't any fun... Mrs. Brenneman was there. (SILLY GIGGLE)

PAAR: Leaving the tourist sitting there on her big-fat orchid... Rodney went down to the beach...to the Amusement Park...

ORCH: SEASIDE MUSIC

PAAR: ...There he met a girl...

MAN: (RODNEY) Hello, Cutie...waddya doin' tonight?

GAL: (VERY SENSUOUS) I'm wrestling a snake, I work in the sideshow!

PAAR: Leaving Nightmare Alley...Rodney wandered down lovers lane in the darkness...

ORCH: LOVERS LANE MUSIC

PAAR:There he met a girl.

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MAN: (RODNEY) Hello Cutie....waddya doin' tonight?
MAN: (SAME AS BEFORE) I invented the rabbit hutch!
ORCH: BRIDGE INTO SCENE
PAAR: Fired with inspiration Rodney Dump started to invent
marvelous inventions....First he invented the steamboat.
SOUND: TWO TOOTS (NOT A RECORD)
PAAR: Then he invented the railroad train.
SOUND: SAME TWO TOOTS
PAAR: Then he got drunk
SOUND: SAME TWO TOOTS
PAAR: Yes, Rodney Dump was drunk with power...he made millions
of dollars overnight....and ~~spent them with a lavish~~
~~hand...he bought yachts, he bought cars...~~ he even
~~bought Beverly Hills...~~ he's gonna level the whole
~~thing off and call it Culver City!~~ Rodney spent a
fortune on his wife....and she was no longer cold
towards him...one day she gave him something...
MAN: (RODNEY) Gee....just what I've always wanted....an
electric blanket.
PAAR: But Rodney's joy was short-lived...Soon his money ran
out...the servants left him...his wife left him....
even the electric blanket left him....

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PAAR:
(Cont'd)

Rodney tried to commit suicide...he threw himself in front of a swan in the tunnel of love...but it was no good. He tried an overdose of sleeping pills...he got an overdose of sleep. He tried various methods of suicide but none of them worked...then he remembered a cousin who quite by accident had fallen into a vat of Jergen's Lotion and softened to death! Then suddenly one day Rodney got his idea for his greatest invention, but alas, before poor Rodney had a chance to enjoy his triumph, ~~poor Rodney~~ Rodney died...penniless and alone...at the Palladium! But Rodney Dump is not forgotten...nor will he be...for you see, Rodney Dump made a great contribution to radio through his marvelous invention. Countless millions will be forever grateful..... And now, I give you the invention of that genius Rodney Dump...the greatest idea of all times!...His tremendous gift to civilization! Ladies and gentlemen...

ORCH: GREATEST FANFARE EVER HEARD IN RADIO (BUT SHORT)

PAAR: THE SILENT DISC JOCKEY!

MUSIC: PLAYOFF

(APPLAUSE)

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THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 24, 1947

COMMERCIAL NO. 2

RUYSDAEL: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS! The independent tobacco expert who knows from his own experience at the auctions, what kind of tobacco is bought by the makers of Lucky Strike.

BOONE: (CHANT - 57 to 59 - AMERICAN)

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

SHAREUTT: (ON FILTER) Mr. Lucian Purdom of Springfield, Kentucky, has sold more than 240 million pounds of tobacco. He said recently:

VOICE: At every auction I've attended, I've seen the makers of Lucky Strike buy fine quality tobacco... that fine, ripe-smokin' leaf that makes a smooth, mild smoke. I've smoked Luckies myself for 22 years.

SHAREUTT: YES, THE MAN WHO KNOWS! Independent tobacco experts like Mr. Purdom - men who really know tobacco - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. Remember...

RUYSDAEL: LS - MFT

SHAREUTT: 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: PLAYON

PAAR: One of the outstanding musical discoveries of the year is our Page Cavanaugh Trio. People have been asking about them and so I will describe them to you. Collectively, this trio has three noses, six ears, ninety-six teeth, twelve silver fillings, and weigh four hundred sixty five pounds, not including their fountain pens. Put them all together they spell a wonderful new whispering kind of music. Gentlemen.

MUSIC: PAGE CAVANAUGH TRIO SELECTION

(APPLAUSE)

MUSIC: "MARY HAD A LITTLE LAMB": ESTABLISH. then:

SOUND: GUN SHOT

MUSIC: FEW BARS ~ A FUNERAL MARCH

HY: Mother Goose -- is a DEAD DUCK!

