

THE JACK BENNY PROGRAM

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON ^{by} ~~AS~~ ^{BROADCAST} ~~SD~~ ^{DRSTINE} & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: SEPTEMBER 11, 1949

Network: CBS

Broadcast: 3:00 - 3:30 PM PST

Repeat: 9:30 - 10:00 PM PST

PROGRAM #1
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, SEPTEMBER 11, 1949

CBS

3:00-3:30 PM PST

LF

ATK01 0312563

THE JACK BENNY PROGRAM
SEPTEMBER 11, 1949
OPENING COMMERCIAL

SHARBUTT: The Jack Benny Program -- presented by LUCKY STRIKE!

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

SHARBUTT: To give you a finer, milder, more enjoyable cigarette,
LUCKIES PAY MORE!

HIESTAND: Yes, LUCKY STRIKE pays millions of dollars more than
official parity prices for fine tobacco.

RIGGS: (CHANT UP AND UNDER)

SHARBUTT: At the tobacco auctions, as basket after basket of fine,
light, tobacco goes up for sale... as the price shoots up
and up...as the top bid is reached... time and again you'll
hear ...

RIGGS: (CHANT TO 62 -- SOLD AMERICAN)

HIESTAND: And another basket of fine tobacco goes to the makers of
Lucky Strike! Yes LUCKIES PAY MORE! Millions of dollars
more than official parity prices for fine tobacco! No
wonder...

SHARBUTT: IS - MFT
IS - MFT

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

GS

ATX01 0312564

9/11/49

OPENING COMMERCIAL --2--

SHARBUTT: So light up a Lucky! Prove to yourself how much milder,
lighter, smoother, Luckies really are. You'll agree ...
In all the world there's no finer cigarette than Lucky
Strike!

GS

ATX01 0312565

(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, TO ME THIS IS A VERY EXCITING DAY, BECAUSE IT IS THE OPENING BROADCAST OF THE JACK BENNY PROGRAM. BUT, TO THE LOCAL CHAMBER OF COMMERCE, IT'S JUST ANOTHER SUNDAY...JUST ANOTHER DAY TO SEND THEIR FREE SIGHTSEEING BUS ON A TOUR OF OUR FAIR CITY...SO, LET'S GO BACK A FEW HOURS AND BOARD ONE OF THESE BUSES AS IT MAKES ITS WAY AROUND OUR GLAMOROUS TOWN.

(SOUND: BUS GOING...FADE TO B.G.)

NELSON: Your attention please, folks! We are now entering Beverly Hills where so many of our famous stars reside.

BEA: Gee, Henry, isn't it exciting....Imagine us riding along a street where all the movie stars live.

HERB: Yes, Clara, and if we see one, we can tell all our friends back in Pottsville that we --

BEA: LOOK, HENRY, THERE'S LASSIE! THERE'S LASSIE!

NELSON: No, Lady, that's my kid, he needs a haircut...Now, that Early American Home on the right is the residence of Gary Cooper.

HERB: Gosh Clara...Gary Cooper's house.

BEA: Yeah...Imagine all of this happening to us, Mr. and Mrs. Henry Figsbottom.

LF

HERB: No no, darling, it's Fitzpatrick.

BEA: It's so hard for me to remember we've only been married three hours.

NELSON: And now folks, across the street to the left I want you to look at that house nestled among the Palm Trees. It is the home of Mr. Orson Welles. This house was conceived, designed, constructed, decorated, and furnished by Mr. Orson Welles. The trees grew by themselves....Now Lady, look there's Lassie, there's Lassie!

BEA: Oh yes, so it is.

NELSON: And now, this house we're coming to on the corner, is the residence of Miss Mary Livingstone.

(TRANSITION MUSIC)

DORIS: Do you want to wear the blue dress or gray one, Miss Livingstone?

MARY: I think I'll wear the gray one, Pauline.

(APPLAUSE)

DORIS: Gosh, Miss Livingstone, you must be pretty excited about going back on the air today.

MARY: I am, Pauline...It will be nice seeing the whole gang again after such a long vacation.

DORIS: Didn't you see any of them during the Summer?

