

THE JACK BENNY PROGRAM

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

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AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY SHOW

SUNDAY, APRIL 17, 1949

CBS

4:00-4:30 PM PST

ATX01 0312362

THE JACK BENNY PROGRAM
APRIL 17, 1949
OPENING COMMERCIAL

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!

SHARBUTT: Yes, to feel your level best -- smoke a Lucky because
Luckie's 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.

MARTIN: That's what fine tobacco can do for you! And
remember ...

SHARBUTT: LS - MFT
LS - MFT

MARTIN: Lucky Strike means fine tobacco!

SHARBUTT: So, the next time you buy cigarettes, be sure to ask
for the cigarette of fine tobacco - Lucky Strike.
For remember, 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!

MARTIN: Yes, smoke a Lucky to feel your level best!

ATX01 0312363

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE...MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN..IT'S EASTER SUNDAY..AND IN CITIES ALL OVER THE COUNTRY PEOPLE ARE EASTER PARADING..RIGHT NOW IN BEVERLY HILLS JACK IS GETTING READY FOR HIS STROLL DOWN WILSHIRE BOULEVARD...AT THE MOMENT HE'S TAKING A SHOWER, AND ROCHESTER IS LAYING OUT HIS CLOTHES.

ROCH: HMM HMM...MR. BENNY'S BEEN IN THAT SHOWER FOR A LONG TIME...IT'S FUNNY THE WAY THE BOSS ALWAYS PUTS ON A BATHING CAP TO KEEP HIS HAIR DRY..ONCE IT DIDN'T WORK...HE PUT ON THE BATHING CAP AND THEN PUT HIS HAIR ON TOP OF IT.....
HEE HEE HEE..HE LOOKED LIKE A CANTALOUPE WITH SIDE BURNS....
....WELL, I BETTER GET HIS CLOTHES OUT.....SAY, HERE'S THE SUIT HE WORE HOME FROM NEW YORK AND I HAVEN'T SENT IT TO THE CLEANERS YET....I'LL TAKE IT AND--

(SOUND: PLOP)

ROCH: OH-OH, WHAT'S THIS BOOK THAT FELL OUT OF HIS POCKET?....WELL, IT'S MR. BENNY'S DIARY.....I WONDER IF I SHOULD READ IT.....NO, I BETTER NOT...HE SURE GOT MAD THE LAST TIME I READ IT.....ANYWAY, IF MR. BENNY WANTED ME TO KNOW WHAT HE DID IN NEW YORK, HE'D TELL ME.....BUT, HE'S BEEN HOME OVER A WEEK AND AIN'T TOLD ME, SO HERE GOES.

(SOUND: RIFFLING OF PAGES)

ROCH: AH, HERE'S THE FIRST ENTRY.

JACK: (SLIGHT FILTER) April Fourth...Dear Diary...The flight to New York was exciting...Travelling by airplane is very pleasant except that they give the passengers free food, megazines and chewing gum....I couldn't sell a darned thing.

ROCH: HMMM..I WONDER WHAT HE DID WITH THAT GALLON OF COFFEE AND FOUR DOZEN SANDWICHES HE TOOK WITH HIM.

JACK: I arrived in New York this morning cheerful, but bloated.

ROCH: I GUESS HE DIDN'T EAT ALL THE SANDWICHES..THE NEXT ENTRY IS WRITTEN IN PEANUT BUTTER.

~~JACK: The first thing I did in New York was to go to my room at the Acme Plaza Hotel.~~

~~ROCH: OH NO! ..HE DIDN'T STAY AT THAT CRUMMY JOINT AGAIN.~~

~~JACK: It was really swell getting back to the good old Acme Plaza ...They've sure made a lot of improvements there...they now have a television set on every floor.~~

~~ROCH: WHAT A HOTEL, THEY'VE GOT MORE TELEVISION SETS THAN BATHROOMS...NOW LET'S SEE WHAT'S ON THE NEXT PAGE.~~
~~(SOUND: PAGES TURN)~~

JACK: April Fifth...Dear Diary...This morning I was walking down Broadway and ran into Fred Allen, and I must say that Fred looks wonderful..He had all the wrinkles taken out of his face, and luckily they didn't have to use surgery..Fred's face had so much loose skin, they just pulled his ears back and tied them in a bow...With his hat off he looked like an Easter Bunny.