MUSIC: SHOCK CHORD

PAAR: Yes, friends: today, little kids just don't go for the old Mother Goose rhymes. Nowadays, if you tell Junior that Jack and Jill went up the hill to fetch a pail of water, he'll probably say, "The iokies! Why didn't they call the Arrowhead Distilled Water man? He delivers!" ~~And if you recite the one about Little Bo Peep losing her sheep, he'll say, "That'll teach her to play gin-rummy with strangers".~~ Now, when I was a child, the most popular stories were always the fairy tales; the stories of Jack and the Beanstalk..Hansel and Gretel... Sweeney and March....And, of course the fascinating stories of the Hood kids...Red Riding and Robin. But my favorite story was always the one about Cinderella and the glass slipper. There's an interesting thing--a shoe made out of glass. You can always look down and see what Dr. Scholl is doing...Because of my interest in Cinderella, I've done a lot of research on the subject of the poor little girl who was so mistreated by the mean people she lived with. And in my research, I discovered a shocking misrepresentation of facts. A rare document in my possession proves, beyond a shadow of doubt, that--

MUSIC: STINGER

HY: Cinder...was a FELLA!

MUSIC: BUILD SHOCK CHORDS AND SEQUE INTO MOOD MUSIC FOR:

FLO: (CROSSIX) Cinder-fella! Cinderfella! Oh, where is
that miserable urchin! (YELIS) Cinderfella!

HY: Mater, dear, you're much too wealthy to raise your voice
this way...couldn't you hire Harry Von Zell to do it
for you?

FLO: Please, Oglethorpe! Screaming at that horrid Cinderfella
is the only exercise I get, except when I lash him with
my mink o' nine tails. Where is he?

HY: I sent him out to the garage to clean the exhaust pipe
on my car.

FLO: How can that skinny little wretch clean an exhaust pipe?

HY: He crawls through it, dragging a wad of steel wool behind.

FLO: If that deplorable boy doesn't hurry, we shall be late
for the ball tonight.

HY: Oh, Mater, we can't be late for the Princess' ball -
tonight she's going to choose her future husband, and
everyone will be there.

FLO: Quite; everyone! The people will be simply scrumptious.
The Duke of Chichester, the Duchess of Lichester,
the Duke and Duchess of Wichester, the Duchess of
Flichester and Atwater Kent.

HY: Look, Mater - here comes that filthy little servant,
Cinderfella.

FLO: (DISGUSTEDLY) Ogh! Quick, Oglethorpe, hand me my platinum air-wick.

PAAR: Mistress, I've done all my chores. I've shut the shutters, I've Venetianed the blinds...and I put a new daven on the port.

HY: Where have you been so long, you uncouth slave?

PAAR: Please, Master, I went to a meeting of the Slaves' Union Oppressed Local Number 7. We're going to strike for a 40 hour day and more links on our chains.

HY: You cannot strike, filthy one! There is much to be done while Mater and I attend the Princess' ball.

PAAR: Please, Master - inform your mother I'm very hungry. I must have food.

FLO: Food! How utterly ridiculous! You just had lunch not more than three days ago!.....And now, Oglethorpe, let us leave for the ball.

HY: Yes, Mater. Cinderfella, in addition to your other duties, you will keep a lamp burning in the window until we return.

PAAR: But we have no lamps - you broke them all over my head this morning.

FLO: In that case, there's only one thing to do - here, Oglethorpe, put this light bulb in Cinderfella's mouth and plug his garter into the electric socket!

MUSIC: SOCK IT...THEN SEGUE INTO A BROODING THEME...INTRODUCE THEREMIN

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HANS: (SOFTLY) Cinderfelloooooo!

PAAR: Hark! Who is that?

HANS: 'Tis I, me child.

PAAR: Why - why, you're my fairy godmother. I know you're my godfather, because all your clothes are made that way!... How'd you get here?

HANS: I flew in on me vacuum cleaner. It's a Hoover. In fact, Herbert's me co-pilot.

PAAR: Oh, Godfather, I have not seen you since my twin brother, and I were born.

HANS: Twin brother? Pah! ~~You have no twin, me child.~~ Your brother is 37 and you're but 18.

PAAR: I know...I was a deep-freeze baby!

HANS: Egads! Gadzooks! Zounds, and other Victorian expressions of surprise!...But come, me child, we have no time to lose. You are going to the Princess' ball.

PAAR: But, Godfather, look at me - I am too filthy dirty to go to the ball.

