

THE JACK BENNY PROGRAM

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: October 2, 1949

Network: CBS

Broadcast: 4:00 - 4:30 PM PST

Repeat: 9:30 - 10:00 PM PST

AS BROADCAST

PROGRAM #/4
REVISED SCRIPT .

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, OCTOBER 2, 1949

CBS

4:00 - 4:30 PM PST

ATX01 0312648

THE JACK BENNY PROGRAM
OCTOBER 2, 1949
OPENING COMMERCIAL

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

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

HIESTAND: TO GIVE YOU MORE REAL DEEP-DOWN SMOKING ENJOYMENT,
LUCKIES PAY MORE!

SHARBUTT: Yes, to give you a finer cigarette, Lucky Strike pays
millions of dollars more than official parity prices
for fine tobacco.

HIESTAND: LS - MFT
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco. Just listen to the words
of a veteran tobacco buyer - Mr. James Watson Davis of
Wilson, North Carolina. He recently said ...

EXPERT: I've been a tobacco buyer for twenty years now. That's
why I know what tobacco makes a good smoke. And in those
years, time after time, I've seen the makers of Lucky
Strike buy fine quality leaf -- ripe, mellow tobacco
that's great for good smoking. I've smoked Luckies for
18 years.

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

SM

ATX01 0312649

THE JACK BENNY PROGRAM
OCTOBER 2, 1949
OPENING COMMERCIAL (CONT'D)

SHARBUTT: So, smoke the smoke tobacco experts smoke. For your own
real, deep-down smoking enjoyment, light up a Lucky Strike!

HIESTAND: Remember - 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!

SM

ATX01 0312650

(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...AROUND THIS TIME OF ~~THE~~ YEAR, JACK BENNY GOES THROUGH A RATHER PECULIAR ANNUAL ROUTINE...HE TAKES INVENTORY OF ALL THE COMMODITIES IN HIS PANTRY...AS WE LOOK IN, ROCHESTER AND JACK ARE CHECKING OFF THE ITEMS.

ROCH: TWO CANS OF CORNED BEEF HASH

JACK: Two-cans-of-corned-beef-hash.

ROCH: FOUR BOTTLES OF OLIVES.

JACK: ~~Four bottles of olives.~~

ROCH: MR. BENNY, I CAN'T UNDERSTAND WHY YOU TAKE INVENTORY EVERY FALL...YOU RUN THIS HOUSE JUST LIKE A GROCERY STORE.

JACK: I do not...I just....Oh-oh, I broke the point of this pencil.. Where's the pencil sharpener?

ROCH: IN THE CASH REGISTER.

JACK: Oh yes...

(SOUND: CASH REGISTER RINGS...CASH DRAWER SLIDES OPEN)

JACK: Darn it, I hit the sixty cent key instead of no sale..Now
my books won't balance..Well, let's get on with the
inventory, Rochester.

ROCH: YES SIR...SIX CANS OF PEAS.

JACK: Six-cans-of peas.

ROCH: FIVE CANS OF CORN.

JACK: Five cans of corn.

ROCH: FOUR HUNDRED AND THIRTY-SIX CANS OF PORK AND BEANS.

JACK: Four-hundred-and-thirty-six--Rochester, how come we've got
so many cans of pork and beans?

ROCH: DON'T YOU REMEMBER, MR. PALEY THREW THOSE IN TO CLINCH THE
DEAL.

JACK: Oh yes...one for each station...Continue, Rochester.

ROCH: TWO BOTTLES OF VANILLA EXTRACT.

JACK: Two-bottles-of-vanilla-extract.

ROCH: ONE BOTTLE OF LYDIA PINKHAMS.

JACK: One-bottle-of-Lydia-Pinkhams.

ROCH: TWELVE SLICES OF WHITE BREAD.

JACK: Twelve-slices-of-white-bread.

ROCH: SEVEN SLICES OF WHOLE WHEAT BREAD.

JACK: Seven-slices-of-whole-wheat-bread.

ROCH: OH SAY, BOSS....

JACK: What is it, Rochester?

