

FOOTE, CONE & BELDING

Advertising

232 PARK AVENUE NEW YORK 17 • WE EMBROIDER 26-000

AMERICAN TOBACCO CO.

LUCKY STRIKE

15, 1946-PROGRAM #12

REVISION:

APPROVAL: FINAL

NETWORK: NBC

B'CAST 7:00-7:30 P.M. EST

REPEAT 9:30-10:00 P.M. PST
(By Transcription)

As Broadcast

"THE JACK BENNY PROGRAM"

ROUTINE

- I NEW YORK - Opening Commercial.
- II HOLLYWOOD - Jack Benny produces his show.
- III HOLLYWOOD - Middle Commercial. Jack Benny becomes a salesman -- LS - MFT (Tinker to Evers to Chance).
- IV HOLLYWOOD - Jack Benny continues to produce his show without interruption in the continuity.
- V NEW YORK - Closing Commercial.
- VI HOLLYWOOD - Hail and farewell by Jack Benny and his Cast.

ATX01 0234413

XXXX

-1-

EC

THE AMERICAN TOBACCO COMPANY

12-15-46

"THE JACK BENNY PROGRAM"

7:00-7:30 PM EST DECEMBER 15, 1946 - PROGRAM #12

SUNDAY

I NEW YORK - Opening Commercial

BARUCH: The Jack Benny Program - presented by Lucky Strike.

WYSDAEL: Quality of product is essential to continuing success.

WONE: (CHANT - 57 to 59 - AMERICAN)

BARUCH: It takes fine tobacco to make a fine cigarette and -

WYSDAEL: LS - MFT

BARUCH: Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

WINS: In a cigarette it's the tobacco that counts and season after season, at auction after auction, independent tobacco experts - auctioneers, buyers and warehousemen - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

WYSDAEL: Fine, light, naturally mild tobacco - real Lucky Strike tobacco! ... fine tobacco that means real, deep-down smoking enjoyment for you.

(MORE)

ATX01 0234414

THE JACK BENNY PROGRAM

XXXX

-1A
12-15-46

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

HIGGS: (CHANT - 57 to 59 - AMERICAN)

(SWITCHOVER TO HOLLYWOOD FOR JACK BENNY PROGRAM)

ATX01 0234415

(AFTER COMMERCIAL MUSIC UP AND FADES)

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

(MUSIC UP AND FADES)

DON: AND NOW, LADIES AND GENTLEMEN, ONCE AGAIN WE TAKE YOU
TO JACK BENNY'S HOME IN BEVERLY HILLS, WHERE WE FIND
JACK AND ROCHESTER IN THE LIBRARY.

JACK: (SOFTLY) Rochester ... Rochester ... do we have to be
this quiet?

ROCHESTER: (VERY SOFTLY) Shhhh ... be patient boss ... I'm trying
to use psychology.

JACK: Psychology?

ROCHESTER: Yeah ... watch this ...

(VERY VERY SOFTLY) 'Twas the night before Christmas
And all through the house
Not a creature was stirring
Not ... even ... a --

(SOUND: LOUD SNAP)

ROCHESTER: WE GOT HIM THAT TIME, BOSS!

JACK: Good good ... Now take the mouse out of the trap.

ROCHESTER: YES SIR.

(SOUND: FOUR FOOTSTEPS)

ROCHESTER: HEY BOSS, GREAT NEWS, GREAT NEWS!

JACK: What is it?

ROCHESTER: WE GOT HIM BEFORE HE COULD EAT THE CHEESE.

JACK: Well, it wouldn't have done him any good anyway, it's
wax Now, come on, Rochester, let's finish
addressing my Christmas cards.

ROCHESTER: OKAY.

JACK: Now let's see ... we finished the ones to my relatives ... Now let's address the cards to the movie stars I know ...

ROCHESTER: YES SIR.

JACK: I've got the right list here ... Rodney Dangerfield ... M.G.M. Studios.

ROCHESTER: (SLOWLY) RODNEY ... DANGERFIELD.

JACK: Cyril Forsythe, Universal-International Studios.

ROCHESTER: CYRIL ... FORSYTHE.

JACK: Marcella Underwood, Warner Brothers Studios.

ROCHESTER: MARCELLA ... UNDERWOOD.