MARY: Only Mr. Benny...I saw him regularly.

DORIS: Well, that's nice...How often did you see Mr. Benny?

MARY: Once a month, when he came for the rent.

DORIS: Oh.

MARY: We used to sit around and play gin rummy, checkers, ping pong, badminton.

LF

DORIS: Oh, then it was a social visit, too.

MARY: No, he always stayed until my check cleared the bank....
There, how does my dress look?

DORIS: Oh, just lovely...the gray color sets off your tan
beautifully...where did you get such a wonderful tan?

MARY: I thought I told you, Pauline...I spent four weeks at
Catalina with my sister Babe...Babe worked for the biggest
sea food restaurant in Catalina.

DORIS: Was she a waitress?

MARY: No, she was diving for Abalone.

DORIS: (LAUGHING) Miss Livingstone...you're kidding me...From
what I've heard about Babe, she was probably over there
looking for a new boy friend.

MARY: No no, Pauline...Babe is a great deep sea diver...In fact,
she set a new record last month.

DORIS: Really?

MARY: Yes, didn't you read in the papers a few weeks ago when
they lowered that man forty-five hundred feet in the
diving bell?

DORIS: Yes?

MARY: Well, when they pulled it up, Babe was in there with him...
~~Pauline~~, I'd better get started for the studio...~~Goodbye~~,

DORIS: Goodbye...oh say, Miss Livingstone...when you see Phil
Harris, give him a big kiss for me.

MARY: Pauline, I wouldn't do a thing like that..Phil is a
married man.

LF

ATX01 0312568

DORIS: Last night I dreamed he was married to me...we had a beautiful home in Encino, two children and everything.

MARY: Pauline, what about Alice Faye?

DORIS: She was our Maid!

MARY: Alice Faye was working as your maid?

DORIS: Through the courtesy of Twentieth Century Fox.

MARY: (LAUGHING) Oh fine...Well, see you later...And by the way, Pauline, you needn't prepare dinner...~~Today~~ is the first show, and maybe after the program Mr. Benny will invite us all over to the Brown Derby for a big...Now I'm dreaming, fry some hamburger.

DORIS: Yes ma'am.

(TRANSITION MUSIC)

(SOUND: BUS MOTOR UP AND DOWN)

HERB: Gosh, Clara, I can hardly wait to tell our friends in Pottsville we saw Mary Livingstone's house.

BRA: Yeah...(UP) Say Driver, is it true that Miss Livingstone used to work at the May Company?

NELSON: Uh huh...In those days she was known as Nylon Nellie... And now folks, I'd like you to notice that little white house with the green shutters. That's the residence of the popular singer, Dennis Day.

(TRANSITION MUSIC)

VERNA: Oh Dennis...Dennis...where is that boy...DENNIS!

DENNIS: (UP, OFF) I'M TAKING A SHOWER, MOTHER.

(APPLAUSE)

VERNA: But Dennis, I thought you took a shower last night.

DENNIS: This is the same one, I can't figure out how to turn it off.

VERNA: ...Well, never mind that...just put on your bathrobe and come out here.

DENNIS: (OFF) Yes, Mother.

VERNA: (TO HERSELF) Oh, that Dennis...Why doesn't he get married and leave home like other boys do?... (UP) Dennis, you better hurry.

(SOUND: DOOR OPENS)

DENNIS: Here I am, Mother...I'll start dressing, where are my shoes?

VERNA: Here they are...well, son...are you excited about Mr. Benny's opening program.?

DENNIS: Yes, but this year things are going to be different. I'm going to stand up for my rights.

VERNA: What do you mean?

DENNIS: Well, I'm an average guy, and I have normal intelligence, and it's not fair for Mr. Benny to make me play the part of a dumb stupid kid...There, I got my shoes on, now I'll go get my shirt.

(SOUND: SHORT SCUFFLE OF FEET, BODY THUD)

VERNA: What happened, Dennis?

DENNIS: I tied my shoe laces together...I'll untie them.

VERNA: Now Dennis, don't forget what I told you...This season I want you to get your check from Mr. Benny immediately after each program.

