

RUTHRAUFF & RYAN Inc. ADVERTISING

RADIO DIVISION

REBROADCAST: 9:30-10:00 PM, PWT
STA: KPO, KOMO, KMJ, KHQ, KGW,
REV. #32 KFSD,
BROADCAST SUN. 5/6/45 KFI.

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

DATE: NBC

PROGRAM: THE JACK BENNY PROGRAM

NETWORK:

I OPENING NEW YORK

AS

DELMAR: THE JACK BENNY PROGRAM!

RUYSDAEL: Quality of product is essential to continuing success.

BOONE: (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: Check!
(Excl. J)

SHARBUTT: Double check!

RUYSDAEL: Right you are!

SHARBUTT: Lucky Strike means fine tobacco, so round, so firm,
so fully packed, so free and easy on the draw.

(MORE)

ATX01 0236507

DELMAR: For real, deep-down smoking enjoyment smoke that smoke
of fine tobacco - Lucky Strike. For Lucky Strike means
fine tobacco.

SHARBUTT: Yes, Lucky Strike means fine tobacco - the finer, the
lighter, the naturally milder Lucky Strike tobacco.

DELMAR: So smoke that smoke of fine tobacco - Lucky Strike.

RIGGS: (CHANT - SOLD AMERICAN)

(SWITCHOVER TO HOLLYWOOD FOR JACK BENNY PROGRAM)

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND FADES)

DON: THE LUCKY STRIKE PROGRAM...STARRING JACK BENNY..WITH
MARY LIVINGSTONE, PHIL HARRIS, ROCHESTER, LARRY STEVENS,
AND "YOURS TRULY" DON WILSON.

(APPLAUSE, MUSIC UP AND FADES)

DON: LADIES AND GENTLEMEN...THE WARM WEATHER WILL SOON BE
HERE, SO LET'S GO OUT TO JACK BENNY'S HOUSE WHERE WE
FIND JACK AND ROCHESTER CLEANING OUT THE SWIMMING POOL.

(TRANSITION "POOL CLEANING" MUSIC)

ROCHESTER: Well, all the water's out of the pool now, boss.

JACK: Yeah...Gosh, this pool sure can get dirty in a few
months.

ROCHESTER: Maybe it would keep cleaner if it had a tile bottom.

JACK: Well, I --

ROCHESTER: Or even a cement bottom.

JACK: Well I --

ROCHESTER: IN FACT ANY KIND OF A BOTTOM WOULD BE BETTER THAN THIS
MISSISSIPPI MUD.

JACK: Well I would cement it, but I'm growing rice in the
shallow end...Now come on, let's start cleaning the
pool. We'll begin down at the deep end.

ROCHESTER: Okay.

(FOOTSTEPS ON POOL)

JACK: Watch your step going down this sloping part because
it's still wet and slippereeeeeeeeeeeEEEEEE!

(SHORT SLIDE WHISTLE UP...BODY THUD)

JACK: (GROANS)

ROCHESTER: CONGRATULATIONS, BOSS...EIGHTEEN INCHES FURTHER THAN
LAST YEAR!

JACK: Rochester, help me up.

ROCHESTER: Okay....(GRUNTS)

JACK: Now Rochester, pick up that stick and clean out the
drain.

ROCHESTER: What stick?

JACK: That one up there on the edge of the pool.

ROCHESTER: BOSS, PUT ON YOUR GLASSES, THAT'S THE DIVING BOARD!

JACK: Oh...oh...OH!...Anyway, let's get on with the scrubbing.

ROCHESTER: Okay..I'll go to the house and get a bucketful of water.

JACK: You don't have to go to the house for water..Just turn
that handle up there.

ROCHESTER: But boss, that's the one that fills the pool and --

JACK: Don't worry...You turn the handle, and I'll hold this
bucket under the pipe.

ROCHESTER: But boss, that'll be too --

JACK: Tut tut tut...Now go ahead, and turn the handle..I've
got the bucket.

ROCHESTER: Okay....Ready?

JACK: Yes.

