

PROGRAM #23

REVISED SCRIPT

AS BROADCAST

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

Sunday, March 7, 1948

NBC

4:00 - 4:30 PM PST

RTX01 0310634

THE JACK BENNY PROGRAM

OPENING COMMERCIAL - MARCH 7, 1948 - PROGRAM NO. 23

-A-

LAING: THE JACK BENNY PROGRAM - Presented by LUCKY STRIKE!

BOONE: (CHANT - 57 to 59 - AMERICAN)

LAING: Lucky Strike - and Lucky Strike alone - offers you important evidence gathered in the tobacco country by the world-famous Crossley Poll. This evidence reveals the smoking preference of men who really know tobacco - auctioneers, buyers and warehousemen. Here's what the Crossley Poll found:

RUYSDAEL: For their own personal smoking enjoyment -

INDEPENDENT TOBACCO EXPERTS -

AGAIN NAME LUCKY STRIKE - FIRST CHOICE!

LUCKY STRIKE - FIRST CHOICE, OVER ANY OTHER BRAND!

LAING: These experts know their business. Their overwhelming preference for Lucky Strike, we believe, has a direct relationship to the quality tobacco we purchase for Luckies and to the real, deep-down smoking enjoyment you may expect from fine tobacco. And when these veteran tobacco experts name LUCKY STRIKE - FIRST CHOICE for their own personal smoking enjoyment, then you know...

RUYSDAEL: LS - MFT

LS - MFT

LAING: Lucky Strike means fine tobacco - and in a cigarette it's the tobacco that counts. So smoke the smoke tobacco exports smoke - Lucky Strike! Remember -

RUYSDAEL: INDEPENDENT TOBACCO EXPERTS -

AGAIN NAME LUCKY STRIKE - FIRST CHOICE! -

LUCKY STRIKE - FIRST CHOICE, OVER ANY OTHER BRAND!

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(FIRST ROUTINE)

-1-

(AFTER COMMERCIAL..MUSIC UP AND DOWN)

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

(APPLAUSE..MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN, SINCE TIME IMMEMORIAL MAN HAS TRIED TO
ACHIEVE FAME...WE CAN'T BRING YOU A MAN WHO HAS LEFT HIS
FOOTPRINTS ON THE SANDS OF TIME..BUT HERE'S ONE WHO LEFT HIS
FOOTPRINTS ON TRUTH OR CONSEQUENCES..THE WALKING MAN..
JACK BENNY.

(APPLAUSE)

~~(SOUND: [REDACTED])~~

JACK: Hello again, this is Bing Bong Bell talking...And Don, am I
glad this contest is over. For eight weeks all I did was
walk, walk..walk..walking up and down again..walk..walk..
walking back and forth again....Boots, Boots, walking day and
night again...Boots..Boots..walk ~~walk~~..that's all I've been
doing.

DON: Jack --

JACK: Walking, walking, walking.

DON: Jack, control yourself.

JACK: I wanted to break the monotony..I tried to run..They wouldn't
let me...I tried to crawl, hop, skip, jump, anything...but
~~no~~ "No ^{I had to} walk..walk". I've got a bunion so big that
next week it's going to have its own show.. "Stella Callous"..
or "Portia Faces Dr. Scholl" ^{you don't know}..What I went through.

DON: Well Jack, what are you complaining about? It was a very exciting contest ... everybody had a lot of fun ... and it certainly didn't cost you anything.

JACK: It didn't, eh? I wore a hole in my shoes and lost eighty cents ... Some fun.

DON: Well what puzzles me is that with millions of people trying to guess who the Walking Man was, how did they manage to hide your identity?

JACK: Don, you'll never know the trouble we went through to keep it a secret. Every Saturday night when Ralph Edwards went on the air, picked me up in a big black limousine with the curtains drawn and drove me to mysterious hideouts ... the loneliest places they could find where I'd be all alone.

DON: No.

JACK: Hey, Don, that was good acting there, I didn't know you could do it. Say that again, Don.

DON: No.

JACK: No, Don, you've never seen - come here - you've never seen such mysterious hideouts -- one week they took me to an old deserted house at Malibu Beach ... Another time they took me to an old abandoned stable ... and one night they even took me to a theatre that was showing "The Horn Blows at Midnight" ... What eerie places ... I've never .. had eight weeks of such ...

