

RADIO (29) - 3202 - 4.12

# RUTHRAUFF & RYAN Inc. ADVERTISING

## RADIO DIVISION

**CLIENT:**

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

**BROADCAST:**

**DATE:**

#11

**PROGRAM:**

THE JACK BENNY PROGRAM

**NETWORK:** DEC. 9, 1945  
NBC

I OPENING - NEW YORK

DELMAR: THE JACK BENNY PROGRAM

AS BROADCAST

RUYSDAEL: Quality of product is essential to continuing success.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: IS - MFT

IS - MFT

IS - MFT

SIMS: You said it!  
(Excl. A)

DELMAR: Why, sure!

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

RIGGS: (CHANT - SOLD AMERICAN)

ATX01 0236839

THE JACK BENNY PROGRAM  
4TH REV. #11

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

RUYSDAEL: For your own real, deep-down smoking enjoyment - remember - in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Yes, the makers of Lucky Strike consistently select and buy the finer, the lighter, the naturally milder Lucky Strike tobacco - the kind of tobacco that 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.

BOONE: (CHANT - AMERICAN)  
(SWITCHOVER TO HOLLYWOOD FOR JACK BENNY PROGRAM)

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND ENDS)

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 OUT)

DON: LADIES AND GENTLEMEN...LAST SUNDAY, STEVE BRADLEY, JACK  
BENNY'S PRESS AGENT, FORCED JACK INTO HAVING A CONTEST...  
YOU LISTENERS WERE ASKED TO WRITE IN LETTERS COMPLETING  
THIS SIMPLE SENTENCE..."I CAN'T STAND JACK BENNY BECAUSE"  
AND BELIEVE ME, FOLKS, THE LETTERS HAVE BEEN POURING IN..  
SO LET'S GO OUT TO JACK'S HOUSE IN BEVERLY HILLS, WHERE  
THE WHOLE GANG IS HELPING JACK OPEN THE MAIL.

JACK: Hmm...Just look at all those letters...I don't know why  
I let Steve Bradley force me into this contest...It's  
only been on a week, and I'll bet I've received over a  
million insults already.

MARY: Jack, stop exaggerating...You haven't even received  
half a million insults.

JACK: I have too.

PHIL: Oh don't be so egotistical.

JACK: Never mind, Phil, just keep sorting those letters.

MARY: (LAUGHS)

JACK: Mary, what are you laughing at?

MARY: Here's a letter from a lady right here in Los Angeles.

JACK: A letter from -- What does she say?

MARY: She says, I CAN'T STAND JACK BENNY BECAUSE HE'S GOT THE  
ONLY HOUSE IN BEVERLY HILLS WITHOUT MICE...IF THEY CAN'T  
STAND HIM, HOW CAN I?

JACK: She just made that up, my house is full of mice...so there. I won't give her a prize...believe me.

LARRY: Oh Mr. Benny, here's a letter from Senator Claghorn.

JACK: Senator Claghorn?

PHIL: Yeah, he's on Fred Allen's program.

JACK: Oh. What does the Senator say, Larry?

LARRY: He says: I CAN'T STAND...I SAY I CAN'T STAND...JACK BENNY BECAUSE HE'S SO CORNY WHEN HE SITS DOWN TO DINNER HE BUTTERS HIS EARS.

JACK: Hmm.

LARRY: HIS EARS THAT IS.

JACK: What?

PHIL: THAT'S A JOKE, SON.

JACK: Now wait a minute.

MARY: YOU'RE LETTIN' 'EM GET PAST YOU TONIGHT.

JACK: Now cut that out...I don't care anything about him... about him that is...Now let's open some more --

PHIL: Hey Jackson, look...here's a letter from a guy who likes you.

JACK: Likes me?

MARY: Jack, have you been writing in?

JACK: No I haven't, and don't be funny...You know there are people who like me. Go ahead, Phil, read that letter.

PHIL: Okay. (Now where's that place...Here it is)...I THINK JACK BENNY IS THE MOST BIG HEARTED MAN I KNOW.

JACK: Big hearted?

PHIL: Yeah...see?