HANS: No mind, me child! I'll clean you with me magic wand.

PAAR: How can I get clean with a magic wand?

HANS: It's filled with Clorox!

PAAR: But I have no clothes to wear - look at me - my rags are all in tatters, and the tatters are full of shreds, and even the shreds are frayed.

HANS: No mind, me lad. I'll clothe you in magic. Abadaba...
abadaba...abadaba! Here - slip into this!

PAAR: What is it?

HANS: The latest thing, me boy - a brand new Abadaba!

PAAR: Gee! Just what I've always wanted!

HANS: And now for your transportation - I'll conjure
me finest miracle...a new Chrysler Town and Country.

PAAR: But I can't drive, Fairy Godfather.

HANS: No mind, me boy - I'll give you two of me finest
coachmen - Kaiser and Frazer! ... Now begone, me boy,
and enjoy yourself. But remember --

MUSIC: THEREMIN SNEAKS IN UNDER:

HANS: -- you must leave the ball before midnight!

MUSIC: BUILD UP THEREMIN - SEQUE INTO WALTZ - FADE OUT UNDER:

PAAR: Ah, Princess, you dance divinely and I fear I'm
too clumsy for you. You see, I'm out of practice.
I've been in the stag line so long, I grew a pair of
antlers.

DORIS: Oh, handsome stranger, won't you lift your mask and
let me see who you are? I know you must be a very
wealthy person.

PAAR: How do you know?

DORIS: You're the only one here who's wearing one of those new abadabas!

PAAR: My dear princess, I fear I'll have to leave you soon...

DORIS: But why?

PAAR: You may think me strange, but I have to go put a bulb in my mouth and plug my garter into a socket.

DORIS: My, what an interesting hobby!!!

PAAR: Have you the correct time?

DORIS: Let us turn on this radio and get it.

SOUND: CLICK OF RADIO

HAL: (FILTER) At the sound of the gong, it will be twelve midnight, Gruen Curvex Hour Glass Time. Remember -- the Curvex Hour glass is the only one that contains sand bent to fit the wrist!

SOUND: GONG

PAAR: Midnight! I've got to get out of here....

DORIS: (CALLING) Stranger! Come back, stranger! Come back!

MUSIC: THERAMIN IN. HURRY MUSIC. MODULATE INTO SLOW THEME

HAL: (FILTER) It has now been three months since the Princess' ball and that gracious lady has still not chosen her future husband. Instead, she is continuing her search for a handsome, mysterious stranger who was last seen wearing an abadaba. Good night to you... and I ...do.. mean..you!

FLO: Oglethorpe, turn off that radio.

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(REVISED) -19-

DORIS: You---how do you keep up your trousers, you skinny
little wretch?

PAAR: I just tuck them in between my ribs.

DORIS: Nevertheless, you'll have to try on these glass
suspenders. You may be the one!

PAAR: Alright, Princess -- I'll try!

HAL: (COMING ON) Princess! Your Majesty! We've found the
mysterious stranger! We've found him!

DORIS: Are you positive?

HAL: Yes, yes -- the suspenders fit him perfectly. Here
he is.

DORIS: My beloved prince!

HANS: My beautiful princess!

PAAR: My Fairy Godfather!

MUSIC: SOCK IT & PLAY OFF #3
(APPLAUSE)

eb

ATX01 0309897

PAAR: ~~Ladies and gentlemen, one of the most serious problems~~
we face is the rising accident rate. Each year, more
of us are killed or injured fighting the Battle of the
Boulevards. Let's try to avoid accidents by not being
careless drivers...obey the law...don't mix alcohol and
gasoline...traffic regulations are posted for your
safety, don't disregard them...and above all, don't
speed. Remember, the accident doesn't always happen to
the next fellow. Be careful...the life you save may
~~be your own.~~ Thank you.

(APPLAUSE)

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

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THE JACK PAAR PROGRAM COMMERCIALS FOR SUNDAY, AUGUST 24, 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. Ed Isaacs - popular warehouse operator from Lebanon, Kentucky - recently said:

VOICE: Season after season, I've seen the makers of Lucky Strike buy fine, ripe tobacco - the kind of leaf a tobacco man really goes for.

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

SHARBUTT: (ON FILTER) Mr. Bryan Williams - ace tobacco auctioneer of Paris, Kentucky, said not long ago:

VOICE: I've seen the makers of Lucky Strike buy tobacco that just can't be beat for real smokin' quality. Smoked Luckies myself for 16 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 B.G.