(TONS OF WATER RUSHING OUT AND SPLASHING)

JACK: (THROUGH SOUND) TURN IT OFF...TURN IT OFF..TURN IT
OFFFF...(ENDS WITH GARGLE)....(COUGHS AND SPLUTTERS)..
ROCHESTER, ROCHESTER, I'M DROWNING...EVERYTHING'S GONE
BLACK!

ROCHESTER: YOU AIN'T DROWNING, BOSS, YOU GOT THE BUCKET OVER YOUR
HEAD.

JACK: Oh.

ROCHESTER: WITH THAT HANDLE UNDER YOUR CHIN YOU LOOK LIKE GENERAL PATTON.

JACK: Well don't stand there saluting me, take that bucket off my head.

ROCHESTER: Okay.
(BUCKET DROPPED)

JACK: Hmm...Now come on, let's try to get....

MEL: (FROG CROAKING, CONTINUES)

JACK: Oh look at that frog over there in the corner of the pool...isn't he cute?

ROCHESTER: Yeah...he's sure big too.

JACK: Say, Rochester, help me catch him...he'd make a nice pet...(CROAKING STOPS) I'd like to keep him.

ROCHESTER: Hee hee hee...DOGCONE, ANYTHING THAT'S GREEN YOU LIKE TO SAVE!

JACK: Hurry, he's hopping away.
(CROAKS)

JACK: Now, I've got him cornered.

MEL: (CROAKS)
(LIGHT SLIDE WHISTLE UP)

JACK: Rochester, where did he go...where is he?

ROCHESTER: PUT THE BUCKET BACK ON YOUR HEAD, YOU'VE GOT HIM TRAPPED!

JACK: On my head!...Get him off...Get him off quick!

ROCHESTER: HOLD STILL, I'LL GET HIM.

JACK: ROCHESTER, PUT DOWN THAT BROOM!...For heaven's sake, you could hurt me with that.

MARY: HELLO JACK, WHAT'S ALL THE EXCITEMENT?

JACK: Rochester, the next time you --

ROCHESTER: BOSS, BOSS...MISS LIVINGSTONE'S HERE, TIP YOUR FROG!

JACK: Huh?...Oh hello, Mary.

MEL: (CROAKS)

JACK: Oh darn it, he got away...and I wanted to keep him.

MARY: Oh Jack you've already got a turtle, a lizard, a garter snake, two crickets and a caterpillar...What do you want all those things for?

JACK: Well Mary, it's no fun coming home at night to an empty house..you know.

MARY: (GIGGLES) That reminds me of the first time we met.

JACK: Huh?

MARY: When you leaned over and whispered in my ear..."Come on up to my apartment, babe, and I'll show you my insects."

JACK: Yeah...I was a sly one, wasn't I?

MARY: Some sly one...the way you chased me around the room with a butterfly net.

JACK: Oh that was years ago, I've got a lasso now..Say Mary, howdo you like the way I'm fixing up my backyard?

MARY: Gee, it's swell, Jack.

JACK: And you know, Mary, as soon as the pool is filled, I want you to come over and swim every day.

MARY: I'd like to, Jack, but I'm putting all my money into War Bonds.

JACK: Now wait a minute, Mary...I only charge for the upkeep.

MARY: Upkeep..You charge ten cents for the locker, fifteen cents for a bathing suit, and twenty-five cents for the use of the pool.

JACK: All right, all right, but I don't charge anything for the shower.

ROCHESTER: NO, BUT THE PRICE OF TOWELS IS OUTRAGEOUS!

JACK: Rochester!

MARY: Rochester's right...You charge for everything...Five cents for a sun chair, seven cents for a beach umbrella, ten cents for water wings.

JACK: Mary --

MARY: You've even got a meter on the diving board!

JACK: Now Mary --

MARY: Why last year you made more money out of your swimming pool than you did in radio.

JACK: Well it was a very hot summer....And another thing --

MARY: (LAUGHS)

JACK: What are you laughing at?

MARY: You've got the only swimming pool that's listed on the New York Stock Exchange.

JACK: Stock exchange, stock exchange.

LARRY: Hello Mr. Benny, Hello Miss Livingstone.

MARY: Oh, Hello, Larry.

JACK: Hi ya kid..Say Larry, I've got good news for you...I'm fixing up my pool, and any time you feel like swimming come on over here.

LARRY: Gee thanks, Mr. Benny, but I can't swim.

