

THE JACK BENNY PROGRAM

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

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PROGRAM #16
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

Sunday, January 16, 1949

CBS

4:00 - 4:30 PM PST

ATX01 0312005

THE JACK BENNY PROGRAM
JANUARY 16, 1949
OPENING COMMERCIAL

-A-

RIGGS: (CHANT -- 60 to 62 -- AMERICAN)

SHARBUTT: The Jack Benny Program -- presented by Lucky Strike!

MUSIC: (INTRO TO)

SONG: Feeling low? Feeling tense?
These eight words are common sense -
Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

MARTIN: Your level best! That's just how you'll feel when you
light up a Lucky ... because Luckies' fine tobacco picks
you up when you're low ... calms you down when you're
tense ... puts you on the right level to feel and do
your level best.

SHARBUTT: It's important to know that fine tobacco can do this for
you. And -

MARTIN: LS - MFT
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco mild, ripe, light
tobacco that makes a grand smoke.

MARTIN: So next time you buy cigarettes, remember -- Luckies'
fine tobacco picks you up when you're low ... calms you
down when you're tense ... puts you on the Lucky Level --
where you feel your best ... and do your best. Yes....

SHARBUTT: Smoke a Lucky to feel your level best!

ATX01 0312006

(FIRST ROUTINE)

(AFTER COMMERCIAL..MUSIC UP AND DOWN)

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

(APPLAUSE..MUSIC UP AND DOWN)

DON: AND NOW LADIES AND GENTLEMEN, LET'S GO OUT TO JACK BENNY'S HOME IN BEVERLY HILLS WHERE WE FIND ROCHESTER HELPING JACK FIX UP HIS SCRAP BOOK.

JACK: Rochester, have you got the scissors?

ROCH: YEAH...I'M CUTTING SOMETHING OUT OF THE FRONT PAGE OF THE PASADENA NEWS...IT'S A PICTURE OF YOU KISSING THE QUEEN OF THE ROSE PARADE.

~~JACK: Let me see that picture. How beautiful that young girl and the photographic assistant had to get into the picture. Look at him standing there holding that flash-bulb.~~

~~ROCH: That's the one. Flash-bulb. That's the one he told to me. Oh, your lips are so beautiful. TUCKER-UP.~~

JACK: Oh yes...Gee, that is a nice picture of me, isn't it? And it's in color, too.

ROCH: IT WOULD EVEN BE NICER IF YOUR EYE LASHES WEREN'T GRAY.

JACK: Rochester, my lashes aren't gray..Its just that my eyes are so blue they pick up lint...~~Now enough, you mustn't-- Rochester, don't just sit there and stare at me like that...~~

ROCH: ~~BUT HERE IS SOMETHING VERY INTERESTING, BOSS. THE GOVERNMENT'S BUDGET FOR THIS YEAR IS ONLY TEN BILLION DOLLARS.~~

JACK: ~~Well, that isn't high, Rochester, when you consider that fourteen billion goes to the armed forces.~~

ROCH: ~~THAT'S RIGHT, BUT LAST YEAR, TEN X IT?~~

JACK: ~~Yes, but now the army needs more money, they have to buy fur jackets and ski suits for the soldiers stationed in California.~~

ROCH: ~~JUST THINK OF IT, BOSS. I KNOW IN SANTA BARBARA~~

JACK: ~~ROCH: I'M SORRY, BUT I DON'T KNOW WHAT YOU'RE TALKING ABOUT.~~

~~Excuse me...~~ Now, Rochester, I've got enough clippings for my scrap book. I better start pasting 'em in.

ROCH: BOSS, I LOOKED EVERYWHERE BUT I CAN'T FIND THE GLUE.

JACK: Well, just mix some flour and water. that'll make a good paste.

ROCH: I THOUGHT OF THAT, TOO, BUT WE'RE ALL OUT OF FLOUR.

JACK: We're out of flour?

ROCH: YEAH..YESTERDAY I BARELY HAD ENOUGH TO FINISH BAKING THE BREAD.