JACK: Phil, that's pig headed!..And I had to tell him yet..oh Rochester --

ROCHESTER: (LITTLE OFF) YES, BOSS.

JACK: Are you reading any of the contest mail?

ROCHESTER: YEAH, LOTS OF IT.

JACK: Good.

ROCHESTER: YOU KNOW, BOSS, TWO MORE LETTERS AND I'LL BE CONVINCED THAT I'M WORKIN' FOR THE WRONG MAN.

JACK: Now wait a minute, Rochester...A lot of these letters are very nice.

MARY: Of course they are, listen to this one...I CAN'T STAND JACK BENNY BECAUSE HE'S SUCH A SPENDTHRIFT.

JACK: See? Read that again, Mary.

MARY: I CAN'T STAND JACK BENNY BECAUSE HE'S SUCH A SPENDTHRIFT ...SIGNED, SANDY MacGREGOR.

JACK: Oh.

MARY: And there's three cents due on it.

JACK: Three cents due...That guy's tighter than Don Wilson in an armchair...Now kids, we've all been working pretty--

LARRY: (SQUAWKS TWICE AND WHISTLES)

JACK: Hello, Polly.

LARRY: Hello, hello...(WHISTLES)

JACK: Now kids, I know we've been working pretty hard but let's try and..

ROCHESTER: Oh boss, don't forget you've got a dinner engagement tonight.

JACK: Yes, I know, I know.

MARY: A dinner engagement?...Where are you going, Jack?

JACK: Oh, Mr. and Mrs. Ronald Colman invited me to dinner tonight...They live right next door you know.

MARY: You...invited to the Colman's?

JACK: Yes, what's so strange about that? We've been neighbors for about twelve years...Of course for a while my success in pictures sort of came between us...(SILLY LAUGH)...Colman wanted the lead in "The Horn Blows at Midnight", but they gave it to me...You see at his age they didn't want him to stay up that late.

MARY: (GIGGLES)

JACK: What are you giggling about?

MARY: I saw the picture and you should have gone to bed earlier too.

JACK: Oh I don't know.

LARRY: (PARROT) Can't stand Jack Benny..(ONE SQUAWK AND WHISTLES)

JACK: Folly, you can't enter the contest, you're a relative.. Anyway, Mary, I'd better hurry...If Ronnie and Benita took the trouble of sending me an invitation, I don't want to keep them waiting.

PHIL: Hey Jackson look, you mean they sent you an invitation and they live right next door?

JACK: Well, that's the dignified thing to do..

PHIL: You know I think that dignified stuff is put on..The way Colman keeps givin' out with that phony English accent.

JACK: What are you talking about? Ronald Colman's English accent isn't phony.

PHIL: It isn't, huh? Well I happen to know that he was born in London.

JACK: Phil...Phil, where do you think London is?

PHIL: It's right near Waxahachie, Texas.

JACK: Phil, I know about the London in Texas, but it so happens that now...see, now...there's a London in England.

PHIL: Oh, lend lease, huh?

JACK: Yes yes, we got it back in 1956..What a guy.

MARY: Say Jack, I'd like to see that invitation you got from the Colmans.

JACK: It's right here in my pocket...And I wish Rochester would be a little more careful with my mail... Fortunately I found it lying out on the back porch.

MARY: Let me see it.

JACK: Here...here it is.

MARY: Hmm..."Dear Jack...Glad to know you are safely back in America...Benita and I would love to have you for cocktails and dinner Sunday evening...Will expect you around eight...Ronald Colman."

JACK: There you are.

MARY: But what does he mean, back in America?

JACK: My trip...my trip overseas last summer.

MARY: Oh yes...But I still can't understand it.

ROCHESTER: Say boss, you better start gettin' dressed, it's seven fifteen.

JACK: All right, Rochester, lay out my clothes.

ROCHESTER: Okay..Do you want your tuxedo..or your tweed, twill, gabardine, herringbone, serge, Palm Beach, flannel, plaid, corduroy, worsted...

JACK: Well --

MARY: Jack, I didn't know you had so many suits.

ROCHESTER: IT'S ALL ONE SUIT!

MARY: One suit!

