

PROGRAM #27
REVISED SCRIPT

AS BROADCAST

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, MARCH 12, 1950

CBS

4:00-4:30 PM PST

IR

ATX01 0313349

THE JACK BENNY PROGRAM
SUNDAY, MARCH 12, 1950
OPENING COMMERCIAL

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

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

HIESTAND: Let your own taste and throat be the judge!

SHARBUTT: For smoothness and mildness ...

HIESTAND: There's never a rough puff in a Lucky Strike!

SHARBUTT: For smoothness and mildness ...

HIESTAND: There's never a rough puff in a Lucky Strike!

SHARBUTT: Yes, let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness ...

SHARBUTT: There's never a rough puff in a Lucky Strike! And that's
because ...

HIESTAND: LS - MFT

LS - MFT

SHARBUTT: Lucky Strike means fine tobacco ... fine, light, naturally
mild tobacco that gives you smoothness and mildness.

(MORE)

DJ

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THE JACK BENNY PROGRAM
SUNDAY, MARCH 12, 1950
OPENING COMMERCIAL (CONTINUED)

HIESTAND: And no wonder, for years Lucky Strike has maintained America's largest and most complete cigarette research laboratory. Prior to the auctions, the buyers for Lucky Strike send sample tobacco leaves from all tobacco growing areas to this great laboratory for scientific analysis - to help determine which tobaccos are really fine.

SHARBUTT: And this is only one phase of the constant research that helps guarantee smoothness and mildness in every single Lucky Strike you smoke.

HIESTAND: So smoke a Lucky! Let your own taste and throat be the judge!

SHARBUTT: For smoothness and mildness, there's never a rough puff in a Lucky Strike - so round, so firm, so fully packed - so free and easy on the draw. Make your next carton Lucky Strike!

DJ

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(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE .. MUSIC UP AND DOWN)

DON: AND NOW LADIES AND GENTLEMEN..LET'S GO OUT TO JACK BENNY'S HOME IN BEVERLY HILLS WHERE, EVEN AS YOU AND I, ROCHESTER IS FILLING OUT HIS INCOME TAX.

ROCH: Let's see...Name?...Rochester Van Jones...Occupation?.... BUTLER, CHAUFFEUR, COOK, GARDENER, VALET, MASSKUR, WINDOW WASHER, AND COMPOSER OF "TIME ON MY HANDS".
... Now let's see...Exemptions...if married and your wife..
ORRRR husband..~~had~~ no income, or if this is a joint return of husband and wife, list wife..ORRRR husband...Mmmmm...I better read that again...If married and your wife..ORRRR husband..had no income, or if this is a joint return of husband and wife, list wife..ORRRR husband...YUP, THAT'S WHAT IT SAYS, THAT'S WHAT THE FORM SAYS, UNCLE SAM SAYS THAT....Well, fortunately I'm single and have no wife..
ORRRR husband....Now let's see...enter your total wages---

JACK: (COMING IN) Oh hello, Rochester..what are you doing?

ROCH: I'M FILLING OUT MY INCOME TAX, MR. BENNY...IT CERTAINLY IS COMPLICATED.

JACK: *Well*, I'll help you with it, if you'd like.

ROCH: I SURE WOULD.

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JACK: All right, ^{now} let's see the form...Hm... Rochester, you've got to put down your salary.

ROCH: CAN I WRITE IT IN RED INK?

JACK: Why?

ROCH: I WANT THEM TO KNOW I'M BLUSHING.

JACK: Never mind...Now for the next ^{item} ~~question~~... List any extra moneys you received as gratuities, gifts or bonuses from your employer.

ROCH: OH BOSS, COME NOW.

JACK: Well... let's see what you did about your deductions. For every close relative you support, you can deduct six hundred dollars.

ROCH: WELL...LET'S SEE...THERE'S MY MOTHER.

JACK: Rochester, I didn't know you supported your mother.

ROCH: OH YES...THAT SWEET LITTLE OLD LADY I TAKE FOR A DRIVE EVERY SATURDAY NIGHT.

