

THE JACK BENNY PROGRAM

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

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AS BROADCAST

PROGRAM #8
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, OCTOBER 30, 1949

CBS

4:00 - 4:30 PM PST

GJ

ATX01 0312776

THE JACK BENNY PROGRAM
OCTOBER 30, 1949
OPENING COMMERCIAL

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

RIGGS: (CHANT - 60 to 62 SOLD AMERICAN)

SHARBUTT: To give you MORE SMOKING ENJOYMENT -- LUCKIES PAY MORE!

HLESTAND: Yes, to give you a finer cigarette - the makers of
Lucky Strike consistently select and buy fine tobacco
-- and pay millions of dollars more than official
parity prices to get it! No doubt about it

SHARBUTT: LS -- MFT
LS -- MFT

HLESTAND: Lucky Strike means fine tobacco ... fine, ripe, tobacco
that the tobacco experts can see the makers of Lucky
Strike buy -- at market after market.

SHARBUTT: Listen to what Mr. Al Rogers, an independent tobacco
auctioneer from Robersonville, North Carolina recently
said -

EXPERT: An auctioneer is in a position to watch actual sales
and ought to know good tobacco. And year after year
I've seen American buy fine, prime, ripe tobacco that's
just right for mild, good smoking. I've smoked
Luckies for 10 years.

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OCTOBER 30, 1949
OPENING COMMERCIAL (CONT'D)

HIESTAND: And that's not all. For a recent survey reveals that more independent tobacco experts -- acutioneers, buyers and warehousemen - smoke Lucky Strike regularly than the next two leading brands combined.

SHARBUTT: So smoke the smoke tobacco experts smoke - Lucky Strike! You'll discover there's more roal, deep-down smoking enjoyment in every Lucky you light because Luckies pay more for fine tobacco -- millions of dollars more than official parity prices!

HIESTAND: Make your next carton Lucky Strike. See how much finer, milder and more enjoyable Luckies really are! You'll agree -- in all the world there's no finer cigarette!

(FIRST ROUTINE)

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(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE...MUSIC UP AND DOWN)

DON: AND NOW, LADIES AND GENTLEMEN, IN BRINGING YOU THE STAR OF OUR SHOW, IT GIVES ME GREAT PLEASURE TO BRING YOU A MAN ~~WHO~~-

JACK: Just a minute, Don.^{Don} hold it a minute.

DON: What?

JACK: Don, today, instead of you introducing me, I'm going to introduce you.

DON: Me?

JACK: Yes, Don. .Ladies and gentlemen, today not only marks the anniversary of Don Wilson's twenty-fifth year in radio...but it also commemorates his sixteenth year with me. So, Don, take a bow.

(APPLAUSE...AND BAND PLAYS "FOR HE'S A JOLLY GOOD FELLOW")

DON: Thank you,^{Thank you} ladies and gentlemen, thank you very much. And Jack, I want you to know that you're the nicest man I ~~ever~~--

JACK: No no, Don.^{wait a minute, wait a minute} this day is yours. Today we will all pay homage to you. When I say "we", I mean the entire cast. Your slightest wish will be our command. Whatever you..... Don....Don..you're crying.

DON: (SNIFFLING)^{well, it...} I can't help it, Jack.

JACK: The way those tears are running between your chins, it looks like you're irrigating something...Now Don, please stop sniffing.

RG

ATX01 0312779

JACK: No no ^{no} Don, ^{don,} you've been with me.

JACK: Down! when was it done?

JACK: Don ---

JACK: ~~He was~~ ^{He was} to hear you talk you'd think I was the Navy and ~~you were~~ ^{you were} the Air Force. ~~And~~ ^{Now - Now} as far as my program is concerned, you have a lot of nerve making statements like that.

JACK: ...Do Ah hear a voice from the peroxide counter at Rexall?
Hnnnnnnnnnnnnnnnn?

JACK: Duncan! Phil: You want to go back to Clyde? Jack: No, no, no man want
right. Phil: You gonna settle for human Jack? Phil: That's right. I don't want
PHIL: You heard me. Don came with this program when it was down...
well, better than.
and he brought it all the way up to --

RG

PHIL: You can stop with that, too, Jackson. ^{Because} It may interest you to know that I, Phil Harris, after due deliberation, have decided to go on the water wagon.