JACK: Anthony Fisk, Paramount Studios.

ROCHESTER: ANTHONY ... FISK.

JACK: Yeah.

ROCHESTER: WELL ... THAT TAKES CARE OF THE PICKETS, LET'S GET TO THE STARS.

JACK: These are stars ... every one of them. Now, let's see ... Oh yes ... Ilka Thistledown, M.G.M. Studios.

ROCHESTER: ILKA ... THISTLEDOWN.

JACK: Gee, how she ever missed getting the Academy Award last year I'll never know ... she was wonderful in "Andy Hardy Blows His Nose" ... Bertram Holmquist, Twentieth Century Fox Studio.

ROCHESTER: BERTRAM ... HOLMQUIST.

JACK: Gary Cooper, Paramount Studio.

ROCHESTER: GARY ... COOPER WHO'S HE?

JACK: A big tall fellow ... He's a pretty big star. Of course he's not a Rodney Dangerfield but he's coming along. Now let's see ... who else ... Oh yes ... Geraldine ...

ROCHESTER: (SOFTLY) Shh, just a minute Boss .. I think I hear another mouse.

JACK: What?

ROCHESTER: Quiet ...

'Twas the night before Christmas
And all through the house
Not a creature was stirring
Not ... even ... a --

(SOUND: LOUD SNAP)

ROCHESTER: WE GOT HIM TOO.

JACK: Good good. Is he a big one?

ROCHESTER: OH OH ..

JACK: What's the matter.

ROCHESTER: THERE'S NOTHING IN THE TRAP BUT A NOTE.

JACK: A note?

ROCHESTER: YEAH ... IT SAYS, "YOU CAN RECITE GUNGA DIN, YOU AIN'T GONNA CATCH ME."

JACK: Oh stop making things up.

ROCHESTER: Well, all I know is we didn't catch him.

JACK: Yeah Set it again, Rochester.

ROCHESTER: SAY BOSS, WITH ALL THESE MICE IN THE HOUSE WHY DON'T YOU GET A CAT?

JACK: Mouse traps don't drink milk ... That's why. Well, we're through with the Christmas cards, and I think I've got the presents all set up ... Oh, I meant to do this before ... I've got to get Don Wilson's house on the phone.

(SOUND: RECEIVER UP AND DIALING)

JACK: (SINGS) DA DA BUM BUM, DA BUM BUM, DA DUM BUM BUM, BUM, BUM, BUM, BUM, I GOT THE SUN IN THE MORNING AND THE SMOG AT NIGHT ... GOT THE -- Hello ... Oh, hello, Mrs. Wilson, this is Jack Benny ... Yes, I was just singing to myself ... Yes I know Don is at the studio, that's why I picked this time to call ... Now, Mrs. Wilson, I'm giving Don a beautiful pair of show laces for Christmas ... Yes, with metal tips ... Oh no! Of all the things he should have ... Are you sure he already has metal tips? ... Oh gosh ... Well, I'll just have to exchange them again. Well anyway, Mrs. Wilson don't tell Don what I'm giving him ... What ... You wouldn't dare? ... (EMBARRASSED LAUGH) ... Thank you, the same to you ... Goodbye.

(SOUND: RECEIVER DOWN)

JACK: Wouldn't you know it, Rochester ... and all the trouble I went through at that department store last week ... I could have taken plastic tips ... but no, I had to take metal ones ...

ROCHESTER: BY THE WAY, BOSS, THIS IS SATURDAY. YOU'RE NOT FORGETTING YOUR REHEARSAL ARE YOU?

JACK: Oh no no . Miss Livingstone's sister, Babe, is going to pick me up and drive me to the studio.

ROCHESTER: MISS LIVINGSTONE'S SISTER?

JACK: Yes, Mary has a cold and Babe came out from Plainfield to spend the holidays with her. Now, Rochester, bring me that package with the shoe laces, I'm going to stop by the store and exchange them.

ROCHESTER: YES SIR ... AND SAY, BOSS.

JACK: Yeah.

ROCHESTER: IF YOU SEE A MOUSE TRAP THAT RECITES "THE NIGHT BEFORE CHRISTMAS" BUY IT ... I'M GETTING HOARSE.

JACK: I'll look around

TRANSITION MUSIC)

(SOUND: MOTOR UP AND DOWN)

JACK: I'm glad Mary's feeling better today, Babe.

