

# THE JACK BENNY PROGRAM

*produced for*

**THE AMERICAN TOBACCO CO.**

*by*

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

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Repeat: 3:30 - 4:00 PM

PROGRAM #35  
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, MAY 29, 1949 CBS 3:00 - 3:30 PM PST

ATX01 0312533

THE JACK BENNY PROGRAM  
MAY 29, 1949  
OPENING COMMERCIAL

SHARBUTT: THE JACK BENNY PROGRAM ... presented by LUCKY STRIKE

RIGGS: (CHANT -- 60 to 62 AMERICAN)

SHARBUTT: LS - MFT

LS - MFT

MARTIN: Lucky Strike means fine tobacco.

SHARBUTT: Yes, at auction after auction, market after market, the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

MARTIN: Listen to the words of Mr. Tom Jones, 18 years an independent auctioneer of Mount Airy, North Carolina. He recently said ...

VOICE: In my 18 years of auctioneering at market after market, I've seen the makers of Lucky Strike buy fine tobacco -- fine, ripe cigarette tobacco that makes a smooth, mild smoke. I've smoked Luckies myself for 15 years.

MARTIN: For your own real, deep-down smoking enjoyment, take a tip from the experts! Light up a Lucky - light up a really finer cigarette - and puff by puff -- you'll see...

SHARBUTT: LS - MFT

LS - MFT

(CONTINUED)

THE JACK BENNY PROGRAM  
MAY 29, 1949  
OPENING COMMERCIAL (CONTINUED)

MARTIN: Lucky Strike means fine tobacco! That's why there's no question -- Lucky Strike is a finer, smoother, milder smoke!

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

MARTIN: No doubt about it -- in all the world there's no finer cigarette than Lucky Strike!

(FIRST ROUTINE)

(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, THIS IS OUR FINAL BROADCAST OF THE SEASON..AND AS YOU KNOW, FAREWELLS ARE ALWAYS SAD..AND DOING THE FINAL PROGRAM IS ALWAYS SAD...SO, WITHOUT FURTHER ADO, WE BRING YOU RADIO'S SADDEST COMEDIAN..JACK BENNY.

(APPLAUSE)

JACK: Thank you, thank you...hello again, this is Jack Benny talking...and Don, that was a rather puzzling introduction

DON: Puzzling?

JACK: Yes...only last Sunday, in honor of National Pickle Week, you said I was a barrel of Fun...~~And it puzzles me to think that in one short week, I could deteriorate from a Barrel of Fun to Radio's Saddest Comedian...How could that be?~~

DON: It's really very simple, Jack...A pickle is something sour...according to Webster's dictionary, sour means morose.. morose means gloomy..gloomy means sad...So it's very logical for you to go from National Pickle Week to radio's saddest comedian..See?

JACK: Oh...Well Don, I've looked in Webster's Dictionary myself.. And I found that when you pickle a thing, it's submerged in brine..when it's submerged in brine, it's preserved..when it's preserved, it's canned, and that's exactly what you are, goodbye .....And now ladies and gentlemen, having said farewell to beautiful Don Wilson, we continue ~~with our~~-

DON: Now wait a minute, Jack...you wouldn't fire me on the last show of the season...You're not that cheap.

PHIL: You wanna bet, Donzy?

JACK: Hmmm...speaking of things pickled, here's Phil Harris.

PHIL: You can stop with that too, Jackson..I ain't had a drink in two weeks..since Remley had his accident.

JACK: Remley had an accident?..What happened to him?

PHIL: Oh, it was horrible, Jackson..Ghastly..He was carrying a bowl full of gold fish when somebody yelled, "Bottom's Up."

JACK: You mean....????

PHIL: Yep....Drained it, sand and all.

JACK: Gee, Phil, I'm sorry to hear that about Frankie. It must have been awful.

PHIL: He didn't mind the fish, but that water nearly killed him!

JACK: Look Phil, why don't you --

DON: Jack, I hate to interrupt but I'm really worried about your firing me.

JACK: Oh, for goodness sakes, Don, I was only kidding...I wouldn't fire you. You've been with me for fifteen years...Cut your salary, maybe, but not fire you...So forget it.