ROCH: WHEN WE COME TO THE TOOTHPICKS, LET'S JUST ESTIMATE.

JACK: Okay for the plain ones, but the colored ones we'll count...
Now, let's finish this.

ROCH: YES SIR...SIX BOTTLES OF KETCHUP

JACK: Six-bottles-of-ketchup.

ROCH: SIX BOTTLES OF CHILI SAUCE.

JACK: Six-bottles-of-chili-sauce.

ROCH: THREE CANS OF STRONGHEART.

JACK: Three-cans-of-Strongheart.

ROCH: BOSS, WHY HAVE WE GOT THAT?

JACK: I borrowed it from the Colman's.

ROCH: BUT WE HAVEN'T GOT A DOG...WHY DID YOU BORROW IT?

JACK: Well, they were out of butter, and I didn't want to leave empty handed...We'll use it some day..Continue.

ROCH: ONE SACK OF IDAHO POTATOES.

JACK: One-sack-of-Idaho-potatoes.

(SOUND: DOOR BUZZER)

JACK: Rochester, answer the door...I'll finish the inventory.

ROCH: YES SIR.

(SOUND: SEVERAL FOOTSTEPS...DOOR OPENS)

MARY: Hello, Rochester.

ROCH: OH, HELLO, MISS LIVINGSTONE...WELCOME TO RALPH'S SUPER-MARKET

MARY: What?

ROCH: COME RIGHT IN.

(SOUND: DOOR CLOSES.....FOOTSTEPS)

JACK: Oh, hello, Mary.

MARY: Hello, Jack...What're you doing up on that stool?

(SOUND: FOOTSTEPS STOP)

RR

RIX01 0312653

JACK: I'll be finished in a minute...I'm just putting some stuff back on the top shelf...Would you please hand me those two jars of caviar?

MARY: Oh fine...fish eggs from a frightened mackeral and he calls it caviar.

JACK: Mary, why do you have to come over here and--

(SOUND: STOOL CREAKING)

MARY: JACK, LOOK OUT--THE STOOL--

(SOUND: STOOL FALLING OVER...BOOM CRASH...THEN
MILLIONS AND MILLIONS OF CANS OF FOOD
FALLING TO FLOOR)

JACK: Oooooohhhh.

MARY: Jack, are you hurt?

JACK: No, I'm all right.

MARY: (LAUGHS)

JACK: What're you laughing at?

MARY: (LAUGHINGLY) With those fish eggs in your ear, you look like you're going upstream to spawn.

JACK: Upstream to spawn, upstream to spawn...a man nearly kills himself and you talk about romance.....Now, I don't--

(SOUND: PHONE RINGS)

JACK: Answer that, will you, please?

MARY: Okay.

(SOUND: THREE FOOTSTEPS...PHONE RINGS...RECEIVER
OFF HOOK)

MARY: Hello, Mr. Benny's residence.

RR

ATX01 0312654

PHIL: Hey, Livvy, how come you're answering the phone...New clause in your contract?

MARY: No, Phil, Jack would've answered it, but he can't...he's lying on the floor.

PHIL: ~~Jackson? ...I just can't believe it!~~

MARY: It isn't that at all...would you like to speak to him?

PHIL: Talk to that old man when I've got you, Livvy?...(SOFTLY)
Why, you gorgeous bundle of loveliness...you ~~dream-doll~~...
~~you beautiful~~...(TRANSITION TO STRAIGHT) Let me speak to Jackson.

MARY: Phil, what happened?

PHIL: Alice just walked into the room.

MARY: Oh...(LAUGHING) ...Say, Phil, I'd like to talk to Alice...
Put her on the phone.

PHIL: If I do, it'll count as a guest spot.

MARY: (LAUGHS) Wait, I'll put Jack on....JACK, PHIL WANTS TO TALK TO YOU.

JACK: Okay.

(SOUND: FEW FOOTSTEPS)

JACK: Hello, Phil.

PHIL: WELL....How's Paley's comic today?

JACK: I'm all right...What do you want, Phil?

PHIL: Look, Jackson, I know it's kind of late notice, but I wonder if you could give me a couple of tickets for today's broadcast.