ROCHESTER: Yeah...A TAILOR WAS HERE, LEFT HIS BOOK OF SAMPLES, AND MR. BENNY HATES TO SEE ANYTHING GO TO WASTE.

JACK: Rochester!

PHIL: Hey Jackson, if you wear that suit you'll look like the man who came to dinner and got a lot of it on you.

JACK: Don't worry about it. Rochester, the Colman's always dress for dinner, so lay out my tuxedo.

ROCHESTER: Boss, you better not wear that tuxedo, it's awful tight on you.

JACK: Never mind, I'm going to wear it anyway.

ROCHESTER: OKAY, BUT IF YOU BEND OVER YOU'RE GONNA HAVE A WHITE CHRISTMAS!

JACK: I'll be careful...Now go in the other room and lay out my clothes.

ROCHESTER: Okay..Which shirt do you want to wear?..The plain one, OR THE ONE THAT LIGHTS UP AND SPELLS LSMFT?

JACK: The plain white one tonight.

ROCHESTER: That's good, the battery's down on the other one anyway.

JACK: What I have to go through just to get dressed for a dinner engagement.

SOUND: (DOOR BUZZER)

JACK: COME IN.

SOUND: (DOOR OPENS)

JACK: Oh hello, Don.

DON: Hello, Jack...how's the contest going?

JACK: Fine..Come on in, Don, and...Say, what's that sticking out behind you?

DON: An armchair, I couldn't get it off this morning.



JACK: Oh...then I was right about that.

DON: Say Jack, about the contest...have you really been getting a lot of mail?

JACK: Oh certainly.

MARY: You ought to see some of the letters, Don...People have so many reasons why they can't stand Jack, and we haven't even heard from Mama yet.

JACK: Your mother can't be in it.

DON: Say Jack, a couple of contest letters came to my house too...I brought 'em over.

JACK: Good.

DON: Here's one I'd like to read to you...It's from J. P. Wilkinson of Goldsboro, North Carolina.

JACK: What's he got to say?

DON: Here it is...(SOUTHERN ACCENT) AH BEEN SMOKIN' LUCKY STRIKES FOR TWENTY-FIVE YEARS, BECAUSE AH LIVE DOWN HERE WHERE THEY GROW THE TOBACCAH...AND AH'VE SEEN LUCKIES YEAR AFTER YEAR BUY THE FINER, THE LIGHTER, THE NATURALLY Milder TOBACCAH.

JACK: Sho 'nuff?

DON: (SOUTHERN) AS YOU ALL KNOW LSWFT STANDS FOR LUCKY STRIKE MEANS FINE TOBACCAH...SO ROUND, SO FIRM, SO FULLY PACKED...SO FREE AND EASY ON THE DRAW...THE DRAW, THAT IS.

JACK: Don, we all know that, but what's this letter got to do with the contest?

DON: I'm coming to that, Jack...it's in the P.S.

JACK: Oh.

DON: Here it is...(SOUTHERN) AH CAN'T STAND JACK BENNY  
BECAUSE HE'S MADE OF THE SADDER, THE WEAKER, THE  
NATURALLY CORNIER JOKES.

JACK: Don, that letter is more than fifty words, so it doesn't  
count...Well, I've gotta go and get dressed, kids.

DON: Where are you going, Jack?

JACK: I'm invited to Ronald Colman's house for dinner.

DON: (SURPRISED) You are?

JACK: Well what's so surprising about that? I've been invited  
to the best homes in Beverly Hills...Only last week I  
was a guest at Gary Cooper's birthday party.

MARY: If you were a guest, why did you have to wait on tables?

JACK: I just did that for a gag.

PHIL: A gag, eh? Then why did the guests put tips under their  
plates?

JACK: They did that for a gag too.

MARY: Then why did you keep the tips?

JACK: I can go along with a gag, sister...Now you kids finish  
sorting this mail, I've gotta run upstairs and get  
dressed. Come on, Rochester.  
(APPLAUSE AND SEGUE INTO LARRY'S NUMBER, "LILYBELL" )  
(APPLAUSE)

(THIRD ROUTINE)

-9-

#11

JACK: Hmm..these trousers are a little tight...How do I look in my tuxedo, Rochester?