DON: Oh, I guess I was silly to let it bother me...After all, you couldn't be that cheap.

MARY: (COMING IN) ~~You~~ wanna bet?

JACK: Oh, hello Mary.

DON: Hello, Mary.

MARY: Hello, Don.

PHIL: Hiya, Liv.

MARY: (ALA PHIL) Hello Curly..you Aly Kahn of Encino.

PHIL: (EMBARRASSED) Aw, cut it out, Livvy..you're embarrassing me.

JACK: Oh fine, look who's trying to act modest.

MARY: Yeah..on the bumper of his car he has a rubber stamp that says, "You Lucky Pedestrian, You've Just Been Hit By Phil Harris."

JACK: That's right.

DON: Mary, you're kidding.

MARY: No I'm not...Jack, take off your shirt and show him.

JACK: Mary, ~~he~~ hit me while I was bending over and let's forget it.  
.. By the way Don, since this is our final show of the season, where are you going on your vacation?

DON: I'm going to spend two glorious weeks at the Brown Derby.

JACK: That's nice... What are you going to do, Mary?

MARY: Well, my sister Babe is coming to visit me, and we're going hunting.

JACK: Hunting? Isn't that more of a sport for a man?

MARY: That's what Babe's hunting for.

JACK: Oh, well it's a shame Nature gave her such bad ammunition.  
What about your vacation, Phil?

PHIL: I can't take any, Jackson, I'm making a picture for Twentieth Century Fox.

JACK: Oh..what's the name of it?

PHIL: "Take Me Out To The Brewery."

JACK: Good good..that's a nice title.

MARY: Say, Jack, before we went on the air, you said you were going to do something special on the program today...What is it?

JACK: Well Mary, I thought it would be nice on this last show to introduce all the people connected with the program....and I'd like to start off by presenting Bill Days, Marty Spurzel, Gurney Bell and Bob Stevens...better known as the Sportsmen Quartet..Hiya, Fellows.

QUART: HMMMM.

JACK: And a Happy HMMMM to you, too..Don, have the boys prepared a number?

DON: Yes Jack..they're going to offer their version of Frank Loesser's new song hit.."Baby, It's Cold Outside."

JACK: But Don, that number needs a girl singer, too.

DON: I know, and we're fortunate to have with us the girl who made the popular recording of that song with Johnny Mercer.. None other than Margaret Whiting.

JACK: Margaret Whiting! Is she here?

MARGARET:Yes Jack. ~~Hello~~, everybody.

JACK: Hello, Margaret.

(APPLAUSE)

JACK: (LOOKS AT HER) Well, now I see where Nature sent all the good ammunition...But Margaret, it's swell having you here with us...This is really a surprise.

MARY: Some surprise..you've been arguing salary with her for three weeks.

JACK: Mary, stop...I really am surprised to see Margaret.



MARY: Oh..Well then what is she doing here?

MARGARET: I lost the argument.

JACK: Yes yes..my agent is a regular bulldog....Well, look Margaret, before you sing, I'd like you to meet my orchestra leader..Oh Phil..this is Margaret Whiting.

MARGARET: Hello, Phil.

PHIL: Well, Praise the Lord and Pass the Ammunition.

JACK: Say Margaret, I understand this record you made with Johnny Mercer is a sensational hit..They're selling like hot cakes.

MARGARET: Yes Jack, and I'm very happy about it...By the way, did you buy one of the records?

JACK: No, I didn't,..I figured that as long as you're a guest on my program, you'd bring me one.

MARGARET: But Jack, they're only seventy-five cents.

JACK: I know, but--

MARGARET: I'll tell you what...I'll give you the seventy-five cents on one condition.

JACK: What's that?

MARGARET: Let me go in the store with you and watch you spend it.

JACK: Well...

MARY: You can't get too close to him, Margaret, the newsreels won't let you.

JACK: Newsreels, Newsreels...One little camera when I bought my new suit, and she makes a big thing out of it....Now Margaret, are you ready to do your song with the quartet?

MARGARET: Yes Jack, who's going to accompany us?

PHIL: My orchestra, honey.