JACK: Phil... Phil, you mean you've really given up drinking?

PHIL: Yes sir. Just one martini a day.

JACK: Oh, for heaven's sake... Phil, if you're on the wagon, you're not supposed to take even one drink a day.

PHIL: ~~Look~~, Jackson, my stomach is like a steel mill. You can shut it down but don't let the fire go out.

JACK: Phil, ^{Phil} you can stop drinking now and your stomach will smoulder for the next twenty years, ^{believe me}.

PHIL: Okay, ^{okay} Jackson, ^{you've} you've had your little fun... but since today is Don's Silver Anniversary in radio... the boys in the band got something for him... Here it is, Don ^{gosh}.

DON: ^{well} Gee, thanks, Phil.

JACK: What is it, Don, what is it?

DON: Wait til I unwrap it.

^{Jack} Jack: ^{oh} (SOUND: PACKAGE UNWRAPPING)

DON: Ohhh. Jack, look at this... a diamond studded cigarette lighter.

PHIL: ^{Donald} I'm glad you like it, ~~Don~~ay. My boys went through a lot of trouble to get it.

JACK: Well, Phil, that's a beautiful lighter your boys got for Don... But you'd think it would be wrapped a little better. Who did it?

PHIL: The owner of the store.

RG

ATX01 0312781

JACK: The owner of the store! I could have wrapped it better than that.

PHIL: Not with your hands up over your head.

JACK: Phil...Phil, you mean your boys held up a jewelry store?

PHIL: *well* It was an accident. When they walked into the store, Remley had his guitar under his coat...the guy thought it was a machine gun..threw up his hands and said, "Take anything you want."

JACK: Well, that's still dishonest. Frankie should have opened his coat and showed the jeweler that it wasn't a gun.

PHIL: *oh* Frankie did better than that. He took out ~~the~~ ^{his} guitar, started to play, and the guy said: "Look, you got what you want, stop toturing me!"

JACK: Well, that I can understand. Anyway -- oh, hello Mary...

MARY: Hello, Jack..I'm sorry I'm ^{was} late but I was baking this cake. It's for Don Wilson's anniversary.

Jack: Oh.
JACK: ~~Well, I should have known. Instead of candles, you've got~~
~~twenty-five Lucky Strike cigarettes.~~

DON: *well*, That's ~~very~~ sweet of you, Mary. I appreciate it.

JACK: Say, there's some writing on the cake, too. Read it, Mary.

MARY: Okay. Ahem...To Don Wilson.

This cake is topped with chocolate cream
The middle is filled with jelly
But if you eat it all at once,
You'll get a pain in your stomach.

JACK: Mary, "stomach" doesn't rhyme with "jelly".

MARY: Go argue with the CBS censor.

JACK: Oh yes yes.

MARY: And, Don, I do want to congratulate you on this occasion.
You must be very proud.

DON: Oh, I am, Mary. It gives me great satisfaction to think
that sixteen years ago I took this program when it was
down and by my *personality* - - -

JACK: IT WASN'T DOWN! ...My program was always popular, and I can
prove it... Mary, what was my Hooper rating when I first
went in radio?

MARY: X, V, I.

JACK: X, V, I?

MARY: They were using Roman Numerals then.

JACK: What are you talking about? I went on the air about the
same time as Mr. Anthony.

MARY: (LAUGHING) I know but Cleopatra was with him.

JACK: (MOCKING) Cleopatra, Cleopatra...You know Mary, there's an
old Chinese proverb that says, "Girl who punch jokes on
radio soon punch clock at May Company."Now just
remember--- ^{that will you?} oh, hello Dennis.

DENNIS: Hello, Mr. Benny. Trick or treat.

JACK: Trick or treat?....Dennis, Hallowe'en isn't until tomorrow.
You're a day early.

DENNIS: I am?

JACK: Certainly.

DENNIS: Oh boy, will my mother have the laugh on me.

JACK: Why?

DENNIS: I put a snake in her girdle.

JACK: A snake in her girdle!....Dennis, that doesn't even make
sense.

