

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

REBROADCAST: 9:30-10:00PM, PWT
STA: KPO, KOMO, KMJ, KHQ, KGW,
KFSD, KFI.

CLIENT:

AMERICAN TOBACCO COMPANY
LUCKY STRIKE - L.S./M.F.T.

BROADCAST

REV. #21

DATE: FEB. 18, 1945

PROGRAM:

THE JACK BENNY PROGRAM

NETWORK:

NBC

I OPENING NEW YORK

AS

DELMAR: THE JACK BENNY PROGRAM!

RUYSDAEL: Quality of product is essential to continuing success.

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Lucky Strike means fine tobacco -- so round, so firm,
so fully packed, so free and easy on the draw!

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Of course!

SHARBUTT: That's it!
(Ex. H)

RUYSDAEL: Right you are!

DELMAR: Lucky Strike means fine tobacco -- so round, so firm,
so fully packed, so free and easy on the draw!

(MORE)

ATX01 0236276

JACK BENNY
4TH REV. PROGRAM #21

SHARBUTT: It takes fine tobacco to make a fine cigarette. And
remember, Lucky Strike means fine tobacco. Yes,
first, last and always, Lucky Strike means fine tobacco!

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: Independent tobacco experts present at the auctions
can see Lucky Strike consistently select and buy
the finer, the lighter, the naturally milder
Lucky Strike tobacco. So smoke that smoke of fine
tobacco - Lucky Strike.

(SWITCHOVER TO LOCATION OF JACK BENNY PROGRAM)

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC AND FADES)

DON: FROM THE HISTORIC CITY OF SAINT JOSEPH, MISSOURI..THE
LUCKY STRIKE PROGRAM..STARRING JACK BENNY..WITH MARY
LIVINGSTON, PHIL HARRIS, ROCHESTER, LARRY STEVENS AND
"YOURS TRULY" DON WILSON!

(APPLAUSE, MUSIC UP AND FADES OUT)

DON: YES, LADIES AND GENTLEMEN, TODAY JACK BENNY IS IN
SAINT JOE..PERHAPS SOME OF YOU MAY HAVE FORGOTTEN THE
STORY BEHIND THIS GREAT EVENT..SO I'D LIKE TO TAKE YOU
BACK ABOUT THREE YEARS TO JACK BENNY'S HOME IN BEVERLY
HILLS..JACK WAS COMFORTABLY SITTING IN HIS BIG EASY
CHAIR, READING HIS SCRAPBOOK..WHILE ROCHESTER WAS
STRAIGHTENING UP THE HOUSE AND SINGING A POPULAR SONG
OF THE DAY.

(PAUSE)

ROCHESTER: (SINGS) MY MAMA DONE TOLD ME
WHEN I WAS IN KNEE PANTS
MY MAMA DONE TOLD ME, SON
A WOMAN WILL SWEET TALK
AND GIVE YOU THE BIG EYE
BUT WHEN THE SWEET TALKIN'S DONE
A WOMAN'S A TWO-FACE
A WORRISCOME THING
WHO LEAVES YOU TO SING
THE BLUES IN THE NIGHT

FROM NATCHEZ TO MOBILE
FROM MEMPHIS TO SAINT JOE --

JACK: Saint Joe..They loved me there!

(APPLAUSE)

DON: YES, LADIES AND GENTLEMEN, THAT'S HOW IT ALL STARTED..
AND NOW THREE YEARS LATER, HERE HE IS IN PERSON..
SAINT JOE'S FAVORITE ADOPTED SON..JACK BENNY!
(APPLAUSE AND MUSIC: FAST CORNY VERSION OF "HOT TIME
IN THE OLD TOWN TONIGHT" WITH SLIDE TROMBONE FINISH)

JACK: Thank you, thank you..Hello again, this is Jack Benny talking..And folks, I want to tell you, this is the greatest reception I ever got in my life..no kidding I'm so proud, my chest is almost out to my underwear..
Yes sir!