JACK: Well if we were short of flour, why did you bake so much bread?

ROCH: I HAD TO, BARBARA STANWYCK ORDERED FOUR EXTRA LOAVES.

JACK: Oh,

ROCH: WITH RAISENS YET.

JACK: Well, why don't you run over to the Colmans and borrow a cup of--^{hey} wait a minute...I haven't seen Mr. Colman for quite awhile..Hand me a cup, I'll go get the flour.

ROCH: HERE YOU ARE.

JACK: I'll be right back, Rochester.

(SOUND: FOOTSTEPS...DOOR OPENS...FOOTSTEPS DOWN WOODEN STEPS...FOOTSTEPS ON CEMENT...)

JACK: *(Theme "Love in Bloom")*
..Hmm..as long as I'm going over, I really shoulda brought a larger cup..Oh well, I guess this cup will be all right..

(SINGS) CAN IT BE THE TREES THAT FILL THE BREEZE WITH... *Care*

Gee, there are a lot of people out today. LA LA LA LA LA,
LA LA LA LA, LA LA LA LA LALA LA.

(SOUND: (ON CUE) COIN DROPPED IN CUP)

JACK: Thank you..(CONTINUES SINGING LOVE IN BLOOM)...I better go around to the back door..(SINGS LOVE IN BLOOM)...Gee, the Colmans keep their lawn nice and--Oh, isn't that cute..a garbage can shaped like an Oscar...You just lift up the head and throw the stuff in...When I make my next picture, maybe they'll give me a garbage can--I mean an Oscar.

(SOUND: FOOTSTEPS UP STEPS....DOOR BUZZER...PAUSE...

(ON CUE) DOOR BUZZER.....PAUSE.....DOOR OPENS)

ERIC: Oh, it's you, Mr. Benny.

JACK: Hello, Sherwood, ~~I didn't think you were home. I was just looking for you.~~

ERIC: ~~Oh, I was just looking for you.~~

JACK: ~~Hi, Mr. Benny.~~

ERIC: ~~What can I do for you?~~

JACK: ~~Well, I was just looking for you.~~...Is Mr. Colman in?

ERIC: Yes yes, he's in the library.

JACK: Well, *could* you tell him that I'd *like* to borrow a cup of flour?

ERIC: Oh, there's no need to tell him...I'll give you the flour.

JACK: *Oh* Shall I come in?

ERIC: That won't be necessary...I'll sift it to you through the screen door.

JACK: *Oh...oh. Hmm.*

ERIC: I have the sack right here on the shelf.

JACK: *What was that - oh*
By the way, Sherwood I tried to call Mr. Colman on the phone this morning, but I couldn't get him..Did he change his number since I talked to him last week?

ERIC: Yes sir, three times.

JACK: Oh...well, I hope he got one he likes, *you know.*

ERIC: Will this be enough flour, Mr. Benny?

JACK: Yes yes, I'm just going to use it to make a little paste. You see, I'm working on my scrap-book and I'm sticking in the many things that have been said about me.

ERIC: You..save those?

JACK: Yes yes..well, thanks for the flour Sherwood. *Lower Sherwood. I mean thanks for the*

ERIC: You're quite welcome, sir.

JACK: *His mother - my tongue froze, then.*
(SOUND: FOOTSTEPS DOWN STEPS...THEN FOOTSTEPS ON CEMENT CONTINUING THROUGH FOLLOWING)

JACK: *Jack must*
I'm ~~going to~~ ask the Colman's to put a gate in the back so I won't have to walk clear out to the sidewalk....(HUMS LOVE IN BLOOM)....Hmm...there's Ronnie's long underwear hanging on the line.. He's got a gate in ~~them~~ *there*....(HUMS LOVE IN BLOOM)

(SOUND: (ON CUE) NICE LOUD AUTO HORN)

MARY: (OFF) OH JACK..JACK.

JACK: OH, HELLO, MARY.

(SOUND: FEW MORE FOOTSTEPS..THEN STOP)

JACK: *hey* Come on in the house, *Mary*.