RG

ATX01 0312783

DENNIS: Yes it does..It was a garter snake.

JACK: Dennis, for a kid who's fortunate enough to have two heads,
why do you always leave the good one at home?

DENNIS: It's rehearsing my other show.

JACK: Now stop that!.....Rehearsing your other show.
*you see, you see, Mary, you can't talk to that kid
without getting a silly answer.*

~~DENNIS: I played a trick on my father, too..last night while he was
reading the newspaper, I stuck a match in the side of his
shoe and lit it.~~

MARY: Why Dennis, that's a hot foot..Did your father get mad?

DENNIS: No, but my mother did.

JACK: Why would your mother get mad?

DENNIS: The shoe was under her bed.

JACK: You see..you see, Mary..I told you never to ask him any
questions.

MARY: But Jack, you were the one who asked him.

JACK: I know, but you were the one who said, "Did your father
~~get mad?~~"

MARY: Well look, Jack, if you don't want any more crazy answers,
just tell him to sing his song and that's all.

JACK: I wouldn't tell him a thing..You tell him.

MARY: Okay. .Dennis, it's time for your song..What's it gonna be?

DENNIS: "Stomach Hi".

JACK: *Amusio*
" That's "Bali Hi."

DENNIS: Go argue with the censor.

JACK: Oh for heaven's sake..Look kid, will you stop making up
jokes..Now what are you gonna sing?

RG '

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DENNIS: "The Last Mile Home."

JACK: (MAD) All right, let's have it.

DENNIS: *ah* You're just mad because I know you're the Walking Man.

JACK: Yes yes, but let's keep it a secret....Now go ahead
and sing.

(APPLAUSE)

(DENNIS'S SONG...."THE LAST MILE HOME")

(APPLAUSE)

RG

ATX01 0312785

(SECOND ROUTINE)

-8-

JACK: That was very good, Dennis, very nice...^{Dennis} But don't you think that since this is Don Wilson's twenty-fifth year in radio, you should've dedicated your song to him?

DENNIS: To Don?

JACK: Yes, you see, in his honor we're calling this Don's Day.

DENNIS: Gee, I can hardly wait till I've been in radio twenty-five years. Then it'll be Dennis Day.

JACK: Yeah, yeah, Dennis Day....Now, Don--

DON: Yes, Jack?

JACK: In honor of your silver anniversary in radio, I'm going to---

(SOUND: PHONE RINGS)

JACK: Excuse me.

(SOUND: RECEIVER UP)

JACK: Hello?

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

(APPLAUSE)

JACK: Rochester, what do you want?

ROCH: I GOT BAD NEWS FOR YOU, BOSS.

JACK: Bad news?

ROCH: YEAH. THE MAN WHO SOLD YOU THE YACHT WAS HERE TO COLLECT THE FIFTY THOUSAND DOLLARS.

JACK: Rochester, I wrote him a letter and ~~X~~ told him I'm not going to pay for that yacht.

ROCH: I GUESS THAT'S WHY THE OTHER MAN WAS WITH HIM.

JACK: What other man?

JD

ATX01 0312786

ROCH: THE MAN WHO WAS CARRYING THE BRIEF CASE FOR THE OTHER MAN.

JACK: Other man! You mean there were three of them?

ROCH: FOUR!

JACK: Four! Were they lawyers?

ROCH: I THINK SO, THEIR NAMES WERE HABEAS, CORPUS, DELICTI, AND SCHWARTZ.

JACK: What?

ROCH: YOU'LL HEAR THEM ALL ON CBS THIS FALL.

JACK: Rochester, stop beating around the bush and tell me what happened after you met these lawyers.

ROCH: WELL, THEY MEAN BUSINESS, BOSS, YOU'LL EITHER HAVE TO PAY THE MONEY OR GO TO JAIL...THEY LEFT A SUMMONS FOR YOU.

JACK: A Summons? Read it to me.

ROCH: WELL, IT STARTS OFF..."THE PARTY OF THE FIRST PART, THE COLONIAL YACHT COMPANY, HEREBY CONTENTS THAT JACK BENNY, THE PARTY OF THE SECOND PART, COMMITTED FRAUD, DECEIT, AND TRICKERY WITH CRIMINAL INTENT."