HY: Tune in next week to the Jack Paar Show with Trudy Erwin, the Page Cavanaugh Trio, Jerry Fielding and the Orchestra, yours truly Hy Averback, and starring JACK PAAR.

PAAR: We're a little on time, so goodnight, folks.
(APPLAUSE)

MUSIC: THEME UP FADE FOR

HY: (OVER APPLAUSE) Don't forget, friends! For the tops in radio entertainment, set your dial to NBC, Wednesday night, for the thrilling newspaper drama, "THE BIG STORY." And on Saturday night, don't miss "YOUR HIT PARADE" with Martha Tilton, the Pied Pipers and starring Andy Russell.

MUSIC: THEME UP FOR SIGN OFF

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

As Broadcast

PROGRAM NO. 14

(REVISED)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK PAAR PROGRAM

Sunday, August 31, 1947

NBC

3:00-3:30 PM PST

COMMERCIAL

OPENING

MONOLOGUE

ORCHESTRA NUMBER

HISTORICAL SPOT

COMMERCIAL

TRUDY ERWIN

BBC SPOT

ALLOCATION

COMMERCIAL

TAG

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ATX01 0309901

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

COMMERCIAL NO. 1

SHARBUTT: THE JACK PAAR PROGRAM - presented by LUCKY STRIKE!
BOONE: (CHANT - 57 to 59 - AMERICAN)
SHARBUTT: Fine tobacco is what counts in a cigarette and day-in,
day-out ...
RUYSDAEL: LS - MFT
SHARBUTT: Lucky Strike means fine tobacco. Yes, always ...
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.
RIGGS: (CHANT - 57 to 59 - AMERICAN)

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ATX01 0309902

MUSIC: HIT AND FADE FOR:

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

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

PAAR:

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

PAAR: Senor Averbach, you are a latin, are you not?

HY: Si, si, but yes....I am from Souse America.

PAAR: Oh....Souse America?

HY: ~~Yes~~,.....they've got an awful lot of bourbon in Brazil!

PAAR: That's very good....

HY: Si si...that is Souse American joke..I hear on Souse American raddio program...Jose's Tavern! (It's a very funny program Man answers telephono...say Hallo Jose's Tavern...Jose's no nere....Cantiflas the manager speaking...very funny ha ha program)

~~PAAR: I'm sure it is Senor. I used to listen to some of these~~
Spanish programs it was called Sweeney and Pancho. But to get back to you Senor Averbach...I understand you're up here on a good will toum.

HY: Yes, but I've been in Hollywood for three days and I haven't met any yet! Oooo...those Hollywood girls.....
.....Oooo la la...

PAAR: Oo la la?

HY: ~~Forgive me, Senor. when I think of girls I forget to~~
~~spanish!~~

PAAR: Touche, Senor, Touche.

HY: Thank you.....San Louis Obispo! Tell me Senor...have you known many people from Souse America?

PAAR: Well, not many, but I've met Carmen Miranda.

HY: Oh?

eb

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

HY: Touche, Senor...

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

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

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

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

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

MUSIC: PLAYOFF "SOUTH AMERICAN"
(APPLAUSE)

eb

ATX01 0309906

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

MUSIC: ORCHESTRA AND "SMILES"

(APPLAUSE)

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

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

(REVISED)7-

FLO: (BROOKLYN) Myles Standish is a bum!

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

ORCH: SHORT BRIDGE BASED ON "HOME SWEET HOME"

SOUND: DOOR OPENS

FLO: Is that thee..Dreamboat?

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

BABY: (CRIES)

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

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

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

FLO: I hadn't noticed.

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

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

HANS: Well, just ignore him.

SOUND: DOOR OPENS

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ATX01 0309909

JERRY: Anyone for Tennis? (A YOUNG BREATHLESS VOICE)
SOUND: AFTER WELL CALCULATED PAUSE...DOOR SLAMS SHUT
FLO: John, I thought we might go out tonight...
HANS: That's all right with me..have we got a baby sitter?
HAL: UGH! *ugh!*
HANS: Oh..here he is now.
HAL: UGH! *ugh!*
HANS: Our baby sitter..Standing Bull! I don't know about going
out Priscilla..there's a lot of unfriendly indians around..
the settlement may be attacked at any moment.
FLO: But John...this is our wedding anniversary..it's our
wooden wedding...
HANS: I hadn't forgotten our wooden wedding, Priscilla...here,
I broughtcha something...a pair of snuggles.
FLO: Gee...Knotty Pine!
HANS: Yeah...and look...
SOUND: SQUEAKING NOISE
HANS: Hinges!
ORCH: BRIDGE BACK TO PAAR
PAAR: Well...on the surface everything looks pretty serene in
the John Alden household doesn't it..and it was, but---
SOUND: DOOR OPENS
JERRY: Anyone for Tennis?
SOUND: AFTER PAUSE...DOOR SLAM

b1

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

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

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

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

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

SOUND: TWO TOOTS (AS ABOVE)

PAAR: And on Friday night.

