

RUTHRAUFF & RYAN *Inc.* ADVERTISING

RADIO DIVISION

CLIENT:

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

PROGRAM:

THE JACK BENNY PROGRAM

BROADCAST:

DATE:

REV. #5

NETWORK:

OCT. 28, 1945

NBC

I OPENING COMMERCIAL

AS BROADCAST

DELMAR: THE JACK BENNY PROGRAM!

RIGGS: (CHANT - SOLD AMERICAN)

RUYSDAEL: Quality of product is essential to continuing success.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SIMS: You said it!
(Excl. B)

RUYSDAEL: Yes, sir!

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

ATX01 0236691

THE JACK BENNY PROGRAM
REV. OPENING #5

SIMS: You bet! Lucky Strike means fine tobacco - the finer,
the lighter, the naturally milder Lucky Strike tobacco.
Year after year - the makers of Lucky Strike consistently
select and buy this fine Lucky Strike tobacco to give you
real, deep-down smoking enjoyment. Remember, in a
cigarette it's the tobacco that counts. And 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!

BOONE: (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 LIVINGSTON, PHIL HARRIS, ROCHESTER, LARRY STEVENS,
AND "YOURS TRULY" DON WILSON.

(APPLAUSE -- MUSIC UP AND FADES)

DON: LADIES AND GENTLEMEN...IF YOU REMEMBER LAST WEEK JACK
HAD A DREAM THAT HE WENT TO THE RACE TRACK AND BET
EIGHTY-FIVE THOUSAND DOLLARS ON THE WINNER, CHALLENGE ME..
SO NOW...WE'D LIKE TO TAKE YOU BACK ABOUT A WEEK...IT'S
MONDAY AFTERNOON AND JACK IS IN THE LIBRARY OF HIS HOME
TALKING WITH HIS PRESS AGENT, STEVE BRADLEY..

JACK: But Steve, I don't know what --

LANE: I'm telling you, Benny, if you don't go for this
Publicity stunt you oughta have your head examined.

JACK: All right, Steve, what is it?

MEL: (THREE SQUAWKS)

JACK: Quiet Polly...Steve, what is it?

LANE: Why this story will be slapped on the front page of
every newspaper in the country. By tomorrow afternoon
the whole world will be talking about Jack Benny. Why
you couldn't have gotten this much publicity if you'd
married Margaret O'Brien.

JACK: All right, Steve, tell me...what is this big --

MEL: Hello, hello, hello. (WHISTLES)

JACK: Polly, quiet...Steve, you haven't told me what this is
all about. For heaven's sake, what is this big story?

LANE: Benny, this is so big, it's even too big for me to
tell you. What time is it?

JACK: Four-thirty.

LANE: Four-thirty, turn on that radio...Erskine Johnson's on, I gave him the story and I think he's gonna break it today.

JACK: Turn on the radio, Rochester.

ROCHESTER: Yes, sir.

SOUND: (CLICK OF DIAL...STATIC)

JOHNSON: (FILTER) Ladies and gentlemen...This is Erskine Johnson in Hollywood...THERE'S SOME VERY EXCITING NEWS TODAY FROM THE FILM CAPITOL...AND HERE'S THE HOTTEST NEWS OF ALL...I HAVE JUST LEARNED THAT IN THE GOLD CUP RACE AT HOLLYWOOD PARK, JACK BENNY, FAMOUS TIGHTWAD OF SCREEN AND RADIO...BET EIGHTY-FIVE THOUSAND DOLLARS ON THE WINNER, CHALLENGE ME...THE PRICE WAS SEVENTEEN TWENTY TO WIN, AND THIS NETTED THE COMEDIAN EXACTLY SIX HUNDRED AND FORTY SIX THOUSAND DOLLARS...WHAT A BREAK FOR BENNY!

JACK: TURN THAT OFF, TURN THAT OFF!

SOUND: (CLICK OF DIAL)

JACK: Steve, are you crazy? Have you gone nuts? Have you lost your mind?

LANE: Now, now Benny, don't get excited, come down off that bookcase and let me talk to you.