ROCHESTER: Fine, boss, fine.

JACK: I wonder if...Oh darn it, I dropped my gloves.

ROCHESTER: DON'T BEND OVER, I'LL GET 'EM, I'LL GET 'EM!

JACK: Oh yes...thanks.

ROCHESTER: Boss, you better get goin', it's eight o'clock.

JACK: No, Rochester, I think I'll be five minutes late..It'll make a better impression on the Colman's..I'll bet that Ronnie and Benita are more nervous than I am.

(VERY SHORT TRANSITION MUSIC)

BENITA: Oh Ronnie...Ronnie, where are you?

COLMAN: Right here in the library, Benita.

(APPLAUSE)

BENITA: Ronnie, darling, shouldn't you be dressed? You know we're having a guest for dinner.

COLMAN: A guess tonight? Who?

BENITA: You remember...Jack...Jack Wellington from London.

COLMAN: Oh yes, I forgot...Good old Wellington...Then you did mail him that note I wrote.

BENITA: No, dear, I couldn't find it anywhere...It must have blown out the window..so I phoned him instead..He should be here any minute.

COLMAN: Splendid, splendid.

BENITA: Well Ronnie, aren't you going to dress?

COLMAN: No, no, not for Wellington..No, this turtleneck sweater is all right...He likes informality.

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BENITA: Then I won't bother either..I say -- look -- would you mind choosing the wine for dinner?

COLMAN: In a moment, dear, as soon as I finish this letter... Now let me see...(READING SLOWLY)..I can't stand Jack Benny because.....

BENITA: Oh darling, you're not entering that silly contest, are you?

COLMAN: Oh, I certainly am.

BENITA: But Ronnie....why?

COLMAN: Well...I don't particularly dislike Jack Benny under normal conditions...but for Victory bonds it's not too difficult.

BENITA: But darling, he's our next door neighbor.

COLMAN: I know...think of the advantage that gives us.....All the other people just hear him on the radio..but we can look out of our window and get enough reasons to win all the prizes.

BENITA: I suppose you're right...Just this morning I heard Mr. Benny shouting at that valet of his..er..er..what's his valet's name again...you know, it's the same as a city in England!

COLMAN: ...Liverpool?

BENITA: No no...Manchester!

COLMAN: Oh yes yes, Manchester.

BENITA: Anyway, Mr. Benny was shouting at the top of his voice about his coffee being weak..and Manchester was shouting back something about he'd been telling him for years that you were only supposed to use the coffee grounds once...Such a commotion.

COLMAN: Yes, I've heard some of those sessions..but they're mild when you compare them to the ones with that Phil Harris fellow.

BENITA: Phil Harris?

COLMAN: Yes. The way he comes up the sidewalk every morning yelling."OKAY JACKSON DON'T BE A MUG..HARRIS IS HERE SO BRING OUT THE JUG".....What a remarkable fellow... doesn't he have some connection with Mr. Benny's program?

BENITA: Yes, I understand he leads the orchestra.

COLMAN: Oh, he's a musician.

BENITA: No no...he just leads the orchestra.

COLMAN: Oh.

SOUND: (DOOR OPENS)

JEROME: I beg your pardon, Mr. Colman.

COLMAN: Yes, Sherwood?

JEROME: Mr. Jack Wellington has arrived.

COLMAN: OH GOOD, GOOD.

BENITA: COME ON, RONNIE.

SOUND: (FEW FOOTSTEPS)

BENITA: JACK, JACK!

COLMAN: WELLINGTON, OLD BOY!

SNOWDEN: HELLO RONNIE, BENITA.....It's so nice of you to have me over for dinner.

(MORE)

SNOWDEN:  
(CONT) I came direct from the tennis courts, I hope you don't mind my being in just slacks and a slipover.

BENITA: No no, of course not, we hate formality.

SNOWDEN: Tell me, Benita, what are all those mail bags doing in front of the house next door?

BENITA: Oh that's Jack Benny's house, he's running a contest.

SNOWDEN: Jack Benny?...Isn't that the fellow that's on the wireless?

BENITA: Yes yes.

SNOWDEN: You know I just can't stand him..he's so--

COLMAN: Wait...wait...Don't say it, don't waste it, write it down, write it down!