ROCH: HMMM, MR. BENNY'S DIARY SURE IS DULL..~~HE COULDA HAVE HAD HIS EARS PUNCH IT UP A LITTLE.~~

JACK: April Sixth...Dear Diary...Last night I attended a dinner party at the home of Mr. William Paley...He's the head of CBS.....I sat on the right of his lovely wife Barbara...
...Mrs. Paley is certainly a charming woman....I wonder what network he got her from....April Seventh...talked to my sponsor today.

ROCH: WELL NOW IT'S GETTING INTERESTING.

JACK: April Eight..Talked to my sponsor today...April Ninth...
Talked to my sponsor today...April Tenth...Talked to my sponsor today...April Eleventh...Talked to my lawyer today...April Twelfth...My lawyer talked to my sponsor today...April Thirteenth...My lawyer will be my summer replacement...April Fourteenth...started for home on the Santa Fe Super Chief....The Super Chief is a wonderful train but I think I enjoyed the plane trip more...The hostess had prettier legs than the conductor.

ROCH: WELL, I'LL BE DARNED, NO MENTION OF HARLEM AT ALL..(SOUND: DOOR OPENS) IF HE DIDN'T GO TO HARLEM, WHY DID HE BOTHER TO--

JACK: (OFF) OH ROCHESTER..ROCHESTER.

ROCH: OH-OH, HERE HE COMES I BETTER HIDE THE DIARY.

JACK: Rochester, what are you doing?

ROCH: I WAS LOOKING THROUGH THIS SUIT TO SEE IF IT NEEDS TO BE SENT TO THE CLEANER.

JACK: Oh...well, while I finish dressing, look through the closet and see if there's anything else that needs cleaning.

ROCH: YES SIR.

(SOUND: COUPLE OF FOOTSTEPS, CLOSET DOOR OPENS)

ROCH: WHAT ABOUT THIS GRAY SUIT, BOSS.

JACK: I don't know..How does it look to you?

ROCH: WELL, IT'S GOT A GRAVY STAIN ON THE SLEEVE, SALAD DRESSING ON THE PANTS, BUTTER ON THE CUFF, COFFEE ON THE LAPEL, AND MEAT SAUCE ALL OVER THE VEST.

JACK: It has?

ROCH: YEAH, SHALL I SEND IT TO THE CLEANER OR PUT IT IN THE REFRIGERATOR?

JACK: Send it to the cleaner. But first, go through the pockets and make sure I didn't leave any money in it.

ROCH: OH BOSS, COME NOW!

JACK: Never mind, just do it... Well, I'm all dressed, Rochester, how do I look?

ROCH: FINE, BUT YOU BETTER PUT YOUR GLASSES ON.

JACK: Oh I'm not going to wear my glasses, they make me look old.

ROCH: BUT YOU DON'T SEE TOO WELL WITHOUT THEM.

JACK: ~~Nonsense~~, Rochester, I ~~just wear them~~ for reading. Now let's see...I think I'll take a top coat with me in case--

(SOUND: DOOR BUZZER)

JACK: I'll get it.

(SOUND: COUPLE OF FOOTSTEPS..DOOR OPENS)

JACK: (ENTHUSIASTICALLY) Oh, hello Phil.

MARY: I'm Mary.

JACK: Oh, oh, oh....Happy Easter, Mary...Well, I'm ready to go walking if you are.

MARY: I'm ready Jack..but aren't you going to say anything about my new dress?

JACK: Let's see..Say, it's very pretty..But isn't it kind of daring?