JACK: Well...I might be able to scrape up two...Who are they for?

PHIL: Well, my nephew who lives in Kentucky just got married, and he and his wife are visiting us...He's a swell kid... Nineteen years old.

JACK: Nineteen and married? How old is his wife?

PHIL: Ten.

JACK: Wait a minute, Phil...You mean to say your nephew married a ten year old girl?

PHIL: He felt sorry for her, her first husband was a louse.

JACK: ~~Oh~~, Phil, stop making things up...Now who do you want the tickets for?

PHIL: Well, to tell you the truth, it's for Remley, but he was afraid to ask you.

JACK: Well, he should be after what happened last time...He gave that ticket to his girl, ~~and~~ she almost started a riot in the studio. Imagine her walking up and down the aisle doing a thing like that.

PHIL: That wasn't her fault, Jackson, the band never should've played "A Pretty Girl Is Like A Melody."

JACK: All right, but where did she get the balloons, where did she get the balloons?

PHIL: Where did you get the pin?

JACK: Oh, quiet! All right, Phil, I'll give you the tickets, at rehearsal.

RR

ATX01 0312656

PHIL: Thanks, Jackson...goodbye.

JACK: Goodbye.

PHIL: (TEASING) Hey, Jackson...

JACK: What?

PHIL: You're old but you're cute.

JACK: Yeah, yeah, I'm cute...Goodbye.

(SOUND: RECEIVER DOWN)

JACK: Phil always has to call me when I'm busy...OH, ROCHESTER.

ROCH: WHAT IS IT, BOSS?

JACK: I knocked over all these cans when I fell off the stool..Will you pick them up while I go on with the inventory?

ROCH: YES SIR.

JACK: Mary, will you please help me...I'll call off the items, and you write them down.

MARY: Sure, Jack.

JACK: Five bottles of vinegar.

MARY: Five-bottles-of-vinegar.

JACK: Three boxes of rye crisp.

MARY: Three-boxes-of-rye-crisp.

JACK: Eleven cans of Johnson's Wax.

MARY: Eleven-cans-of-Johnson's--....Jack, why do you need all that wax?

JACK: It's for the program, Mary...You put it on your head and the jokes slip your mind.

MARY: All right, Jack...I made a mistake last week, you deducted it from my salary, now let's forget it.

JACK: All right...Now let's keep going, Mary...One leg of lamb.
MARY: One-leg-of-lamb.
JACK: Two packages of bacon.
MARY: Two-packages-of-bacon.
JACK: One side of beef.
DON: Jack, that's me.
JACK: Oh, oh, oh...Hello, Don.
DON: Hello, Jack...Mary.
MARY: Hello, Don.
DON: Jack, I know you're busy, but I brought the Sportsmen Quartet with me and they want to run over the commercial for the program.
JACK: But, Don, I didn't think they could be with us this Sunday. I thought they're being held over at the Orpheum Theater.
DON: They are. That's why they had to rush over here between shows to let you hear the song.
JACK: Oh.
DON: This is their second week at the theater and they're a terrific hit there.
JACK: Well, isn't that wonderful..So you're back in vaudeville, eh, boys?
QUART: HMMMMM.
JACK: That's nice...Tell me, fellows, how does it feel being on the stage again? Do you like it?

RR

ATX01 031265B

(INTRODUCTION)

QUART: THERE'S NO BUSINESS LIKE SHOW BUSINESS
LIKE NO BUSINESS WE KNOW
PLAYING AT THE ORPHEUM IS THRILLING
STANDING OUT IN FRONT ON OPENING NIGHTS
SMILING AS YOU WATCH THE THEATRE FILLING
AND THERE'S YOUR BILLING OUT THERE IN LIGHTS.
THERE'S NO PEOPLE LIKE SHOW PEOPLE
THEY SMILE WHEN THEY ARE LOW.
THANK YOU, JACK, FOR BOOKING US, TWAS HEAVEN SENT
YES THANKS TO YOU WE CAN PAY OUR RENT
BUT DON'T WORRY, JACK, YOU'LL GET YOUR TEN PER CENT
LET'S GO ON WITH THE SHOW.
THERE'S NO CIGARETTE, NONE YOU CAN GET
LIKE LUCKIES WE KNOW.
LUCKIES ARE A SMOKE THAT YOU WILL TREASURE
LUCKIES HAVE A TASTE THAT YOU WILL LIKE
THERE'S NO WAY WE KNOW TO REALLY MEASURE
THE SMOKING PLEASURE IN LUCKY STRIKE.
SO BUY LUCKIES, AND TRY LUCKIES,
YOU'LL LIKE LUCKIES, WE KNOW.