BABE: Yes, she'll be all right in a couple of days.

JACK: Good ... hmm .. nice delivery. You can talk .. we're driving in a car. Gee, I hope Myrt's listening in.

(HUMS) Got no dum dum, Got no dum, Got no dum bum ...

Gee, it's a nice day for a -- Babe! Put on your brakes quick! There's a car coming right for us!

BABE: That's going the other way, it's a new Studebaker.

JACK: Gee, you can't tell when those Studebakers are coming or going.

BABE: I know. The other day my boy friend was hit by one.

JACK: How?

BABE: Well, he was standing on the corner trying to figure out whether it was coming or going and the darn thing went sideways.

JACK: Well, what do you know. Hey, there goes another one .. It's a cute car, isn't it . . and so much glass.

BABE: Yeah, looks like a sillex on wheels.

JACK: Yeah. Well, another star is born. Don't be nervous, Babe. That's a new Studebaker. I wonder what model that one is.

BABE: They have four models. Champion, Commander, Regular and Drip.

JACK: Oh yes ... You know, Babe, I was just thinking .. people who live in Studebakers shouldn't throw stones. HA HA HA HA ... OH, JACKSON, YOU KEEP THIS UP AND YOU'LL HAVE YOUR OWN SHOW, TOO ... Yes sir.

BABE: No wonder my mother hates you.

JACK: Well, you should read some of the stuff your mother writes about you. Believe me you'd ... Hey, there's Dennis standing over there on the corner. Let's stop and pick him up.

(SOUND: CAR STOPS)

JACK: OH DENNIS, DENNIS.

DENNIS: Oh hello, Mr. Benny.

JACK: What are you doing standing on the corner, kid? You should be at the studio rehearsing.

DENNIS: I'm waiting for the Pico bus.

JACK: But Dennis, how can you get the Pico bus on Sunset Boulevard?

DENNIS: My mother drives it.

JACK: Oh.

DENNIS: And it doesn't cost me anything to ride, either.

JACK: It doesn't?

DENNIS:

No mother pulls the bus up to the curb, and shouts
"NO CHARGE FOR BABIES IN ARMS" ... then she gets out
and carries me in.

JACK:

Dennis, stop that nonsense and get in the car.

DENNIS:

Okay.

(SOUND: CAR DOOR CLOSSES)

JACK:

Dennis, this is Mary's sister, Miss Livingstone.

DENNIS:

Hello, Miss Livingstone.

BABE:

You can call me Babe.

DENNIS:

You can call me Toots.

JACK:

Dennis!

DENNIS:

(WHISTLES)

JACK:

Dennis! That's her name ... Babe.

DENNIS:

Oh.

JACK:

Let's go, Babe.

(SOUND: CAR STARTS)

JACK:

Say Babe, after we stop at the studio, I want to go
down to the department store and exchange the gift I
bought for Don Wilson.

BABE:

The shoe laces?

JACK:

Yeah, how did you know?

BABE:

Mary told me all the trouble she went through with you
last week.

JACK:

Yeah, well I can't help it. I've gotta go back and
get the shoe laces with plastic tips. I want Don to
be happy.

BABE: Plastic tips, metal tips, with his stomach he'll never see them anyway.

JACK: Hey, that's pretty good. Take a bow. I'm alone in the car. I guess you've never heard of mirrors ... have you?

DENNIS: What did you buy me for Christmas, Mr. Benny?

JACK: I'm not gonna tell you Dennis, but it will be under the tree on Christmas morning.

DENNIS: Gee, another pine cone.

JACK: Oh no it isn't. Say Babe ...

DENNIS: Every year I get a pine cone.

JACK: Say Babe ...

DENNIS: The first year I didn't know it was a pine cone.

JACK: What?

DENNIS: I thought it was an artichoke and I ate it.

JACK: Oh Dennis, stop. Imagine eating a pine cone. Say, Babe ...

DENNIS: The doctor pumped out my stomach and built a fire.

JACK: A fire?

DENNIS: Yeah. I was empty on the inside and burning on the outside.

JACK: Oh quiet! Now, Babe, when we get to the studio we'll only stay a little while so I can go to the store. Phil is probably rehearsing Dennis's number.