MARY: Hello, Jack.

JACK: Oh, hello, Mary ... I was just telling Don about the Walking Man contest and what experiences I've had.

MARY: Well, did you tell Don what happened last night when that lady guessed who it was ... how you tried to kill yourself?

JACK: Mary ...

DON: Tried to kill himself?..Why?

MARY: Jack misunderstood the rules..He thought he was supposed to get all those prizes.

JACK: I didn't want all ~~of them~~ ^{of them}. I would've been satisfied if they'd just given me ~~that diamond ring - that \$1000 diamond ring~~ ^{an automobile}..But what prizes.. an airplane, a boat, ~~an automobile~~, a three room trailer..I tell you Mary, it's a good thing the contest ended last night.

MARY: Why?

JACK: Because next week they were going to give away the Golden Gate Bridge, Boulder Dam, and Judy Canova....Believe me, Mary, these last few weeks have certainly been hectic.. I've not only been the Walking Man, but I've had to make speeches at a lotta dinners..Al Jolson, Kay Kyser..Louella Parsons.

MARY: I know Jack, I was with you.

JACK: ^{at the Louella Parsons dinner} ~~Oh, that's right~~ see how mixed up I am, ^{Mary - I don't know.} ~~that~~

DON: Say Mary, I saw pictures of ~~that~~ affair in the paper and I want to tell you that was a beautiful evening gown you were wearing.

MARY: ^{well,} Thank you, Jack.

JACK: You're welcome.

DON: Mary, I'm the one who complimented your dress. Why did you thank Jack?

MARY: He made it.

JACK: Yes sir.

DON: Why Jack, I didn't know you could sew.

MARY: Oh, he's a dinger on a Singer.

JACK: You're darned right. Just give me a pattern, two yards of material, oil my bobbin and watch me go...But you're right, *you're right,* Don, Mary really did look beautiful at the Louella Parsons dinner.

MARY: And Don, you should've been there. George Jessel was Master of Ceremonies and he made the funniest speech.

JACK: ~~That~~ Funny speech..Got two laughs..little ones *yet*

MARY: Then Eddie Cantor got up and he entertained for twenty minutes.

JACK: Gee, was it that long? I fell asleep.

MARY: And then Bob Hope got up and he was a riot.

JACK: Some riot....."How do you do, ladies and gentlemen, this is Bob Talking-At-The-Louella-Parsons-Dinner Hope..telling you if you don't go to your druggist and buy Pepsodent, you'll have to go to your dentist and buy cuspids.....Then he took out ^{*Eddie*} Cantor's teeth and explained the joke..What a night.

MARY: Well Jack, I don't care what you say, it was still a very swanky affair.

JACK: Well Mary, if it was such a swanky affair, you'd think they'd serve something better than Bird's Nest Soup.

MARY: That wasn't Bird's Nest Soup.

JACK: What?

MARY: When you bent over to take a bow, your toupe fell in it.

JACK: Oh, so that's what it was. I thought that-- Hey Mary, here comes Dennis ~~and~~ he seems to be mumbling to himself.

MARY: Yeah.

JACK: I wonder what--

DENNIS: Bing Bong Bell. It's ten and only one can tell... ^{The} ~~the~~ master
of the ~~metropolis~~ ^{metropolis} fits his--

JACK: Dennis.

DENNIS: Huh? Oh, hello, Mr. Benny.

JACK: What are you doing?

DENNIS: Promise you won't tell anybody? ^a

JACK: No.

DENNIS: I think I know who the Walking Man is.

JACK: You think you know who the Walking Man is?

DENNIS: Yeah.

JACK: Who is it?

DENNIS: Sophie Tucker.

JACK: Dennis, what in the world makes you think it's Sophie Tucker?

DENNIS: Well, she's the last of the red hot mamas..Bing Bong Bell.

JACK: All right, she's a red hot mama..what's the bing bong bell?

DENNIS: Fire engines.

JACK: Oh for heaven's ~~sake~~..Dennis, in the first place the Walking Man is a man.. And in the second place it was guessed last night by a woman..er..what was her name again?

DENNIS: Sophie Tucker.