DON: I don't blame you, Jack..Here we are doing our program in the largest auditorium in town, and they've even given you their home-town band for the broadcast.

JACK: That's right, Don..Is it any wonder that I'm so happy to be here in good old Saint Joe.

(BAND BREAKS INTO "HOT TIME IN THE OLD TOWN" WITH TROMBONE FINISH)

JACK: Hmm..Where were we, Don before we were interrupted?

DON: You were just saying how happy you are to be here.

JACK: Oh, yes..What a welcome I got when I arrived..You should have been with me, Don..The train pulled into a siding, they slid open the door, and we all ran down the ramp..How happy we were --

DON: Jack, did you say you ran down a ramp?

JACK: Yes..How happy we were --

DON: Wait a minute, Jack who ran down the ramp? You and who else?

JACK: Me and the cows!.....How happy we were --

DON: Jack, do you mean to say you arrived here on a cattle train?

JACK: Cattle train!

DON: Certainly..When you saw all those cows, what did you think it was?

JACK: Well, I..didn't exactly know..but I did feel they were over-doing that share-the-ride business...Boy, were we crowded.

DON: But Jack, I can't understand you making the mistake of getting on a cattle train..Didn't anybody stop you?

JACK: Yes, yes some fresh cowboy..he opened my shirt, stamped Grade "A" on my chest and herded me in...(and with those sharp sticks)...But it doesn't matter how I got here as long as I'm in good old Saint Joe.
(BAND HITS "HOT TIME", WITH TROMBONE FINISH)

JACK: Wait a minute...WAIT A MINUTE...WAIT A MINUTE!.....
For heaven's sake, fellows, you don't have to play that tune every time I say good old --
(BAND HITS "HOT TIME" WITH TROMBONE FINISH)

JACK: JACK, I DIDN'T SAY IT...I DIDN'T SAY IT!
Now look, fellows, I know you're glad to see me, but you don't have to blow your brains out...After all, we're trying to do --

MARY: HELLO JACK...HELLO EVERYBODY.

JACK: HELLO, MARY. HOW ARE YOU?
(APPLAUSE)

JACK: Say, say, Mary...they love you here, too, isn't that nice?"

MARY: It sure is, Jack...But I've never seen a town go all-out for any one like this town has gone for you.

JACK: It sure is exciting, Mary...Did you see those big banners all over town that say...WELCOME, JACK BENNY, THREE CHEERS FOR JACK BENNY, AND WE LOVE YOU JACK BENNY....Did you see them?

MARY: See them...I was with you in Chicago when you had 'em painted.

JACK: Mary, you're just making that up...You know very well they love me here...What about that parade that was given in my honor?

MARY: Jack, was that parade in your honor?

JACK: Certainly it was.

MARY: Then you oughta be ashamed of yourself...selling hotdogs.

JACK: Mary!

MARY: And you got mustard all over the Chief of Police.

JACK: Well, if Chief Swebston didn't mind, why should you... Anyway...you know you....

DON: (LAUGHS)

MARY: Don, Don, what are you laughing at?

DON: Oh, I was thinking about Jack...he came in town on a cattle train.

MARY: Jack, you didn't!

JACK: Well, it was all a mistake... and by the time I found out, we were here already. You know..

MARY: Oh, for goodness sake, Jack, do you mean to say you rode in a cattle car without even knowing it.

JACK: Mary, when I ride on a train I don't look around to see who's sitting next to me...However, I did get suspicious when I rang for the porter and he came in on all fours.

MARY: You mean it was a cow?

JACK: I don't know, but I asked for milk and never got such quick service in all my life.

MARY: You mean you got it?

JACK: Right in the eye, sister, right in the eye!

MARY: Oh...Oh..OH!

JACK: Oh, oh, Mary, you're making fun of me.

MARY: No, Jack, I think you're awfully cute. Any one could have made that mistake.

JACK: Certainly.