JACK: But Steve, don't you remember, I told you it was all a dream, it didn't happen! I dreamt that I bet eighty-five thousand dollars on Challenge Me. Why I wouldn't --

LANE: Hold it Benny, now hold it, hold it. Nobody outside this room knows it's a dream, and we're gonna make 'em believe it really happened.

JACK: What?

LANE: It'll give you a new personality. Why all your life you've been Benny the Skinflint, Benny the Cheapskate, Benny the Miser --

ME: Benny the miser, Benny the miser. (TWO SQUAWKS AND WHISTLES)

JACK: Polly, be quiet.

LANE: From now on it's going to be Benny the Spendthrift, the Plunger, the Sport, the Diamond Jim Brady of the twentieth century. Everybody in America will be talking about the new Jack Benny.

JACK: Well...say...it might be something at that...I guess it wouldn't hurt if people thought it really happened.

LANE: Can't hurt a thing, not a thing. I gotta run now, Benny...And look, whenever you're out in public I want you to light your cigarettes with ten dollar bills.

JACK: Ten...ten dollar bills! But Steve --

LANE: All right, all right, use fives.

JACK: But I don't want to burn a five dollar bill every time I --

LANE: Okay, use one but wrinkle 'em so no one can see the numbers.

JACK: But even one dollar bills...I don't want --

ROCHESTER: COULDN'T HE USE A RED HOT PENNY?

JACK: Gee...I have plenty of matches.

IANI: You gotta impress the public, Benny...Now this will be in every Hollywood column...Louella Parsons, Jimmy Starr, Hedda Hopper, Harrison Carroll, Harry Crocker -- And Benny, be sure to listen to your radio every night this week...So long.

SOUND: (DOOR SLAMS)

JACK: Gee, Rochester, this may turn out to be a great thing for me.

ROCHESTER: YEAH...YOUR DREAMS ARE GETTIN' BETTER ALL THE TIME.

JACK: They sure are.

(TRANSITION MUSIC)

MEL: (FILTER) LADIES AND GENTLEMEN...GABRIEL HEATTER.

O'TOOLE: (AS HEATTER - FILTER) AH YES, THERE'S BIG NEWS TONIGHT ...THERE WAS NOTHING OUTSTANDING IN THE NEWS LAST NIGHT ...AND NO ONE KNOWS WHAT THE NEWS WILL BE TOMORROW NIGHT...BUT AH YES, THERE'S BIG NEWS FROM HOLLYWOOD TONIGHT...JACK BENNY, THE COMEDIAN, WENT OUT TO HOLLYWOOD PARK LAST SATURDAY AND PLACED A BET OF EIGHTY-FIVE THOUSAND DOLLARS ON CHALLENGE ME TO WIN... Mind you, to win...BENNY WATCHED CALMLY -- BENNY WATCHES CALMLY AS THE HORSES RAN, AND REMAINED CALM AS CHALLENGE ME CAME UP FROM FAR BEHIND TO CALMLY WIN THE GOLD CUP RACE...THE HORSE PAID A BIG PRICE AND JACK BENNY WON SIX HUNDRED AND FORTY-SIX THOUSAND DOLLARS...AH YES... THERE'S ONE HAPPY SOUL IN HOLLYWOOD TONIGHT...AND NOW... JUST THIRTY SECONDS FOR MY SPONSOR --

(TRANSITION MUSIC)

JACK: Rochester, tonight's the night we're supposed to listen to E. V. Kaltenborn.

ROCHESTER: Yes sir, I'll turn it on.

SOUND: (CLICK...STATIC)

O'TOOLE: (AS KAITENBORN - FILTER) Good evening, everybody...

Well. We have several new developments in the news this evening...those developments -- those developments come particularly from Russia. But before I give you the news from Europe here's a very interesting item from our own country. It has been disclosed that Jack Benny, radio and screen star, won six hundred and forty-six thousand dollars on Challenge Me in last Saturday's Gold Cup race in Hollywood. Benny, who has been known for years as inclined to hoard his money, placed a bet of eighty-five thousand dollars on the horse that won the race...this comes as quite a surprise to the nation...and now...And now for the latest developments from Russia...it seems that --

ROCHESTER: Yes sir.

SOUND: (CLICK OF DIAL)

JACK: Rochester, isn't this terrific? All this publicity and the only ones that know it was a dream are Steve Bradley, you, and me.