MARGARET: Well, praise the Lord and pass the Bromo Seltzer.

JACK: Well look, Margaret, if you don't want Phil's music, perhaps I can accompany you on my violin.

MARGARET: Well...

JACK: Well, what?

MARGARET: That puts me between the devil and the deep blue eyes.

JACK: Thank you...And now, ladies and gentlemen...Margaret Whiting, and the Sportsmen Quartet present their version of Frank Loesser's new song hit.."Baby, It's Cold Outside

(APPLAUSE)

MARGARET: I REALLY CAN'T STAY.  
QUART: BUT BABY, IT'S COLD OUTSIDE.  
MARGARET: I'VE GOT TO GO 'WAY.  
QUART: BUT BABY, IT'S COLD OUTSIDE.  
MARGARET: THIS EVENING HAS BEEN  
QUART: BEEN HOPIN' THAT YOU'D DROP IN  
MARGARET: SO VERY NICE  
QUART: WE'LL HOLD YOUR HANDS, THEY'RE JUST LIKE ICE.  
MARGARET: MY MOTHER WILL START TO WORRY  
QUART: BEAUTIFUL, WHAT'S YOUR HURRY.  
MARGARET: AND FATHER WILL BE PACING THE FLOOR  
QUART: LISTEN TO THE FIREPLACE ROAR  
MARGARET: SO REALLY I'D BETTER SCURRY  
QUART: BEAUTIFUL PLEASE DON'T HURRY  
MARGARET: WELL, MAYBE JUST A CIGARETTE MORE.  
QUART: ~~SMOKE~~ A LUCKY, THAT'S WHAT THEY'RE FOR.  
MARGARET: I'VE GOT TO GO HOME.  
QUART: LET'S LIGHT UP A LUCKY STRIKE.  
MARGARET: SAY, LEND ME A COMB  
QUART: A CIGARETTE ~~HE-ALL~~ LIKE.  
MARGARET: THEY REALLY ARE GRAND  
QUART: FROM NOW ON YOUR FAVORITE BRAND  
MARGARET: BUT DON'T YOU SEE  
QUART: JUST ONE MORE L S M F T.  
MARGARET: BUT DARLING, I MUST BE GOING  
QUART: LOOK AT THE SMOKE RINGS WE'RE BLOWING  
MARGARET: AT LEAST I'M GONNA SAY THAT I TRIED.  
QUART: YOU CAN SMOKE A LUCKY WITH PRIDE.

MARGARET: I REALLY CAN'T STAY

QUART: OH BABY, DON'T HOLD OUT

QUART. &

MARGARET: AH, BUT IT'S COLD OUTSIDE.

(ORCHESTRA INTERLUDE)

MARGARET: I SIMPLY MUST GO

QUART: BUT BABY, A LUCKY STRIKE

MARGARET: I HATE YOU TO KNOW.

QUART: THE KIND THAT YOU ALWAYS LIKE

MARGARET: I LEAVE WITH REGRET

QUART: A WONDERFUL CIGARETTE

MARGARET: AND THAT'S A FACT.

QUART: SO ROUND AND FIRM AND FULLY PACKED

MARGARET: SO DARLING, IF YOU GET LONESOME

QUART: THAT'S WHY WE ALWAYS OWN SOME

MARGARET: REMEMBER ALL THOSE LUCKIES BY YOUR SIDE

QUART: WHAT'S THE SENSE OF HURTIN' ~~ME~~ PRIDE

MARGARET: YOU KNOW WHAT I LIKE

QUART: IT MUST BE ~~THESE~~

QUART. &

MARG: LET'S SMOKE A LUCKY STRIKE.

(APPLAUSE)

(SECOND ROUTINE)

JACK: That was Margaret Whiting and the Sportsmen Quartet singing "Baby, It's Cold Outside." ...Thank you, Miss Whiting...And now, Ladies and Gentlemen, I'd like you to meet the man who is responsible for all the musical commercials that we do with the quartet..My arranger, Mr. Mahlon Merrick.

(APPLAUSE)

MAHLON: Thank you.

JACK: Mahlon, how long have you studied music?

MAHLON: Oh, I've never studied music, Jack.