JACK: Oh, my goodness!

ROCH: THEN THE REST OF THE PAGE IS FILLED WITH A LOT OF LEGAL TALK I DON'T UNDERSTAND...ENDING WITH..."WHEREAS, IN SUCH CASE, CONSULT THE SCHEDULE ON THE OTHER SIDE."

JACK: What's the schedule on the other side?

ROCH: VISITING HOURS.

JACK: Rochester, this is serious. Are the men still there?

ROCH: NO, THEY LEFT ABOUT TWO HOURS AGO.

JD

JACK: Then why didn't you call me sooner?

ROCH: I WAS BUSY PACKING YOUR CLOTHES.

JACK: What?

ROCH: YOU'LL FIND SOME SEASICK PILLS IN YOUR POCKET.

JACK: Seasick pills?

ROCH: IT MAY BE ALCATRAZ AND THEY AIN'T GONNA TAKE YOU ON THE QUEEN MARY.

JACK: Now, Rochester, this whole thing is ridiculous. Nobody's sending me to jail. And don't call me again unless it's important....Goodbye.

ROCH: GOODBYE.

(SOUND: RECEIVER DOWN)

MARY: What was that all about, Jack?

JACK: Oh, nothing, nothing. It's that Yacht Company trying to frighten me. Now, where were we?

DON: We were talking about my anniversary.

JACK: Oh yes...Ladies and gentlemen, for our feature attraction tonight we ~~will~~---

(SOUND: KNOCK ON DOOR)

JACK: Hmmm...COME IN...

(SOUND: DOOR OPENS)

FRANK: ^{Hi} ~~Hello~~, Jack.

JACK: WELL, LOOK WHO'S HERE....FRANK SINATRA!

(APPLAUSE)

FRANK: ^{Well} ~~I~~ hope I'm not interrupting anything.

JD

JACK: Not at all, Frank, not at all.

MARY: It's good to see you, Frankie.

DON: It certainly is, Frank.

JACK: Yes, we feel quite honored.

DENNIS: What do you need him for, when you've got me?

JACK: Dennis, believe me, the fact that Sinatra is here is no reflection on your ability.

DENNIS: It isn't, Mr. Benny?

FRANK: No, kid, ^{you see} I'm glad Sinatra is here because he's one of the greatest singers in the country.

JACK: Frank, I was supposed to read that.

FRANK: I know, ^{Frank} but when I see a line like that in a script....I ~~like to~~ ^{wants} stroke it awhile.

JACK: Oh..oh.

DENNIS: So he's one of the greatest singers in the country, huh?

JACK: Yes, he is.

DENNIS: How many shows has he got?

FRANK: One.

DENNIS: HA!

JACK: Dennis, be quiet...Tell me Frank, when did you get back from the East?

FRANK: Last week, ^{Jack} I woulda been back ^{a little} sooner but I was on one of those local trains and it stopped at every town...Going through New Jersey, we stopped at Newark, Passaic, Red Bank, Plainfield, Elizabeth---

MARY: Say, Frank, ^{Frank: If} if you stopped in Plainfield, maybe you saw my sister Babe.

JD

FRANK: No I didn't, Mary...In fact, I didn't even get off at Plainfield...we just stopped there for five minutes to take on a new engineer.

MARY: That was Babe.

FRANK: Ohhhh.^{oh} then that explains it.

MARY: (LAUGHING) Explains what?

FRANK: That's^{it's} the first time I ever saw a pair of overalls with a plunging neckline.

JACK: Look, I'm sure there are other things we can discuss besides the adventures of Casey Livingstone.

MARY: I'm sorry, Jack.

FRANK: Say Jack, I meant to ask you...How do you feel since you came home from the hospital?

JACK: Oh, I'm fine now, Frank...really okay.

FRANK: I'm glad to hear that, Jack...^{for tomorrow} but you'll never have to go to the hospital again if you take care of yourself like I do.

JACK: Like you do?

FRANK: ^{well,} Yes, Jack, my system of keeping healthy is^{very} simple. I get up bright and early every morning, take fifteen minutes of exercise and then they bring me a large glass of orange juice...what a workout.