JACK: Your mother! Rochester, I happen to know that every Saturday night you take my car and go up on Mulholland Drive.

ROCH: (SINGS) "M" IS FOR THE MILLION THINGS SHE---

JACK: Rochester! Now don't give me that stuff about your mother.. Last Saturday night I followed you, ~~and~~ I distinctly heard you mention Lena Horne.

ROCH: I SAID, "MOTHER, DON'T LEAN ON THE HORN."

JACK: Oh sure, sure...Now let's see the rest of this...Hm... Oh, for heavens sakes...Rochester, you can't list Tanforan as a dependent...And what's this item you show as income?

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ROCH: OH THAT ... THAT WAS THE NIGHT MR. HARRIS HIRED ME AS
BARTENDER...MAN, WAS I BUSY!

JACK: Why, who was there?

ROCH: JUST MR. HARRIS.

JACK: Oh.

ROCH: BY THE WAY, BOSS, YOU WENT TO THE PREVIEW OF MR. HARRIS'S
PICTURE LAST NIGHT, DIDN'T YOU?

JACK: Yes yes. It's called "Wabash Avenue".

ROCH: HOW WAS IT?

JACK: Very good, Rochester, and Mr. Harris was excellent in it...

Say, I ought to call him and tell him how much I enjoyed it.
I want to do that yesterday and I forgot all about it - after I saw
(SOUND: COUPLE OF FOOTSTEPS...RECEIVER UP... *the picture.*

DIALING...BUZZING...CLICK)

BLANCHE: Hello, Mr. Harris's residence.

JACK: Huh? Who's this?

BLANCHE: Alice.

JACK: Alice?

BLANCHE: Yeah, Alice Quigley, Mr. Harris's new secretary.

JACK: Ohhhh...Say, isn't it a little confusing having two Alice's
in the same house?

BLANCHE: No...~~his wife~~ he calls ~~Blondie~~. *his wife Blondie*

JACK: *oh* What does he call you?

BLANCHE: Dagwood.

JACK: Oh..Well, can I speak to Mr. Harris, please?

BLANCHE: I guess so, who's calling?

JACK: *oh* This is Jack Benny.

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BLANCHE: Oh...just a minute...(OFF AND WAY UP) HEY CURLY, THE
WILD GOOSE IS ON THE PHONE.

PHIL: (OFF) OKAY, I'LL TAKE IT IN THIS ROOM.

(SOUND: RECEIVER UP)

PHIL: Hi'ya Jackson, what's on your mind?

JACK: Well Phil, I called to tell you how much I enjoyed your
new picture, "Wabash Avenue". ^{I mean} Not only did you photograph
swell, but you were great in it..You gave the part everything
it needed. Really, Phil, you were magnificent.

PHIL: ~~Yeah~~, I know.

JACK: ~~Of-fer~~..Phil -- why must you be so conceited?

PHIL: It's not conceit, Jackson...You said I was good, I know I
was good, so there's no sense me being immoral about it.

JACK: You ^{mean} IMMODEST...But Phil, the scene that impressed me
most was the one where you were so upset about losing the
girl that you went out and got drunk, ^{you} You did that swell.

PHIL: Yeah, even Mr. Zanuck said that scene was worthy of an
Academy Award.

JACK: Well, it was..Did you have to do much work on it?

PHIL: What work..I came in one morning, I was loaded, they shot
the scene, and a star was born.

JACK: Oh fine...Anyway, Phil, you were ^{really} great in it..and so was
Betty Grable..and you got some rather tough competition
from Victor Mature.

PHIL: Aw Jackson, that Mature ~~guy~~ ain't so hot. ^{is he?} Last year
Paramount offered me two hundred thousand dollars to play
his part in Samson and Delilah.

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JACK: Phil..they offered you two hundred thousand dollars to play Samson...Why didn't you do it?

PHIL: And have these tresses cut off, are you ^{mad?} ~~crazy?~~

JACK: Well, I don't blame you, Phil...having you this way is bad enough, but bald headed would be revolting...You and Sammy the drummer would look like a lovely bunch of coconuts... Believe me.