MARY: No, this is the latest style...It's called "The Plunging Neckline."

JACK: Well, you better grab it fast, sister, it's getting away from you.

MARY: (LAUGHING) Don't be silly, Jack...Plunging necklines are the latest style...All the girls will be wearing them today

JACK: They will?

MARY: Yes.

JACK: OH ROCHESTER..BRING ME MY GLASSES.....Thanks....Come on, Mary...let's go to the Boulevard and stroll in the Easter Parade.

(SHORT TRANSITION MUSIC..."EASTER PARADE")

(SOUND: FOOTSTEPS CONTINUING ON CEMENT BEHIND
FOLLOWING)

JACK: Gee, there are a lot of people on Wilshire Boulevard, aren't there, Mary?

MARY: Yeah, and everybody's dressed so nice.

JACK: Well, so are you. That new hat you're wearing is really cute. Where did you get it?

MARY: The May Company. They give me all my clothes.

JACK: The May Company gives you all your clothes? That's funny, you've been working for me for the past fifteen years.

MARY: I know, they send me food, too.

JACK: Oh, well that's nice of them.

MARY: Say Jack, how far do you think we ought to walk?

JACK: Oh I don't know...probably as far as La Brea and ~~4th~~ ^{5th} Street.

MARY: Jack, look who's coming this way..isn't that one of the boys in your Beavers Club?

JACK: Oh yes.

(SOUND: FOOTSTEPS STOP)

JACK: Hello, Joey.

JOHNNY: Hello Mr. Benny....Hello Miss Livingstone.

MARY: Hello Joey...Say, that's a mighty cute rabbitt you have there.

JOHNNY: ~~Yes~~...it's my Easter Bunny....I'm taking him over to Mr. Benny's house to feed him.

JACK: To my house to feed him...why?

JOHNNY: My father says you've got more lettuce than anyone in Beverly Hills.

JACK: Hmhmhmhm.

MARY: (LAUGHING) Did you just get this rabbit, Joey?

JOHNNY: Oh no, I got him last Easter...in fact I had two of them.

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

MARY: In a minute, Jack...what happened to your other rabbit, Joey?

JOHNNY: I don't know, he just disappeared around Christmas time.

JACK: Mary, let's go.

MARY: Joey..exactly when did your other rabbit disappear?

JOHNNY: It was December twenty-third.

MARY: Well thanks for telling me...Goodbye, Joey.

JOHNNY: Goodbye, Miss Livingstone...Goodbye, Mr. Benny.

JACK: Goodbye, goodbye.

(SOUND: FOOTSTEPS START AND CONTINUE)

JACK:You know Mary, ~~she~~--

MARY: Oh quiet, you and your mink Christmas presents.

JACK: That was just a coincidence...I happened to get a mink with pink eyes, ~~which is~~

~~MARY: Oh yeah, where did you get that powder puff you gave me~~

JACK: ~~Never mind~~.....You know Mary, strolling along the boulevard today reminds me of that picture we saw with Fred Astaire and Judy Garland.

MARY: You mean "Easter Parade?"

JACK: Yeah, that's the one...Remember at the start of the picture when Fred Astaire was walking along Fifth Avenue singing that song..and the people answered him...How did that song go again?

(SHORT INTRODUCTION TO "HAPPY EASTER")

JACK: Oh yes, I remember it now....

(SINGS) NEVER SAW SUCH A LOVELY DAY..HAPPY EASTER.

QUARTET: HAPPY EASTER.

JACK: IT'S SUCH FUN JUST TO NOD AND SAY..HAPPY EASTER.

QUARTET: HAPPY EASTER.

MARY: MY OH ME, THERE'S SO MUCH TO SEE
AS YOU STROLL THE AVENUE
AND YOU GREET ALL THE FRIENDS YOU MEET

QUARTET: HAPPY EASTER TO YOU.