DENNIS: Oh, Mother, I don't have to do that...I can trust Mr. Benny.

VERNA: Hmmmph, I wouldn't trust that man as far as I threw your father last night....And Dennis...this year insist that Mr. Benny pay you in American money...There's no reason why you should have to go to Tijuana every week to cash your check.....Do you understand?

DENNIS: Si, Senor.....But Mother, you shouldn't talk ~~like that~~ about Mr. Benny. He's one of the best friends I've got.

VERNA: Some friend...What has he ever done for you?

DENNIS: Well, what about last year when I had to have that operation and I couldn't afford it...Didn't Mr. Benny come to my rescue?

VERNA: Yes, but I still think you took a chance, letting Rochester take out your appendix.

DENNIS: I guess you're right...I'm going to save my money and have it sewed up some day...That Scotch Tape is wearing out... Well, I'm all dressed and ready to go.

VERNA: Wait a minute, Son...What song are you gonna sing on the program?

-7-

DENNIS: "Younger Than Springtime," ~~and~~, gee, I didn't even
rehearse it yet.

VERNA: Well, you better run over it once before you go.

DENNIS: Okay, ~~you better~~

(APPLAUSE)

(DENNIS'S SONG.."YOUNGER THAN SPRINGTIME")

(APPLAUSE)

LF

ATX01 0312572

(SECOND ROUTINE)

(SOUND: BUS MOTOR UP AND DOWN)

NEILSON: And now, folks, we are passing through the poorer section of Beverly Hills. These people have to use hard water in their swimming pools.....Next, may I call your attention to that house with the spacious gardens all around it...It belongs to Phil Harris and Alice Faye.

HERB: Gee, it sure is beautiful, ain't it, Clara?

BEA: ~~It certainly is. We've got nothing like that in Pigebottom.~~

~~HERB: No no, darling. We live in Pottsville. Pigebottom is my name.~~

~~BEA: I thought you said it was Pitzpatrick.~~

~~HERB: I might have, I'm so excited.~~

NEILSON: Folks, ~~we're~~ certainly in luck...if you look closely, you can see Phil Harris out in the yard talking to his gardener.

KEARNS: (COMING IN) How do you like this flower bed, Mr. Harris?

PHIL: Oh, it looks fine, Tom, fine.

(APPLAUSE)

KEARNS: I'm glad you like it. Cynoglossom Amabile is very colorful this time of year.

PHIL: ~~Yes~~..However, I think it would look nicer if we had a border of abronia umbellata?

KEARNS: But Mr. Harris, wouldn't it look better with a border of lobelia?

PHIL: Lobelia! With Cynoglossum amabile!

LF

ATX01 0312573

KEARNS: Well Mr. Harris, I was only suggesting.

PHIL: I know, but watch it man, watch it!.. And Tom, don't let me forget to irrigate the vegetable garden. Especially the cabbages.

KEARNS: I won't..but tell me, Mr. Harris..Why do you irrigate your cabbages with bourbon?...Isn't that unusual?

PHIL: Yeah, but that way I get the biggest heads in town....
~~Ah, it's wonderful to be out in the garden...You know, Tom,~~
~~this California air makes me feel so vigorous~~

KEARNS: ~~That's vigorous, Sir?~~

PHIL: Well, that sounds reasonable ... now look, Tom, I've got to be running along. I've gotta go to the studio and rehearse my band.

KEARNS: My my, you musicians lead such exciting lives...I never told you this, Mr. Harris, but my original ambition was to become a musician, too.

PHIL: Oh, did you study music?

KEARNS: Yes, but I wasn't too good at it...I couldn't understand the meaning of terms like pizzicato, andante, doloroso, tacit, forte, and allegro con moto. So I became a gardener.

PHIL: ~~Hand me a shovel, Bub...~~ Well, I ~~better~~ get going...And Tom, I want to thank you for taking care of the garden while I was vacationing at Catalina.

KEARNS: I meant to ask you, Mr. Harris...Did you have any luck on that fishing trip?

PHIL: Pretty good, pretty good...I caught two barracuda, three albacore, and Mary's sister Babe....I threw the barracuda and Babe back...Well, I better change clothes and get started for the studio.