MARY: I haven't got time...I just stopped by to ask you if I
skip could ~~miss~~ rehearsal tomorrow.

JACK: *skip* Miss rehearsal? Why?

MARY: Well, my sister Babe is coming in from Plainfield...she's
trying to forget a broken romance.

JACK: Oh no..not Sebastian?

MARY: *No* No...a new one.

JACK: Oh.

MARY: And she was so in love with him..They were all ready to
elope..the ladder was up against the house..the window
was open..and Babe was so embarrassed.

JACK: Why?

MARY: He wasn't home. *what*

JACK: Gee, that's a shame..What did she do?

MARY: (LAUGHINGLY) Well, as long as she was up there, she *Painted the house.*
Jack: Well, when I was 12, I was up there, I was the brush, I guess you must need it
Painted the house.

JACK: *You know, you got to do it once in a while - Mary who was -*
~~Good~~ good...Mary, who was this new love of hers?

MARY: I don't know his name, but she said he was making good
money...He was a glass blower.

JACK: A glass blower?

MARY: Yeah..(LAUGHINGLY) Whenever Babe went out with him, Mama
could always tell when he'd kissed her.

JACK: How?

MARY: When Babe came home, her head would be three times its size.

JACK: Three times its size?

MARY: That was when he gave her a plain kiss..Once he got fancy and her head looked like a Studebaker.

JACK: Good old Babe, I knew she could do it...Say Mary, why don't you come in for a little while?

MARY: ^{oh} ~~We~~ no, I've gotta run along... ^{now} See you later.

Jack: *Okay.* (SOUND: NICE CAR DRIVES OFF...FOOTSTEPS CONTINUE ON CEMENT)

JACK: (HUMS LOVE IN BLOOM) Gee, that's a nice Cadillac Mary has.. I woulda gotten one too, but they didn't make them then... In those days they only had three models..Maxwells, Saxons and horses.

(SOUND: FOOTSTEPS UP STEPS..DOOR OPENS)

JACK: OH, ROCHESTER..ROCHESTER...I'VE GOT THE FLOUR SO WE CAN MAKE THE --- ^{we}

ROCH: WE WON'T NEED IT NOW, BOSS...I FOUND SOME GLUE AND I'VE ALREADY PASTED THINGS IN THE BOOK.

JACK: Wait a minute, this stuff doesn't seem to be sticking very well...Rochester, is this glue fresh?

ROCH: FRESH? ONLY TWO DAYS AGO IT WAS EIGHT TO ONE AT SANTA ANITA.

JACK: What?...

ROCH: I HAD HIM ACROSS THE BOARD...WIN, PLACE, AND MUCILAGE.

JACK: NO! .. How do you like that.

(SOUND: DOOR BUZZER)

JACK: I'll get ~~the~~ *the door*.

(SOUND: FOOTSTEPS...DOOR OPENS)

JACK: Oh, hello Dennis.

DENNIS: Hello, Mr. Benny..I just came over to tell you the good news.

JACK: Good news? What?

DENNIS: I finally got two tickets for the Rose Bowl Game.

JACK: Two tickets for the Rose Bowl Game? .. Dennis, that game was played almost three weeks ago.

DENNIS: I know, that's why they're so hard to get now.

JACK: ^{Dennis} Dennis come in a minute.

(SOUND: DOOR CLOSSES)

JACK: Now let me get this straight... Maybe I'm the one that's confused... Are these tickets for the game that was just played, or the one that's gonna be played next year?

DENNIS: What do you care, I'm not taking you.

JACK: ^{Look at it} Dennis.. I can't stand this crazy talk., Now do me a favor.. ^{will you}

Go outside and come back in.

DENNIS: Okay.

(SOUND: DOOR SLAM..DOOR BUZZER..DOOR OPENS)

JACK: Oh, hello, Dennis.

DENNIS: (AS TITUS MOODY) Howdy, Bub.

JACK: Well, that's better.. Now you're Titus Moody.