(SOUND: FOOTSTEPS UP)

JACK: Isn't that nice, Mary..they all answered us just like in the picture...I'll never forget how -- (WHISPERS) Hey Mary.. Mary...look...look...

MARY: Huh?

JACK: Stepping up on the curb...Get a load of those legs!

MARY: Who is it?

JACK: The conductor on the Super Chief...Now come on, we've gotta keep up with the crowd..I wanta walk all the way down to La Brea.

MARY: Say Jack look..there's Phil Harris standing on the corner.

JACK: Oh yes.

MARY: Hello, Phil.

PHIL: Hiya, Livvy, you little Easter Bunny...who's that egg you've got with you?

JACK: Darn it, I forgot to take off my bathing cap...Say Phil, Mary and I are strolling down Wilshire..want to join us?

PHIL: No Jackson..The Chamber of Commerce wants me to stand here till another bus comes by.

JACK: Another bus?

PHIL: Yeah, I'm the Grand Finale of the Ninety-five Cent tour.

JACK: What?

PHIL: Them out-of-towners go nuts.

JACK: Oh, brother!

MARY: Phil...Phil...aren't you a little conceited?

PHIL: Nah...conceit is when you think you've got it and you ain't.

JACK: And...And you've got it.

PHIL: Sixteen silver dollars and a box of Snickers to that gray-haired gentlemen with the button shoes!

JACK: Mary, you talk to him, I can't.

MARY: Look Phil..Jack and I are going for a walk..do you want to join us or not?

PHIL: I'd love to Liv...but when I finish here, I've got to ~~hurry~~ home and take my Uncle to the train.

MARY: I didn't know you had an Uncle here.

PHIL: Yeah...he arrived Tuesday on business..he came out here for the Eclipse.

JACK: Oh, is he an astronomer?

PHIL: No, a pickpocket...HA HA HA HA ..OH, JACKSON, WHEN WILL YOU LEARN TO STILL THOSE QUIVVERING LIPS.

JACK: Come on Mary, let's go.

MARY: All right. So long, Phil.

PHIL: So long, Livvy, see you later.

JACK: Come on, Mary.

PHIL: (CUTE) Hey, Jackson.

JACK: What?

PHIL: Don't feel bad, you've got the bluest eyes on Wilshire Boulevard.

JACK: I know..So long, Phil.....Come on, Mary.

(SOUND: FOOTSTEPS)

JACK: You know Mary, Phil kids a lot but underneath it all he's really a nice guy.

MARY: Oh stop fluttering your eye lashes.

JACK: Jealous...Now come on, Doll Face, we've got a long way to walk yet.

(SHORT INTRO)

JACK: WALKING WITH YOU SIDE BY SIDE..HAPPY EASTER.

MARY: HAPPY EASTER.

JACK: FILLS MY CHEST WITH SO MUCH PRIDE...HAPPY EASTER.

MARY: HAPPY EASTER.

QUARTET: MY OH ME, THERE'S SO MUCH TO SEE
AS YOU STROLL THE AVENUE.

MARY & JACK: AND YOU GREET
ALL THE FRIENDS YOU MEET

QUARTET: HAPPY EASTER TO YOU.

JACK: (HUMS) DA DA DA DE DE DA DUM DUM, DA DA DA DUM.

(SOUND: (OVER HUMMING) SOUND OF TAP DANCING
THEN ON CUE BODY THUD ON CEMENT)

MARY: Jack, get up, you're not as young as Fred Astaire.

JACK: I know, he's thirty-eight...Come on, Mary.

(SOUND: FOOTSTEPS)

JACK: Gosh, what perfect weather...Spring...the skies are
clear...the flowers are blooming...the sun is shining...

MEL: Ah, Bon Jour Monsieur Benny.

(SOUND: FOOTSTEPS STOP)

JACK: Well, Professor LeBlanc. What a surprise running into
you.

MARY: Hello, Professor.

MEL: Bon Jour, Mademoiselle.

MARY: Professor, you certainly look nice today...Is that a new Easter suit you're wearing?