KEARNS: Yes sir...Will you take one of Miss Faye's cars or will you ride your bicycle?

PHIL: Oh, I'll take one of her cars...she hasn't counted them lately...By the way, Tom, tell Miss Faye not to expect me home for dinner.

KEARNS: Oh?

PHIL: You see, this is the first show of the season and ~~maybe~~ after the program Mr. Benny will take the cast out to the ~~Brown Derby for a big~~ (TAKE) ~~Say, I musta ate more of~~ them cabbages than I thought...See you later, Tom.

(TRANSITION MUSIC)

(SOUND: BUS MOTOR UP AND DOWN)

NEILSON: And now folks, continuing our tour of Beverly Hills, we turn into Benedict Canyon Drive.

(SOUND: LOUDER MOTOR...CRASH)

NEILSON: Whoops, dead end! ... Folks, while I'm turning around, will you notice that house on the corner..That's the home of Robert Taylor.

BEA: Oh honey, ~~Robert Taylor! He's married to Barbara Fitzpatrick.~~

~~HERB: No no, Barbara Stanwyck. Don't you remember, she played in that picture "Bury My Heart at Wounded Knee."~~

~~BEA: Oh yes.~~

IF

NELSON: And now, ladies and gentlemen, let me direct your attention to that little house in the middle of the block.. It is the home of that famous musical aggregation, the Sportsmen Quartet...And oooh, aren't we fortunate?... Look who's waddling up the walk... Don Wilson.

(SOUND: FOOTSTEPS ON CEMENT...UP STEPS...DOOR BUZZER
...PAUSE...DOOR OPENS)

DON: *hello* HELLO, FELLOWS.

QUART: HMMMMMM.

(APPLAUSE)

(SOUND: DOOR CLOSES)

DON: Now boys, we haven't got much time, so I'll get right down to business...You know, today is Mr. Benny's opening broadcast and you really ought to have an appropriate song to welcome him back...~~Now remember you haven't seen Mr. Benny in three long months. During that time~~ *whole* he was on vacation..he relaxed, took it easy, played golf, he even went to Europe..In fact this vacation did him so much good you'd hardly recognize him...he looks wonderful, absolutely wonderful ... Now ~~with that in mind~~, how are you going to greet him?

QUART: HELLO, BEAUTIFUL. HOW'D YOU GET SO BEAUTIFUL,
WHERE'D YOU GET THOSE LOVELY BIG BLUE EYES?
TELL US, BEAUTIFUL, HOW YOU KEEP SO BEAUTIFUL,
WHAT'S YOUR SECRET, WON'T YOU PUT US WISE?
TELL US WHAT YOU DO TO LOOK SO YOUTHFUL.
ARE YOU REALLY THIRTY-NINE..BE TRUTHFUL..
(TELL ME..MR. BENNY)
HELLO BEAUTIFUL, WON'T YOU TELL US, BEAUTIFUL,
WHERE DID YOU GET THOSE BIG BLUE EYES.
HELLO, LUCKY STRIKE.
HOW ABOUT A LUCKY STRIKE
LIGHT A LUCKY PUFF ON IT A WHILE.
~~(AND YOU WILL TASTE THE DIFFERENCE)~~
I. S. M. F. T., THAT'S THE CIGARETTE FOR ME
LIGHT A LUCKY, SMOKE IT WITH A SMILE.
LUCKY STRIKES ARE MADE OF FINE TOBACCO.
EVERYBODY KNOWS THAT IT'S A FACT...SO
HELLO, MR. "B" ... WITH AN I. S. M. F. T.
WE'RE GLAD TO BE BACK ON YOUR SHOW...HELLO
WE'RE GLAD TO BE BACK ON YOUR SHOW..