DENNIS: (AS TITUS MOODY) Yep and I've got two tickets to the Rose Bowl Game.

JACK: Now cut that out... Look kid, what did you come over here for anyway?

well, I
DENNIS: I wanted you to hear the song I'm going to do on the program.

JACK: Well, why didn't you say so?..Let's hear it.

DENNIS: Okay, *okay*.

(APPLAUSE)

(DENNIS'S SONG... "CLANCY LOWERED THE BOOM")

(APPLAUSE)

(SECOND ROUTINE)

-9-

JACK: ^{That's} That's very good, Dennis...you sang that beautifully,

PHIL: Yeah, I heard it..it wasn't bad, kid.

JACK: Phil, I didn't see you..Why didn't you tell me you were here?

PHIL: ^{Well} I didn't want to intrude while you were so enraptured by Mr. Day's musical rendition.

JACK: Phil...Phil..did that come out of you?

PHIL: Why? What's so incongruous about that?

JACK: Incongruous? ~~What?~~

PHIL: ^{Listen to me} ~~Well~~ Jackson, I'm trying to improve myself..in literature.. in English..and even Music.

JACK: Music too? ^{Well} I'm glad to hear it.

PHIL: Certainly, Jackson..I just came from the library where I picked up this book on music by Grofe.

JACK: Oh, Ferdie Grofe?

PHIL: No, his brother George.

JACK: George Grofe?..I never heard of him.

PHIL: Well, here's the book right here..I've been reading it all morning..There it is on the cover..George Grofe.

JACK: That's Geography!...I knew it couldn't last...Phil, if you wanta learn about---Dennis, get away from my scrapbook and --- Dennis, stop drinking out of that bottle..it's glue.. Dennis, it's glue...Oh my goodness...Dennis, speak to me.

DENNIS: (NEIGHS LIKE A HORSE)

JACK: Now stop ~~with~~ those imitations.

PHIL: ^{Now, you better stop it} ~~That's right~~, kid..if you wanta get anyplace in show business, you've gotta stop being ridiculous, ludicrous, ~~incompetent~~ and ~~unpleasant~~.

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JACK: Phil, where did you learn all those words?

PHIL: ^{Well} They're in my contract with Rexall.

JACK: What?

PHIL: Right under the Sobriety Clause.

JACK: Phil, do you know what sobriety means?

PHIL: No, what?

JACK: It means that according to that contract, you're not allowed to take a drink.

PHIL: Holy smoke, I've signed my life away!

JACK: Phil....Phil...Denatured Boy...do me a favor...pick up Dennis and that geography book and ~~let's~~ --

DENNIS: ^{Oh} I have a wonderful contract with my sponsor Colgate...I don't have to sign anything, we just shake hands..

JACK: ~~What's the contract?~~ Really?

DENNIS: Yeah, but I think he's near-sighted.

JACK: ~~What's the contract?~~ The sponsor near-sighted - Why?

DENNIS: When my option came up, ^{instead of shaking my hand} ~~I reached out to shake his hand and~~ he grabbed me by the ~~throat~~ throat.

JACK: Well, if you gave him that Rose Bowl routine, I don't blame him...Now, look kids --

ROCH: BOSS...BOSS

JACK: What is it, Rochester?

ROCH: I WAS PREPARING YOUR LUNCH AND I FIND ~~THE~~ WE'RE ALL OUT OF BUTTER.

JACK: ^{Wine} All out of butter? Well, you know what to do.

ROCH: I'M ON MY WAY!...(SINGS) MR. COLMAN, HERE I COME...YOU'RE THE ONE WE BORROW FROM.

(TRANSITION MUSIC)

BENITA: OH, RONNIE...RONNIE, WHERE ARE YOU?

COLMAN: I'm in the library, Benita.

(APPLAUSE)

COLMAN: Benita, who was that at the back door?

BENITA: Mr. Benny's butler, Manchester.

COLMAN: Oh.....Milk?

BENITA: No.

COLMAN: Sugar?

BENITA: No.