MEL: Mademoiselle...I am a poor violin teacher...I can not afford to buy new suits.

JACK: Well, what do you do with the money I pay you for my violin lessons?

MEL: I buy sleeping pills.

JACK: Oh, are they any good?

MEL: No, after a few days I wake up.

JACK: Oh.....well it was nice seeing you, Professor...and don't forget, you're giving me a violin lesson next week.

MEL: I will not forget.....I will tie a string around my finger.

JACK: Good good.

MEL: Better I should tie a rope around my neck,

JACK: What?

MEL: Goodbye, Monsieur Benny.

JACK: Goodbye.

(SOUND: FOOTSTEPS START AND CONTINUE)

JACK: Say Mary, I can't understand why he hates to give me violin lessons.

MARY: I can't understand it either. You play beautifully.

JACK: Well I....huh....Mary, that was sweet. What made you say that?

MARY: I don't know, just an impulse.....Yesterday I kicked a cop in the pants.

JACK: Oh, well sometimes you have to let yourself go....anyway, Mary, we're certainly running into a lot of people we know, aren't we?

MARY: Yeah.

(SHORT INTRO)

JACK: DA DA DA DA DA DA DE DUM, HAPPY EASTER.

MARY: HAPPY EASTER.

DA DA DA DA DE DA DA DUM, HAPPY EASTER.

JACK: HAPPY EASTER.

QUART: MY OH ME, THERE'S SO MUCH TO SEE
AS YOU STROLL THE AVENUE
AND YOU GREET ALL THE FRIENDS YOU MEET
HAPPY EASTER TO YOU.

SARA: Say, Gertrude?

BEA: What is it, Mable?

(APPLAUSE)

SARA: Gertrude, I feel so elegant walking in the Easter Parade. How do you feel?

BEA: My feet are killing me....But it's my own fault for buying such small shoes.

SARA: What size did you get?

BEA: Nine.

SARA: Oh, for heaven's sakes.

BEA: What's the matter?

SARA: Getting your foot in a size nine shoe is like docking the Queen Mary in a Dixie Cup.

BEA: Well, look who's talking.....get a load of your shoes.

SARA: They're not so big.

BEA: They're not!....last year when we went on our vacation, every hotel we stopped at pasted labels on 'em.

SARA: Well, it's a natural mistake because my shoes are genuine cowhide.

BEA: Cowhide?

SARA: Yes.

BEA: From the way your toes stick out, it looks like milking time.

SARA: Gertrude, the next time you talk to me like that I'll --

BEA: Hey, Mable, look....here comes Jack Benny.

SARA: Yeah....and look who's with him....Mary Livingstone...She don't have to put on airs with me....I remember when she and I worked at the May Company.

BEA: Oh, ~~then~~ you used to run into her?

SARA: Very seldom, I was the night watchman.

BEA: Look Mable, they're coming towards us.

(SHORT INTRO)

JACK: (FADING IN FAST) DA DA DA DA DA DA DA...HAPPY EASTER.

SARA & BEA: (SING) HAPPY EASTER.

JACK: DA DA DA DE DE DUM DUM DUM, HAPPY EASTER.

QUART: HAPPY EASTER

MY OH ME, THERE'S SO MUCH TO SEE
AS YOU STROLL THE AVENUE

JACK: ~~AND YOU~~ GREET ALL THE FRIENDS YOU MEET....

DON: HAPPY EASTER TO YOU.

JACK: Huh?...Well Don....Don Wilson!

MARY: Hello, Don..

DON: Hello, Mary,....Jack, how was your trip to New York?

JACK: Wonderful, Don, and you'll be happy to know how popular
you are. Everybody I ran into was asking about you.

DON: Really Jack? What did they want to know?

JACK: Well, they wanted to know different things like what you eat
for breakfast, what you eat for lunch, what you eat for
dinner, what you have for dessert, what you have after
dessert, what you eat between meals, what you eat before
going to bed at night....All those different things.