JACK: Workout, drinking a glass of orange juice?

FRANK: Who drinks it, I swim in it.

JACK: Oh.

FRANK: ^{well,} Getting around those seeds is murder.

JACK: ^{well,} Well, I wouldn't know.

FRANK: ^{And} Then I take ten minutes of deep breathing exercises...that's the way I've developed my chest to what it is today, ^{you know}

JACK: ^{Oh} I see...and Frankie, what is your chest measurement normally.

FRANK: Thirty four inches.

JACK: And what is it expanded?

FRANK: Thirty two.

JACK: Wait a minute...how come your chest is two inches smaller when it's expanded?

FRANK: I don't know, I must have a slow leak somewhere!

JACK: Well, that I can't understand at all, ^{including my head line.}

DON: (LAUGHING) ^{Oh} Slow leak...(LAUGHS) ^{Oh} That's funny...(LAUGHS HILARIOUSLY)...Very funny. (LAUGHS)

JACK: Don.

DON: (LAUGHS) ^{Oh, that's very funny...} (laughed)

JACK: Don,....Moby Dick!

DON: Moby Dick! That's no way to talk to me after I took this program when it was down and I brought it to---

JACK: IT WASN'T DOWN...I was a big success all over..New York.... Chicago....and they loved me in Saint Jo...

FRANK: ^{And} They're crazy about me in Czechoslovakia.

JACK: Yes yes, I read about it.

FRANK: Anyway, Jack, you shouldn't be so hard on Don..after all, he's celebrating his silver anniversary in radio.

JACK: That's beside the point, Frank...I---Say, how did you know this was his silver anniversary?

JD

BTX01 0312791

FRANK: Why wouldn't I know? Don is the announcer on my Lucky Strike program, "Light Up Time".

DON: That's right, Jack...I broadcast with Frankie five times a week.

JACK: Gosh, Frank..I didn't realize you were on five times a week.. a half hour each program?

FRANK: No, fifteen minutes.

DENNIS: HA!

JACK: Dennis, keep quiet.

FRANK: Well Jack, ^{you see} that's one of the reasons I came over here today. I cooked up a little song especially for Don Wilson...and the Sportsmen Quintet is going to assist me.

JACK: The Sportsmen Quintet?

FRANK: Yes, this is a special arrangement and it was necessary to add Mel Blanc.

JACK: Oh, that guy gets in on everything...Well, go ahead Frankie, let's hear it...Don, this is especially for you.

JD

ATX01 0312792

(INTRODUCTION)

FRANK: YOU MUST'VE BEEN A BEAUTIFUL BABY,
YOU MUST'VE BEEN A WONDERFUL CHILD,
WHEN YOU WERE ONLY STARTIN' TO GO TO KINDERGARTEN
I'LL BET YOU DROVE THE LITTLE GIRLS WILD.

AND WHEN IT CAME TO WINNING BLUE RIBBONS
I'LL BET YOU SHOWED THE OTHER KIDS HOW.

I CAN HEAR THE JUDGES WAIL, AS YOU STEPPED UPON THE SCALE,
YOU WERE SO FAT YOU COULDN'T BOW.
YOU MUST'VE BEEN A BEAUTIFUL BABY
'CAUSE BABY, LOOK AT YOU NOW.

JACK: TAKE IT, BOYS.

QUART: YOU MUST BE WAITING FOR THE COMMERCIAL,
YOU MUST EXPECT A LUCKY STRIKE SONG

~~MEI;~~ NNNYYAIDBI.

QUART: AND THAT WAS OUR INTENTION, BUT NOW WE HAVE TO MENTION,
THAT SOMETHING WENT A LITTLE BIT WRONG.

Incl: <sup>THAT SOMETHING WENT A LITTLE BIT WRONG.
DURING THE</sup>
WE COULDN'T FIND A RHYME FOR TOBACCO
NO WORD THAT SPEEDY RIGGS WOULD ALLOW,
WE TRIED EVERYTHING YOU SEE, EVEN L-S-M-F-T
WE THOUGHT THAT ^{that} ~~THEY~~ WOULD WORK SOMEHOW.