SNOWDEN: What?

COLMAN: That's the contest, we'll tell you about it later.

SNOWDEN: Ho ho! You Americans do have a peculiar sense of humor.

BENITA: Yes. Come on, Ronnie, get behind the bar and mix us a cocktail.

COLMAN: All right.

JEROME: I beg your pardon, Mr. Colman.

COLMAN: Yes, Sherwood?

JEROME: There's a gentleman at the door, sir, here's his card.

COLMAN: His card?...Hm..."Jack Benny, star of stage, screen and radio..And will sing "Oh Promise Me" at weddings.. Has own Tuxedo"...Jack Benny here?..What in the world could he possibly want?

BENITA: Maybe it's about his lawn mower..Remember, you borrowed it.

COLMAN: But I returned it.

BENITA: Well maybe he wants to give you back the deposit you left on it.

COLMAN: Sherwood, look, tell him I'll call him later, we have a guest for dinner.

JEROME: But Mr. Colman, he said that you were expecting him for dinner.

COLMAN: For dinner? Benita, did you invite Jack Benny for dinner?

BENITA: No...are you sure you didn't?

COLMAN: I'm positive.

SNOWDEN: I say, Ronnie..is this the eccentric chap you were telling me about that's having the contest?

COLMAN: Yes..Well, his coming here is obviously a mistake, but we may as well make the best of an awkward situation.. Sherwood, show Mr. Benny in..and then set another place for dinner.

JEROME: Very good, sir.

SOUND: (FOOTSTEPS, LONG TIME)

JEROME: Follow me, Mr. Benny.

JACK: Thank you.

JEROME: May I take your hat, sir?

JACK: No no, this is the collapsible type, I just fold it up and put it in my pocket.

JEROME: As you wish sir.

SOUND: (FOOTSTEPS, LONG)

JACK: WELL, WELL...HELLO RONNIE...BENITA.

COLMAN: ...Uh...uh...Hello, Jack...come in.

BENITA: Yes yes, come in.

COLMAN: We're just about to have a cocktail.

BENITA: Mr. Benny, this is our friend, Jack Wellington.

SNOWDEN: Pleased to meet you, old chap.

JACK: Well...I didn't expect anyone else to be here, but that's just like the Colmans...always room for one more...ha ha ha ha ha!...Yes sir!

BENITA: (FORCED LAUGH) Ha ha ha ha ha!...Ronnie --

COLMAN: Oh yes...Ha ha ha ha ha!

JACK: .....Yes sir!

COLMAN: Well the cocktails are ready...A toast!...Benita, your health.

SOUND: (TINKLE OF GLASSES)

COLMAN: Wellington, happy days.

SOUND: (TINKLE OF GLASSES)

COLMAN: Benny, good luck.

SOUND: (GLASS BREAKING)

JACK: Whoops! Too hard!...I'm sorry, I didn't want to break the glass!

BENITA: (SADLY) Oh, and that set was a hundred and fifty years old.

JACK: Well, I'm glad I didn't break any of your new stuff.... Well...I'll just sit here and read a magazine while you three go and dress. I'll wait huh?

COLMAN: Oh no, Jack old boy, this is just an informal gathering.



JACK: Oh...Oh...Mr. Wellington, you're from England, aren't you?

SNOWDEN: Yes, yes I am, old fellow.

COLMAN: Tell me, Wellington, how are things over there?

SNOWDEN: Well it's very exciting right now, getting things going again..especially recently with the new elections and all.

COLMAN: Yes, I'd love to get away to England if my schedule would permit it..I'd like to be there in the spring.

BENITA: Yes, at that time of year everything is so beautiful... especially the Thames.

SNOWDEN: Yes, the jolly old Thames.

JACK: I always take them whenever my stomach's upset..They're very good you know.

COLMAN: (WHISPERING) Benita, are you sure you didn't invite him?

BENITA: (WHISPERING) I'm positive, darling.

SNOWDEN: Oh Benita, I remember your suggesting that I re-read Charles Darwin's "origin of the Species"...I found it even more elevating on the second reading.