DON: Well that's nice, Jack, but didn't they want to know
anything about me on your program?

JACK: Let's see....Yes, they did, Don...they thought that my last
couple of programs weren't quite as funny as usual, and they
wanted to know if you ate one of my writers.

DON: Oh Jack, I know you're kidding but I wish you'd stop with that talk. It gives everybody the impression that I'm fat.

JACK: All right, Don, I'll stop.

MARY: Say Don, would you like to walk down Wilshire Boulevard with us?

DON: I'd love to Mary, but I'm on the other side of the street.

JACK: Oh yes yes....Lift your stomach, Don, here comes a bus.... See you later.....Come on, Mary....

(SOUND: FOOTSTEPS)

JACK: (HUMS) DA DA DA DE DE DA DUM DUM, DA DA DE DA.....Say Mary, have you got a cigarette?

MARY: Sure Jack, I have some right here in my --Oh gee, I forgot to put them in this purse.

JACK: Well, there's a drug store right here on the corner...I'll step in and get some.

(SOUND: FEW FOOTSTEPS)

JACK: ~~DA DA DA DA DE DA DA DA~~

(SOUND: DOOR OPENS WITH TINKLY BELL.....

DOOR CLOSES.....FEW FOOTSTEPS)

JACK: Oh Mister....Mister.

NELSON: Yesssssss.

JACK: Hnnnnn....I'd like to buy some --

NELSON: Magazines?

JACK: No. I'd like to buy some --

NELSON: Sun glasses?

JACK: No, I'd like to buy some --

NELSON: Life Savers?

~~JACK: No no. Look Mister, I came over here to get~~

NELSON: Don't tell me, let me guess. Is it round and firm?

~~JACK: Yes.~~

NELSON: Is it fine and light?

JACK: Yes yes.

NELSON: I know.

JACK: What?

NELSON: A Schwinn Bicycle.

JACK: A Schwinn Bicycle?

NELSON: Yes, we pedal them here.

JACK: Well look Mister as long as you're guessing, and wanta play games, I'll give you a hint.....Now what do you do to feel your level best?

NELSON: I loosen my girdle, what do you do?

JACK: If you must know, I smoke a Lucky.

NELSON: Well, why didn't you say so?....You want a package of Lucky Strikes.

JACK: That's exactly what I want.

NELSON: Well, you're certainly smart.....If you're feeling low, and feeling tense --

JACK: Give me the Luckies.

NELSON: These eight words are common sense.

JACK: Give them to me.

NELSON: (SINGS) SMOKE A LUCKY.

~~JACK: I know what to do with them. Just give them to me.....~~
Thank you.....Now let's see.....I think I have the correct change.

(SOUND: FUMBLING OF COINS)

JACK: ~~Let's see, here's a dime, here's a penny, here's another~~
~~penny..here's another. No, that's an Indian Head. I'm saving~~
~~those...Here's a--~~

NELSON: ~~I wish you'd hurry. I have to close the store and take my~~
~~uncle down to the station.~~

JACK: ~~Well, I won't be. Wait a minute, your uncle, down to the~~
~~station?~~

NELSON: ~~Yes. He came here on business during the eclipse.~~

JACK: ~~I know, I know, he's a pickpocket.~~

NELSON: ~~No, he's an astronomer, you jerk.~~

JACK: ~~All right, all right, here's your money..Goodbye.~~

NELSON: Happy Easter.

JACK: Happy Easter.

(SOUND: COUPLE OF FOOTSTEPS..DOOR OPENS WITH
TINKLY BELL..DOOR CLOSES.)

MARY: Jack, did you get the cigarettes?

JACK: Yes, yes .. Come on, Mary, let's keep on walking.

(SOUND: FOOTSTEPS)

(SHORT INTRO)

QUART: NEVER SAW SUCH A LOVELY DAY..HAPPY EASTER.

MARY: HAPPY EASTER.