JACK: Well, you can go wading.

MARY: Sure and up to your neck it's only fifteen cents.

JACK: Yeah...I lose money on Gary Cooper...Say Larry, I thought you'd be down at the studio rehearsing your song for the program?

LARRY: Oh I did that this morning....Would you like to hear it, Mr. Benny?

JACK: Sure sure, go ahead, kid...(I wonder how tall he is, anyway.)

(APPLAUSE AND SEGUE INTO LARRY'S NUMBER "MORE AND MORE")

(APPLAUSE)

(SECOND ROUTINE)

JACK: That was very good, Larry...Now if you want to stick around, you can help me fix up the --

PHIL: Hi ya Jackson. Hello Livy.

MARY: Hello Phil.

JACK: Hi ya, Phil.

LARRY: Hello, Mr. Harris.

PHIL: Hi ya, kid, how's the red-headed Sinatra today?...Well.. cleanin' out the old pool...Gettin' ready for business again eh Jackson?

JACK: Yup..Say Phil, would you like your job back again this summer as life guard?

PHIL: No not after what happened last year.

MARY: What happened, Phil?

PHIL: Every time somebody yelled for help, before I could save 'em, I had to buy a ticket to get in the pool.

JACK: Well I'm sorry, Phil, but I can't afford to pay you a life guard's salary and let you swim for nothing...And anyway --

DIVING BOARD...CASH REGISTER...
DIVING BOARD...CASH REGISTER...
DIVING BOARD...CASH REGISTER...

JACK: ROCHESTER, WHAT ARE YOU DOING?

ROCHESTER: I'M TESTING THE DIVING BOARD!

JACK: Good, good..Now will you go in the house and call the printer?...Tell him we want the tickets for Wednesday.

ROCHESTER: Yes sir...Shall I tell him that this year we're gonna pay him, or is he gonna have to swim it out again?

JACK: Well..leave it up to him.

ROCHESTER: Yes sir.

JACK: By the way Phil, what did you come over here for?

PHIL: Well Jackson..I dropped by to ask you to do me a big favor.

JACK: A favor?

PHIL: Yeah..You know the night club I'm running.

JACK: Oh yes, yes..How's it going?

PHIL: Fine..And Jackson, tonight is Celebrity night.

JACK: Oh, celebrity night, eh?

PHIL: Yeah..and..well I don't wanta to impose on you...but... if you aren't doin' anything I thought..well I thought... maybe you could come over and --

JACK: Certainly, Phil, certainly..I'll be glad to..What shall I wear?

PHIL: An apron, we're short of help.

JACK: Look Phil, if you think I'm --

MARY: Say Phil, who are the celebrities Jack's gonna wait on?

JACK: Hmmm.

PHIL: Well I'm not sure who's gonna show up, but this afternoon I got on the phones and called Ronald Colman, Spencer Tracy, Clark Gable, Van Johnson, Mark Twain, Bing Crosby, and --

JACK: Wait a minute, Phil, wait a minute..You called Mark Twain?

PHIL: Yeah.

JACK: Phil, Mark Twain's been dead over thirty years.

PHIL: Well how do you like that...I must've had an old phone book.

JACK: Look Phil, how long have you been having these celebrity nights?

PHIL: Oh I started it last week Jackson..I had a swell turnout too, Charlie McCarthy was there.

MARY: You mean Charlie and Edgar Bergen?

PHIL: No no, Edgar was out of town, so Charlie came alone.

JACK: What?

PHIL: And you want to know something, Jackson..he ain't so much..he sat there all evening and never opened his mouth.

JACK: Phil, for heaven's sake...Charlie McCarthy's a dummy.

PHIL: Look Jackson, as long as they pay their check, I don't pry into their private affairs.

JACK: Well thanks, Phil, but I don't think I want to come over to your night club tonight.

PHIL: But Jackson, it's gonna be a big affair..we're gonna introduce a new drink..it's called the San Francisco Conference cocktail.

MARY: Oh fine.

JACK: How do you make it, Phil? Asked he going for a joke...

PHIL: Well, we put in a little liquor from each nation..some bourbon from America..tequila from Mexico..some vodka from Russia, Vermont from France...