(APPLAUSE)

LF

(THIRD ROUTINE)

(SOUND: BUS MOTOR UP AND DOWN)

NELSON: And now we continue along our way..is everybody comfy?
Good...~~this is the famous intersection of Wilshire and~~
~~Santa Monica Boulevards.~~

~~HEA: Oh, Henny, isn't that a beautiful fountain there on the~~
~~left!~~

~~NELSON: That isn't a fountain, lady.~~

~~BEA: It isn't.~~

~~NELSON: No, that's a leak in the sewer pipe, with the cost of~~
~~plumbing it was cheaper to put statues around it.~~

(SOUND: MOTOR UP AND DOWN)

NELSON: ~~And now,~~ as we continue through beautiful Beverly Hills,
we pause to admire one of the most lovely homes...The
stately mansion across the street is the residence of Mr.
and Mrs. Ronald Colman...And on the other side of the
thirty-foot barbed wire fence is the home of Jack Benny.

HERB: You mean Jack Benny, star of stage, screen and radio?

NELSON: That's what his underwear on the line spells out.

~~BEA: Gee, Jack Benny. We always listen to him back in~~
~~High School.~~

~~HERB: No no, Honey, we live in Pottsville, it's right at the bottom.~~

~~BEA: What happened to Fitzpatrick?~~

~~HERB: Who cares, we're on our honeymoon, kiss me.~~

BEA: ~~Darling, not now...~~ Gee, Mr. Benny has such a big house...

I wonder what's going on in there.

(TRANSITION MUSIC)

ROCH: WELL, I GOT THE DISHES ALL WASHED...BETTER GO MAKE THE
BEDS.

(APPLAUSE)

ROCH: *ch* IT SEEMS LIKE OLD TIMES, MR. BENNY BEING BACK ON THE AIR.

~~BE~~ SURE IS GOOD^{to} HAVE HIM HOME FROM EUROPE AGAIN. HEE HEE
HEE...IMAGINE HIM GOING OVER ~~AND~~ TRYING TO SWIM THE CHANNEL..
UMM UMM, WHAT A MESS!...IT TOOK ME THREE DAYS TO GET THE
GREASE OUT OF THOSE WRINKLES....HE WASN'T THE FIRST ONE
WHO THOUGHT OF SWIMMING THE CHANNEL, .. BUT HE WAS THE
FIRST ONE TO TRY IT WITH PASSENGERS...WELL, I BETTER GET
UPSTAIRS ~~AND~~ ---

(SOUND: PHONE RINGS...RECEIVER UP)

ROCH: MR. BENNY'S RESIDENCE...ROCHESTER VAN JONES SPEAKING.

DOROTHY: Hello, Rochester, this is Susie.

ROCH: OH..OH..OH..SUSIE. ~~HELLO, HONEY.~~

DOROTHY: Can you talk now?

ROCH: OH SURE..MR. BENNY'S ALREADY LEFT FOR THE STUDIO.. YOU KNOW
TODAY IS HIS FIRST BROADCAST OF THE NEW SEASON.

DOROTHY: His first program, eh?..Is he ~~very~~ nervous?

ROCH: NERVOUS? YOU SHOULDA SEEN HIM THIS MORNING.. HE COMBED HIS
HAIR THREE TIMES AND THEN LEFT WITHOUT IT... ANYWAY I'M SURE
GLAD MR. BENNY IS BACK..THINGS ~~WERE~~ ^{WERE} AWFUL~~LY~~ DULL WHILE HE
WAS AWAY.

DOROTHY: ~~Well~~ Rochester, didn't you have a lot of work to do around
the house?

ROCH: YEAH, BUT THERE WASN'T ANYBODY HERE TO MAKE ME DO IT.

DOROTHY: (LAUGHS) Oh Rochester, ain't you the one!

ROCH: (LOW) YEAAAAAAHHH... NOW LOOK HONEY, LET'S TALK ABOUT YOU
AND ME... HOW ABOUT A DATE TONIGHT?

GS

DOROTHY: Well, don't you have to ~~prepare~~ ^{get ready} dinner for Mr. Benny?

ROCH: NO, NOT TONIGHT.. YOU SEE, THIS IS HIS OPENING BROADCAST
AND AFTER THE SHOW HE'LL ~~CERTAINLY~~ TAKE THE WHOLE CAST TO
THE BROWN DERBY FOR A BIG.....

DOROTHY: (PAUSE).... Rochester, why did you stop talking?