DON: Well all right, Jack, I'm convinced that it was all a mistake...But if you had stayed with me, you wouldn't have had to ride on a cattle train.

JACK: Don, if I'm gonna ride with a load of beef, what's the difference what train it's on!...And I wish Larry would come in so we would stop this silly talk.

LARRY: HELLO, MR. BENNY.

JACK: Thank you...HELLO LARRY. How are you?

(APPLAUSE)

JACK: Well, well...listen to that reception, kid...Isn't that a wonderful audience out there?

LARRY: Oh, it certainly is, Mr. Benny.

JACK: And you know what, Larry?..Everybody that came in here to see this show had to give a pint of blood.

LARRY: Did it help you get over your cold?

JACK: They didn't give it to me, they gave it to the Red Cross!

LARRY: Oh, I'm sorry, Mr. Benny.

JACK: That's all right, kid...anybody could have made that mistake.

MARY: Like coming here on a cattle train.

JACK: Certainly.

MARY: Say, Larry, have you been having any fun here in town?

LARRY: Oh, I sure have, Miss Livingstone, I've been seeing all the sights...And this afternoon I even visited Jesse Jame's house.

MARY: You did?

LARRY: Yes, but Mr. James wasn't home so I left.

JACK: Look, kid, Jesse James has been dead for over sixty years.

LARRY: He has?...Then why are they charging a quarter to go into his house?

JACK: Because he still has an F.H.A loan on it...Go ahead and sing your song, Larry, I'll take you to Lover's lane afterwards...and sing especially nice in appreciation of the way they love me here in good old Saint Joe.

(BAND HITS "HOT TIME")

JACK: Wait a minute, now wait a minute for heaven's sake... for heaven's sake...I forgot about them..They drive me nuts no kidding.

(MUSIC STOPS)

JACK: Sing kid.

(APPLUASE)

(SEGUE INTO LARRY'S NUMBER)

(APPIAUSE)

JACK: Yes siree, well, well, well, can't do...That was Larry Stevens singing "Sweetheart Of All My Dreams"... and very good too...They love you here kid.

MARY: Mr. Benny's right, Larry...Saint Joe loves everybody.

LARRY: They sure do, Miss Livingstone...In fact last week the Saint Joseph News-Press printed a big picture of Fred Allen on the front page and told about how funny he was when he played at the Crystal theatre.

JACK: Hmm.

MARY: Jack, I didn't know Fred ever played Saint Joe.

JACK: Yes, yes he did, Mary...Allen was playing the Crystal theatre, and at the same time the bags under his eyes were making a personal appearance at the Orpheum. What -- what an act he had...that was the first time the stockyards ever complained...no kidding, you know and another thing --

PHIL: HI YA FOLKS, I THINK YOU KNOW ME..BUT THIS IS MISSOURI, SO COME ON, SHOW ME!
(APPLAUSE)

PHIL: Yes, this is Missouri, this is Missouri. Aw Jackson, listen to that applause..That's what I like about the South.

JACK: Well that was a cute entrance, Phil, and by the way, I've got a little compliment for you..Everybody liked you on the Fitch Bandwagon last week.

PHIL: Well thanks..and you know, Jackson, them Fitch people were awful nice to us. You know after the broadcast they gave every one of my musicians a case of a shampco for a present.

JACK:

Well that was darn nice of 'em..a whole case?

PHIL:

Yeah, and my guitar player says it's delicious wher you cut it a little with ginger ale.

JACK:

Phil, Phil, you mean to say that Frankie drank the shampoo?

MARY:

Frankie'll drink anything..He's the only musician who strums his guitar with a corkscrew.

PHIL:

Yeah.

JACK:

Yeah you know, Phil, I haven't seen much of you sin hit town..What have you been doing with yourself?

PHIL:

Well Jackson, I been on the other side of the river I was over in Elwood, Kansas.

JACK:

What where you doing in Kansas, that's a dry state.

PHIL:

I know, I wanted to see how the other half lives.