COLMAN: Cream?

BENITA: No.

COLMAN: Mayonnaise?

BENITA: No.

COLMAN:Er...Butter!

BENITA: RIGHT!...RONNIE, YOU'RE ^{you're really} WONDERFUL...IF YOU EVER WENT ON A QUIZ PROGRAM, WE COULD SPEND TWO GLORIOUS WEEKS IN HONOLULU.

COLMAN: (LAUGHINGLY) Yes, Benita, I'm getting sharp. ~~It only took me five guesses. Remember the time it took you fifty-six guesses before you got it?~~

~~BENITA: But who in the world would think Jack wanted to borrow my giraffe?~~

~~COLMAN: And his excuse for borrowing that giraffe was that he was making "Charlotte's Aunt" at the time.~~

~~BENITA: That was ten years ago, why doesn't he return it already?~~

^{yes, but you know -}
COLMAN: ~~Benita~~, let's not talk about Benny. It only upsets me... borrowing, borrowing, borrowing...What a neighbor.

BENITA: Well ^{darling} ~~Benita~~ sometimes he tries to be helpful...During the freezing weather the other night, when you were worried about our orange trees, Jack did come over and lend you a smudge pot.

COLMAN: Some smudge pot..three old toupays smoldering in a broken pressure cooker.

BENITA: I know, ^{darling} ~~but~~ ^{then} what about the snow?.. Tuesday morning he volunteered to shovel all the snow away from our house.. and he did it, too.

COLMAN: Yes..(LAUGHS)..You know, that was shrewd of me, telling him I dropped a dime on our front lawn.

BENITA: Ronnie...you mean you tricked him into doing all that work?

COLMAN: Yes, Benita, I must confess...Even though it makes me a bit of a stinker, I did....It's little things like that that make life worth living... ^{for once I got even with him for his constant barrowing.}

BENITA: Now Ronnie, you shouldn't be too hard on Jack..After all, it isn't his fault that he's like he is...It's just fate.

COLMAN: What do you mean?

BENITA: Well, you know the famous saying, "There, but for the grace of God, go I."

COLMAN: Yes, but what's that got to do with it?

BENITA: Well, people can't help being who they are...It's fate... You could have been born Jack Benny, and he could have been Ronald Colman.

COLMAN: ...Benita...have you been nipping the sherry again?

BENITA: Now stop ^{stop} joking..And ^{you know} it's something to think about.

COLMAN: I'm too tired to think about it now..If we're going out to dinner tonight, I'm going to take a little nap..I'll lie down here on the ~~sofa~~

(SOUND: BODY THUD)

COLMAN: Ooooooh!

BENITA: ~~Well~~ Ronnie, I should've told you. He borrowed the couch, too.

COLMAN: The couch! ~~Why did you let him have it?~~ *Well - of all the*

~~BENITA: I would have, if I had the chance.~~

~~COLMAN: Benita, I don't have what I want. I want to be~~

~~BENITA: Benita, why are you sitting at the table?~~

~~COLMAN: What else can you do when you're lying on the floor?~~

BENITA: *Darling* ~~Well~~, Darling, if you want to take your nap, why don't you just sit here in this easy chair.

COLMAN: Well...

BENITA: You'd better hurry while it's still here.

COLMAN: All right, I will... (YAWNS)

BENITA: I'll turn out the light and leave you alone.

(SOUND: CLICK OF SWITCH)

COLMAN: Thank you.

BENITA: Have a nice nap, dear.

(SOUND: DOOR CLOSING SOFTLY)

COLMAN: (YAWNS)... Sometimes Benita has the weirdest ideas... (YAWNS)...
Imagine her saying that it's just fate.. that I could've
been born Jack Benny.... Ooh, what a nauseating thought.....
Ah, this is a comfortable chair... (YAWNS) .. It feels so good
to close my eyes.

(SOFT DREAM MUSIC UP AND SUSTAIN)

BENITA: (ON JACK'S MIKE, FILTERED) (SOFTLY) Yes, Ronnie, you
could've been born Jack Benny.. You could've been Jack Benny..
You could be Jack Benny.. You could be Jack Benny... You could
be Jack Benny.