PHIL: Yeah, ~~I guess so...~~ ^{I can see your point... yeah.} By the way, Clyde, ~~what time is rehearsal next Sunday, I want to~~

BLANCHE: (OFF..UP) OH, MR. HARRIS, MR. HARRIS.

PHIL: What is it, Daggy?

BLANCHE: Your valet ~~just dropped in to say that~~ ^{say} your bath ~~was~~ ^{is} ready.

PHIL: ^{Oh} Okay, I'll be right there. ~~Well so long, Jackson, I gotta hang up~~

JACK: ~~Hey~~ Wait a minute..Phil..How come all of a sudden you not only have a secretary, but a valet too?

PHIL: Look, Dad..you're talking to a oooooooooooooooo-vee star.

JACK: Well, I'm glad you finished that... For a minute I thought you were gonna give milk... Goodbye, Phil.

PHIL: So long, Jackson.

(SOUND: RECEIVER DOWN)

JACK: ~~Gee, Phil sounds like he's beginning to get a swelled head..~~ ^{I hope Phil's head doesn't swell too much. He can barely get out of the house now.} ~~another one...~~ Well, Rochester... How are you getting along with your tax?

ROCH: PRETTY GOOD, BOSS...WOULD YOU LIKE TO LOOK IT OVER?

JACK: Yes, let's see... Uh huh....uh huh... Wait a minute,
Rochester..what's this item here for medical expense?

ROCH: LAST YEAR I HAD ONE OF MY TONSILS TAKEN OUT.

JACK: Rochester, you only had one of your tonsils taken out?

ROCH: BOSS, WHEN YOU GIVE ME TWENTY MINUTES OFF, YOU MEAN
TWENTY MINUTES.

JACK: Rochester, you mean to say you ran out in the middle of an
operation?

ROCH: DON'T YOU REMEMBER..WHEN I CAME THROUGH THE DOOR, I STILL
HAD A RUBBER GLOVE IN MY MOUTH.

JACK: A rubber glove?

ROCH: THE DOCTOR WAS IN IT TILL I CROSSED WILSHIRE BOULEVARD.

JACK: Oh, stop with that. Uncle Sam wants money, not jokes...Now
let's see what else you've---

(SOUND: DOOR BUZZER)

JACK: I'll get it.

(SOUND: FEW FOOTSTEPS..DOOR OPENS)

JACK: Oh, hello Dennis.

DENNIS: I came to say goodbye, I'm joining the Foreign Legion.

JACK: ~~Denise~~...Dennis, look at me..You're joining the Foreign Legion?

DENNIS: Uh huh.

JACK: The French Foreign Legion?

DENNIS: Oui, El Capitaine.

JACK: El Capitaine. That's mon Capitaine.

DENNIS: I'm going by train.

JACK: Oh .. ~~Dennis I want to ask you one thing~~ ^{well}, does your mother know you're leaving home to join the Foreign Legion?

DENNIS: ~~at~~ She suggested it.

JACK: Why?

DENNIS: Well, last week I played a joke on her.

JACK: On your mother ... what did you do?

DENNIS: I put itching powder in her girdle.

JACK: Well, that's an awful thing to do ... Your mother should slap your face.

DENNIS: She can't ... she's using both hands to scratch with.

JACK: Hummmmmmmmm.

DENNIS: Boy, is she sorry now she bites her fingernails.

JACK: Dennis, look --

DENNIS: Well, I've gotta leave now, I've got to join my regiment!

JACK: Stop with that silly talk .. you're not joining the Foreign Legion.

DENNIS: I'm not?

JACK: No, and come inside.

(SOUND: DOOR CLOSES)

JACK: Now Dennis, forget about the Foreign Legion. You can't go now anyway, we've got a program to do Sunday. What song are you gonna sing on it?

MO

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DENNIS: Well, since it's so close to St. Patrick's Day, maybe I

ought to do Clancy Lowered the Boom. *(Applause)*

Jack: Well, I -- you must have a lot of people in your house. Well, you
JACK: Well, I won't see you till it's time for the broadcast, so *you* *you*
let me hear it now....