JACK: Vermont from France?

PHIL: Make that Vermouth from France..Scotch...and

JACK: Vermont is from Maine..you know that...

PHIL: I had an old girl friend from Vermont once...

JACK: It's Maine and Vermont, you know..start it over again... what is it?

PHIL: Not from way back there I'm not gonna start it...

JACK: I don't remember having a drink like Vermont and Maine, do you remember, Mary?

PHIL: Is it all right if I go back as far as Vodka?

JACK: Yeah, start from Vodka..

PHIL: All right..Vodka from Russia..

JACK: Vodka from Vermont and Maine?

PHIL: No, that's Vermouth.

JACK: Oh, Vermouth from Vermont...

PHIL: No that's from France.

JACK: Oh, Vermont is in France...

PHIL: Vermouth from France....Scotch from Scotland...Hey, we better get on with this, it's getting late... and so on till we got a mixture of forty-six different liquors.

JACK: Well I'll be..What happens when you drink a thing like that?

PHIL: One sip and unconditional surrender!

JACK: Well that must be pretty powerful.

ROCHESTER: (CUT) OH BOSS, BOSS --

JACK: WHAT IS IT, ROCHESTER?

ROCHESTER: THERE'S A GENTLEMAN HERE TO SEE YOU, A MR. KEARNS.

JACK: OH, MR. KEARNS. THE NEWSPAPERMAN. I'LL BE RIGHT IN.

(SEGUE INTO BAND NUMBER)

(APPLAUSE)

(THIRD ROUTINE)

JACK: Oh hello, Mr. Kearns, how are you?

KEARNS: Oh, I'm just fine, Mr. Benny..and I want to tell you that my editor was very pleased with that last story you gave me.

JACK: Oh, you mean the one about how I found Phil Harris?

KEARNS: Yes..it was as interesting as the stories on how you found Mary Livingstone and your butler, Rochester.

JACK: Oh..I found Mr. Harris in Vermont.

KEARNS: And now I want to do an article about...

JACK: Right between Maine and Vermont..around Waukeegan...

Pardon me..what did you say?

KEARNS: I said now I want to do an article about Don Wilson...

How did you come to select Don as your announcer?

JACK: Well I'll tell you..the very first time I heard Don speak, I was impressed with his voice and delivery.

KEARNS: Oh I see..you thought he'd be good doing commercials, eh?

JACK: Definitely. Have you ever noticed his sincerity when he says...

DON: LUCKY STRIKE MEANS FINE TOBACCO.

JACK: And followed by saying...

DON: YES, LUCKY STRIKE MEANS FINE TOBACCO. SO ROUND, SO FIRM, SO FULLY PACKED. SO FREE AND EASY ON THE DRAW.

JACK: Of course, I don't do a very good imitation of Wilson, do I?

KEARNS: Not good, but acceptable.

JACK: Hmm..Anyway, I knew from the start that Don had a very good voice for radio.

KEARNS: And you've been proven right, Mr. Benny. You know I've heard lots of people comment about his voice..his pronunciation and his pear-shaped tones.

JACK: Yes, Don is the only announcer in radio with pear-shaped tones and a body to match...It works out swell.

KEARNS: Well, tell me, Mr. Benny, how did you discover Don Wilson?

JACK: Well, I found Don shortly after I started in radio. In fact I was on for my second sponsor..The International Corset Company. Did you hear my programs then?

KEARNS: No, but my mother's told me about them.

JACK: Oh...Well, the way it happened was this. One day I got a call from my sponsor, asking me to come down to his office..He said he wanted to talk to me..so I got into a taxi, picked up Mary and Phil..You see they were with me at the time..and the three of us drove over to my sponsor's office.

(TRANSITION MUSIC)

MARY: Say Jack, your sponsor really has a nice building here.

PHIL: And he certainly believes in advertising.

JACK: Yeah..look at that big neon sign.."THE INTERNATIONAL CORSET COMPANY..WE COVER THE GLOBE"...Well, there's no use standing out here..let's...

PHIL: (WHISTLES)

JACK: PHIL, GET AWAY FROM THOSE WINDOWS...Come on.
(DOOR OPENS..FEW FOOTSTEPS)

JACK: Here it is.
(DOOR OPENS)

JACK: Uh..I beg your pardon, Miss, but would you tell Mr. Willaby that Jack Benny is here to see him?