JACK: Never studied music? Then how come you're qualified to make arrangements for Phil Harris's orchestra?

MAHLON: I used to work in a boiler factory.

JACK: Oh.

MAHLON: Every summer I go back there for a rest.

JACK: Well, I don't blame you....And now, to get on with the introductions.. I'd like to present ~~an actor that I'm sure our listeners always wait for~~...Mr. Kitzel, are you here?

ARTIE: Hoo hoo hoo.

(APPLAUSE)

JACK: Mr. Kitzel, I haven't seen you for a few days..where have you been?

ARTIE: I went to the Rita Hayworth - Aly Kahn wedding.

JACK: Oh,..Well, Mr. Kitzel, that must have been thrilling.

ARTIE: Thrilling! When Rita said "I do" I got so excited I fell in the swimming pool.

JACK: Oh, you're kidding. You didn't fall in their swimming pool.

ARTIE: Smell me.

JACK: Oh, oh, oh....Well, Mr. Kitzel, ~~you've appeared on my~~  
~~program many times during the last few years..Now how~~  
~~about telling the listeners who you really are?~~

~~ARTIE: (SPEAKING) I'll be glad to, Jack..my name is Artie~~  
Auerbach.

JACK: Well, Artie, I want to thank you for all the laughs you've  
brought to the show and I'm glad you're going to be with us  
again next Fall.

ARTIE: ~~Thanks~~ Jack, and while you're away on your vacation, ~~I wish~~  
~~you'd~~ drop me a post card now and then.

JACK: Sure, what's your address, Artie?

ARTIE: 4270 Riverton Avenue, B.H.

JACK: B.H.? Is that Beverly Hills?

ARTIE: (MUTTER AGAIN) No, dot's Boyle Heights...Goodbye, Mr.  
Benny Boy.

JACK: Goodbye, Mr. Kitzel.

(APPLAUSE)

JACK: And now ladies and gentlemen, I'd like to introduce another  
talented actor named Joe Kearns..You know him as Ed, the man  
who guards my underground vault...He's been there for years,  
and whenever I go down to get money..he always says--

KEARNS: Halt, who goes there..friend or foe?

JACK: Friend.

KEARNS: What's the Password?

JACK: ~~Money ISN'T the root of all evil..~~

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

JACK: Yes, Ed...I'd like to get some money for my Summer vacation  
... I'm going to drive to New York.

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10X10

LEONARD: Okay, it's your show.

JACK: Good, good...At this moment, folks.. I'd like to present Frank Nelson .. Let's see, where is he...Oh Mister, Mister..

NELSON: YESSSSSSSSSSSS.

JACK: Are you Frank Nelson, the actor?

NELSON: What do you think I'm doing with ~~the~~ script in my hand, swatting flies?

JACK: All right, all right, I just want ~~the~~ people to meet you... But you know, Frank, it's funny .. whenever I run into you on the program, you're always so antagonistic toward me.

NELSON: Yes.

JACK: Well look, Frank, that's just on the program...but in real life, do you really hate me?

NELSON: OOOOOOOHHH, DO I?

JACK: Thank you, Frank Nelson.

(APPLAUSE)

JACK: Ladies and Gentlemen, a radio program is only as funny as the writers make it, and I happen to be fortunate enough to have four of the greatest, most talented, most original, most versatile writers in the entire industry...Mary, introduce my writers.

MARY: Why don't you introduce them?

JACK: Every time I look at them I get sick...All right, I'll do it... My writers are Sam Perrin, Milt Josefsberg, George Balzer, and John Tackaberry!

(APPLAUSE)

JACK: Sam, I understand you're going to spend your vacation at the Flamingo Hotel in Las Vegas.



SAM: Yes, and thanks for mentioning it, ~~Jack~~, now I won't have to pay.

JACK: And George, you're going to spend your vacation at the Del Mar Hotel in Delmar.

GEORGE: Thanks for mentioning it, Jack, now I won't have to pay.

JACK: And Tack, you're going to spend your vacation at the Shamrock Hotel in Houston.

TACK: Thanks for mentioning it, Jack, now I won't have to pay.

JACK: And Milt, you're going to spend your vacation at your brother's house in Brooklyn.