MEL: And me, and me, and me....

SOUND: (TWO SQUAWKS AND WHISTLES)

JACK: Quiet, Polly,..Rochester, I'm going upstairs and shave before I go to bed..Don't forget to come up and tuck me in.

ROCHESTER: I won't, boss, I won't...(TO HIMSELF) Doggone, the boss should have stayed a baby...he's scared of the dark, likes milk, sucks his thumb, and sleeps with a teddy bear...Well, I guess he never --

SOUND: (DOOR BUZZER)

ROCHESTER: Oh oh, there's the door.

SOUND: (FEW FOOTSTEPS...DOOR OPENS)

MEL: Good evening..I'm a reporter with the Associated Press. You're Rochester, aren't you?

ROCHESTER: Yes sir.

MEL: Fine..you're just the one I wanted to get my story from..Now tell me, was Mr. Benny very excited when he won six hundred and forty six thousand dollars?

ROCHESTER: EXCITED! HE ALMOST FELL OUT OF BED!

MEL: Out of bed!

ROCHESTER: Well uh...uh...you see, Mr. Benny always takes a couch to the track with him.

MEL: Hmm...Now let me ask you something..Have you noticed any change in Mr. Benny since he won all this money?

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ROCHESTER: Well, no...EXCEPT THAT NOW HE'S STRONGLY IN FAVOR OF A LARGE ARMY AND NAVY.

MEL: I can understand that. Now an interesting sidelight on this story would be how Mr. Benny carried this money home from the track.

ROCHESTER: Well I don't know, but I imagine in the usual way.... in his shoes.

MEL: He carries his money in his shoes?

ROCHESTER: Uh huh...YOU CAN TELL HIS FINANCIAL CONDITION BY HIS HEIGHT.

MEL: Really?

ROCHESTER: YEAH...WHEN HE REACHES SIX FOOT FIVE, HE'S ON HIS WAY TO THE BANK!

MEL: Well Rochester, this is all very interesting, and I'd like to ask you one more question.

ROCHESTER: Yes sir.

MEL: I imagine since Mr. Benny won six hundred and forty-six thousand dollars he throws his money away.

ROCHESTER: Yes, but not far, NOT FAR!

MEL: Well he probably doesn't want people to think he's a show-off. Thank you very much, Rochester.

ROCHESTER: You're welcome, goodbye.

MEL: Goodbye.

SOUND: (DOOR CLOSÉS)

ROCHESTER: Well I better go up and tuck the boss in..Tomorrow's Saturday and he's got a rehearsal. I hope he's asleep or I'll have to tell him a story..let's see, I did Little Red Riding Hood last night..Oh well, I'll do the Three Little Bears..he never remembers that..Yeah, that's the one.

(APPLAUSE)

(MUSIC UP AND OUT)

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(SECOND ROUTINE)

SOUND: (FOOTSTEPS)

JACK: There's quite a crowd around NBC today, isn't there, Rochester?

ROCHESTER: Yes sir...Have you got the scripts, boss?

JACK: I've got 'em...let's go in.

SOUND: (DOOR OPENS)

O'TOOLE: (IRISH) LET'S SEE YOUR PASSES BEFORE YOU....Oh it's you, Mr. Benny.

JACK: Yes, hello Mike.

O'TOOLE: Congratulations, Mr. Benny....Sure and it's the luck of the Irish you had at the races.

JACK: Oh, you heard about me cleaning up on Challenge Me.

O'TOOLE: That I did...How does it feel?

JACK: Feel? Well, to tell you the truth, it doesn't make me feel any different...I haven't changed a bit.

O'TOOLE: I was afraid of that.

JACK: Huh?

O'TOOLE: I mean I was afraid of you changing.

JACK: Oh oh..Well come on, Rochester, let's go on inside.

SOUND: (DOOR OPENS...FOOTSTEPS DOWN HALL)

JACK: Funny how everyone in town knows about me winning that money.....Steve Bradley did a terrific job on the publicity. I'm the most talked of man in --

MARY: (EXCITED) JACK, JACK, CONGRATULATIONS!...LET ME GIVE YOU A BIG KISS!