JANE: Oh, Mr. Willaby's expecting you, Mr. Benny. Go right through that door.

JACK: Thank you...Just follow me, kids.
(EIGHT FOOTSTEPS..DOOR OPENS)

PAULINE: Yes?

JACK: Uh..Mr. Willaby, please.

PAULINE: Oh, you're Mr. Benny..Mr. Willaby's expecting you, go right through that door.

JACK: Thank you. Thank you. Come on, kids.
(EIGHT FOOTSTEPS..DOOR OPENS)

SARA: Yes?

JACK: Hmm..I'm here to see Mr. Willaby.

SARA: Oh, you're Jack Benny.

JACK: Yes.

SARA: Mr. Willaby's expecting you, go right through that door.

JACK: Thank you. Come on, kids.
(EIGHT FOOTSTEPS..DOOR OPENS)

BEA: Yes?

JACK: Miss, I'm Jack Benny, Mr. Willaby's expecting me.

BEA: Who's Mr. Willaby?

JACK: Look, Miss, isn't this the International Corset Company?

BEA: Yes.

JACK: Well, Mr. Willaby is the president.

BEA: Oh, you mean Snoodgy!

JACK: Snoodgy!

BEA: Yes..Go right through that door.

JACK: Oh for...Well all right, come on, kids.
(FEW FOOTSTEPS..DOOR OPENS)

JACK: Mr. Willaby?

NELSON: Yes, surprised?

JACK: Mr. Willaby, I'm Jack Benny.

NELSON: Oh yes yes..Come right in.

JACK: I've got Mary and Phil with me.

NELSON: Oh, splendid, splendid.

MARY: Hello, Mr. Willaby.

PHIL: Hi ya, bub, what do you hear from the hips!

JACK: Phil! Now, Mr. Willaby, what is it you wanted to see me about?

NELSON: Well frankly, Jack, since you've been broadcasting for us, our company is losing money.

JACK: Losing money? But last week you said you had more orders than you can fill.

NELSON: I said we had more corsets than we can fill.

JACK: Oh.

NELSON: We've been selling corsets for fifteen years..and this is the first time the company is feeling the pinch.

JACK: Oh, oh..Well, Mr. Willaby, if people don't buy your product..what has my radio program got to do with it?

NELSON: Look, Jack, we're paying you enough money. Why don't you stop reading the commercials and hire a good announcer?

JACK: Well Mr. Willaby, if you don't like the way I read the commercials, Phil Harris can do 'em.

PHIL: Now wait a minute, Jackson.

JACK: Here, Phil....(RUSTLE OF PAPER) .. Read this commercial
I dreamed up last night...Now get this, Mr. Willaby...
The show opens with a big fanfare..Then we go into
our theme song...dedicated to the modern miss who wears
an International corset. Then as the music of the
theme song fades down, Phil steps up to the microphone
and says....

PHIL: THIS PROGRAM IS SPONSORED BY THE INTERNATIONAL CORSET
COMPANY...WE DON'T GUARANTEE TO TAKE IT OFF YA, BUT
WE CAN PACK IT IN SO NOBODY'LL NOTICE IT!

JACK: And you'll just love the new slogan..."Gather unto
you what is yours"...And then we also...

NELSON: Wait a minute, Jack, wait a minute...those are the
commercials I'm talking about!

JACK: Now look, Mr. Willaby, you can't blame my program if
you're losing money...There must be something wrong
with the product.

NELSON: Something wrong with the International Corset? Are
you crazy?

JACK: Mr. Willaby, I only said...

NELSON: I know what you said.

JACK: But...lookit...

NELSON: HAVE you EVER HEARD OF THE WOMAN IN THE WINDOW?

JACK: Yes.

NELSON: Well, BEFORE USING OUR PRODUCT SHE COULDN'T EVEN
GET IN THE HOUSE!

JACK: Okay, Mr. Willaby, you asked for it...I've received
hundreds of complaints about your corsets.

NELSON: Complaints?

JACK: Yes...The steel you use in the stays is defective...
When someone wearing your corset bends over...the stays
have a tendency to snap loose with a piiinnng.