JACK: No! It was ^{won} ~~was~~ by a lady in Chicago named Florence Hubbard..
and the Walking Man is me. ~~the walking man~~

DENNIS: What's his second name?

JACK: Who's?

DENNIS: Me's.

IS

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JACK: ~~cut~~ cut that out and if you'da been here at the start of the program you'd know what I'm talking about..Where were you?

DENNIS: ^{OK,} I'm sorry I was late, but I was out buying myself a car.

JACK: A car?

MARY: But Dennis .. you just bought a new car last month.

DENNIS: I know.. I traded it in for a used car.

JACK: Wait a minute, kid..why should you trade in a brand new car and drive around in a used car?

DENNIS: I want people to think I have money.

JACK: Humm.

DENNIS: Boy, did I put it over on that dealer...he gave me a thirty-nine Plymouth and I stuck him with my forty-seven Cadillac.

JACK: Dennis, what was wrong with the Cadillac?

DENNIS: It was out of gas.

MARY: Well Dennis, you sure did put it over on him.

DENNIS: Yeah, and all I have to pay is forty dollars a month.

MARY: Forty dollars a month? How long do you have to pay them?

DENNIS: Twelve hundred months.

JACK: Oh for heaven's -- Dennis..twelve hundred months..that's a hundred years...By the time you finish paying you'll be over a hundred and twenty years old.

DENNIS: Well, that's not bad for a kid my age.

JACK: Yeah yeah, Now Dennis, before you sing your song, I want to ask you ~~---No~~---No, no..forget it..Go ahead and sing.

MARY: Jack, what were you going to ask him?

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JACK: Well, I was gonna ask him ... No no ... go ahead and sing, kid.

DON: Jack, I don't know what it is, but go ahead and ask him.

JACK: Oh, all right ... Dennis ... in this deal you made with that used car dealer. What happens if you fail to keep up the payments?

DENNIS: Then my other program will be called "A Day in the Life of Honest John."

JACK: I didn't wanta ask him ... I didn't wanta ask him.

MARY: You better sing, Dennis.

DENNIS: Okay.

JACK: You'd think after eight years I'd know enough to keep my mouth shut.

(APPLAUSE)

(DENNIS'S SONG ... "WHAT'LL I DO?")

(APPLAUSE)

(SECOND ROUTINE)

JACK: That was "What'll I ^{Day}~~do~~?" sung by Dennis ^{Do I mean - I'm so mixed up}~~and~~ and Dennis, you might be kinda silly sometimes about the things you say, but when you sing, your voice is simply beautiful. It has a quality that seems to improve week after week.

DENNIS: That's awfully nice of you to say that, kid.

JACK: Kid?

DENNIS: I'm a hundred and twenty years old.

JACK: Dennis, go and sit down.. That kid gets on one subject--

(SOUND: LOUD DOOR OPENS)

JACK: And you can't get him off of it for -- oh, hello Phil.

PHIL: NEVER MIND THAT HELLO, JACKSON, I WANNA HAVE A LITTLE TALK WITH YOU.

JACK: Why..what's the matter, Phil.

PHIL: Plenty's the matter, Jackson. ^{You listen to me} (Hi ya Liv~~er~~)..Last week you gave me that cross examination about "That's What I Like About the South"..and now I--

JACK: Phil, we're doing a program..that can wait till we're finished.

PHIL: No it can't, ^{Dad}~~it~~..Last week you kept picking on my song and picking on it and picking on it and when I went home...well ..I did something I haven't done in a long time.

JACK: What was that?

PHIL: I cried.

JACK: Well..the last time you cried was in 1920 when they voted prohibition.

MARY: Say, would you two mind telling me what this is all about?

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JACK: Mary, it's nothing.

PHIL: Oh it ain't, huh....You weren't here, Livvy.. but last week Jackson told me that the words to "That's What I like About The South" didn't make sense..and then he even had the nerve to say there wasn't a town called Doo Wah Ditty.

MARY: (AMAZED) NO!!!

JACK: *Why you're as good as Don Wilson*
Look, Phil, after the program ~~was over~~ *talk about it*

PHIL: We're gonna do it right now *now*..I had Alice look Doo Wah Ditty up in the encyclopedia..and she wrote down the whole history of the town. *now* Here Livvy, read it to him.