MEL: NNNYYYAHHH

QUART: SO WE GUESS WE'LL HAVE TO SKIP THE COMMERCIAL
AND LIGHT UP A LUCKY RIGHT NOW.

FRANK: OKAY, I'LL JOIN YOU.

QUART: LET'S LIGHT A LUCKY RIGHT NOW.

DON: YOU KNOW THEY PAY MORE

ALL: LET'S LIGHT A LUCKY RIGHT NOW.

(APPLAUSE)
JD

(THIRD ROUTINE) *Frankie*

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JACK: Frank, that was swell, and I appreciate your dropping over..

FRANK: My pleasure, Jack.

JACK: But look, Frank, as long as you're here, would you like to take part in a little play that I wrote based on the life of Don Wilson?

why, that would be peachy.
FRANK: I'd love to, Jack...What part will I play?

JACK: You can be Don's father...And Mary, you're gonna be Don's mother.

MARY: (HAPPY) Gee, that means I'm Frankie's wife.

JACK: That's right.

FRANK: *fr.* That's wonderful, I always wanted an engineer for a sister-in-law.

JACK: Yes yes...Now come on...let's get on with it.....
LADIES AND GENTLEMEN...IN HONOR OF DON WILSON'S TWENTY-FIFTH YEAR IN RADIO...WE'RE GOING TO PRESENT A PLAY BASED ON HIS LIFE..."THE DON WILSON STORY".....OR "LIFE CAN BE PLENTIFUL".....CURTAIN...MUSIC.

(MUSIC)

JACK: OUR STORY OPENS IN DENVER, COLORADO, MANY YEARS AGO. THE STORK HAS JUST DELIVERED A PRECIOUS BUNDLE TO THE HOME OF MR. AND MRS. DONALD C. WILSON, SENIOR. THE MOTHER HAPPILY WHISPERS TO THE FATHER.

MARY: Darling, it's a boy.

JACK: AND THE PROUD FATHER SAID--

FRANK: Yes, aren't we lucky...the stork brought us a boy.

JACK: AND THE STORK SAID--

MEL: (STORK VOICE) Oh, my aching back!

RG

ATX01 0312794

JACK: AS THE PROUD PARENTS LEANED OVER THE CRIB LOOKING AT THEIR
NEWBORN SON, THE BABY SAID--

JERRY: (CRIES VERY VERY SOFTLY)

JACK: THREE DAYS LATER ~~HE~~ SAID--

JERRY: (CRIES LOUD)....I WANT A ^{to have steak} ~~ROAST-BEET~~ SANDWICH...(CRIES)

JACK: HE WAS DEVELOPING SLOWLY...THE NEXT DAY, A FRIENDLY NEIGHBOR
^{the} DROPPED IN TO SEE ~~THE~~ LITTLE BUNDLE OF JOY.

NELSON: You must be the happiest couple in Denver....let me see the
little fellow.

MARY: There he is in his crib...Isn't he a chubby baby?

NELSON: OOOOOOOHHHHHH, is he!

JACK: ^{the next day} "THE NEXT DAY ANOTHER NEIGHBOR DROPPED IN....AND THE MOTHER
SAID----

MARY: Don't you think we have a cute baby?

MEL: NNNNNNNYYYYYYYHHHHHHH!

JACK: AND THE FOLLOWING DAY THE SISTER-IN-LAW DROPPED IN.
(SOUND: DOOR OPENS..FAST TRAIN EFFECT..TRAIN WHISTLE...
DOOR CLOSES)

JACK: SHE COULDN'T STOP, SHE WAS TAKING A FAST FREIGHT TO FRISCO..
LATER THAT EVENING THE PROUD FATHER WAS TRYING TO PUT LITTLE
DONALD TO SLEEP.

FRANK: Now come on, Baby...company's gone...and it's beddy bye time

JERRY: (CRIES)

FRANK: Now baby, stop that.

JERRY: (CRIES MORE)

FRANK: Baby, stop.

JERRY: (CRIES)

FRANK: BABY, PUT ME DOWN!

GJ

JERRY: (STOPS CRYING)

MARY: You better let me have him, dear.