(CONT'D)

QUART: AT THE AUCTIONS LUCKY STRIKE PAYS MILLIONS MORE
(contd) FOR FINE TOBACCO, THAT'S WHAT IT'S FOR.
BUY A PACK OF L S M F T BEFORE
YOU GO ON ~~THE~~ THE SHOW
~~NOW~~ LET'S GO ON WITH THE SHOW.

(APPLAUSE)

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ATX01 0312660

(SECOND ROUTINE)

-11-

JACK: Don, that was simply wonderful.

DON: I'm glad you liked it, Jack.. Now we've gotta rush back to the theatre. The boys will be on the stage in twenty minutes.

JACK: Then you better hurry ... Goodbye fellows.. So long, Don.

DON: So long.

(SOUND: DOOR CLOSSES)

JACK: Gee, Mary, just the mention of vaudeville brings back memories... I wish I was back on the stage again...Ah, those were the days.

MARY: Did you ever play the Orpheum here, Jack?

JACK: Yes, Mary..I even remember the bill..There was Block and Sully..Willy West and McGinty...The Avon Comedy Four..Finks Mules..and Fred Allen....Gee, he was a clever guy,

MARY: Allen?

JACK: No, Fink ... Now what did I do with my pencil..I wanta finish this --

(SOUND: PHONE RINGS)

JACK: I'll get it.

(SOUND: FEW FOOTSTEPS.. RECEIVER UP)

JACK: Hello.

MEL: Hello, Mr. Benny, this is Mel Blanc.

JACK: Oh, for --

MEL: Can you use me on your program Sunday?

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ATX01 0312661

JACK: No, I can't...And Mel, why do you keep bothering me?...I told you I can't use your imitations on my program.

MEL: But I don't just imitate actors. I imitate world-famous politicians, like Winston Churchill, Anthony Eden, General De Gaulle, and that fellow who just visited President Truman.

JACK: Who's that?

MEL: Al Jolson nnnayyyhhh.

JACK: Now cut that out!....And I can't use you on my show Sunday, goodbye!

(SOUND: RECEIVER DOWN..COUPLE OF FOOTSTEPS)

JACK: I can't understand that guy..He knows if I had a job I'd give it to him, I'm his agent... Oh, Mary --

MARY: Just a minute, Jack. Go ahead, Rochester.

ROCH: TWELVE CANS OF CRUSHED PINEAPPLE.

MARY: Twelve-cans-of-crushed-pineapple.

ROCH: NINETEEN CANS OF CONDENSED MILK.

MARY: Nineteen-cans-of-condensed-milk.

ROCH: TWO THOUSAND, FOUR HUNDRED AND FIFTY SIX CANS.

MARY:Cans?...Cans of what?

ROCH: JUST CANS, MR. BENNY DON'T THROW NOTHIN' AWAY

JACK: Certainly not. I paint them and hang them on ~~the~~ Christmas Tree... Now Mary, I can finish this up with Rochester, so--

(SOUND: DOOR BUZZER)

ROCH: SHALL I ANSWER ~~IT~~, BOSS?

JACK: No, don't bother getting down from the stool...I'll answer it...

(SOUND: FOOTSTEPS)

JACK: I'd like to get this inventory finished before --

(SOUND: DOOR OPENS)

JACK: WELL..

ARTIE: HELLO, MR. BENNY.

JACK: Mr. Kitzel!

(APPLAUSE)

JACK: Mr. Kitzel, it's certainly nice seeing you again. What're you doing around this neighborhood?