MARY: Why don't you read it yourself?

PHIL: This is hand-writing, *I'm a print man* only ~~hand-writing~~.

MARY: Okay, I'll read it....I went to college, I can read both.

JACK: Look, Mary..we haven't got ~~time~~

MARY: Quiet, Jack..you've got this coming to you...(CLEARS THROAT)
...DOO WAH DITTY, MISSISSIPPI.....DOO WAH DITTY IS A TOWN
LOCATED IN THE SOUTHERN PART OF THE STATE, AT THE FOOT OF THE
WAH DOO DITTY MOUNTAINS...AND ON THE BANKS OF THE DITTY WAH
DOO RIVER.

JACK: Ditty Wah Doo?

MARY: THIS RIVER IS FAMOUS BECAUSE IT RUNS BACKWARDS.

JACK: Oh..Oh....Now let's get on with the program ~~was over~~

PHIL: *Wait a minute, wait a minute*
Let her read, Jackson...Go on, Livvy.

MARY:.. THE PRINCIPAL INDUSTRY OF DOO WAH DITTY IS THE MANUFACTURING
OF BOX BACK COATS AND BUTTON SHOES.

JACK: Hnnnnnnnnnn.

MARY: THIS TOWN ALSO PLAYS AN IMPORTANT PART IN AMERICAN HISTORY...
IT IS FAMOUS BECAUSE THE SEMINOLE-IRIQUOIS BATTLES WERE
FOUGHT THERE....ABRAHAM LINCOLN OPENED HIS PRESIDENTIAL
CAMPAIGN THERE...AND THE TOWN IS ALSO MENTIONED IN THAT FAMOUS
FOLK SONG, "THAT'S WHAT I LIKE ABOUT THE SOUTH."

JACK: Folk song?

PHIL: Hey Jackson?

JACK: What?

PHIL: NYAHHHHHHH. (STICKS TONGUE OUT AT JACK)

JACK: All right, Phil, all right...so there is such a town,..But how
did you happen to pick Doo Wah Ditty to put in your song?

PHIL: Frankie, my guitar player, was born there...He told me what a
wonderful place it is.

JACK: Well, if it's such a wonderful ^{place} ~~place~~, how come Frankie left it?

PHIL: Well Jackson.. he didn't exactly leave...but one dark night,
they took him to the ^{city limits} ~~city limits~~, put him on the main highway,
faced him towards the west, and ^{gave him a hint to leave town} ~~gave him a hint to leave town~~

JACK: ~~gave him a hint to leave town~~ A hint?

PHIL: ~~They set his pants on fire. He went thru Kansas City~~ like Haley is Comet.

JACK: Phil, that was fifteen years ago...I know that tar is hard
to get off, but at least ^{Frankie} ~~he~~ can remove the feathers.. He
looks like a seagull sitting there... Now come on, let's get

PHIL: ^{on with our--} ~~Wait a minute~~ ^{Take it easy} Not so fast, Jackson. ^A Alice told me to say that unless a
retraction is forthcoming from you, our association must be
terminated.

JACK: Alice told you to say that?

PHIL: Yeah....What does it mean?

JACK: It means that I have to apologize to you..and this whole silly thing started out---

DON:. Jack; why do you and Phil keep arguing over that song. It's *such* a simple thing to settle..

JACK: All right.... Phil, if you want me to apologize to you, I do..
Do you accept the apology?

PHIL: I do.

MARY: I now pronounce you man and wife.

JACK: Look, we're not getting married.

DENNIS: Think of the children.

JACK: Oh shut up! ...And Phil, now that I've apologized, I hope you're satisfied.

PHIL: I'm happy if you are, Walking Man.

JACK: Oh, you heard Truth or Consequences last night.

PHIL: What do you mean last night? I knew it was you the ~~minute~~ *minute* I heard your footsteps...There's only one thing that throw me.

JACK: What?

PHIL: I couldn't hear your cane.

JACK: Well, I've got news for you, Phil..They wanted you to be the Walking Man, but they could never find you in that position...
Now come on, Don..we've got a play to do tonight so give us the introduction.

DON: Wait a minute..don't you think we ought to do the commercial first?

JACK: Oh yes, I forgot.

DON: Well, I have the Sportsmen right here.