DENNIS: I rehearsed my song all morning. Would you like to hear it?

JACK: Well, if you've gotta open your mouth, I'd rather have you sing. Go ahead.

THE JACK BENNY PROGRAM #12

-10-

DENNIS: But we're riding in a car.

JACK: I know. Babe, put the top down ... some people may
want to show their appreciation.

(DENNIS'S SONG ... "THE OLD LAMPLIGHTER")

(APPLAUSE)

ATX01 0234424

(SOUND: MOTOR UP AND DOWN)

ACK: That's very good, Dennis .. Well, here we are at the studio ... Wait in the car for me, Babe ... I'll only be a minute.

(SOUND: CAR STOPS)

EL: (COCKNEY) I beg your pardon, Guvernor, but you can't park your car here in front of Buckingham Palace, they're changing the guard, you know.

ACK: Buckingham Palace? This is N.B.C. in Hollywood.

EL: Hollywood? My my, in this fog I must have strayed a bit off my beat.

ACK: You certainly must have. I'll see you in a few minutes, Babe.

ABE: O.K. I'm hungry so I'll go to the drug store and get a chiss sweese sandwich.

ACK: Must run in the family. O.K. Dennis, let's go.

(SECOND ROUTINE)

(SOUND: MOTOR UP AND DOWN ... CAR DOOR CLOSE ...
FOOTSTEPS)

JACK: Now Dennis, when you go over your number with Phil, be
sure and ...

ARTIE: OH, MR. DAY .. MR. DAY .. (FOOTSTEPS STOP) MAY I HAVE
YOUR AUTOGRAPH PLEASE?

DENNIS: Why certainly. Have you got a pencil?

ARTIE: Yes sir.

DENNIS: There you are.

ARTIE: Thank you.

(SOUND: FOOTSTEPS)

JACK: Hm ... Now, Dennis, as I was saying ... I don't
wanta tell you how to do your song even though I am
the star of the show ... but when you try ...

JEANETTE: Pardon me, Mr. Day, but may I have your autograph?

(FOOTSTEPS STOP)

DENNIS: Why certainly, Miss. Have you got a pencil?

JEANETTE: Yes sir.

DENNIS: There you are.

JEANETTE: Thank you.

(SOUND: FOOTSTEPS)

JACK: Dennis ...

DENNIS: Huh?

JACK: I'm afraid you'll have to give up your own show ... Now,
as I was saying...

DENNIS: But Mr. Benny, people like me ... Two of them just asked
me for my ---

JACK: I know what they did! You've only had your show now thirteen weeks and you're going around signing autographs. You don't have to be so hammy, you know.

DENNIS: But they asked me.

JACK: You didn't have to encourage them. You know, kid, when you've been in radio as long as I have you take those things in your stride. You don't make such a big thing out of it.

EL: OH, MR. BENNY. (FOOTSTEPS STOP)

JACK: Why certainly, have you got a pencil?

EL: Huh?

JACK: Come on, gimme your pencil if you want my autograph. I'm a busy star. Come on.

EL: I just want two nickels for a dime so I can use the phone.

JACK: Oh. Well, I haven't got change. Come on, Dennis.

(SOUND: FOOTSTEPS)

JACK: Hm.

DENNIS: I've got change for a dime.

JACK: All right, all right, you little show off ... (MIMICS DENNIS) I've got change for a dime, I've got change for a dime .. It's my own fault ... I picked you up when you had absolutely nothing ... I put you on my show ... I trained you, coached you ... and after working for me for seven years, what happens?

DENNIS: I got change for a dime.

JACK: All right, all right ... I'm going in the studio to see how Phil is doing. I'll see you later, kid.

DENNIS: Yes sir.

(SOUND: FOOTSTEPS ... DOOR OPENS)

PHIL: NOW LOOK, FELLOWS, WE'VE BEEN REHEARSING THIS FOR TWO HOURS ... NOW LET'S SEE IF WE CAN GET IT RIGHT THIS TIME. COME ON .. A-ONE . . A-TWO ...

(DARNDDEST LOUDEST NOISE YOU EVER HEARD WITH DRUM LOUDER THAN ANYTHING)

PHIL: HOLD IT, HOLD IT, HOLD IT .. HOLD IT.