BENITA: That's true in so many cases..I've just re-read H. G. Wells' "Anatomy of Frustration".

COLMAN: I'm rather a dull scholar...I'm just reading "The Outline of History" for the first time.

JACK: ....Uh....Have any of you noticed the frightful mess Little Orphan Annie's in?....(PAUSE, THEN VERY ENGLISH) THE poor little blighter...(LONG PAUSE)....Yes sir!.... (LONGER PAUSE).....Yup! (AFTER LONG PAUSE..ON CUE ALL FOUR START SPEAKING AT ONCE)

SNOWDEN: } It was rather surprising to me when Atlee suggested that..  
BENITA: } It's so hard to do Christmas shopping this year when every..  
COLMAN: } The weather these past few days has been so unusually....  
JACK: } Why they picked Alabama to play in the Rose Bowl game I'll..

(ALL STOP ABRUPTLY)

JACK: ....(AFTER LONG PAUSE)....Yes sir!

COLMAN: ....(LONGER PAUSE).....Yup!

JACK: You said it.

JEROME: Pardon me, but dinner is served.

COLMAN: (WITH A SIGH OF RELIEF) Thank you, Sherwood.

BENITA: Come, gentlemen, let's go into the dining room.

JACK: Okay.

SOUND: (FOOTSTEPS, CONTINUE)

BENITA: ...No, no, Mr. Benny, you're not supposed to take my arm.

JACK: Ch...Ch...

SOUND: (FEW MORE FOOTSTEPS)

SNOWDEN: I say, Benny old boy, you don't take my arm either.

JACK: Well..I felt as though I ought to take somebody's arm.

(NERVOUS LAUGH) Well, here we are in the dining room..

Ah..Chow!...Let's sit down.

(TRANSITION MUSIC)

JACK: Boy, that was a swell dinner..it's kind of romantic eating in this atmosphere.

BENITA: Mr. Benny, excuse me..but the way you're teetering from side to side...Is that chair uncomfortable?

JACK: No no, the chair's fine, it's all my fault..Silly me.. I forgot to take the mothballs out of my pants.

COLMAN: Well..it's getting kind of late.

BENITA: My goodness, I didn't realize what time it was.

SNOWDEN: My yes..It is getting rather late.

JACK: It's only nine-thirty.....(LONG PAUSE).....  
Yes sir!.....Yup!.....Time marches on!

COLMAN: ...(LONG PAUSE).....Yes sir!

BENITA: ....(LONGER PAUSE) .....yup!

JACK: Well.....I guess I better be running along..Time for me to go home..Goodnight, Mr. Wellington...very happy to have met you.

SNOWDEN: Goodnight, old boy..and with my luck we'll probably meet again.

JACK: Yes yes, thank you....Goodnight, Benita and Ronnie... I had a lovely time..thanks so much for inviting me.

COLMAN: You're very welcome I'm sure.

BENITA: We were happy to have you.

JACK: Thank you.

COLMAN: I'll show you to the door, Jack.

JACK: Thank you, thank you.

(SOUND: FOOTSTEPS....DOOR OPENS)

JACK: Well, goodnight Ronnie, old boy..I had a swell time..

(LOWERS VOICE) And say, I'm awfully sorry about Wellington.

COLMAN: Wellington? What do you mean?

JACK: Oh I know you're loyal to your friends, but isn't it awful the way a guy like him can throw a damper on a party?

COLMAN: You know, Jack, there's a lot of truth in what you say.

JACK: You're telling me!...Well, Goodbye.

(SOUND: DOOR SLAMS FAST)

JACK: I'M NOT OUT YET.

COLMAN: Oh, oh pardon me.

(SOUND: DOOR OPENS)

JACK: Well, goodnight Ronnie.

COLMAN: Goodnight.