JACK: *Oh, the quartet -*
A Good good.

DON: And you'll be happy to know that when they heard that you were the Walking Man, they stayed up all night preparing a number especially for you.

JACK: For me? Is that right, boys?

QUART: (ONE NOTE)

JACK: Well fine, fine..let's hear it.

W

(INTRODUCTION)

QUART: HE WALKED ALONE

AND HE WAS LONESOME AND BLUE NO ONE KNEW HIM
NO ONE EVER SPOKE TO HIM

JACK: JUST IMAGINE MY FLIGHT
Back
~~HE~~ SATURDAY NIGHT.

QUART: HE WALKED ALONE

AND THOUGHT THAT SOMEONE WOULD SURELY SOON GUESS HIM
NO ONE EVER SAID, "YES, THAT'S HIM."
WHEN THEY GUESSED L. B. MAYER

JACK: I TORE MY HAIR.

QUART: THEY THOUGHT IT WAS CHURCHILL.
EDDIE CANTOR WAS NAMED
BING CROSBY GOT A CALL
THEY GUESSED HARRY TRUMAN

JACK: PETRILLO WAS BLAMED.

QUART: THEN RICHARD DIX, AND THAT'S NOT ALL
JACK WALKED ALONE
HE TRAVELED LONESOME AND BLUE BY THE HOUR

JACK: FROM LA BREA TO GOWER

QUART: HE WALKED ALONE.
HE WALKED ALONE.

AND BOTH HIS FEET WERE SO TIRED FROM THOSE MARCHES

JACK: NEEDED STARCH IN MY ARCHES
HOW MY TOOTSIES DID SWELL
OH BING, BONG, BELL.

QUART: HE WALKED ALONE

AND WISHED HE HAD F. E. BOONE RIGHT THERE BESIDE HIM

SPEEDY RIGGS THERE TO GUIDE HIM

LUCKY STRIKES IN HIS HAND

JACK: MY FAVORITE BRAND

QUART: WITH MEN FROM KENTUCKY

WHO KNOW THEM THE BEST

IT'S LS/MFT

JACK'S NOT FROM KENTUCKY

NO HE'S FROM THE WEST

BUT STILL LIKES THOSE

LUCKY STRIKES

HE WALKED ALONE

THEY TOLD HIM HE MUSTN'T REST ON THE BENCHES

JACK: IT WAS TRUTH OR CONSEQUENCES

QUART: HE WALKED ALONE.

(APPLAUSE)

JACK: Very good, boys, very good ... Don, that was a very cute idea.

DON: I thought you'd like it.

JACK: I didn't say I liked it, I said it was a cute idea ... What I mean is, I appreciate the fact that the boys ...

(SOUND: KNOCK ON DOOR)

JACK: Come in.

(SOUND: DOOR OPENS)

MEL: Telegram from Jack Benny.

JACK: Take it, Mary ... Here boy ... here's something for you.

MEL: But Mr. Benny, this shoe's got a hole in it.

JACK: Just shake it, there's twenty cents in the lining ... Now go.

(SOUND: DOOR SLAMS)

JACK: Mary, who's the telegram from?

MARY: Fred Allen.

JACK: From Fred Allen? What does he say?

MARY: (READS) DEAR JACK ... YOU MAY BE HAPPY TO KNOW THAT WHEN THE
CONTEST FIRST STARTED, I KNEW IT WAS YOU ... I CAN RECOGNIZE
A HEEL WHETHER HE'S TALKING OR WALKING.

JACK: How do you like that.

MARY: Wait a minute, there's more ... I HAVE SOMETHING ELSE I CAN
CALL YOU BUT IF I PUT IT IN THE TELEGRAM, THEY'LL FADE YOUR
PROGRAM.

JACK: Two jokes in a row. He must've called in a writer ... You
know, Mary, the only reason Allen sent me that wire is that
he's jealous of everything that happens to me or anything
I do. He makes an issue out of it. He doesn't like the
way I play the violin.

MARY: On that issue even the democrats are united.

JACK: (MIMICKS) Democrats ... Democrats ...

DENNIS: Say, that's it.

JACK: What?

DENNIS: If it isn't Sophie Tucker, it's Henry Wallace.