(DREAM MUSIC OUT)

ROCH: OH BOSS...BOSS...MR. BENNY

COLMAN: What is it, Rochester?

ROCH: ^{Today} TODAY'S PAY DAY...SOME OF YOUR CAST IS WAITING IN THE
LIVING ROOM FOR THEIR MONEY.

COLMAN: ~~Hummmmm~~!...All right, I might as well go on in...Help me on
with my shoes, Rochester.

ROCH: WHY?...YOU'LL JUST HAVE TO TAKE THEM OFF AGAIN WHEN YOU PAY
THEM.

COLMAN: Yeah, I guess you're right..You know, Rochester, I'm a
pretty lucky man..My cast has been wonderful to me..They're
always on time..they work hard..they try their best..and
always give great performances..I wish there was something
I could do to show my gratitude.

ROCH: WHY DON'T YOU GIVE THEM A RAISE?

COLMAN: I WILL NOT!Well, I better not keep them waiting.
(SINGS SOFTLY) CAN IT BE THE TREES THAT FILL THE BREEZE
WITH RARE AND MAGIC PERFUME..(SOUND: DOOR OPENS)..OH NO,
IT ISN'T THE ^{well}---Hello, kids.

MARY, DON & DENNIS: Hello, Jack.

COLMAN: Well, I understand you're all here for your salaries..Here's
yours, Mary.

MARY: Thanks, Jack.

COLMAN: Don.

DON: Thanks, Jack.

COLMAN: Dennis..

(SOUND: LOUD HALF DOLLAR FALLING ON CEMENT)

COLMAN: Whoops, dropped it.

MARY: Say, Jack, did you hear the latest news about Don? He's got another show now.

COLMAN: Well congratulations, Don...what program is it?

DON: *Shit* It's the Alan Young Show, Jack. We started last week.

COLMAN: Alan Young, eh...He's a clever comedian...How does it feel having two shows?

DON: Wonderful...and the nice thing about it is that one of my bosses is Young... (LAUGHS AND LAUGHS AND LAUGHS)

COLMAN: Don...Don...Don...Blimp Belly... *any more cracks like that*

~~and it isn't mine, it belongs to Dennis, it's his own thing, Don~~...OUCH...Dennis, why are you biting my leg?

DENNIS: You're standing on my salary.

COLMAN: Oh...Now kids, since you're all here, I want to invite you *the* to my birthday party on February Fourteenth.

MARY: Say, that's right, Jack...next month is your birthday.

COLMAN: Yep...Time sure flies... *one more month & I won't be 39 anymore.*

MARY: ~~Party?~~ *39!*

COLMAN: Yes.

MARY: Where were you born, on a slow boat to China?

COLMAN: (MIMICS HER) Slow boat to China, slow boat to China..You, *you* better watch it, sister, or you'll be on a fast bus to the May Company.

MARY: I'm sorry, Jack...By the way, I meant to tell you..I just got another letter from my mother.

COLMAN: Really, and what does the "Command Decision" of your Father's Life have to say?

MARY: Oh, nothing much,...except that the Dentists held a convention in Plainfield, and my sister Babe was voted Miss Lower Plate Wobble of 1949.

COLMAN: Good old Babe, I knew she could do it.

DON: *Oh* By the way, Jack...what are you planning to do on the program next week?

COLMAN: Well, I want to do a Shakespearian Sketch..and I'm going to try *and* get Ronald Colman as a guest star...I've even offered him a hundred dollars.

DON: A hundred dollars! *Why* You can't get Ronald Colman to do Shakespeare for that.

COLMAN: Don, he's such a big ham, he'll jump at the chance..

~~And by the way, I've even offered him a hundred dollars.~~
~~Why~~

MARY: Well, have you finished the script for Mr. Colman yet?