DENNIS: Yes sir.

JACK: Hmm...Foreign Legion..Go ahead and sing.

DENNIS: Okay, hold my sword.

JACK: Your sword? .. Hey, look at that .. that sword is over three
feet long. Where did you get it?

DENNIS: In a box of Cracker Jack.

JACK: What?

DENNIS: It stuck out a little.

JACK: Dennis, sing, will you .. for heaven's sakes.

(APPLAUSE)

(DENNIS'S SONG "CLANCY LOWERED THE BOOM")

(APPLAUSE)

(SECOND ROUTINE)

JACK: ^{Hee-hee} Dennis, that was very good and just the right number before
St. Patrick's Day.

DENNIS: Give me ^{back} my sword.

JACK: Here here, and don't cut yourself.

(SOUND: DOOR BUZZER)

JACK: ^{Oh} Excuse me.

(SOUND: COUPLE OF FOOTSTEPS..DOOR OPENS)

JOAN: Mr. Benny?

JACK: Yes?

JOAN: My name is Joan. The girls in my high school class are
having a scavenger hunt.

JACK: Uh huh.

JOAN: And I was selected to come over here and get something
personal from you.

JACK: Something personal?

JOAN: Very personal.

JACK: Oh....I'll bet I know what you have to get ... a lock of my
hair.

JOAN: I'm supposed to get the whole thing.

JACK: Hummm...Well Joan, step in for a minute .. and I'll go into my
room and get you one.

(SOUND: DOOR CLOSES)

JACK: Now excuse me a minute .. I'll be right back.

(SOUND: FOOTSTEPS FADE OFF)

MO

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JOAN: Hello.

DENNIS: Hello.

JOAN: My name is Joan, I'm a junior at Chadwick High School.

DENNIS: My name is Dennis, I'm a private in the Foreign Legion.

.....I leave to join my regiment tonight.

JOAN: Gee...you mean you're going all the way out to the desert?

DENNIS: Uh huh.

JOAN: Way over ~~to~~ North Africa?

DENNIS: I thought it was in Palm Springs.

JOAN: Say wait a minute..I know who you are..You're Dennis Day,
aren't you?

DENNIS: Uh huh.

JOAN: Gosh..wait till I tell the rest of the girls in my class I
met Dennis Day...They think you're a wonderful singer.

DENNIS: They do?

JOAN: ~~Yes~~ ^{Yeah}, they think you're almost as good as Vic Damone.

DENNIS: Ehh.

JACK: (COMING IN) Well..here you are, young lady.

JOAN: ~~Oh~~ ^{Yes} thank ~~you~~, Mr. Benny..and when the scavenger hunt is over
I'll return it.

JACK: Oh, you needn't bother.

ROCH: JUST TURN IT LOOSE, IT'LL COME HOME.

JACK: Yeah yeah Well, goodbye Joan.

JOAN: Goodbye.

(SOUND: DOOR CLOSING)

MO

JACK: She was a pretty girl, wasn't she, Dennis Dennis..Dennis.
..Hmm, he left with her.

ROCH: SAY BOSS, I FINISHED MAKING OUT MY INCOME TAX AND I'M READY
TO SEND IT TO THE GOVERNMENT!...HAVE YOU GOT A ^{three} ~~TWO~~ CENT STAMP?

JACK: Rochester, ^{you've already got} ~~you'll have to put~~ a three cent stamp on the
envelope.

ROCH: I HAVE TO PUT ~~TWO~~ ^{one in} THE ENVELOPE, THAT'S MY TAX.

JACK: Well, I don't know if you're allowed to -- Oh-oh, look what
time it is..I better turn on the radio. I don't wanta miss
it today.

ROCH: BOSS, WHAT'S ON THE RADIO THAT'S SO IMPORTANT?

JACK: I wanna listen to that program. ^{You know} They're gonna announce the
winner of the contest.

ROCH: IS THAT THE CONTEST THAT ^{you've been sending} ~~YOU SENT~~ ALL THOSE SOAP WRAPPERS TO?