JACK: ? Dennis, I tried to tell you that the Walking Man has been guessed already. It's me...Now you don't have to try and guess it any more..the whole thing is over..it's finished.

(SOUND: PHONE RINGS)

JACK: Oh, there's the phone.

(SOUND: RECEIVER UP)

JACK: Hello.

ROCH: HELLO, MASTER..THIS IS THE METROPOLIS.

JACK: Oh, hello Rochester.

(APPLAUSE)

JACK: What do you want, Rochester?

ROCH: I WAS WORRIED ABOUT YOU, BOSS..YOU DIDN'T COME HOME LAST NIGHT.

JACK: Well I couldn't help it. Because of the contest I had to stay up all night with my writers and re-write my program for today.

ROCH: DID YOU WRITE IN A PART FOR ME?

JACK: No.

ROCH: THEN WHAT AM I DOING ON THE PHONE?

JACK: I don't know, you called me.

ROCH: OKAY, THEN I'LL HANG UP

JACK: No, wait a minute ^{*wait a minute*} Rochester. Are you listening to the program?

ROCH: UH HUH.

JACK: We had to stay up all last night and write it, how does it sound?

ROCH: DO YOU WANT THE TRUTH OR THE CONSEQUENCES?

~~JACK: BOSS, I'VE GOT THE GARAGE ALL CLEANED OUT, THE~~

~~ROCH: BOSS, I'VE GOT THE GARAGE ALL CLEANED OUT, THE~~

~~JACK: BOSS, I'VE GOT THE GARAGE ALL CLEANED OUT, THE~~

~~ROCH: BOSS, I'VE GOT THE GARAGE ALL CLEANED OUT, THE~~
JACK: A *never mind find out after the show. So long,*
~~and I'll~~

Rochester.

ROCH: GOODBYE.

JACK: Oh say, wait a minute ~~waiter~~. Have there been any phone calls for me today?

ROCH: BOSS, THE PHONE 'S BEEN RINGING ALL DAY. ALL DAY LONG PEOPLE HAVE BEEN CALLING UP TO CONGRATULATE YOU.

JACK: For being the Walking Man?

ROCH: FOR BEING ABLE TO WALK.

JACK: Now stop with the jokes.

ROCH: BY THE WAY, BOSS, I'VE GOT THE GARAGE ALL CLEANED OUT, THE FURNITURE MOVED OUT OF THE LIVING ROOM, AND THE FRONT DOOR WIDE OPEN..WHEN DOES THE TRUCK COME?

JACK: The truck? Oh Rochester..we were mistaken about that..I found out that I don't get those prizes. They go to the winner of the contest.

ROCH: YOU MEAN WE AIN'T GONNA GET THAT AIRPLANE?

JACK: No.

ROCH: OR THE BOAT?

JACK: I'm afraid not, Rochester.

ROCH: THE TRAILER?

JACK: No, I'm sorry.

ROCH: AIN'T WE EVEN GONNA SPEND THOSE TWO GLORIOUS WEEKS TOGETHER IN SUN VALLEY?

JACK: No, all those prizes go to Florence Hubbard of Chicago, Illinois.

ROCH: OH, THEN THAT EXPLAINS THE LETTER I FOUND ON YOUR DRESSER.

JACK: Letter?

ROCH: HERE IT IS...IT'S IN YOUR HANDWRITING AND IT SAYS..."MY DEAR MISS HUBBARD....I AM SIX FOOT TWO, HAVE BROAD SHOULDERS, BLONDE WAVEY HAIR, BLUE EYES, AND FRIENDS COMPARE ME WITH VAN JOHNSON.

JACK: Rochester.

ROCH: I'M SINGLE, CONGENIAL, COMPANIONABLE, AND DANCE DIVINELY.

JACK: Rochester.

ROCH: WILL MEET YOU AT THE TRAIN..UNDERSTAND YOU ALREADY HAVE THE RING.

JACK: Rochester.

ROCH: SAY BOSS?

JACK: What?

ROCH: YOU WANT ME TO FINISH THIS FOR YOU, ~~BOSS~~?

JACK: How would you know what to say?

ROCH: I'LL TAKE OUT SOME OF THE THINGS YOU WROTE IN THAT OTHER

LETTER.

JACK:

Which letter?
The one you wrote to the lady who won the Irish sweepstakes.