(MUSIC STOPS)

PHIL: NO NO NO, FELLOWS .. THAT'S NOT IT EITHER. I CAN'T HEAR NO BRASS.

JACK: Oh Phil ..

PHIL: Just a minute, Buster .. NOW LET'S TRY IT ONCE MORE, FELLOWS. AND GIVE .. GIVE .. NOW COME ON ... A-ONE . A-TWO ..

(LOUDER RACKET THAN EVER)

PHIL: NO NO NO NO.

(MUSIC STOPS)

PHIL: WHAT'S THE MATTER WITH YOU GUYS ANYWAY? ... YOU'RE NOT GIVING ME NOTHING.

JACK: Phil, what are you rehearsing?

PHIL: White Christmas.

JACK: Phil ... Phil, are you crazy? White Christmas is a beautiful song ... it should be played softly and with feeling. Can't your band play pianissimo?

PHIL: They're having enough trouble with "White Christmas."

JACK: Phil, pianissimo is not a song ... it's a musical term meaning softly.

PHIL: Look, Jackson, why don't you just take care of the jokes and leave the music to me?

JACK: I won't leave the music to you. This is my program and I want the music to be good.

PHIL: What're you talking about? I'm rehearsing this for my own show.

JACK: Your own show?

PHIL: Certainly. Why else would Alice be playing the trombone.

JACK: What? You've got a lot of nerve rehearsing the music for your show on my time. Eighteen men at six dollars a man ... that's a hundred and eight dollars. Do you expect me to pay for that?

PHIL: Why not. You've been doing it all season.

JACK: Well, how do you like that? I've got a good mind to take those boys and throw them right off the program. In fact I think I will right after the first of the year. You're only bluffing.

PHIL: I am not.

JACK: Then why wait till the first of the year ... why don't you fire them right now?

PHIL: Because their green complexions and their blood-shot eyes make a nice color scheme for Christmas ... That's why ... Now I haven't got time to argue with you, I gotta go down town to the department store.

JACK: Oh Jack, can you spare a minute for me?

PHIL: Oh hello, Don.. I didn't see you. What do you want?

JACK: Well, I'm rehearsing the commercial with the quartette and I want you to hear it.

JACK: I'm glad you brought that up. Last week was the first time that I thought that quartette was really all right. And if they can give me something like that again it'll be okay.

DON: Jack, I'm glad to hear you say that because this week we've got something even better.

JACK: Good good, Don ... Lemme hear it.

DON: Okay ... READY BOYS ... LET'S GO ...

LUCKY STRIKE MEANS FINE TOBACCO ... YES, LUCKY STRIKE MEANS FINE TOBACCO.

(INTRODUCTION TO PIZZICATO)

QUARTETTE: OH LS, SS, SS, LS, M F T.

OH MF, FF, LS, MF, 1 2 3.

JACK: Don.

L SS, MF, FF, FF, P D Q.

SO ROUND, SO FIRM, SO FULLY PACKED

SO FREE AND EASY ON THE DREW.

JACK: Drew?

OH LS, MF, LS, MFT, (DING DING)

OH MF, MF, LS, MFT (DING DING)

OH LSSS, LSSS, MF, F, F, F, F, F, M, F, T.

JACK: Don.

QUARTETTE: (CONTINUES WITH BIRD WHISTLE)

JACK: Don look ... Don, hold it a minute ... Look fellows ...

Wait a minute ... Wait a minute .. WAIT A MINUTE ...

WAIT A MINUTE! ... Don ... Don ... Elephant Boy ... Look

Don ... I'm not going to raise my voice ... I'm not going to get excited ... I'm not going to lose my

temper ... I just don't want the quartette any more

that's all ... and now I'm going to the department

store and finish my Yuletide shopping. Goodbye, boys.

THE JACK BENNY PROGRAM #12

-17-

QUARTETTE: (ONE NOTE)

JACK: Goodbye, Don.

DON: Goodbye.

(SOUND: THREE FOOTSTEPS ... BODY THUD)

JACK: The tenor tripped me! ... Goodbye!

(SOUND: DOOR SLAM)

(BAND NUMBER)

(APPLAUSE)

ATX01 0234431

(THIRD ROUTINE)

(SOUND: STORE NOISES UP AND DOWN)

JACK: Gee, Babe, the store is even more crowded than it was last week.