COLMAN: Yes, Mary....I have it right here..Listen to this wonderful
Shakespearian Soliloquy I'm going to have Ronnie do...
(CLEARS THROAT) ...TO BE OR NOT TO BE..THAT IS THE QUESTION..
WHETHER 'TIS NOBLER IN THE MIND TO SUFFER THE SLINGS AND
ARROWS OF OUTRAGEOUS FORTUNE,,OR TO ENJOY A LUCKY AND SO
TO FEEL TH LEVEL BEST...TO SMOKE...TO PUFF...PERCHANCE TO
BLOW A SMOKE RING,..AYE, THERE'S THE THRILL....COME LET ME
LIGHT THEE..ARE THOU NOT ROUND AND FIRM AND FULLY PACKED?...
ART THOU NOT FIRST AGAIN WITH FRIENDS, ROMANS, ~~AND~~
COUNTRYMEN...ART THOU NOT A NOBLE ORATION, YOUR PRAISES
TRIPPING LIGHTLY FROM THE NIMBLE TONGUE OF SPEEDY RIGGS...
~~THEY ARE THE ONLY THING THAT ARE REALLY FASHIONED OF THE~~
~~THEY ARE THE ONLY THING THAT ARE REALLY FASHIONED OF THE~~
~~THEY ARE THE ONLY THING THAT ARE REALLY FASHIONED OF THE~~
...AYE, HORATIO,
THE TOBACCO'S THE THING..THAT MAKES A LUCKY ^{fitting} ~~thing~~ FOR
A KING.

(APPLAUSE)

(DREAM MUSIC SNEAKS IN AND GETS LOUDER..THEN SOFT AND WE HEAR--)

BENITA: (SLOWLY ON ECHO MIKE) ...Yes, Ronnie..you could have been
Jack Benny....And Jack Benny could have been born Ronald
Colman. Jack could have been Ronald Colman.

(DREAM MUSIC UP FULL AND SUSTAIN FOR SEVERAL SECONDS..THEN OUT)

BENITA: (ON CUE) OH RONNIE..RONNIE..WHERE ARE YOU?

JACK: I'm in the library, Benita.

BENITA: Oh yes, you always are....What are you doing, Ronnie?

JACK: I'm looking at the list of nominees for the Academy Awards,
and my name isn't on it.

BENITA: But ~~Benita~~ ^{darling}...you didn't make a picture this year...How can you expect to win anything?

JACK: I thought they might give me some sort of award for living next to Benny...Gad, how I despise that Blue-eyed baboon.

BENITA: Now darling, don't pick on his appearance.

JACK: Why not?....After all, Benny's eyes aren't really blue....

I happen to know that he dyes them.

BENITA: ^{Oh} Forget him, dear...remember what happens to your blood pressure when you think of Benny.

JACK: I can't help thinking of ~~him~~ ^{that jerk}...always borrowing...eggs...milk, cream, butter, ^{butter}...doesn't he have anything of his own?.. What does he keep in his ice box?

BENITA: ~~the~~ ^a film of "The Horn Blows At Midnight."

JACK: Oh yes...If I ever made a picture like that, I'd ask Clancy to lower the boom.

BENITA: Now, Ronnie, forget Jack...and let's talk about something else...I haven't told you before, but I'm planning a hunting trip for us up in the High Sierras.

JACK: ^{In The High Sierras} ~~Oh, that's a good idea~~...are we going to hunt bear?

BENITA: NO, WE'LL BE WEARING YOUR LONG UNDERWEAR. HA HA HA HA...

OH, BENITA, YOU'RE A JOLLY ONE.

JACK: That's not funny, Benita....Anyway, I don't want to go hunting...I'd rather go to the races at Santa Anita, Benita.

BENITA: (LAUGHING) Oh Ronnie...you're so cute...come here, darling.

JACK: ^{Oh} Don't, dear....don't...(LAUGHS) ..You're tickling me.

BENITA: Oh, stop being so dignified, it's only us.

JACK: (LAUGHS) You know, darling...I'm a lucky man...having such a beautiful wife...come here, Benita and let me kiss you...