ROCH: THE MORE I SAID, THE SILLIER IT SOUNDED...ANYWAY SWEETIE,
I'LL CALL FOR YOU AS SOON AS I CAN..AND BE SURE ~~YOU~~ ^{to} WEAR
THAT SAME BLUE SILK DRESS YOU WORE LAST TIME.

DOROTHY: But Rochester, honey, that dress is awfully tight.

ROCH: YEAAAAHHH.

DOROTHY: (LAUGHS) .. Oh, by the way, Rochester..my cousin is
staying here with us and ~~I~~ ^{we} wondered if you could get a
boy friend for her.

ROCH: OH, HONEY, WE DON'T WANT ANYBODY ELSE ALONG.

DOROTHY: But she's awfully cute.

ROCH: MAYBE 30, BUT --

DOROTHY: She's about five feet four, gorgeous figure, cute smile..
everybody says she looks exactly like Lena Horne.

ROCH: SHE DOES?

DOROTHY: ~~Yes~~..do you know anybody we can get for her?

ROCH: YEAH..NOW I'M TRYING TO FIGURE OUT WHO TO GET FOR YOU.

DOROTHY: (MAD) Never mind that, you're going with me.

ROCH: OKAY...WELL, I GOTTA HANG UP, HONEY.. I STILL GOT WORK TO DO

DOROTHY: All right, Rochester, I'll see you tonight..Goodbye.

ROCH: GOODBYE.

(TRANSITION MUSIC)

(SOUND: MOTOR UP AND DOWN)

GS

ATX01 03125B1

NELSON: Ladies and gentlemen, we spent the last three hours going through Beverly Hills, and now we're in the heart of Hollywood... Continuing down Sunset Boulevard, I'd like to point out the famous Palladium ball room.

BFA: Goodness, Henry, this has been one of the most perfect sight-seeing tours I've ever been on!

HERB: Yeah, and to think the Chamber of Commerce supplies ~~it~~ free.

NELSON: And now, we come to one of Hollywood's most noted buildings occupying this full block.. ~~It is~~ the nation's foremost radio network..The Columbia Broadcasting System.

JACK: This is where I get off, Driver..~~Open the door, please!~~

(APPLAUSE)

(SOUND: CAR STOPS DURING APPLAUSE)

NELSON: What did you say, Mister?

JACK: I said, this is where I get off.

NELSON: GET OFF!! THE CHAMBER OF COMMERCE GOES TO THE TROUBLE OF RUNNING A FREE BUS SO YOU TOURISTS CAN SEE THE CITY, AND IN THE MIDDLE OF THE TOUR YOU WANNA GET OFF!

JACK: Open the door, please.

NELSON: BUT YOU HAVEN'T SEEN EVERYTHING YET..FROM HERE WE GO TO FIGUEROA STREET..WHERE WE WILL PAUSE FOR A MOMENT IN FRONT OF A STATUE OF HONEST JOHN, THE ORIGINAL GHOST RIDER IN THE SKY.

JACK: Open the door, please.

NELSON: THEN WE PASS THE CITY HALL ON OUR WAY TO THE LOS ANGELES POLICE DEPARTMENT.. WHERE YOU WILL SEE ALL THE OFFICERS SITTING AROUND A TABLE POINTING AT EACH OTHER.

GS

JACK: Open the door, please..I've gotta get off here.

NELSON: BUT YOU HAVEN'T LIVED UNTIL YOU'VE SEEN THE SUN AS IT SLOWLY
SINKS ITS GOLDEN RAYS INTO THE BLUE GOO OF THE LABREA TAR
PITS.

JACK: I've seen it, I've seen it..Now open the door.

NELSON: But, Mister ---

BEA: LET HIM OFF, LET HIM OFF!

HERB: YEAH, LET HIM OFF..THAT ARGUING IS LOUSING UP OUR HONEYMOON.

NELSON: ALL RIGHT, BUD, IF YOU'RE GONNA GET OFF, GET OFF!

(SOUND: BUS DOOR OPENS)

JACK: Thanks.

(SOUND: TWO STEPS DOWN OFF BUS..DOOR CLOSES...