SOUND: TWO TOOTS (AS ABOVE)

PAAR: And then on Saturday night...

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

PAAR: Myles kissed Priscilla.

FLO: Oh Myles!

HY: Oh Priscilla!

FLO: Oh Myles!

HY: Oh Priscilla!

FLO: Oh Myles!

HY: How far is Reno?

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

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

SOUND: DOOR OPENS

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

SOUND: DOOR SLAM

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

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

SOUND: DOOR OPENS

JERRY: Anyone for shooting Indians?

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

(REVISED) -11-

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

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

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

ORCH: SECOND PLAYOFF

(APPLAUSE)

ATX01 0309913

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

COMMERCIAL NO. 2

RUYSDAEL: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS! The independent tobacco expert who knows from his own experience at the auctions, what kind of tobacco is bought by the makers of Lucky Strike.

RIGGS: (CHANT - 57 to 59 - AMERICAN)

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

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

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

SHARBUTT: YES, THE MAN WHO KNOWS! Independent tobacco experts like Mr. Pinnix - men with years of tobacco experience - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco. Remember ...

RUYSDAEL: LS - MFT

SHARBUTT: Lucky Strike means fine tobacco - and fine tobacco means real, deep-down smoking enjoyment for you.

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

H

ATX01 0309914

MUSIC: PLAY ON

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

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

PAAR: Alright, Trudy, Trudy, Trudy.

MUSIC: ORCH. AND TRUDY

(APPLAUSE)

eb

ATX01 0309915

SOUND: BIG BEN TOLLS TWICE

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

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

MUSIC: CHEERFUL PLAY ON THEME

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

MUSIC: PANFARE PLAY OFF

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

MUSIC: ~~SHORT PLAY-ON~~

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

SOUND: ~~APPLAUSE~~

PAAR: Good morning, ladies!

LADIES: (CAST) Good morning, Lord Farbisherhavingham!

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

LADIES: Good morning, Montmorency-Ashforthton!

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

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

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

DORIS: The name's Proddy.

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

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

PAAR: A seemstress in a tea factory?

DORIS: OI make the bags

PAAR: Fascinating! Aren't you working today?

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

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

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

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

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

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

FLO: I'm 97.

DORIS: I'm 99.

HAL: I'm 101.

FLC: I'm 103.

HANS: I'm dead.

pr

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

MUSIC: PLAY OFF

PR

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

FLO: Gideon...

JERRY: Yis?

FLO: Must speak with you.

JERRY: Speak, then.

FLO: I'm leaving you.

JERRY: Someone else?

FLO: Nat'rally.

JERRY: Lezzlie?

FLO: Precizzley!

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

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

MUSIC: FANFARE

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

b1

ATX01 0309920

PAAR: Thank you. My assistants are stationed in provocative positions about the theater..Henry Tishforth in the pit... Farthington Crovingale in the rotunda..Charles Billingsworth in the upper tier...and Philip Whiteside in the box office, estimating the day's receipts..and now to Faversham Butterworth.

HAL: Doctor, I have a young lady in the balcony.

PAAR: (ANGRILY) Dash it all, Butterworth, we've no time for that sort of thing!

HAL: She wishes to reply to an interrogation.

PAAR: Fascinating!..Madame, would you care to win a quid?

FLO: No, thank you. I have three -- oldest one's fourteen!

PAAR: Then we'll make it half a crown..Tell me, what American motion picture star was born in South Africa?

FLO: I don't know. Frankly, I'm baffled.

PAAR: That is correct! Baffled Rathbone!...Give that lady half a crown and a box of kippers!...You do like kippers, don't you?

FLO: Oh yes. I have three -- oldest one's fourteen!