SOUND: (THREE OR FOUR LOUD KISSES)

MARY: You know, Jack, I.....Jack.....JACK!

JACK:

(OUT OF BREATH) Wait a minute, Mary...Gee, I'm all out of breath...you never kissed me like that before... Gee, you got lipstick all over my forehead.

MARY:

Gosh, Jack....imagine you winning six hundred and forty-six thousand dollars...the things you can do with that money.

JACK:

Yes, I can buy limousines...a yacht....a new flint for my cigarette lighter --

MARY:

Gee, I can't understand it...How did you happen to bet eighty five thousand dollars?

JACK:

Because that was all I happened to have with me..I was wearing low shoes that day.

MARY:

You know, Jack, there's one thing puzzling me...Last week when you told me about this, you said it was only a dream.

JACK:

Oh....Well, you see, Mary, I was too modest to admit the truth.

MARY:

Well I don't know...I've never seen you bet more than two dollars on a horse.

JACK:

Well --

MARY:

And even then you gave the jockey sealed orders to be opened at the first turn.

JACK:

Just the same, Mary, I'm telling you the truth.

PHIL:

HI YA, JACKSON...SIX HUNDRED AND FORTY SIX THOUSAND PIECES OF FEDERAL LETTUCE...CONGRATULATIONS, MARY.

SOUND:

(LOUD KISS)

(PHIL GIVES MARY BIG KISS...THEN GOES BACK TO OWN MIKE)

JACK:

PHIL!...PHIL!.....PHIL!.....PHIL!.....PHIL....PHIL, YOU WERE SUPPOSED TO CONGRATULATE ME.

PHIL: I know but it's more fun this way.

JACK: Hmm..no -- no lipstick on his forehead....he's got a bad aim.

PHIL: You know Jackson, I can't get over you bettin' eighty five thousand bucks on a horse.

JACK: Why?

PHIL: You've been so cheap all your life...you must have a dual personality.

JACK: Phil, I'm the same guy I always was...There's no such thing as a dual personality.

PHIL: Certainly there is...there are two sides to every one.

JACK: What?

PHIL: I got two sides to me.

JACK: What do you mean?

PHIL: Well, there's one side of me that likes bourbon, Scotch, gin, beer and pretzels.

JACK: Yeah.

PHIL: And then there's the other side of me that don't like pretzels.

JACK: Phil, you've got three sides...there's another side of you that don't like music...Now come on, we've got to rehearse.

MARY: Jack what kind of a show are we going to do this week?

JACK: I don't know, but I think I'd like to do another sketch like "Gaslight"....You know the one we did two weeks ago with Ingrid Bergman.

PHIL: Say Jackson, I've been meanin' to talk to you about that...That Ingrid Bergman dame puzzles me...I never knew that Ingrid was a girl's name.

JACK: Why not?

PHIL: Well, last year when I didn't wanna sign that new contract with you, that's what you called me.

JACK: THAT WAS INGRATE....My goodness, can't you --

DON: Hello, Mary, Phil.

MARY &
PHIL: Hello, Don.

DON: HELLO JACK AND CONGRATULATIONS.

JACK: Well...Colonel Blimp.

DON: Now wait a minute, Jack, I wish you'd stop making fun of my weight....it's not my fault.

JACK: It isn't, Don?

DON: (HURT) No. Gosh, Jack, being fat is no fun...and only yesterday I went to a doctor about it..and he said that my excess weight is due to a rare illness known as "Omnivarium Digestibellis Equinarius."

JACK: What does that mean in English?

DON: I eat like a horse --

JACK: Don, I could have told you that without Latin.

DON: Oh, but Latin's a wonderful language, Jack..Remember those immortal words of Julius Caesar..."So Roundium, So Firmius So Fully Packdium."

JACK: You're right, Donium...and at Julius Caesar's funeral, when Mark Antony got up before the crowd and, standing over the body, said..."FRIENDS, ROMANS, COUNTRYMEN, LEND ME YOUR EARS....LUCKY STRIKE MEANS FINE TOBACCO"... why even Julius got up and took a couple of puffs... All right kids, now let's start --

ROCHESTER: Say boss, boss, the telephone operator's been trying to reach you...you've got a long distance call from New York.