FEW FOOTSTEPS ON CEMENT..CROWD MURMURS)

JACK: Well, look at that crowd waiting to see my first broadcast.

MEL: HMY, IT'S JACK BENNY..HELLO, MR. BENNY.

JACK: HELLO..HELLO.

MEL: ARE YOU GONNA HAVE A FUNNY PROGRAM TODAY?

JACK: YES SIR..IT'LL HAVE MORE SURPRISES THAN A BOX OF CRACKER
JACK.

MEL: HA HA HA.. BOX OF CRACKER JACK...THAT GUY'S A RIOT!

(SOUND: CROWD NOISES UP..FOOTSTEPS ON CEMENT)

JACK: Well, it looks like I'm gonna have a good audience.

(SOUND: DOOR OPENS..FOOTSTEPS IN HALL CONTINUING)

JACK: Ah, it'll feel good being back on the air..(SINGS)
YOUNGER THAN SPRINGTIME, AM I,
COMBED IT AND LEFT IT, OH MY.
DA DA DA DA...Well, here's Studio B.

(SOUND: DOOR OPENS)

(NOISY BAND TUNING UP)

JACK: HELLO, EVERYBODY. H'YA, GANG.

PHIL: OKAY, MEN, HERE HE IS..LET HIM HAVE IT.

(BAND PLAYS ONE STRAIN OF "LOVE IN BLOOM")

JACK: (A) THANKS, FELLOWS, THANKS...WELL, EVERYBODY'S HERE.

MARY: HELLO, JACK.

JACK: HELLO, MARY..COME OVER HERE AND GIVE ME A KISS.

MARY: I CAN'T, I JUST KISSED PHIL AND I'VE GOTTA TAKE IT HOME TO
MY MAID.

JACK: WELL, GIVE IT TO ME, I'LL TAKE IT HOME TO YOUR MAID...
(LAUGHS)... HEY, PHIL, HAVE YOU GOT YOUR BAND NUMBER
ALL SET FOR THE SHOW?

PHIL: YEAH, JACKSON..I'M GONNA PLAY THAT NEW CANNIBAL SONG.

JACK: CANNIBAL SONG? WHAT'S THAT?

PHIL: SOME ENCHANTED EVENING, YOU MAY EAT A STRANGER.. (LAUGHS)

JACK: OH, BROTHER.

PHIL: (LAUGHING) YOU MAY EAT A STRANGER.. (LAUGHS LOUD THEN
STOPS SUDDENLY) Oh-oh.

JACK: WHAT'S THE MATTER, DENNIS?

DENNIS: DOES ANYBODY HAVE ANY SCOTCH TAPE?

JACK: IT'S YOUR OWN FAULT, STITCHES WOULDN'T HAVE COST YOU MUCH
MORE.

GS

ATX01 0312584

MARY: SAY JACK, WE'VE ONLY GOT A FEW MINUTES BEFORE WE GO ON THE
AIR.

JACK: ~~YES~~, THAT'S RIGHT. ^{What} WHERE'S DON?

DON: ^{oh} HERE I AM, JACK, ^{can't you see me?}

JACK: ~~OH YES. WHERE'S THE QUARTET?~~

~~DON: THEY'RE RIGHT HERE.~~

JACK: OH YES..HELLO BOYS.

QUART: HELLO, BEAUTIFUL, HOW'D YOU GET SO BEAUTIFUL
WHERE'D YOU GET THOSE LOVELY BIG BLUE EYES?

DON: ^{oh} NOT NOW, BOYS, SAVE IT FOR THE SHOW.

QUART: TELL US, BEAUTIFUL, HOW'D YOU KEEP SO BEAUTIFUL

JACK: THAT'S MY SECRET, I WON'T PUT YOU WISE.

MARY: JACK...JACK..WE HAVEN'T GOT TIME FOR THAT NOW.

DON: ~~YES~~ JACK, WE'LL BE ON THE AIR IN TWO MINUTES..WHERE'RE THE
SCRIPTS?

JACK: OH YES, THE SCRIPTS..I HAVE THEM RIGHT ----- OH-OH..OH MY
GOODNESS.