QUART: IT'S SUCH FUN JUST TO NOD AND SAY..HAPPY EASTER.

JACK: HAPPY EASTER.

MARY: MY OH ME, THERE'S SO MUCH TO SEE
AS YOU STROLL THE AVENUE

JACK: AND YOU GREET ALL THE FRIENDS YOU MEET

ARTIE: HAPPY EASTER TO YOU.

JACK: Well..Mr. Kitzel!

(APPLAUSE)

JACK: It's nice running into you today.

ARTIE: Thank you, Mr. Benny..and how are you, Miss Livingstone?

MARY: I'm fine, thank you.

JACK: Mr. Kitzel, you certainly look nice in those striped pants,
cut-away coat and top hat...It's just right for Easter.

ARTIE: Thank you, but I am also wearing it for sentimental
reasons..This is the suit in what I got married.

JACK: Really?

ARTIE: Yes..I'll never forget the ceremony...It was beautiful...
When the rabbi asked for the ring, my wife handed it to him
and then--

JACK: Wait a minute..how come your wife had the ring?

ARTIE: We weren't even married yet and she went through my pockets
already.

JACK: Oh oh. I see...Well, Mr. Kitzel, it was a pleasure running
into you on Easter..but we've got to be moving along.

ARTIE: I've gotta run along, too..This afternoon I'm have an
egg roll.

JACK: On your front lawn?

ARTIE: No, in a Chinese restaurant...~~Goodbye.~~

JACK: Goodbye.

MARY: Goodbye, Mr. Kitzel.

(APPLAUSE)

(SOUND: FEW FOOTSTEPS)

JACK: You know Mary, it's always nice running into Mr. Kitzel.
He always seems so cheerful ~~and he--~~

LEONARD: Hey bud..bud.

~~JACK: And he--~~

LEONARD: ~~Hey bud..bud.~~

JACK: Huh?

LEONARD: Come here a minute.

JACK: Me?

LEONARD: Yeah.

JACK: Excuse me, Mary....Yes?

LEONARD: What you doin'?

JACK: We're just strolling along in the Easter Parade.

LEONARD: How far you goin'?

JACK: To La Brea.

LEONARD: That's fine.

JACK: What?

LEONARD: You said you were going to La Brea and I said, "That's fine."

JACK: Wait a minute..aren't you gonna try to talk me out of it?

LEONARD: Not me, this is my day off.

JACK: Oh..oh.

LEONARD: Well, Happy Easter.

JACK: Same to you...Come on, Mary.

MARY: What happened?

JACK: Nothing, it's all right, we can go to La Brea. Come on.

(SOUND: FOOTSTEPS)

(SHORT INTRO)

MARY: NEVER SAW SUCH A LOVELY DAY..HAPPY EASTER.

QUART: (WHISTLES "HAPPY EASTER")

MARY: IT'S SUCH FUN JUST TO NOD AND SAY..HAPPY EASTER.

QUART: (WHISTLES "HAPPY EASTER"..CONTINUES TO WHISTLE RELEASE)

JACK: AND YOU GREET ALL THE FRIENDS YOU MEET

DENNIS: HAPPY YONTIFF TO YOU.

JACK: DENNIS!

MARY: Hello, Dennis.'

DENNIS: Hello, Mary.

JACK: Dennis, did you have a nice Easter?

DENNIS: Oh sure..I colored ~~some~~ Easter Eggs all morning and then I hid them.

JACK: Uh huh.

DENNIS: And then I told my mother to go look for them.

MARY: That must've been fun.

DENNIS: No, it was a mess. The eggs splattered all over the walls, the ceiling, and my mother's new dress.

JACK: Dennis, where did you hide the eggs?

DENNIS: In the Mixmaster.

JACK: In the Mixmaster!

DENNIS: Yes, it was awful.

JACK: But Dennis, colored Easter eggs shouldn't splatter..How long did you boil them?