FRANK: *Okay. all right.*

MARY: Now Donald, close your little eyes and mommy will sing you to sleep

JERRY: (GURGLES HAPPILY)

MARY: (SINGS) Rockabye baby, in the tree top

When the wind blows, the cradle will rock,

When the bough breaks, the cradle will fall,

Down will come Donald, Denver and all.....Look,
dear, he's asleep.

JACK: ~~YES, DONALD WAS ASLEEP ... WHEN HE WAS SIX~~ *when Donald* ~~YEARS OLD SO THEY SENT HIM TO SCHOOL ... THE TEACHER LOOKED~~
UP AT HIM AND SAID--

JENNY: And now I'd like you children to recite the alphabet....
Donald Wilson, you go first.

DON: (IN CHILD'S VOICE) A,B,C,D,E,F,G,H,I,J,K,L,S,M,F,T.

JENNY: That's correct, Donald.

JACK: THE TEACHER USED TO WORK FOR THE BOARD OF EDUCATION, BUT
LUCKIES PAID MORE THE YEARS PASSED QUICKLY AND DON
GRADUATED FROM COLLEGE MAGNA CUM LARDY ... HE WENT OUT TO *seek*
HIS FORTUNE IN RADIO ... IT WAS TOUGH FOR HIM TO GET A JOB...
FIRST HE APPLIED TO THAT FAMOUS COMEDIAN, FRED ALLEN.

DON: (REGULAR VOICE) I think this is the street Mr. Allen lives
on...I'll try this house.

(SOUND: KNOCK ON DOOR....DOOR OPENS)

DENNIS: (TITUS MOODY) Howdy, Bub.

GJ

DON: *but* Pardon me sir, I'm looking for Fred Allen.

DENNIS: (TITUS) You mean the fellow who's as corny as Kansas in August?

DON: Yes.

DENNIS: (TITUS) Never heard *of* him.

(SOUND: DOOR SLAMS)

JACK: HE TRIED THE NEXT DOOR

(SOUND: KNOCK ON DOOR...DOOR OPENS)

DENNIS: (CASSIDY)...(CLAMBAKE OPENING--) How do you do. *How do you do.*

DON: *well* Pardon me, sir, but I'm looking for Fred Allen.

DENNIS: (CASSIDY) You mean that fellow with the Blarney Stone under each eye?

DON: Yes

DENNIS: (CASSIDY) Never heard of him.

(SOUND: DOOR SLAMS)

JACK: HE TRIED THE NEXT DOOR.

(SOUND: KNOCK ON DOOR...DOOR OPENS)

DENNIS: (ALLEN) Yes?

DON: Pardon me, sir, are you Fred Allen?

DENNIS: I would answer that but I have no place to put all the prizes....Goodbye, son.

(SOUND: DOOR SLAMS)

JACK: DON DIDN'T GET THE JOB, BUT HE NEVER STOPPED TRYING...HE WAS DRIVEN ON BY AMBITION, PERSEVERENCE, TENACITY, AND SCHWARTZ...THEY WERE HIS AGENTS...SO NEXT *day* HE WENT TO SEE ANOTHER BIG STAR OF THAT ERA.

DON: Do you think you can use me on your radio program, Mr. Jolson?

GJ

MEL: NNNNNYYYYHHH.

(SOUND: DOOR CLOSES)

JACK: THEN DONALD LEFT NEW YORK AND CAME TO HOLLYWOOD TO SEEK
HIS FORTUNE

(SOUND: TRAIN AND WHISTLE)

JACK: BABE DROVE HIM OUT...WHEN DONALD ARRIVED IN HOLLYWOOD, HE
LOST NO TIME IN MAKING AN APPOINTMENT WITH THE GREATEST
COMEDIAN THAT THE WORLD HAS EVER KNOWN...A STAR WHOSE
POSITION IN THE ENTERTAINMENT WORLD HAS NEVER BEEN
CHALLENGED..IT WAS WITH FEAR AND ^{timidation} ~~timidation~~ THAT DON DROVE
TO THE HOME OF THIS GREAT, GREAT, ^{star} ~~greatest~~.