JACK: Oh. Well I'll take it on this phone here.

SOUND: (RECEIVER CLICK...SEVERAL CLICKS)

BEA: Say Mabel --

SARA: Yeah?

BEA: Mr. Benny's dressing room is flashing.

SARA: I wonder what Stella Dallas wants now.

BEA: I don't know, I'll find out...HELLO.

JACK: Operator, this is Jack Benny,...you have a long distance call for me?

BEA: Just a second, Mr. Benny, I'll check on it.

SOUND: (CLICK OF RECEIVER)

BEA: Say Mabel, did you handle a long distance call for Mr. Benny?

SARA: Oh yeah, New York was tryin' to get him...I'll plug in the long distance operator.

SOUND: (PLUG IN)

SARA: Say Gertrude, ain't that Jack Benny an amazing character?

BEA: Yeah.

SARA: I'll never forget how he kept buying me candy bars and trying to lure me up to his apartment to show me his etchings...and finally like a darn fool, I went.

BEA: Gee, what happened?

SARA: He showed me his etchings...You know, I --
(SOUND: BUZZER...PLUG IN OF PHONE)

BEA: Hello, NBC...Yes, Mr. Gildersleeve, I'll plug you in immediately.
(SOUND: PLUG IN)

BEA: Gee, Mabel, my switchboard is all filled...Benny's on the first plug, Gildersleeve's on the second, and Greenberg's on third....You'd think that....
(SOUND: BUZZER)

BEA: Yes? All right, I'll tell him.
(SOUND: PLUG IN)

BEA: Oh Mr. Benny....

JACK: Yes, operator?

BEA: That long distance call was cancelled.

JACK: All right, thank you.
(SOUND, CLICK OF RECEIVER)

JACK: All right, kids...Now let's start the rehearsal...
Where's Larry Stevens?

LARRY: Here I am, Mr. Benny.

JACK: Oh hello, kid.

LARRY: Gee...six hundred and forty-six thousand dollars...
Oh boy, could I use that money now that I'm married.

JACK: Why...what would you do with all that money, kid?

LARRY: I'd take my wife on a honeymoon.

JACK: But I thought you went on a honeymoon.

LARRY: Yeah, but this time I'd take my wife along.

JACK: Oh, oh...well kid, some day you may be as smart as I am...Now let's get on with the rehearsal...Larry, go go over your song while we go in the other room and read the script.

LARRY: Okay.

(APPLAUSE AND SEGUE INTO LARRY'S NUMBER)

(APPLAUSE) (THIRD ROUTINE)

(SOUND: AUTO MOTOR..HORN..FADES DOWN)

ROCHESTER: how'd the rehearsal go tonight, Mr. Benny?

JACK: Fine, fine...and remember, Rochester, don't you dare tell anybody that my winning all that money was only a dream.

ROCHESTER: Don't worry, boss, it'll be our little secret.

JACK: Boy, what a publicity stunt this is...that Steve Bradley certainly knows his business...he's really a genius.

(SOUND: MOTOR UP A LITTLE)

JACK: We're only a block from home now, Rochester...you can start putting on the brakes.

(SOUND: LONG SCREAMING BRAKE EFFECT...FINALLY BLENDING INTO STOP)

ROCHESTER: There you are, boss, right in front of the house.

JACK: That's more like it..last night I had to walk back a block..I'm going in, you put the car in the garage.

ROCHESTER: Yes sir.

JACK: What time is it, Rochester?

ROCHESTER: Eleven fifteen.

JACK: Hmm...that late? Eleven fifteen, eh? Well you can have the rest of the night off.

ROCHESTER: Thanks, boss, I'll run up to the country for a rest.

JACK: Goodnight.

ROCHESTER: Goodnight.

(SOUND: FOOTSTEPS UP WALK..THEN UP FOUR STEPS)

JACK: Let's see...where's my key..oh here.

(SOUND: JINGLE OF KEYS..KEY IN LOCK)

JACK: (GRUNTS) I'll have to get a longer key chain, this door knob hurts my stomach...There.

(SOUND: KEY TURNS..DOOR OPENS..DOOR CLOSSES)

JACK: Gee, it's dark..where's the light...Oh, here.