JACK:

Oh....I see, I see..well Phil, how are you enjoying Saint Joe?

PHIL:

Oh it's a great town, Jackson, great. You know, thil a very historical place. You know this is the home of Jesse Jones.

JACK:

THAT'S JESSE JAMES...JESSE JONES...my goodness.

DON:

Say Jack, didn't they use a lot of local scenery in that movie theymade about Jesse James?

JACK:

Yes, Don, and I remember that picture very well..They wanted me to play the part of Jesse and then...strict through politics...of course, they took Tyne Power instead, you know.

PHIL:

Well why didn't they take you, Jackson?

MARY:

Because every time they shot a gun his toupay blew of Mary, that wasn't a toupay, that was my mask that blew off.

JACK:

MARY: Since when does a mask have bobby's pins, bobby pins?

JACK: (MOCKING) Bobby's pins, bobby's pins..Mary that's bobby pins, it's not bobby's pins -- they don't belong to Bobby -- you know what I mean -- very funny.

LARRY: You know, Mr. Benny, for an outlaw Jesse James was a very romantic figure, wasn't he?

JACK: What did you say, Larry.

LARRY: You know, Mr. Benny, for an outlaw Jesse James was a very romantic figure, wasn't he?

JACK: You're right, kid..(DRAMATIC) Jesse James. I can just see him now...holding a crowd at bay, a look of defiance on his face, and in each hand a smoking pistol.

DON: THAT'S RIGHT, PARDNER, AND THEY WERE SMOKING LUCKY STRIKES.

JACK: Oh for heaven's sake...what has Jesse James got to do with Lucky Strikes?

MARY: (A LA MAE WEST) Well he was free and easy on the draw too, wasn't he, Sheriff?

JACK: Look, I'm trying to tell Larry some historical facts about Jesse James...You see, kid, he always carried two guns, and everybody knew that Jesse James meant business.

DON: (WESTERN) Yes, and everybody knows that Lucky Strike means fine tobacco.

JACK: When you say that smile, Pardner!

DON: (LAUGHINGLY) Yes, Lucky Strike means fine tobacco.

JACK: That's better...Now getting back to the --

LARRY: Say Mr. Benny, did Jesse James really live here?

JACK: Yes, Larry, you saw his house...he lived right here in Saint Joe.

LARRY: Gosh, did they love him too?

JACK: Well I don't remember, kid..You see, anyway, at first he led a very normal, peaceful life.

LARRY: Uh huh.

JACK: But then he got mad and started on a rampage, and do you know why he got mad?

PHIL: BECAUSE KANSAS WAS A DRY STATE.

JACK: Look, Phil, Phil, I'm trying to tell Larry the story of the --

(KNOCK ON DOOR)

JACK: Oh my goodness...COME IN.

(DOOR OPENS)

WELCH: Mr. Benny?

JACK: Yes.

WELCH: I'm Phil Welch, the Mayor of this city.

JACK: Well!

(APPLAUSE)

JACK: Well, it certainly is a pleasure to meet the mayor of good old Saint Joe.

(BAND PLAYS "HOT TIME" AND ENDS WITH TROMBONE FINISH)

JACK: ALL RIGHT, FELLOWS, ALL RIGHT, THAT'S ENOUGH...Well I'm pleased to meet you, Mayor Welch..I'm sorry I didn't recognize you.

WELCH: Well I recognized you immediately...I saw you when you played here in Vaudeville, and I thought you had a very funny act.

JACK: You did? Well.

WELCH: In fact I laughed so hard I almost choked on my lollipop.

JACK: (LAUGHS) Well that's very good, Mayor, very good.

WELCH: Thanks, Jack, but I really came here on behalf of the city to make you honorary president of our Chamber of Commerce.

JACK: Well. This is indeed an honor..I've never been so thrilled.

WELCH: Here's your membership card, Mr. Bonny.

JACK: Say, say, just look at this.."Jack Benny, honorary president of the Saint Joseph Chamber of Commerce."