(SOUND: KNOCK ON DOOR...DOOR OPENS)

JACK: Yes? *what can I do for you?*

DON: Are you Jack Benny, the greatest comedian ~~that~~ the world
has ever known...A star whose position in the entertainment
world has never been challenged?

JACK: Ooooooooooh, am I!... ..SO DON WILSON CAME TO
WORK FOR ME AND HE HAS BEEN MY ANNOUNCER EVER SINCE....THIS
MADE HIS FATHER SO HAPPY THAT HE FLEW OUT FROM DENVER,
CLIMBED UP ON DON'S KNEE AND SANG--

(INTRODUCTION)

FRANK: AND WHEN IT CAME TO WINNING BLUE RIBBONS,
I KNEW YOU'D SHOW THE OTHER KIDS HOW.

QUART: WITH YOUR VOICE SO STRONG AND CLEAR
WE'RE SO GLAD THAT YOU ARE HERE
So. STAND RIGHT UP AND TAKE A BOW.

(CONT'D)

FRANK &

QUART: *Oh*, YOU MUST'VE BEEN A BEAUTIFUL BABY
(CONT'D)

'CAUSE DONZY, LOOK AT YOU NOW.

JACK: I'LL LIFT YOUR OPTION.

QUART: DONZY, LOOK AT YOU NOW.

(APPLAUSE AND PLAYOFF)

Don:

JACK: Ladies and gentlemen, ...every year fires that start through carelessness lay waste to approximately thirty million acres of timberland! Help prevent this shocking destruction of our forests! Be careful with matches and when you smoke.... Never discard a match or cigarette without putting it out! Help fight fires!

(APPLAUSE)

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

JD

THE JACK BENNY PROGRAM
OCTOBER 30, 1949
CLOSING COMMERCIAL

RIGGS: (CHANT SHORT TO 62 - SOLD AMERICAN)

SHARBUTT: To give you a finer cigarette -- LUCKIES PAY MORE!

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

SHARBUTT: And if you could stand in one of the great tobacco warehouses, you'd see plenty of action and excitement. You'd see basket after basket of tobacco go on sale. (BEGIN CHANT UNDER) You'd hear the chant of the auctioneer as he sings out the bids....

RIGGS: (CHANT UP AND UNDER)

SHARBUTT: And as a basket of particularly fine, light, ripe leaf is offered ... as the price hits the very peak bid ... again and again you'd hear ...

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

HIESTAND: And another basket of mild, mellow tobacco goes to Lucky Strike - to make sure you get more, far more smoking enjoyment from every Lucky you light, yes...

SHARBUTT: LS -- MFT

LS -- MFT

VH

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THE JACK BENNY PROGRAM
OCTOBER 30, 1949
CLOSING COMMERCIAL (CONT'D)

HIESTAND: Lucky Strike means fine tobacco and in a cigarette
it's the tobacco that counts. So smoke that smoke
that's famous for fine tobacco -- Lucky Strike.

SHARBUTT: Yes, light up a Lucky and you'll be convinced --
Luckies are a truly finer, milder, more enjoyable
cigarette. Make your next carton -- LUCKY STRIKE!

VH

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(TAG)

JACK: ~~Well, Frankie, thanks again very much for coming over to help celebrate Don's anniversary.~~

FRANK: Oh, I wouldn't miss it, Jack. It was nice of you to do it for my announcer.

JACK: Your announcer? He's been with me for sixteen years.

FRANK: I know, but he's with me five times a week and he's bigger on my show than on yours.

JACK: That's because you get him after dinner.

FRANK: I guess you're right, Jack.

JACK: Of course I'm right...So long, Frankie.

FRANK: So long...Oh, by the way, Jack, what about my----

JACK: I'll mail it to you, but don't cash it till the fifteenth... Goodnight, folks.

(APPLAUSE AND MUSIC)

Jack: Thank you Frank Sinatra and goodnight.

DON: BE SURE TO HEAR DENNIS DAY IN "A DAY IN THE LIFE OF DENNIS DAY".....STAY TUNED FOR THE AMOS AND ANDY SHOW WHICH FOLLOWS IMMEDIATELY.....THIS IS C.B.S....THE COLUMBIA BROADCASTING SYSTEM.

JD