SOUND: (CLICK OF LIGHT SWITCH)

JACK: Gee, I can't get over --

MARR: ALL RIGHT, BENNY, STICK 'EM UP!

JACK: YIFE!

MARR: COME ON, BENNY, GET BACK IN YOUR SHOES.

JACK: What? What is this?

MARR: IT'S A STICKUP...NOW LISTEN, BENNY, I WANT THAT SIX HUNDRED THOUSAND YOU WON AT THE RACE TRACK.

JACK: But I haven't got it, I didn't win any money..My press agent, Steve Bradley, put it in the papers..it was just a publicity stunt. The joke's on you..(NERVOUS LAUGH) SEE?

MARR: (MAD) STOP STALLIN', BENNY...YOU KEEP YOUR DOUGH IN YOUR VAULT, AND WE'RE GOIN' DOWN THERE AND GET IT.

JACK: But I --

MARR: GET MOVIN', GET MOVIN'...AND RIGHT STRAIGHT FOR THAT VAULT.

JACK: Yes sir.

(SOUND: FOOTSTEPS..CONTINUE LONG TIME)

JACK:Would you care for a cup of coffee?....Huh?

MARR: NO NO, BENNY, I JUST WANT TO GET IN THAT VAULT.

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JACK: Yes sir.

SOUND: (SIX MORE FOOTSTEPS)

JACK: Here we are.

SOUND: (FOOTSTEPS STOP)

MARR: I GOT THIS GUN RIGHT IN MY POCKET, SO NO TRICKS.

JACK: Yes sir.

SOUND: (HEAVY IRON HANDLE TURNS..HEAVY IRON DOOR OPENS WITH
CREAKING OF CHAINS)
(ON CUE)...SIX MORE FOOTSTEPS, HOLLOW EFFECT...HEAVIER
HANDLE TURNS..HEAVIER DOOR CREAKS OPEN WITH CHAINS.....
(ON CUE) ...TWO MORE FOOTSTEPS)

KEARNS: Halt! Who goes there?

JACK: Oh -- uh..it's me, Ed.

KEARNS: Oh hello, Mr. Benny -- who's that with you?

JACK: He's a...he's a...

MARR: I'm a friend of his.

JACK: Yes, yes, he's a friend of mine.

KEARNS: Well, any friend of Mr. Benny's is a friend of mine...
Come on in and browse around.

MARR: Thanks.

KEARNS: Haven't seen you in a long time, Mr. Benny...How are
things in the outside world?

JACK: Well..we won the war...and the boys are all coming home.

KEARNS: Good, good..I'll bet they'll give General Pershing a
great reception.

JACK: No, no, Ed, you see this is the...

MARR: CUT OUT THE CHATTER, BENNY, AND OPEN THAT SAFE.

JACK: Yes sir. Ed, I might as well tell you...this is a
gangster so don't make a false move.

KEARNS: Well...any friend of yours is a friend of mine.

JACK: Hmm.

MARR: OPEN THAT SAFE, OPEN THAT SAFE.

JACK: Yes sir:.Let's see...the combination is right to
forty-five.
(LIGHT TURNING SOUND)

JACK: Left to one sixty.
(LIGHT SOUND)

JACK: Back to fifteen.
(LIGHT SOUND)

JACK: Then left to one ten.
(LIGHT SOUND)

JACK: There.

SOUND: (HANDLE TURNS...STEAM WHISTLES, BELLS, GONGS, ETC.
ENDING WITH E. C. WHISTLE)

MARR: I haven't heard anything like that since I broke out
of San Quentin.

JACK: But look, Mister, I haven't got six hundred grand..
All I've got in there is ten thousand dollars, and I
need it.

MARR: TEN THOUSAND!

JACK: Yes...Please believe me, the eighty-five thousand I bet
on a horse was only a dream..Look, that's all I've got,
ten thousand dollars..You wouldn't take that from me,
would you?

MARR: YOU'RE DARN RIGHT I'LL TAKE IT, NOW HAND IT OVER.

KEARNS: My, this is thrilling.

JACK: Mister, please, don't take that --

MARR: HAND OVER THAT TEN GRAND OR I'LL PLUG YA.