ARTIE: Mr. Benny, I came over to say goodbye .. I'm going ~~back~~ to see the World Series.

JACK: Well, that's wonderful, Mr. Kitzel, ~~but~~ I didn't know you were interested in baseball.

ARTIE: Interested? You know, Mr. Benny, when I was a boy, I played baseball all the time.. I used to pitch for my high school team.

JACK: No kidding?..Well..Were you a good pitcher?

ARTIE: HOO HOO HOO, They used to call me Satchel Kitzel.

JACK: No.

ARTIE: Yes...I could pitch fast, slow, inside, outside..but my speciality was, you should excuse the expression, a saliva ball.

JACK: Say, you must've been pretty good.

ARTIE: Pretty good? After I left high school, I became a professional and played ball with the Mexican League. Then after nine years I was --

JACK: Wait a minute! You were down in Mexico for nine years?

ARTIE: Where do you think I got this accent?

JACK: ~~Well~~, I should've known...But Mr. Kitzel, I'm certainly surprised to hear about your interest in baseball.

ARTIE: What's so surprising?...In 1938 I was the most popular man at the World Series...My, you should have heard the crowd yelling for me.

JACK: You mean you played in the World Series?

ARTIE: Who played, I was selling hot dogs.

(SINGS) PICKLE IN THE MIDDLE
AND THE MUSTARD ON TOP
WITH A HEY BOB A REEBA
AND A LITTLE BEE BOP
GOODBYE, MR. BENNY.

JACK: SO LONG, MR. KITZEL.

(SOUND: DOOR SHUTS)

(APPLAUSE)

(SOUND: FOOTSTEPS)

JACK: Gee, it was nice seeing ~~him~~ again.

MARY: Jack, we're almost finished with the inventory.

JACK: That's good.. Say Mary, I certainly appreciate your helping me..And I'll tell you what..If you'd like to stay for dinner, I'll take you out later..We'll go to a night club.

MARY: A night club? I'd love to, Jack, but I already have a date.

JACK: Oh,

MARY: I hope it doesn't spoil your evening.

JACK: No no, I'll take my panda.....Now, Mary, if you want to--

(SOUND: DOOR BUZZER)

JACK: Oh, there's the door again...COME IN.

(SOUND: DOOR OPENS)

DENNIS: Mr. Benny, I just came over to ask you if you would--

JACK: Hello, Dennis.

DENNIS: Hello...Mr. Benny, I just came over to ask you if you would--

JACK: How do you feel, kid?

DENNIS: Fine..Mr. Benny, I just came over to ask you if you would--

JACK: Close the door, will you, Dennis?

DENNIS: Okay.

(SOUND: DOOR CLOSES)

JACK: Now Dennis, what did you -- Dennis...How do you like that, he locked himself out...Oh well, it's just as--

(SOUND: DOOR BUZZER)

JACK: COME IN.

(SOUND: DOOR OPENS)

DENNIS: Mr. Benny, I just came over to ask you if it would be all right with you if I could --

JACK: Dennis, when I told you to close the door, I meant you should come in first.

DENNIS: Oh.

JACK: Now what did you want to ask me?

DENNIS: If I could use your phone, ~~our~~ house is on fire.

JACK: Now Dennis, don't be silly...If your house is on fire, why would you come all the way to Beverly Hills to use the phone?

DENNIS: I want the firemen to think I'm a big shot.

JACK: Dennis, close the door, will you?

(SOUND: DOOR CLOSES)

JACK: ~~That~~ just my luck, this time he stayed on the inside...Now look, kid, I'm busy, so don't bother me with all those silly things you make up...Come on, Mary, let's finish this inventory.

MARY: Okay.

DENNIS: Oh, is that what you're doing?

JACK: Yes yes.

DENNIS: I thought you were cleaning house like my mother did the other day.

JACK: I'm not cleaning house.

DENNIS: Boy, did she get rid of a lot of stuff. She threw some old curtains out of the living room, a broken rocking chair out of the bedroom..and she even took the moose head out of the shower.