BABE: Yeah. Did you have to come back here just to exchange those shoe laces. I think it's ridiculous.

JACK: Babe, I might as well get what I want. After all I'm ..

BABE: (WHISPERS) Jack ... Jack ...

JACK: Huh?

BABE: (WHISPERS) Watch out for that fellow in back of you.

JACK: What?

BABE: He looks like a pick-pocket.

JACK: Oh yes. Don't worry, Babe, watch this ...

'Twas the night before Christmas,
And all through the house,
Not a creature was stirring
Not even a --

(SOUND: LOUD SNAP)

MEL: OUCH!

JACK: I got him, Babe, I got him ... Hey, Buddy, what were you doing with your hand in my pocket?

MEL: I was just returning the junk I stole from you last week.

JACK: Junk?

MEL: When I turned that stuff in, I was almost thrown out of the Pickpocket's Guild.

JACK: Well, I oughta have you thrown in jail. Come on, Babe, let's exchange these shoe laces and get out of here.

BABE: Okay.

SARA: (NASAL) Well, Babe Livingstone, of all people!

BABE: Well, Sara Sauerbrotten.

JACK: Sara Sauerbrotten?

SARA: What are you going in town, Babe?

BABE: Oh, I just came out here to get a little California sunshine.

SARA: Oh ... you'll be out here a long time... You know, Babe, I always thought you'd marry Steve Ferguson, the fellow who worked at the gas station.

BABE: Oh, we broke up, Sara ... I haven't seen Steve in years.

SARA: Well, you shoulda hung onto him, he's got his own gas station now, with three grease pits.

BABE: He had those grease pits when I went with him ... that's why we broke up.

SARA: Really?

BABE: (LAUGHINGLY) Yeah .. every time I sat on his lap, I slipped through.

JACK: Come on, Babe, let's go.

SARA: Say ... who's this gentleman with the mousetrap ... anything serious?

JACK: Babe, come on, I've got a lot of shopping to do ..

SARA: Well, so long, Babe ... I've got to get back to the music counter ... I demonstrate songs here.

BABE: Okay ... Goodbye, Sara.

SARA: Goodbye, I'll tell Steve I seen you.

JACK: Let's go, Babe. I wanta change these shoe laces.

PETE: Well well, if it isn't Jack Benny ... Oh, Mr. Benny ..
Hello!

BABE: Who's that, Lily Pons?

JACK: I don't know.

PETE: Mr. Benny, may I have your autograph please?

JACK: I gave you my autograph last week.

PETE: Yes I know, but on my way home I lost it ... I'm so careless ... yes indeed so very careless.

JACK: There you are.

PETE: Thank you, Mr. Benny, thank you very much.

JACK: You're welcome. Goodbye.

PETE: Goodbye.

JACK: What a character ... Oh, Babe, there's the notions department right beside the music counter. Come on.

(PIANO INTRODUCTION TO "FIVE MINUTES MORE")

JACK: Oh look, Babe, your girl friend is gonna sing.

SARA: (SINGS) GIVE ME FIVE MINUTES MORE

ONLY FIVE MINUTES MORE

LET ME STAY, LET ME STAY

IN YOUR ARMS.

(IT'S SO THRILLING AND I'M SO WEAK AND WILLING)

HERE AM I BEGGING FOR

ONLY FIVE MINUTES MORE

ONLY FIVE MINUTES MORE

OF YOUR CHARMS.

(SOUND: CROWD NOISES UP AND DOWN)

JACK: Here we are, Babe ... Here's the notions counter. Now I can exchange the shoe laces.

BABE: But Jack, I don't see the man that waited on you last week.

JACK: I don't either ... well, I'll find out where he is ... Oh Madam ...

WOMAN: Yes.

JACK: Where's the gentleman who was at this counter last week?

WOMAN: Oh you mean my husband, he's in a sanitarium.

JACK: Oh that's too bad. What happened.