MARY: JACK, WHAT'S THE MATTER?

JACK: ~~HOLY SMOKE!~~

~~MARY: WHERE'RE THE SCRIPTS?~~

JACK: I LEFT THEM ON THE BUS...I'LL RUN OUT AND SEE IF I CAN
CATCH HIM... ~~OH-BROTHER-DROVER.~~

(SOUND: RUNNING FOOTSTEPS..SLIP..FALL)

JACK: Ooooooooooh.

MARY: JACK..JACK, WHAT HAPPENED?

JACK: I SLIPPED..ROCHESTER DIDN'T GET ALL THE GREASE OFF OF ME.

(SOUND: RUNNING FOOTSTEPS)

^{see the driver}
DRIVER...DRIVER...I LEFT MY SCRIPTS..DRIVER..DRIVER..^{hey}

(APPLAUSE AND PLAYOFF)

GS

~~JACK:~~
Don:

Ladies and gentlemen, the flood of increased enrollments in our schools will create a critical situation within the next few years unless action is taken now. By taking an interest in our schools all of us can help make sure that the community we live in gets the best education for the money it spends and provides the best possible educational opportunities for our children. So please join and work with local civic groups and school boards. Remember, better schools make better communities. Good citizens everywhere will help.

Thank you.

(APPLAUSE)

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

THE JACK BENNY PROGRAM
SEPTEMBER 11, 1949
CLOSING COMMERCIAL

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

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

HIESTAND: LUCKIES PAY MORE! Yes, at the tobacco auctions, Luckies pay millions of dollars more than official parity price for fine tobacco!

SHARBUTT: IS - MFT
IS - MFT

HIESTAND: Lucky Strike means fine tobacco!

SHARBUTT: Listen to the words of a tobacco expert - Mr. Charles Randolph, independent buyer of Kinston, North Carolina recently said ...

VOICE: I've been learning about tobacco for 31 years, and at that time I've seen the makers of Lucky Strike buy fine quality tobacco...the kind of tobacco that's bound to be real good smoke. I've smoked Luckies myself for 23

HIESTAND: And a recent survey reveals - more independent tobacco experts -- auctioneers, buyers and warehousemen -- buy Lucky Strike regularly than the next two leading brands combined!

9/11/49

CLOSING COMMERCIAL. --2--

SHARBUTT: So for your own real, deep-down smoking enjoyment,
smoke the smoke tobacco experts smoke -- Lucky Strike!
And remember ...

HIESTAND: LUCKIES PAY MORE... Millions of dollars more than
official parity prices for fine tobacco -- to give YOU
a FINER, Milder, MORE ENJOYABLE CIGARETTE!

SHARBUTT: Good reason to make your next carton - LUCKY STRIKE!

GS

ATX01 0312588

(TAG)

(SOUND: BUS MOTOR..BUS STOPS)

NELSON: AND NOW, WE PAUSE HERE A FEW MINUTES IN PASADENA SO YOU
CAN SEE THE FAMOUS ROSE BOWL STADIUM WHICH IS OVER TO ~~THE~~ ^{THE}
LEFT.

(SOUND: LOUD KNOCKING ON GLASS)

JACK: (OFF...PUFFING) DRIVER..DRIVER..OPEN THE DOOR..OPEN THE
DOOR.

NELSON: OH, IT'S YOU AGAIN.

JACK: YEAH..I LEFT SOMETHING ON THE BUS ..OPEN THE DOOR.

NELSON: I WILL NOT OPEN THE DOOR.

JACK: YOU WILL OPEN THE DOOR..I LEFT MY SCRIPTS ON THE BUS.

NELSON: YOU'RE TOO LATE, I THREW THEM IN THE BLUE GOO OF THE
LA BREA TAR PITS.

JACK: OH NO.. AND IT'S MY FIRST PROGRAM.

(APPLAUSE AND MUSIC)

DON: BE SURE TO HEAR DENNIS DAY IN "A DAY IN THE LIFE OF DENNIS
DAY"

THIS IS CBS...THE COLUMBIA...BROADCASTING SYSTEM