MILT: Thanks for mentioning it, Jack, but he's still going to charge me.

JACK: ~~Yes~~ he has to, I own ~~his~~ house..... And working in close cooperation with me and the writers is our little script girl..Jeanette Eymann.

JENNY: (COMPHY) Hello Blue Eyes, I'm going to miss you this summer.

JACK: She can't type .. but she's a good secretary ... You know folks, all the people I introduced here tonight will be with us again next season as well as my regular cast.

DENNIS: Me too, Mr. Benny?

JACK: Yes, you too, Dennis .. And don't do anything silly right now because I was just gonna talk about you.

DENNIS: You were?

JACK: Yeah .. I was gonna say that you're talented, clever, versatile, and you're looked up to as one of the most promising personalities in radio...and you know what that means coming from me.

DENNIS: Yeah, when you're all washed up you'll want me to give you a job.

JACK: ~~Yeah~~.

MARY: Dennis, Jack really meant what he said, and I feel the same way .. You're not only a fine entertainer, but you're modest, considerate, kind, and one of the nicest boys I've ever met.

DENNIS: I can understand it coming from you.

MARY: Why?

DENNIS: You're nuts about me.

JACK: All right, all ~~right~~ .. Look Dennis, it's time for your song. What's it gonna be?

DENNIS: I'm going to sing "Three Wishes", which is my latest recording.

JACK: Good.

DENNIS: On sale at all music stores.

JACK: Dennis--

DENNIS: Seventy-five cents.

JACK: Dennis, sing!

DENNIS: Okay.

(APPLAUSE)

(DENNIS'S SONG -- "THREE WISHES")

(APPLAUSE)

(THIRD ROUTINE)

-15-

JACK: That was Dennis Day singing his latest recording, "Three Wishes."

DENNIS: On the other side is "A Kiss In The Dark."

JACK: I know, I know..Ladies and Gentlemen, there are two telephone operators on my program whom you have enjoyed many times...Bea Benadaret who plays the part of Gertrude...and Sara Berner who plays the part of Mable.

DON: Jack, I don't see the girls around.

JACK: You don't?...Well then maybe they're still at the switchboard..I'll pick up the phone and find out..

(SOUND: RECEIVER UP..CLICK CLICK OF RECEIVER..

FADING TO BUZZ BUZZ OF SWITCHBOARD.)

BEA: Oh Mable?

SARA: What is it, Gertrude?

(APPLAUSE)

BEA: Mr. Benny's line is flashing.

SARA: I wonder what ~~Knock On Any Door~~ ~~Bank Door~~ ~~wants~~ now?

BEA: Shall I answer it and find out?

SARA: Let him wait..I had a date with him last week to go to the movies and he kept me waiting two hours...~~if I wasn't~~ ~~sitting down~~, I'da got awfully tired.

BEA: Sitting down?

SARA: Yeah, when Mr. Benny takes you to the movies, he meets you inside.

BEA: I know what you mean..he's a slick one. .Once he took me up on Mulholland Drive, shut off the motor, and then he said "You know, Honey, my back itches..would you mind rubbing it for me?"

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SARA: So?

BEA: Then he said, "I want to take my shirt off. Would you mind closing your eyes?"

SARA: All right, so you closed your eyes and rubbed his back.

BEA: Rubbed his back nothing..when I got through I found out I simonized his car.

SARA: Well, of all the --

(SOUND: CLICK CLICK OF RECEIVER)

JACK: Operators..operators...Gertrude..Mable.

(SOUND: RECEIVER DOWN)

JACK: Folks, I really did want you to meet them, but I guess the switchboard is busy...And now, Ladies and gentlemen, I'm going to introduce one of the most versatile actors in radio..Mel Blanc.

(APPLAUSE)

JACK: As you may or may not know, Mel plays several parts on my program. For instance..when I come downstairs in the morning and walk into my den, he looks at me and says --

MEL: (TWO SQUAWKS)

JACK: Oh, hello Polly.

MEL: HELLO...(SQUAWK AND WHISTLE)

JACK: Many times the Polly had to listen to me take my violin lesson..but Polly never complained, because she knew my French Violin Teacher was also Mel Blanc.