JACK: Now Mary, let's----Dennis, she took the what out of the shower?

DENNIS: The Moose head.

JACK: (PAUSE) You're gonna ignore that, eh, Mary?

MARY: I certainly am.

JACK: Hm.

DENNIS: My father put it there, but my mother---

JACK: Wait a minute, Dennis...Hold it a minute...I know I'll regret asking you this, but why would your father put a Moose head in a shower?

DENNIS: The other end would look silly.

JACK: Well, that I can understand....Now Dennis, besides your house being on fire and your father being in a shower with a moose, what else is new?

DENNIS: Well, I've been rehearsing my song all week, would you like to hear it?

JACK: I'd love to...anything as long as--

(SOUND: PHONE RINGS)

JACK: Oh, darn it.

(SOUND: FOOTSTEPS ... RECEIVER UP)

JACK: Hello

MEL: Hello, Mr. Benny, this is Mel Blanc again.

JACK: Oh, for heaven's sakes. Now look, Mel, once and for all, I want you to leave me alone...Do you hear?

MEL: Don't get mad, Mr. Benny...I didn't wanta call you up again for a job, but my wife made me do it.

SARA: Don't be such an apologetic schnook, Melvin--tell him how important you are.

MEL: Look Desdemona...maybe I better not aggravate--

SARA: Well, if you won't tell him, I will, give me that phone..

Hello, Mr. Benny.

JACK: Who are you?

SARA: I'm Mrs. Blanc--Melvin's wife...and my Mel is doing you a favor by wanting to appear on your program.

JACK: Look, Mrs. Blanc, I don't want to

SARA: My Melvin is very talented..and he almost had a big part in a very important picture.

JACK: What picture?

SARA: "Jolson Sings Again"

MEL: Nnnnyahhh.

JACK: Stop that and goodbye!

(SOUND: RECEIVER DOWN)

JACK: Now go ahead, Dennis, let me hear your song.

~~DENNIS: Yes sir.~~

(APPLAUSE)

(DENNIS'S SONG--"JUST ONE WAY TO SAY I LOVE YOU.")

(APPLAUSE)

(THIRD ROUTINE)

JACK: Dennis, that was very good..now just sit down for a few minutes, I wanta finish my inventory.

ROCH: WE'VE GOT EVERYTHING LISTED, BOSS..ALL WE HAVE TO DO IS PUT THE LAST FEW THINGS BACK ON THE SHELVES.

JACK: Good good.

MARY: Rochester, I'll get up on the stool and you can hand the stuff to me.

JACK: No no, Mary, I'll get up there.

MARY: Jack, you had enough trouble..I'll get up on the stool. Help me.

JACK: Okay...up...up...Don't let your skirt catch on the stool.

MARY: I'll lift it a little...there.

DENNIS: (WHISTLE)

JACK: DENNIS!...You oughta be ashamed of yourself!

DENNIS: I wasn't whistling at Mary.

JACK: Now Dennis, don't deny it -- you were whistling at Mary, weren't you?

DENNIS: (ASHAMED) Well..Yes.

MARY: Good, good.

JACK: Mary, you get down off the stool and I'll get up there .. I've gotta get this job finished...Help me up, Rochester.

ROCH: HERE YOU ARE, BOSS...UP..UP.

(SOUND: WOLF WHISTLE)

JACK: DENNIS.STOP IT!

MARY: That was me.

JACK: Good good...Now Rochester, if I push these cans on the top shelf back a little....

(SOUND: CANS SHOVED BACK)

JACK: (STRAINING) I think we can..(CHAIR CREAKING)..squeeze in a couple more --

MARY: JACK..JACK..THE STOOL..LOOK OUT.

(SOUND: CHAIR FALLS, ~~BODY THUD~~..THEN THOUSANDS
OF CANS FALL.)

JACK: Oooooohhh...It's my own fault, I ~~shouldn't have~~..--

MARY: JACK, THAT BIG CAN OF TOMATO JUICE IS FALLING..LOOK OUT!

(SOUND: LOUD CLUNK)

JACK: Oooooohhh.