DENNIS:OHHHHHHH..BOIL THEM.

JACK: Mary, you take him, will you?

MARY: (LAUGHS) Dennis, Jack and I are walking down as far as La Brea..would you like to join us?

DENNIS: Sure, I'm not stuck up.

JACK: That's nice of you..~~Now~~ come on, kid.

(SOUND: FOOTSTEPS)

DENNIS: Could you walk a little faster, Mr. Benny..I ~~have~~ to get home to take my uncle to the train.

JACK: Sure, we can---Your uncle?

DENNIS: Yes, he's here on business..he came Tuesday for the Eclipse.

MARY: Well Dennis, is he--

JACK: Mary..Mary..let me take this one..What did you say your uncle came here for?

DENNIS: He came here for the Eclipse.

JACK: (HUMS) DA DA DA DA DE DA DA DUM....He came for the Eclipse,
eh?

DENNIS: Un huh...Aren't you gonna ask me why?

JACK: I don't have to, Dennis..if he came out here for the Eclipse,
he's either a pickpocket or an astronomer.

DENNIS: No, he's a photographer and he hasn't got a dark room.

JACK: Hmmm.

MARY: Jack?

JACK: What?

MARY: Happy Easter.

JACK: All right, all right, let's walk on.

MARY:Say Dennis, while we're walking along, why don't
you sing something?

DENNIS: Gee, do you think it would be all right..on the street?

MARY: Sure..everybody feels good today..they're all singing.

DENNIS: Okay.

(DENNIS'S SONG--"EASTER PARADE")

JACK: ~~HAPPY EASTER, EVERYBODY!~~

CAST: ~~HAPPY EASTER!~~

(APPLAUSE AND PLAYOFF--"HAPPY EASTER")

JACK: Ladies and gentlemen, each year two hundred and sixty thousand homes are attacked by fire. The real tragedy in these shocking figures is the fact that most of these fires could have been prevented! So join the fight against fires. Take care, prevent fires!

(APPLAUSE)

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

THE JACK BENNY PROGRAM
APRIL 17, 1949
CLOSING COMMERCIAL:

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!

SHARBUTT: You see, 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.

MARTIN: That's why it's so important for you to select and
 smoke the cigarette of fine tobacco -- Lucky Strike!
 For as every smoker knows -

SHARBUTT: LS - MFT
 LS - MFT

MARTIN: Lucky Strike means fine tobacco!

SHARBUTT: It's not surprising that Luckies are the overwhelming
 choice of the tobacco experts -- men who can see the
 makers of Lucky Strike consistently select and buy
 that fine, that light, that naturally mild tobacco.

(CONTINUED)

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THE JACK BENNY PROGRAM
APRIL 17, 1949
CLOSING COMMERCIAL (continued)

MARTIN: ~~Yes, Lucky Strike means fine tobacco and this fine~~
Lucky Strike tobacco picks you up when you're low ...
calms you down when you're tense ... puts you on
the right level -- the Lucky level -- where you
feel your best and do your best.

SHARBUTT: So, the next time you buy cigarettes, ask for a
carton of Lucky Strike!

SONG: Smoke a Lucky to feel your level best!
Smoke a Lucky to feel your level best!
(BUTTON)

(TAG)

MARY: Well Dennis, here we are at the end of our walk. Now we'll
turn around and go back.

DENNIS: Yeah.

(SOUND: FEW FOOTSTEPS)

DENNIS: Say Mary, where's Mr. Benny?

MARY: He got on a bus. He wants to go back and look at Phil...
Goodnight, folks.

(APPLAUSE AND PLAYOFF)

DON: DON'T FORGET TO HEAR DENNIS DAY IN "A DAY IN THE LIFE
OF DENNIS DAY".....STAY TUNED FOR THE AMOS 'N'
ANDY SHOW WHICH FOLLOWS IMMEDIATELY.....
THIS IS C.B.S....THE COLUMBIA BROADCASTING SYSTEM.