WELCH: And your membership fee is a dollar a year.

JACK: Oh...A dollar...a year?

WELCH: Yes.

JACK: But look, I'm only going to be here a week, how much will that be?....In fact, I'm actually going to be here only four days...but why quibble you know.

WELCH: Well Mr. Benny, we've never figured it in weeks.

JACK: Oh...Well of course Mayor Welch, I don't live in Saint Joe...what's your rock-bottom price for non-residents..huh?

WELCH: Mr. Benny, one dollar is absolutely the lowest dues we've ever collected from any president of the Chamber of Commerce.

JACK: Well...(SILLY LAUGH)..I like to be sporting about those things.

WELCH: Good.

JACK: Well here's fifty cents, make me vice-president.

WELCH: It's been a pleasure, thank you.

JACK: And thank you, Mayor, I'm glad you dropped around.

WELCH: Thank you and good night, Jack.

(APPLAUSE)

JACK: Say Mary, wasn't it nice of the Mayor to give me this card?...And it was worth fifty cents, look what it says on it.."The holder of this card is entitled to one ride on the Pony Express."

MARY: (LAUGHS)

JACK: What are you laughing at?

MARY: HALF BUCK BENNY RIDES AGAIN.

JACK: Don't be so smart..I'm vice-president now of the Chamber of Commerce.

MARY: Well if you'd given the whole dollar, you could have been president.

JACK: Well --

PHIL: He'd rather be tight than president.

JACK: Now cut that out....And now, ladies and gentlemen, in my official capacity as vice-president of the Chamber of Commerce of Saint Joe...it is my honor to bring you one of our native daughters...a young lady who happens to be visiting here in our home town..a very famous movie star, Miss Jane Wyman.

(APPLAUSE)

WYMAN: Thank you, ladies and gentlemen, and thank you, Jack. It's really an honor being introduced by a four-bit vice-president.

JACK: You're welcome, Janie..And say, I was right when I said you were born here in Saint Joe, wasn't I?

WYMAN: Oh yes, Jack, twenty-eight years ago..And just think, when I was born you were just a little seven-year old kid running around Waukegan.

JACK: Oh Janie, don't make me younger than I really am, I was eight at the time.

MARY: His father was nine.

JACK: Oh quiet..I merely asked Janie if she was born in Saint Joe.

WYMAN: Yes, Jack and there's something I ought to tell you...
The people here don't like their city to be called
Saint Joe.

JACK: They don't?

WYMAN: No..You see it's like San Francisco..they don't like
to be called Frisco..And the people here like their
city to be called Saint Joseph.

JACK: Oh now, Janie Saint Joseph but, Janie, that will be
silly.

WYMAN: Silly..why?

JACK: Well how would this sound.

FROM NATCHEZ TO MOBILE
FROM MEMPHIS TO SAINT JOSEPH
WHEREVER THE FOUR WINDS BLOWSEF --

See what I mean?

WYMAN: No-sef.

JACK: Nosef?

MARY: If this keeps up, I think I'll gosef.

JACK: You stay here..Anyway, Janie, it's nice that you're
with us in your home town..And do you know that
everybody in this audience had to give a pint of blood
to see this show?

WYMAN: Well..you've raised your prices, haven't you?

JACK: They didn't give it to me...I mean why does everybody
think that?...In the first place there isn't a man
living who can take four thousand pints.

PHIL: Wait a minute, Jackson, Frankie and I once --

JACK: I'm not talking about that..Say Janie, how about you and
I going out for a good time after the broadcast? We had
fun the last time we went out together, didn't we?

WYMAN: Oh yes, Jack but I don't know how to say this..but to have a good time you've got to spend some..well for instance, last time we were out, remember what happened with the juke box?

JACK: Nothing happened..I put my nickel into that juke box like everybody else did.

WYMAN: Yes, but Jack, wasn't that a little corny standing on a table and yelling, "THIS MUSIC COMES TO YOU THROUGH THE CURTESY OF JACK BENNY."