JACK: Yes sir, yes sir...Here you are.

MARR: ALL RIGHT, NOW BOTH OF YOU STAY RIGHT WHERE YOU ARE...
AND I'M WARNIN' YOU, DON'T MOVE.

SOUND: (IRON DOOR SLAMS)

JACK: Hrm.

KEARNS: I'll go after him, Mr. Benny.

JACK: No Ed, put down that bow and arrow, he's got a gun...
Oh my goodness..ten thousand dollars..ten thousand
dollars gone..Damn that Steve Bradley with his
publicity...it's all his fault.

(SOFT MUSIC)

(MUSIC STARTS OFF)

JACK: IF I TOLD HIM ONCE, I TOLD HIM A THOUSAND TIMES...I SAID
STEVE, IT DIDN'T HAPPEN, IT WAS A DREAM...I DREAMT THAT
I WON SIX HUNDRED THOUSAND DOLLARS."

(MUSIC LOUDER)

JACK: BUT NO, NO, HE HAD TO GO FOR HIS WILD CRAZY STUPID
PUBLICITY STUNT!

(MUSIC UP TO FINISH AND APPLAUSE)

(OWI PLUG..SUBJECT: VICTORY VOLUNTEERS)

JACK:

Ladies and gentlemen -- sometime between October 29th and December 3th your doorbells will be rung by a Victory Loan Volunteer. Answer the doorbell and welcome him or her, because these are the Americans who worked faithfully and hard to make previous bond drives so successful. Although the war is over we haven't paid the bill for it and the quota for this Victory Loan is eleven billion dollars. We'll make it...and by "we" I mean you and me...the Victory Volunteers..all of us. This will be the last Victory Drive, folks, so it's really our last chance to show those fighting men still in our hospitals and all our men and women in uniform that we know "they finished their job...and we'll finish ours." Thank you.

(APPLAUSE)

DOH:

Ladies and gentlemen, Gabriel Heatter and H. V. Kaltenborn were impersonated by Cillie C'Toole... Erskine Johnson was impersonated by Erskine Johnson.. Jack will be back in a minute, but first here's my good friend...F. E. Boone.

THE JACK BENNY PROGRAM
2ND REV. CLOSING #5

(SWITCHOVER TO NEW YORK FOR CLOSING COMMERCIAL)

V CLOSING COMMERCIAL

BCCNE: (CHANT - SOLD AMERICAN)

DELMAR: Lucky Strike means fine tobacco!

RUYSDAEL: That's right! LS - MFT.

SIMS: Independent tobacco experts - auctioneers, buyers and warehousemen - present at the auctions - can see the makers of Lucky Strike consistently select and buy the finer, the lighter, the naturally milder Lucky Strike tobacco. This fine Lucky Strike tobacco means real, deep-down smoking enjoyment for you.

RUYSDAEL: Sure thing! LS - MFT.

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

RUSYDAEL: 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). Basil Ruysdael speaking for Lucky Strike.

TICKET: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SIMS: There's fine smoking pleasure in fine tobacco. And
(Imp. Tag
#3) Lucky Strike means fine tobacco -- so round, so firm,
so fully packed, so free and easy on the draw.

(SWITCHOVER TO HOLLYWOOD FOR JACK BENNY SIGN-OFF)

ATX01 0236712

TAG

(MUSIC)

JACK: Oh my goodness...ten thousand dollars..There should be some action on this...I called the police hours ago... I'll turn on the radio, maybe there's some news.

SOUND: (CLICK OF DIAL...STATIC)

O'TOOLE: (FILTER - AS HEATER) AH YES, LADIES AND GENTLEMEN, THERE'S A HAPPY MAN IN HOLLYWOOD TONIGHT...NOBODY KNOWS HOW HE FELT LAST NIGHT, AND NO ONE CAN TELL HOW HE'LL FEEL TOMORROW NIGHT...BUT AH YES, THERE'S A HAPPY SOUL IN HOLLYWOOD TONIGHT.

JACK: Hmm...and he's supposed to know....

NBC ANN: THIS IS THE NATIONAL BROADCASTING COMPANY.

UFGO 10X10

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OCTOBER