WOMAN: Well ... (CRYING SOFTLY) Some jerk came in here to buy some shoe laces and he couldn't make up his mind whether he wanted plastic tips or metal tips and he drove my husband crazy. (CRYING LOUDER) ALL WEEK HE'S BEEN LYING IN BED STARING INTO SPACE AND SCREAMING, "PLASTIC TIPS, METAL TIPS, PLASTIC TIPS, METAL TIPS" AND ONCE HE SAID, "I'VE GOT RUBBER TIPS TOO, BUT I WON'T TELL HIM, I WON'T TELL HIM, I WON'T TELL HIM." (CRIES A LONG TIME AND THEN CONTROLS HERSELF) I'm sorry. I do hope you'll forgive me ...

JACK: That's all right.

WOMAN: Now what can I do for you?

JACK: Well ... er ... well ...

BABE: Tell her, you coward.

JACK: Babe. Never mind, madam ... I'll come in again some other time ... Come on, Babe.

(SOUND: FOOTSTEPS)

BABE: Aren't you gonna exchange the laces?

JACK: No, Don will have to take the metal tips and like it. He's not gonna drive people crazy with those lousy shoe laces ... Let's go home.

(MUSIC AND APPLAUSE)

THE JACK BENNY PROGRAM #12

-22-

DON:

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

ATX01 0234436

12-15-46

V NEW YORK - Closing Commercial

BOONE: (CHANT - 57 to 59 - AMERICAN)

SIMS: Remember this all-important fact! Fine tobacco is what counts in a cigarette - and Lucky Strike means fine tobacco.

BUYSDAEL: Mr. Garland Fletcher Tilley, independent tobacco buyer of Durham, North Carolina, has bought millions of pounds of tobacco during the last 25 years. He said:

VOICE: Season after season, at auction after auction, I've seen tobacco bought by the makers of Lucky Strike -- and believe you me, that tobacco is really good - ripe, smooth and mild ... tobacco you just can't beat for real smokin' quality. I've smoked Luckies myself for 17 years.

BARUCH: Yes, at auction after auction, independent tobacco experts like Mr. Tilley - men who spend their lives buying, selling and handling tobacco - can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

SIMS: Fine, light, naturally mild tobacco - Remember, year-in, year-out ...

BUYSDAEL: LS - MFT

(MORE)

ATX01 0234437

NOT EAT

THE JACK BENNY PROGRAM

~~XXX~~

-23

12-15-46

BARUCH: Lucky Strike means fine tobacco.

SIMS: And fine tobacco makes a fine Christmas present. So here's a gift suggestion that will say "Merry Christmas" for you two hundred times. Give that ever-welcome gift of fine tobacco -- a carton of Lucky Strike.

BUYSDAEL: And remember -- Christmastime and all the time -- for your own real deep-down smoking enjoyment, smoke that smoke of fine tobacco -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

(SWITCHOVER TO HOLLYWOOD FOR JACK BENNY SIGN-OFF)

ATX01 0234438

(TAG)

JACK: Say, Babe, it was nice of you to come in and pinch hit for Mary ... You were good, too ...

(SOUND: FOOTSTEPS)

JACK: Come on, Babe, we left the car right around the corner.

BABE: Yes I know.

JACK: Say Mary, did I tell you next Sunday we're going to broadcast for the boys at Birmingham General Hospital.

BABE: Gee, that'll be swell.

JACK: Yeah, I'm looking forward to it ... And you know who's gonna be with me?

BABE: Who?

JACK: A lot of people who used to be on my show ... Kenny Baker ... Andy Devine ... Slepperman ... Larry Stevens ... and of course my own gang.

BABE: That oughta be a lot of fun.

JACK: Yeah, it'll be good to see my --

BABE: Just a minute, Jack ... just a minute.

JACK: What's the matter.

BABE: I've got a cinder in my eye.

JACK: Where?

BABE: Right here in the corner.

JACK: Wait'll I get out my handkerchief.

(SOUND: LOUD SNAP)

JACK: OUCH! Darn it. I forgot I re-set it ... Goodnight, doll.

(APPLAUSE)

DON: Ladies and gentlemen, next Sunday we're going to do our Christmas broadcast from the Birmingham General Hospital and a lot of our old gang will be on the show ... Kenny Baker ... Andy Devine ... Slepberman ... and Larry Stevens. Goodnight, folks.

(APPLAUSE)

DON: Meantime, here's a Christmas suggestion. Say "Merry Christmas" to your friends two hundred times! How?

ANNOUNCER: THIS IS N.B.C. THE NATIONAL BROADCASTING COMPANY.