JACK: Janie!

WYMAN: "STAR OF STAGE, SCREEN, RADIO, AND THE BIGGEST HOTDOG IN SAINT JOE FOR A DIME".

JACK: Well, I just did that for a gag, that was all.

DON: Say Jack, I just happened to think of something..Weren't you and Miss Wyman in that picture "Hollywood Canteen"?

JACK: Yes, Don, but we didn't work together. You know, Janie, I have a little confession to make..When they started the picture I wanted to do a love scene with you, so I spoke to the director.

WYMAN: Well I have a little confession to make too, I spoke to him first.

JACK: Oh, oh. Oseph, oseph.

WYMAN: You know Jack, I appeared in my last two pictures with Jack Carson..and gosh, he's wonderful.

JACK: Jack Carson..he is...huh?

WYMAN: Oh yes..(SIGHS) He's so big and strong.

JACK: Well..being big and strong isn't everything.

WYMAN: But Jack, he's so handsome.

JACK: So what...beauty's only skin deep.

WYMAN: And he's so young.

JACK: Well..I know lots of people who prefer the more mature type.

WYMAN: But Jack Carson is so funny.

JACK: JANIE, DON'T FENCE ME OUT....And if you want to know something, in my new picture, my leading lady is Alexis Smith...Gosh, she's so tall and stately.

WYMAN: Yes, I know, Jack, and I heard about your accident. When you were doing your love scene with Alexis.

MARY: Accident?...What happened Jack?

WYMAN: He fell off his box while he was kissing her?

JACK: I didn't fall, she pushed me...Anyway, Janie, I'll bet you and I will be in a picture some day, because I'm going to --

(SOUND: PHONE RINGS)

JACK: Oh there's the phone...Excuse me, Janie...don't forget, after the show we'll all go out together and --

(SOUND: PHONE RINGS AGAIN)

JACK: I'll take it, I'll take it.

(SOUND: CLICK OF RECEIVER)

JACK: Hello.

ROCHESTER: HELLO MR. BENNY, THIS IS ROCHESTER.

(APPLAUSE)

JACK: Hello, Rochester, where are you calling from...my hotel room?

ROCHESTER: Well I'm in the hotel, but I'm not in your room...I'm outside in the hall.

JACK: What are you doing out in the hall?

ROCHESTER: You know that suit you wore on the cattle train?

JACK: Yes.

ROCHESTER: WELL I'M WAITIN' FOR THE DRY CLEANER TO COME AND DRAG IT OUT OF THE ROOM.

JACK: But Rochester, I thought he was going to be there this morning to pick up the suit.

ROCHESTER: Oh he was, boss...AND IT'S THE FIRST TIME A DRY CLEANER EVER CALLED FOR A SUIT AND DIDN'T HAVE TO SAY WHERE IS IT.

JACK: Oh, then he picked up my suit?

ROCHESTER: No, HE WENT BACK TO GET A LONG HOOK!

JACK: A long hook...Rochester, does my suit smell that bad?

ROCHESTER: SMELL BAD...I OPENED A WINDOW AND IT SET SPRING BACK THREE MONTHS!

JACK: Rochester, my suit isn't as bad as that...And if the cleaner doesn't come back, you brush it up yourself.

ROCHESTER: OKAY, AND SAY BOSS, YOU KNOW THAT BIG BANNER OUTSIDE OF THE HOTEL WITH YOUR PICTURE ON IT?

JACK: Yes.

ROCHESTER: WELL SOMEBODY CAME ALONG WITH A SHOTGUN AND GAVE YOU A BAD CASE OF MEASLES.

JACK: What?...You mean they shot holes in my face?

ROCHESTER: YEAH, YOU GOT THE ONLY FACE IN TOWN THAT CAN SIFT FLOUR!

JACK: Rochester, I travelled four thousand miles to get to Saint Joe...And shooting or no shooting it's your job to keep those banners up there.