NELSON: With a piiinnng?

JACK: Yes.

NELSON: I can't believe it...it's incredible..Why...it's...
wait a minute....My secretary wears an International
corset...I'll buzz for her.

(INTER OFFICE BUZZER)

NELSON: When she comes in, I'll ask her to bend down, and if
the International Corset is what you say....

(DOOR OPENS)

BEA: What is it, Snoodgy?

JACK: Fmmm.

NELSON: Ethel, would you mind picking up that pin on the rug?

BEA: What?

JACK: Uh...Ethel...would you mind bending over as though
you're picking something up?

BEA: Certainly.

(SNAP....PIIINNNG)

JACK: There...Did you hear that, Mr. Willaby?...Pinnng?

NELSON: No...No...It can't be...I don't believe it...Would you
mind bending over again, Ethel?

BEA: Certainly.

(SNAP....PIIINNNGGGG)

JACK: There.

MARY: That's the first time I ever heard Ethel ping.

JACK: Mary.

WILLABY: All right, you win, Jack, you win...but I'll give you a proposition...I'll put better steel in my corsets if you get a good announcer to do the commercials.

JACK: Okay, Mr. Willaby, it's a deal...Come on, Mary...Come on, Phil. Let's go.

(DOOR CLOSES...FEW FOOTSTEPS)

MARY: Well, what are you going to do, Jack?

PHIL: Yeah...where are you gonna find an announcer?

JACK: I don't know where I'm going to find one....But I know what I want...I want someone with a voice that's different...a voice that has dignity...charm....and I won't stop looking until I find one...I'll find an announcer even if it takes me...ten years...

(TRANSITION MUSIC)

KEARNS: And that's how you found Don Wilson?

JACK: It wasn't that easy, Mr. Kearns...I tried voices, voices...all kinds of voices...deep ones, high ones, soft ones, loud ones.

(SHORT TRANSITION MUSIC)

JACK: All right, you're next...Read this...THE INTERNATIONAL CORSET COMPANY PRESENTS JACK BENNY...Now, the show opens and you say....

MEL: (PORKY PIG) THE INTERNATIONAL CORSET COMPANY PRESENTS
JACK BENNY.

JACK: Never mind, never mind!
(SHORT TRANSITION MUSIC, UP AND DOWN)

JACK: All right, bud, you try it...The show opens and you say..

MEL: (AS UNCLE PETTY) THE INTERNATIONAL CORSET COMPANY
PRESENTS JACK BENNY.

JACK: Now cut that out, and you won't do..
(TRANSITION MUSIC UP AND DOWN)

JACK: All right, fellah, you're next, read this....The
show opens and you say...

MEL: (HICCUPPING) THE INTERNATIONAL CORSET COMPANY
PRESENTS JACK BENNY.

JACK: NO NO NO NO NO!
(TRANSITION MUSIC)

MARY: Gee whiz, Jack, you've auditioned over five hundred
people.

PHIL: Yeah...where are you takin' us now?

JACK: I said I was going to find an announcer and I will..
We're going right in here.

PHIL: Hey Livy, look what it says on the door...THE ACME
ELOCUTION SCHOOL.

MARY: Oh yeah.. "WE CAN TRAIN YOUR VOCAL SO YOU WON'T SOUND
LIKE A YOKEL."

JACK: Come on, let's go in.

(DOOR OPENS)

WRITERS: (IN UNISON) A with a U is A-U, A-U
(MEL D with a U is D-U, D-U
DIRECTING) U-D, U-D, U-A, U-A.
G with a U is G-U, G-U
E with a U is E-U, E-U
A-U, E-U, G-U, D-U.

MEL: Very good, students, very good.

JACK: (ASIDE) Hey, hey Mary, Mary, what do you think?

MARY: P with a U is P-U, P-U.

JACK: Quiet.

MEL: Please, please..what's all this disturbance over here?

JACK: Oh I'm sorry if we're intruding..but I'm Jack Benny,
I'm looking for a radio announcer.

MEL: Well you've come to the right place. Now let's see. In
this class I have little Harry Von Zell, Billy Goodwin,
Jimmy Wallington, and that fat boy over there is Donald
Wilson.