PAAR: Fascinating! And now-----

HY: We interrupt this program to bring you a ~~special bulletin~~
^{attached to the} ~~bulletin~~
 ^ from Scotland Yard...Attention, all bobbies--Lady Greffort-
 Teversham's fabulously valuable 20-foot string of rare pearls
^{with a black diamond}
 ^ has been reported missing. That is all. We return you now
 to the Doctor I.O.U. program!

b1

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

MUSIC: PLAY-OFF #3
(APPLAUSE)

b1

PAAR: Ladies and gentlemen, one of the most serious problems we face is the rising accident rate. Each year, more of us are killed or injured fighting the Battle of the Boulevards. Let's try to avoid accidents by not being careless drivers...obey the law...don't mix alcohol and gasoline...traffic regulations are posted for your safety, don't disregard them...and above all, don't speed. Remember, the accident doesn't always happen to the next fellow. Be careful...the life you save may be your own. Thank you.

(APPLAUSE)

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

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

COMMERCIAL NO. 3

RUYSDAEL: LUCKY STRIKE PRESENTS - THE MAN WHO KNOWS!
BOONE: (CHANT - 57 to 59 - AMERICAN - FAST)
RUYSDAEL: THE MAN WHO KNOWS ... THE TOBACCO AUCTIONEER!
SHARBUTT: (ON FILTER) Mr. George Swinebroad - ace tobacco
auctioneer of Lancaster, Kentucky, said recently:
VOICE: At auction after auction, I've seen the tobacco
bought by the makers of Lucky Strike. Take my word
for it, that's real tobacco ... ripe, light tobacco
that smokes smooth and mild.
SHARBUTT: (ON FILTER) Mr. Garland Tilley, well-known tobacco
buyer of Durham, North Carolina, recently said:
VOICE: Season after season, I've seen tobacco bought by the
makers of Lucky Strike ... fine tobacco you just can't
beat for real smokin' quality. Smoked Luckies myself
for 17 years.
SHARBUTT: AND SO IT GOES WITH THE MAN WHO KNOWS - THE TOBACCO
EXPERT!
Remember, fine tobacco is what counts in a cigarette,
and ...
RUYSDAEL: LS - MFT
SHARBUTT: Lucky Strike means fine tobacco.
RUYSDAEL: LS - MFT
SHARBUTT: Lucky Strike means fine tobacco.
RUYSDAEL: So for your own real, deep-down smoking enjoyment -
smoke that smoke of fine tobacco -- Lucky Strike --
so round, so firm, so fully packed, so free and easy
on the draw.

h

ATX01 0309924

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

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

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

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

PAAR: I know, Hy, but they're not through using the OLD Cary Grant yet. Goodnight, everybody!

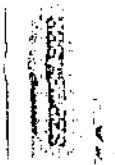
(APPLAUSE)

MUSIC: THEME UP FADE FOR

(OVER APPLAUSE) Don't forget, friends! For the tops in radio entertainment, set your dial to NBC, Wednesday night for that thrilling newspaper drama, "THE BIG STORY". And on Saturday night, don't miss "YOUR HIT PARADE" With Doris Day, Axel Stordahl, the Ken Lane Chorus and starring Frank Sinatra.

MUSIC: THEME UP FOR SIGN OFF

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



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)

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:

you are very kind.

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).....

a.
h

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

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

7
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~~ 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

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~~^{with} 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

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~~ _{210, 300.} ~~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

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

HY: ~~But, Jay P., 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: Dot'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 ^{of sugar} ~~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

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'!

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

HAL: Oday.

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)

H

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?

0

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-bon-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~~ 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-voutrée-amour~~...

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....

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.

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:

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

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

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!

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

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 Zybysko!...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

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

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

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

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)

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

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

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.

HAL: 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.....

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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

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 insantly 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.....

(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 Averback. (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

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.

t

(REVISED)

-1-

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:

W

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)

W

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!

m

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)

m

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 work 12 hours a day to come out to} 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?

mb

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.

mb

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 Aplo.

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)

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!

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)

w

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: THRESHING MACHINE

mb

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.

mb

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.

mb

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!

mb-

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?

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?

w

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)

W

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....

pr

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.

t

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.

pr

ATX01 0310000

SHOW NO. 18

(REVISED)

"As 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.

L

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

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

W

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!.....

W

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

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.....Same 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

W

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.

Y m

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?

w

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

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)

m

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 ~~jam~~ ~~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.

t

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
mumblies. . . . Master Upjohn.

BOY: Thank you, Uncle Jack.

t

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.

m

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 are~~ ^{that is} 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.

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)

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....

m

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)

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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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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.

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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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(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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