ROCHESTER: OH BOSS, IF THEY WANNA LOVE YOU, LET 'EM...BUT LET'S NOT FORCE IT ON OURSELVES.

JACK: Rochester, I'm not forcing myself on 'em...They invited me to come here of their own free will.

ROCHESTER: I KNEW FREE WAS IN THERE SOME PLACE.

JACK: Look, Now look, Rochester, I want you to --

ROCHESTER: HOLD IT A MINUTE, BOSS...THE CLEANER JUST CAME BACK,
AND HE'S FISHIN' FOR YOUR SUIT WITH THAT LONG HOOK.

JACK: That's good.

ROCHESTER: SO NOW I GUESS EVERYTHING'LLOh oh.

JACK: What's the matter?

ROCHESTER: THE SUIT GRABBED THE HOOK, PICKED UP THE CLEANER AND
IT'S RUNNIN' DOWN THE HALL WITH HIM!

JACK: What?

ROCHESTER: SOUNDS RIDICULOUS, DOESN'T IT?

JACK: It certainly does...Goodbye.

ROCHESTER: Goodbye.
(APPLAUSE)

JACK: Doggone, if I find...cuffs on my hamburger, I'll know
where my suit went...Play, Phil. Go ahead.
(APPLAUSE AND PLAYOFF MUSIC)

OWI PLUG

JACK:

Ladies and gentlemen...as the casualty lists pour in from the European war fronts, we at home are putting behind us all thoughts of an easy victory... Then comes the struggle in the Pacific, and our top military authorities say it will require another year and a half to two years to lick Japan after we beat Germany...So to you and me, all this means only one thing...All-out support of our fighting men. In other words...stay on that wartime job until released... keep buying more and more war bonds and hold on to them.. keep supporting all home-front activities and observing all war time regulations...and with it all, write encouraging letters to "him" over there, so he'll know a united nation stands behind him...thank you!

(APPLAUSE)

DON:

Jack will be back in just a minute, but first here is my good friend, L. A. (Speed) Riggs.

JACK BENNY
PROGRAM #21
5TH REV.

(SWITCHOVER TO NEW YORK FOR CLOSING COMMERCIAL)

V CLOSING COMMERCIAL

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Smoke that smoke of fine tobacco - Lucky Strike!

SHARBUTT: For Lucky Strike means fine tobacco - the finer, the
lighter, the naturally milder Lucky Strike tobacco!
And this fine Lucky Strike tobacco means real,
deep-down smoking enjoyment for you!

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

RUYSDAEL: The famous tobacco auctioneers heard on tonight's
program were Mr. L. A. (Speed) Riggs, of Goldsboro,
North Carolina, (CHANT - SOLD AMERICAN) and Mr. F. E.
Boone, of Lexington, Kentucky (CHANT - SOLD AMERICAN).
And this is Basil Ruysdael speaking.

TICKET: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

DELMAR: Make no mistake, in a cigarette it's the tobacco that
(Imp. Tag
#14) counts. So smoke that smoke of fine tobacco -
Lucky Strike!

(SWITCHOVER TO LOCATION OF JACK BENNY SHOW FOR SIGN-OFF)

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JACK: Well, folks, our pleasant visit in Saint Joe is just about over, and we've certainly enjoyed every minute of it...And I want to thank all you wonderful people here for giving us such a swell reception... I'm sorry I haven't time to mention the names of all those who have been so nice to us...But you see, Saint Joe has a population of seventy-five thousand, seven hundred and eleven...so you know what I mean... Next week we'll be in Colorado...Wednesday night at the Fort Logan Hospital, Thursday - Peterson Field, Colorado Springs and Friday night we'll see you boys at Lowery Field...and next Sunday we'll be broadcasting for military personnel at Fitzsimmons General Hospital in Denver..We'll see you then. Good night, everybody,

ROCHESTER: My mama done told me
When I was in knee pants
My mama done told me son....