JACK: Donald Wilson..I like that name, and he looks like he
might be just right for my program.

MEL: Certainly, Mr. Benny, I'll call him over..Oh Donald..
Donald, this is Jack Benny.

JACK: How do you do.

DON: (IN RHYTHM) How with an H and an O and a U and an O and
a D is how do do do.

JACK: What?

PHIL: Efe, efe, giame a piece of pife..Efe, efe--

JACK: Phil, cut that out! Vermont! See..I knew Vermont ahead of time. This is ten years ago. Now, Mr. Wilson, I'm considering you as an announcer for my program, and if you take the job I hope everything turns out fine.

DON: I'm sure with an S and a U and an I with an S-U, S-U, I-U ill.

JACK: Huh?

MEL: He said I'm sure it will.

JACK: Oh.

MEL: Now Donald, class is over, and you can speak naturally.

DON: Thank you. And Mr. Benny, I also want to thank you for this wonderful opportunity, because I understand there's a lot of money to be made in radio.

MARY: Not unless you own a swimming pool.

JACK: What?

MARY: P with an O and an O-O-L with an O-O-P and an O-P-A.

JACK: Mary, stop it...Now Mr. Wilson, before we sign the contract, I want to hear you read this simple line...
THE INTERNATIONAL CORSET COMPANY PRESENTS JACK BENNY.

DON: Yes sir.
(MUSIC STARTS VERY SOFT)

DON: THE INTERNATIONAL CORSET COMPANY PRESENTS THE GREATEST COMEDIAN IN THE WORLD...

JACK: Huh?

DON: THAT INIMITABLE, THAT INCOMPARABLE, THAT HANDSOME MASTER OF CEREMONIES...

JACK: Mary, this guy is gonna be great!

DON: THE GREATEST PERSONALITY IN SHOW BUSINESS TODAY, THAT
SCINTILLATING STAR, THAT VIRTUOSO OF THE VIOLIN --

PHIL: YOU DON'T HAVE TO GO ANY FURTHER, BUB, YOU GOT THE JOB!

JACK: PLEASE, PHIL, PLEASE, I WANT TO HEAR HIM!
(MUSIC LOUD)

DON: THAT SPARKLING WIT OF THE AIRWAYS, THAT LOVABLE,
LAUGHABLE, FAVORITE OF MILLIONS...JACK BENNY!
(MUSIC UP TO FINISH AND APPLAUSE)

JACK: And that, Mr. Kearns, is how I found Don Wilson...And
he did his first announcing job while I was still
working for the International Corset Company.

KEARNS: Well, that's a very interesting story, Mr. Benny, and
I've been making notes so I could...Oh darn it, I
dropped my pencil.

JACK: Oh yes...yes..I'll pick it up for you.
(SNAP..PIIINNNNGGGG)

JACK: Hmm.

KEARNS: Why Mr. Benny, do you wear a --

JACK: Never mind! The interview is over...Goodbye.

KEARNS: Goodbye.
(DOOR SLAMS)
(MUSIC AND APPLAUSE)

JACK:

I want to take just a minute to speak directly to the families of servicemen. Many of our boys entered the service right from school..or put on their uniforms when they were just getting started in business. What will happen to that foundation? Will it be affected by their long absence from civilian life? Not at all.. because our service man (or woman) is acquiring skills, training and experience which should eventually qualify him or her for a better peacetime job than before. At least half of all service jobs are directly related to civilian occupations..and all service jobs are related to civilian work in some way or other..... So, folks, the outlook is most encouraging to say the least. Yes, our veterans' assets are many, and Uncle Sam will certainly make use of them....Thank you.

DON:

Jack will be back in just a minute, but first here is my good friend, F. E. Boone.

TAG

JACK: This concludes another program, folks, and we'll be with you again next Sunday night at the same time.

DON: Oh Jack -

JACK: Yes, Don.

DON: It was nice of you to tell that story about how I first came on your program.

JACK: Thank you, Don.

DON: But I've been with you so many years now, don't you think I ought to get a little more money?

JACK: What?

DON: Money.

MARY: M with an O with an N with an O with an N-O, N-O, N-O

NO!

JACK: Thanks, Mary....Goodnight, folks.