MEL: (AS PROFESSOR LEBLANC) No no no no, Monsieur Benny..How many times must I tell you it is not..(TO EXERCISES) DA DA DA DA DA DA DA ---- Ch, what's the use..Monsieur Benny, my money please.

JACK: Then every once in awhile on my travels, I have to take a train..and at the railroad station, again you hear Mel Blanc.

MEL: (FILTER) TRAIN LEAVING ON TRACK FIVE FOR ANAHEIM, AZUSA,  
AND CUC --

JACK: ~~And he also does--~~

MEL: --AMONGA.

JACK: ~~Yes~~ --- Then sometimes I decide not to take the train .and go by automobile.. And when I get in my car, and step on the starter, does the motor start?...No, it's Mel Blanc.

MEL: (DOES CAR STARTING BIT)

(APPLAUSE)

JACK: Thank you, Mel, and good luck with that wonderful novelty song you wrote.. "Big Bear Lake" ..~~which you recorded with the Sportsmen Quartet..~~ well, folks, the program is almost over and it looks as though we've brought on everybody -- except---

(SOUND: PHONE RINGS)

JACK: There he is now.

(SOUND: RECEIVER UP)

JACK: Hello.

ROCH: HELLO, MR. BENNY..THIS IS ROCHESTER.

(APPLAUSE)

JACK: Oh, Hello, Rochester..have you got my car ready for my trip?

ROCH: ALMOST, BOSS. I'M LOOKING FOR A PIECE OF CHEESECLOTH SO I CAN STRAIN THE OIL INTO THE CRANK CASE.

JACK: But Rochester, the last time you poured the oil right out of the can..you didn't bother to strain it.

ROCH: I KNOW..AND WHEN YOU DROVE AWAY, THE EXHAUST PIPE KEPT SPITTING SARDINES.

JACK: Oh yes, I remember...Well, anyway it'll be a long automobile trip to New York, so be sure and put my Charlie's Aunt costume in the back seat.

ROCH: YOUR CHARLIE'S AUNT COSTUME?

JACK: Yes..the skirt, the blouse and my sheerest nylons.

ROCH: OH BOSS, WHY GO THROUGH ALL THAT..IF YOU GET A FLAT ~~TIRE~~, FIX IT YOURSELF.

JACK: I know what I'm doing, anyway I'll be home right after the ~~program~~, so have everything ready.

ROCH: OKAY...GOODBYE.

JACK: Goodbye.

ROCH: OH SAY, BOSS.

JACK: What is it?

ROCH: I HAPPENED TO GLANCE AT THE ROAD MAP AND I NOTICE THAT YOU'RE DRIVING EAST THE WAY YOU ALWAYS DO.

JACK: That's right..I'm going straight to the Mississippi River.. then I turn North, go up to Canada, through Toronto, across to Quebec, and then down the East Coast.

ROCH: YOU DON'T HAVE TO DO THAT THIS YEAR, BOSS..WHEN YOU GET TO THE MISSISSIPPI RIVER, YOU CAN GO RIGHT ACROSS NOW.

JACK: I can?

ROCH: YEAH, THEY TOOK THE TOLL OFF THAT BRIDGE.

JACK: Good, good..Well, so long, Rochester.

ROCH: GOODBYE.

(SOUND: RECEIVER DOWN)

(APPLAUSE)

JACK: Well, I guess that just about winds up another--

DON: Oh Jack..Jack.

JACK: Yes, Don.

DON: While you were talking to Rochester, a gentleman dropped in to see you..He's from Washington.

JACK: From Washington?

CLARK: Yes..my name is Vernon L. Clark. I'm from the United States Treasury Department.

JACK: The Treasury Department?

MARY: ....Jack, get up off your knees, he's here to give you something.

JACK: Oh..Oh..I'm sorry..I mean, I'm happy..I mean, what is it?

~~CLARK: Well Jack..you don't mind if I call you Jack, do you?~~

~~JACK: No no, Vernon, it's all right.~~

CLARK: Well Jack, I'm here to thank you on behalf of the Treasury Department for the motion picture short you made to spur on the Opportunity Bond Drive.