MARY: (PAUSE)Jack....Jack....Jack....Oh, my goodness, he's unconscious!...JACK!

ROCH: BOSS...BOSS..SPEAK TO ME.

MARY: Gee, he's really out cold...Rochester, put a pillow under his head..Dennis, go get a glass of water.

DENNIS: I'd rather have a coke.

MARY: It's not for you, go get it.. Jack...Jack..Gee, Rochester, look at that big bump on his head.

ROCH: YEAH...I HOPE HE ISN'T HURT TOO BAD.

JACK: Oooooohh.

DENNIS: Here's the water, Mary.

MARY: Well, don't stand there, throw it!

(SOUND: LOUD SPLASH)

TK

MARY: In his face, not mine!

JACK: Oooohhh.

ROCH: HE'S COMING TO, MISS LIVINGSTONE.

~~JACK: Oooohhh.~~

~~ROCH: HE'S COMING TO, MISS LIVINGSTONE.~~

JACK: Where am I?..What happened?

MARY: After you fell, a big can of tomato juice hit you on the head.

JACK: Oh.

MARY: Are you all right, Jack?

JACK: Yes yes, I feel all right..it's just that---(CUTE) Oh Mary, you were worried about me, weren't you? You've been crying.

MARY: Dennis threw water in my face.

~~JACK: Oh.~~

~~MARY: Jack, are you sure you feel all right?~~

JACK: Oh, certainly, Mary. I'm fine...Help me up, will you, Rochester?

ROCH: HERE YOU ARE, BOSS.

JACK: Thanks!...Well, I guess now we'll have to clean up all this mess again.

MARY: Jack, you sit down..you were hit pretty hard..You've got a big bump on your head.

JACK: But Mary, I feel perfectly --

(SOUND: DOOR BUZZER)

MARY: There's somebody at the door.

JACK: I'll get it.

MARY: Jack, let Rochester --

JACK: Mary, don't worry. ~~That bump on my head doesn't bother me at all.~~

(SOUND: FOOTSTEPS)

JACK: A little hit on the head and they make such a thing out of it

(SOUND: DOOR OPENS)

UKIE: Telegram for Jack Benny.

JACK: I'm Jack Benny.

UKIE: Here you, ^{will} sir.

JACK: Thank you...Oh, just a minute, boy, here's a tip for you.

UKIE: I'm sorry, sir, but I haven't got change for ~~that~~ ^{that} dollar bill

JACK: I don't want any change, keep it...It's yours.

UKIE: Oh boy, a dollar tip! Thank you!

(SOUND: DOOR CLOSES)

MARY: Jack --

JACK: Gee, I wonder who could be sending me a telegram.

MARY: Jack --

JACK: Well, there's only one way to find out.

MARY: Jack --

JACK: What is it, Mary?

MARY: You just gave that Western Union boy a dollar tip.

JACK: Yes, wasn't that enough? ^{Yes, that's all right.} If you don't think so, I'll call him back and --

TK

ATX01 0312672

MARY: (QUICKLY) No no, Jack, no no.

JACK: Mary, what's the matter with you?

MARY: Jack...are you sure you feel all right?

JACK: I'm fine, I'm fine. Excuse me, kids, while I read my telegram.

MARY: (WHISPER) Dennis..did you see what happened?

DENNIS: (WHISPER) Yeah..maybe it's that bump on his head.

MARY: (WHISPER) He's never given a Western Union boy a dollar before, has he, Rochester?

ROCH: (WHISPER) ONLY ONCE AND THAT TIME HE KEPT THE KID'S BYCYCLE.

JACK: Well, I'm certainly glad I got this wire.

MARY: Who's it from, Jack?

JACK: The boys in Phil's band...they're giving Sammy, the drummer, a surprise birthday party tonight and they want me to be there.

~~MARY: Jack, you oughta stay home tonight. That bump on your head is pretty serious.~~

JACK: ~~Mary, it's nothing. nothing.~~ ...Excuse me a minute, I wanta make a call.

(SOUND: FEW FOOTSTEPS...RECEIVER UP...SIX DIALS)

JACK: (~~HUMS NO BUSINESS LIKE SHOW BUSINESS~~).....