(SOUND: DOOR SLAMS

FOOTSTEPS DOWN THREE STEPS AND  
ALONG SIDEWALK)

JACK: (HUMS LOVE IN BLOOM).....Gee, they're nice people, the Colmans....(HUMS).....That Wellington seems to be a nice chap too.....But I can't understand him just dropping in uninvited....Oh well....(HUMS LOVE IN BLOOM)  
.....Oh darn it, I dropped my gloves...(FOOTSTEPS STOP)  
.....(JACK GRUNTS)

(SOUND: LOUD RIP OF CLOTH)

JACK: Hmm..(SINGS) Can it be the breeze that fills the  
trees... (CONTINUES HUMMING)  
(INTO MUSIC PLAYOFF AND APPLAUSE)

JACK: Ladies and gentlemen, I want to thank Mr. and Mrs. Ronald Colman for appearing on my program..and I would also like to--

DON: Just a minute, Jack, I've got to read this announcement about the contest.

JACK: Oh for heaven's sake.

DON: LADIES AND GENTLEMEN, THE CONTEST IS STILL ON.. PRIZES TOTALING TEN THOUSAND DOLLARS IN VICTORY BONDS WILL BE AWARDED FOR THE LETTERS CONTAINING THE BEST-STATED AND MOST CONVINCING REASONS. REMEMBER, JUST COMPLETE THIS SIMPLE SENTENCE..I CAN'T STAND JACK BENNY BECAUSE....IN FIFTY WORDS OR LESS..AND MAIL YOUR LETTER TO THE JACK BENNY CONTEST, HOLLYWOOD 28, CALIFORNIA...ADDED TO OUR BOARD OF JUDGES WILL BE GOODMAN ACE OF THE EASY ACES AND PETER LORRE.

JACK: Him I can't stand.

DON: AND THE SUPREME AND FINAL JUDGE WILL BE THE HONORABLE FRED ALLEN.

JACK: Him I can't stand either.

DON: THE CONTEST WILL END AT MIDNIGHT, DECEMBER 24<sup>th</sup>...THE DECISION OF THE JUDGES WILL BE FINAL, AND ALL LETTERS BECOME THE PROPERTY OF JACK BENNY, INCLUDING THE RIGHTS TO PUBLISH. THIS CONTEST IS OPEN TO EVERYBODY EXCEPT THE EMPLOYEES OF THE AMERICAN TOBACCO COMPANY, ITS AGENTS, AND THE NATIONAL BROADCASTING COMPANY. IT IS ALSO SUBJECT TO ALL FEDERAL AND STATE LAWS AND REGULATIONS. Jack will be back in a minute, but first here is someone else who can't stand him, my good friend, L. A. "Speed" Riggs.

THE JACK BENNY PROGRAM  
3RD REV. #11

(SWITCHOVER TO NEW YORK FOR CLOSING COMMERCIAL)

V CLOSING COMMERCIAL

RIGGS: (CHANT - SOLD AMERICAN)

DELMAR: It takes fine tobacco to make a fine cigarette - and  
Lucky Strike means fine tobacco.

RUYSDAEL: Yes sir! LS - MFT!

SIMS: Independent tobacco experts - auctioneers, buyers and  
warehousemen really know tobacco. And at the tobacco  
auctions they attend they can see the makers of Lucky  
Strike consistently select and buy the finer, the  
lighter, the naturally milder Lucky Strike tobacco!

RUYSDAEL: That's right! LS - MFT!

DELMAR: This fine Lucky Strike tobacco means real, deep-down  
smoking enjoyment for you. So smoke that smoke of  
fine tobacco - Lucky Strike!

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 - AMERICAN). Basil  
Ruysdael speaking for the makers of Lucky Strike.

TICKER: (2 & 3, 2 & 3)

RUYSDAEL: LS - MFT

LS - MFT

LS - MFT

SIMS: Many things may change with the years, but here's one  
(Imp. Tag thing you can depend on always -- Lucky Strike means  
#10) fine tobacco, yes, first, last and always, 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 0236861

(TAG)

JACK: Ladies and gentlemen...during this next week, the U S O Camp shows will celebrate its fourth anniversary. I'm sure all of us know what U S O Camp shows meant to our men and women overseas. Just the other day I was glad to learn that there are more units overseas now than ever before and they'll continue sending their shows as long as our men are over there. I was privileged to wear the U S O Camp shows uniform for three overseas trips and I know all the people in the entertainment field as well as those who are not, congratulate "U S O Camp Shows" on its fourth anniversary..thank you, and goodnight everybody.

ATX01 0236862