JACK: Well, thank you very much.

CLARK: I think the title of this picture--"The Spirit of Forty-nine." -- is very appropriate and when it is released in all the theaters in the country, I am sure it will be very successful in stimulating the sale of ~~more~~ bonds

JACK: Well, I hope so, too..And by the way, Mr. Clark..I can appreciate the responsibility you have in the Treasury Department because I happen to be the treasurer of the Beverly Hills Beavers Club. ~~and all of us kids got \$18.75 together to buy a twenty-five dollar savings bond.~~

~~CLARK: And you're one of the kids?~~

~~JACK: Well, I'm the only ~~gray~~ one.~~

CLARK: That's fine, Jack, because I'm going to present you with something that you can keep in your Beavers Clubhouse.

JACK: What's that, Mr. Clark?

CLARK: A citation and ~~this~~ replica of the Covered Wagon, which is symbolic of the "Spirit of Forty-nine"..and is a symbol of this year's Opportunity ~~Bond~~ Drive.

JACK: Thank you very much, Mr. Clark. It's a great honor to receive it.

(APPLAUSE AND PLAYOFF)



JACK: Ladies and gentlemen, the United States Treasury Department is conducting an intensified drive -- the Opportunity Drive to sell more United States Savings Bonds. It is a terrific opportunity for you to create financial security and independence. If you haven't been buying Savings Bonds regularly, start now. Put more opportunity in your future. Invest in United States Savings Bonds.

(APPLAUSE)

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

THE JACK BENNY PROGRAM  
MAY 29, 1949  
CLOSING COMMERCIAL

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

SHARBUTT: In a cigarette it's the tobacco that counts. Yes, it takes fine tobacco to make a fine smoke - and Lucky Strike means fine tobacco.

MARTIN: At auction after auction, independent tobacco experts can see the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

SHARBUTT: No wonder a recent survey shows more of these experts .. auctioneers, buyers and warehousemen ... smoke Lucky Strike regularly than the next two leading brands combined!

MARTIN: Yes, in each and every Lucky Strike, in every pack, in every carton, there's fine, light, naturally mild tobacco ... tobacco that makes Lucky Strike a truly finer cigarette.

SHARBUTT: LS - MFT  
LS - MFT

MARTIN: Lucky Strike means fine tobacco ... tobacco that gives you all the real, deep-down smoking enjoyment you expect in your cigarette.

(CONTINUED)

THE JACK BENNY PROGRAM  
MAY 29, 1949  
CLOSING COMMERCIAL (CONTINUED)

SHARBUTT: So for a finer, smoother smoke, light up a Lucky! Light up a really finer cigarette - Lucky Strike! So round, so firm, so fully packed, so free and easy on the draw.

MARTIN: So next time you're at the cigarette counter, ask for a carton of Luckies! In all the world there's no finer cigarette than Lucky Strike!

(TAG)

JACK: Ladies and gentlemen..starting next week at this same time our summer replacement will be a great Lucky Strike program called "~~The All-Time Hit Parade~~"...Be sure to listen in as I'll be playing second violin....On today's broadcast you met nearly everyone associated with my program..but before we leave the air, I'd ~~also~~ like ~~to~~ thank my two sound men-- Jim Murphy and Gene Twombly...My engineer--George Foster..  
~~and~~ my--

HICKY: Jack..Jack..you better speed it up, we're running late.

JACK: Oh yes..That's my producer, Hilliard Marks.

HICKY: Thanks for mentioning it, Jack, but you'll still have to pay me.

JACK: I know, I know...And now, my entire cast joins me in wishing each and every one of you a very pleasant summer...Goodnight

(APPLAUSE AND MUSIC)

DOM: Ladies and gentlemen, the United States Treasury Department is conducting an intensified drive -- the Opportunity Drive to sell more United States Savings Bonds. It is a terrific opportunity for you to create financial security and independence. If you haven't been buying Savings Bonds regularly, start now. Put more opportunity in your future. Invest in United States Savings Bonds. And be sure to hear the new Lucky Strike summer replacement "Your Hit Parade On Parade" starting next week in the Jack Benny time slot ...  
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