Hello?...Beverly Hills Liquor Store?...This is Jack Benny talking....That's right....Listen, I'd like to order a little gift for a birthday party...Do you have some very fine imported champagnes?.....What?...I said Benny.... Jack Benny....No no, not one bottle? I wanta order a whole case....~~What?~~.....Yes, Benny....B-E-N-N-Y.....Yes...Now send this case of champagne to Sam Weiss, 4720 Mary Ellen Avenue, Van Nuys.....No no, don't send the bill to him, send it to me....yes....Jack Benny.....B-E-N-N-Y..... Thank you...Goodbye.

(SOUND: RECEIVER DOWN)

MARY: Rochester..Rochester.. this is serious.

JACK: Well, kids, I'm going upstairs and get dressed for the party.. See you tomorrow, Mary...So long, Dennis.

DENNIS: Goodbye, Mr. Benny.

(SOUND: FOOTSTEPS UP STAIRS CONTINUING)

JACK: ~~That~~ oughta be a lot of fun tonight....I wonder what suit I should wear.....I think I'll wear the brown one.....

(SINGS) ~~THERE'S NO BUSINESS LIKE SHOW BUSINESS...I LIKE NO BUSINESS I KNOW...LA LA LA LA LA LA LA LA LA LA LA LA~~

(APPLAUSE AND PLAYOFF)

THE JACK BENNY PROGRAM
OCTOBER 2, 1949
CLOSING COMMERCIAL

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

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

HIESTAND: Yes, at the tobacco auctions Lucky Strike pays millions
of dollars more than official parity prices for fine
tobacco.

RIGGS: (CHANT -- UP AND UNDER)

SHARBUTT: Picture a vast high-ceilinged warehouse, the aisles lined
with baskets of golden tobacco. Here's an especially
fine basket of mild, ripe leaf. The auctioneer sings out
the bids.

RIGGS: (CHANT UP)

SHARBUTT: Higher and higher goes the price ... now at the very peak
bid you hear ...

RIGGS: (CHANT SWEEPS UP TO 62 - SOLD AMERICAN)

SHARBUTT: And another basket of fine, light, naturally mild
tobacco is sold to Lucky Strike!

HIESTAND: And that's the way it goes, time and again - at market
after market. Yes,-- LUCKIES PAY MORE ... millions of
dollars more than official parity prices for fine tobacco!

SM

RIX01 0312675

THE JACK BENNY PROGRAM
OCTOBER 2, 1949
CLOSING COMMERCIAL (CONT'D)

SHARBUTT: LS - MEET
LS - MEET

HIRSTAND: Lucky Strike means fine tobacco! Mild, mellow tobacco
that gives you more - far more real, deep-down smoking
enjoyment.

SHARBUTT: So, for a finer smoke, smoke the cigarette of fine
tobacco ... yes, light up a lucky! You'd agree in all
the world there's no finer cigarette than LUCKY STRIKE!

SM

ATX01 0312676

~~Jack~~: Ladies and gentlemen..The National Foundation for Infentile Paralysis is in immediate need of help. The March of Dimes funds have been exhausted fighting this year's epidemic of polio. Fourteen and a half million dollars must be raised within the next seven days, so won't you please help to fight this dread disease? Please send your dimes and dollars to POLIO, in care of your local post office. We can not abandon America's children. Remember, send your dimes and dollars to POLIO, in care of your local post office... Thank you.

(APPLAUSE)

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

(TAG)

MARY: Yes, Doctor, Mr. Benny is acting very strange...Well Doctor,
first he gave a Western Union boy a dollar tip and then he
ordered a case of champagne as a birthday gift for a --
What? Yes, Benny. B-E-N-N-Y.

(MUSIC UP LOUD AND APPLAUSE)

DON: ~~Stay tuned for the Ames and Andy Show which follows~~
~~immediately.~~ Be sure to hear Dennis Day in "A Day in the
Life of Dennis Day".
THIS IS CBS..THE COLUMBIA...BROADCASTING SYSTEM.

DH