ROCH: A

JACK: Rochester, it won't be necessary to send ~~any~~ letter.

Florence Hubbard, the winner of the Walking Man contest, is going to be on my program next Sunday --- And so is Ralph Edwards.

ROCH: GOOD GOOD....BY THE WAY, BOSS. THOSE CONTESTS ARE WONDERFUL. WHY DON'T YOU HAVE ONE AND GIVE AWAY PRIZES?

dk

JACK: Oh, I don't know, Rochester. What kind of prizes could I give?

ROCH: WELL, YOU COULD GIVE AWAY YOUR ~~WIFE~~ CAR...YOUR VIOLIN..AN OLD TOUPE...AND TWO GLORIOUS WEEKS AT DOO WAH DITTY.

JACK: Say, that's a pretty good idea. I'll think it over...So long, Rochester.

ROCH: GOODBYE, BOSS.

Jack: I hope Florence is cute!
(SOUND: RECIEVER DOWN)
(APPLAUSE AND PLAYOFF)

JACK: LADIES AND GENTLEMEN...I WANT TO JOIN RALPH EDWARDS IN
THANKING THE MILLIONS OF PEOPLE WHO ENTERED THE
WALKING MAN CONTEST AND CONTRIBUTED SO GENEROUSLY TO THE
AMERICAN HEART ASSOCIATION. THESE CONTRIBUTIONS TOTALED
OVER ONE AND A HALF MILLION DOLLARS, AND THIS MONEY
WILL BE USED FOR SCIENTIFIC RESEARCH TO COMBAT HEART
DISEASE, AMERICA'S NUMBER ONE KILLER. EVEN THOUGH THIS
CONTEST IS OVER, FUND RAISING CAMPAIGNS WILL CONTINUE
BECAUSE THE NEED IS STILL GREAT. I ALSO WANT TO
CONGRATULATE RALPH EDWARDS FOR THE WONDERFUL JOB HE'S
DOING AND THANK HIM FOR INVITING ME TO PARTICIPATE IN
SUCH A WORTHY CAUSE.

(APPLAUSE)

DON: Jack will be back in a minute, but first --

THE JACK BENNY PROGRAM

-B-

CLOSING COMMERCIAL - MARCH 7, 1948 - PROGRAM NO. 23

RIGGS: (CHANT - 57 to 59 AMERICAN)

RUYSDAEL: INDEPENDENT TOBACCO EXPERTS -

AGAIN NAME LUCKY STRIKE - FIRST CHOICE! -

LUCKY STRIKE - FIRST CHOICE, OVER ANY OTHER BRAND!

LAING: That statement is backed up by an impartial Crossley
Poll just completed in eleven southern tobacco states.

This Poll - taken among tobacco experts reveals the smoking
preference of the men who really know tobacco. Yes -

RUYSDAEL: For their own personal smoking enjoyment -

INDEPENDENT TOBACCO EXPERTS -

AGAIN NAME LUCKY STRIKE - FIRST CHOICE! -

LUCKY STRIKE - FIRST CHOICE, OVER ANY OTHER BRAND!

LAING: These are the experts - auctioneers, buyers and
warehousemen - and, we believe their overwhelming preference
for Lucky Strike has a direct relationship to the quality
tobacco we purchase for Luckies.

RUYSDAEL: You've heard the Poll results - now listen to what Mr.
S. M. Cutts - ace tobacco auctioneer from North Carolina,
recently said:

VOICE: Year after year, I've seen the makers of Lucky Strike buy
fine tobacco ... ripe, prime leaf. I've smoked Luckies
17 years.

LAING: So for your own real, deep-down smoking enjoyment -
remember -

RUYSDAEL: LS - MFT

LS - MFT

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

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(TAG)

-21-

JACK: Ladies and gentlemen, be sure to hear the Phil Harris-Alice Faye Show on Sundays, and A Day in the Life of Dennis Day on Wednesdays. And on my program next week our guests will be Florence Hubbard, the winner of the Walking Man Contest and Ralph Edwards....Mary, I've done so much walking with this contest how about you and me going for a ride up to Mulholland Drive, and, ^{you know} park.

MARY: No thanks, the last time I did that I became the Walking Lady.

JACK: Oh yes yes, goodnight folks.