~~JACK: Benita, stop joking...now come here and let me kiss you.~~

(BENITA KISSES JACK)

BENITA: *Oh Ronnie* That was wonderful, ~~Benita~~...Kiss me again...Ronnie...
Ronnie...Ronnie... ~~Benita~~

(DREAM MUSIC UP AND OUT)

BENITA: (ON CUE) RONNIE...RONNIE...WAKE UP.

COLMAN: Huh...what...*What, oh* Oh, it's you, Benita.

BENITA: Yes, I've been calling you for five minutes.

COLMAN: Oh...well, where did he go?... Where did Benny go?

BENITA: Benny? Jack wasn't here.

COLMAN: Oh, he wasn't, eh?... Now, Benita...I distinctly saw you kiss him.

BENITA: ME KISS JACK BENNY!....Have you gone out of your--*Oh* Wait a minute...you must have dreamed it.

COLMAN: Huh?...*Oh* Yes, yes...I guess I did...Well, that settles it...
we'll have to move.

BENITA: Move...why?

COLMAN: Benita...I don't mind Benny borrowing everything I've got...
and I don't mind Benny ruining my life.....BUT WHEN HE
STARTS TO LOUSE UP MY DREAMS, THAT'S TOO MUCH....TOO MUCH. *my girl*

(APPLAUSE AND PLAYOFF)

JACK: Ladies and gentlemen, the nation's fight against infantile paralysis continues relentlessly, but your contributions must keep rolling in to continue this fight. A covered wagon has ^{just} been sent across the country with ^{Jack Benny} vault in it to collect your dimes and dollars to aid in this worthy cause. Obviously the wagon can only visit a limited number of cities, so please send your dimes and dollars to Jack Benny, in care of your local CBS station, or direct to the March of Dimes... Let's all join in the fight against polio by contributing to the March of Dimes. Thank you.

(APPLAUSE)

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

THE JACK BENNY PROGRAM
JANUARY 16, 1949
CLOSING COMMERCIAL

-B-

SONG: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!

MARTIN: Yes, Luckies' fine tobacco picks you up when you're low..
calms you down when you're tense.

SHARBUTT: It's good to know that fine tobacco can do this for you.
And that's why it's so important that you select and
smoke the cigarette of fine tobacco -- Lucky Strike!
For as every smoker knows -

MARTIN: IS - MFT
IS - MFT

SHARBUTT: Lucky Strike means fine tobacco! No wonder more
independent tobacco experts - auctioneers, buyers and
warehousemen smoke Lucky Strike regularly than the
next two leading brands combined!

MARTIN: So when you choose your cigarette, remember that
Luckies' fine tobacco puts you on the right level --
the Lucky level -- where you feel your best and do
your best. Yes, when you are ...

SONG: Feeling low? Feeling tense?
These eight words are common sense -
Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best! (BUTTON)

ATX01 0312027

(MUSIC)

(SOUND: PHONE RINGS, ANSWERED)

JACK: [REDACTED]

GERMAN: [REDACTED]

JACK: [REDACTED]

[REDACTED]

GERMAN: [REDACTED]

and now, and I want that I see on your program tonight.

JACK: [REDACTED]

GERMAN: Yes.

JACK: Well, Benita, go back to sleep and dream that I paid you...

Goodnight.

GERMAN: Goodnight.

(SOUND: PHONE RINGS, DOWN)

(APPLAUSE AND PLAYOFF)

*ack: Thanks Ronnie & Benita & Goodnight everybody.
(Applause & Playoff)*

DON: Be sure to stay tuned to the Amos 'n' Andy Show which follows immediately..and the rest of the CBS Sunday night line-up..which includes "Our Miss Brooks".. "Sam Spade"..and "Lum 'N' Abner".... And don't forget Monday through Friday the new Lucky Strike program.."Your Lucky Strike", starring Don Ameche..and don't miss Dennis Day in "A Day in the Life of Dennis Day".. This is CBS...the Columbia Broadcasting System....