JACK: Yup, that's the one. It's sponsored by the Sagebrush Soap
Company. Gosh, I hope they like the slogan I sent in.

"NOW IS THE HOUR

TO TAK A SHOWER

WHILE THE BLOOM IS ON THE SAGE".

That oughta win it. Rochester, turn on the radio.

ROCH: BOSS, THAT PROGRAM DOESN'T ^{come} ~~GO~~ ON FOR FIVE MINUTES YET.

JACK: I know, but I don't wanna take any chance of missing it. ^{You know}
Oh boy could I use a trip to Honolulu, or two weeks in
Havana,.....Turn on the radio.

(SOUND: CLICK..STATIC WHISTLES)

(PIANO INTRO)

SARA: (SINGS) "I CAN SEE
NO MATTER HOW NEAR YOU'LL BE
YOU'LL NEVER BELONG TO ME
BUT I CAN DREAM CAN'T I.
CAN'T I ADORE YOU ALTHOUGH ~~WE ARE~~ ---

(SOUND: GUN SHOT)

HERB: And now for our next contestant.

JACK: That's not the station I want.

(SOUND: STATIC)

JACK: Maybe this is it.

BEA: (FILTER) OH, PAUL - PAUL, LISTEN TO ME. YOU'VE ONLY BEEN
MARRIED TO HER FOR SUCH A SHORT TIME. PLEASE, DON'T LEAVE
'ER.

MARR: (FILTER) I MUST LEAVE 'ER.

BEA: BUT SHE'S MY ONLY DAUGHTER, MY ONLY CHILD. PLEASE, PAUL, SAY
YOU WON'T LEAVE 'ER. PLEASE DON'T LEAVE 'ER.

MARR: I MUST LEAVE 'ER.

BEA: PAUL, I BEG YOU, I IMPORE YOU...DON'T LEAVE 'ER. SAY YOU
WON'T LEAVE 'ER. SAY IT, PAUL. SAY YOU WON'T LEAVE 'ER.

MEL: THIS PROGRAM IS SPONSORED BY THE LEVER BROTHERS.

JACK: *sk.* That isn't the station either.

(SOUND: STATIC)

HERB: (FILTER) AND NOW, WE BRING YOU OUR GENIAL MASTER OF
CEREMONIES, THE MAN WITH THE SAGEBRUSH COMPLEXION...FRANK
NELSON.

JACK: That's it, Rochester, that's the program that has the contest.

JD

NELSON: (FILTER) HOW DO YOU DO. ONCE AGAIN WE BRING YOU ~~TA~~
THAT THRILLING PROGRAM SPONSORED BY THE SAGEBRUSH SOAP
COMPANY...MAKERS OF SAGEBRUSH...THE ONLY SOAP WITH A WESTERN
MOTIF.

JACK: I know, I know, get to the contest.

NELSON: AND WHY DOES SAGEBRUSH SOAP HAVE A WESTERN MOTIF?...FOR YOUR
CONVENIENCE. WHEN YOU'RE BATHING, SAGEBRUSH DOESN'T SLIP
AND SLIDE ALL OVER THE PLACE. THANKS TO THAT WESTERN
MOTIF. SAGEBRUSH IS THE ONLY SOAP THAT'S SHAPED LIKE A
GUN. IN THE MORNING ALL YOU HAVE TO DO IS TAKE OFF YOUR
PAJAMAS, STRAP ON YOUR HOLSTER AND STEP INTO THE SHOWER.

JACK: Come on, come on, announce the winner.

NELSON: YES, WITH SAGEBRUSH, THE SOAP THAT'S SHAPED LIKE A GUN,
THERE'S NO RUB OR SCRUB. YOU SHOOT YOURSELF CLEAN.

JACK: *Hummmmm.*

NELSON: SO REMEMBER OUR SLOGAN. USE SAGEBRUSH SOAP AND SMELL LIKE
A COWBOY.

JACK: The slogan I sent in is better than that.

NELSON: AND NOW, WE COME TO THE ANNOUNCEMENT YOU'VE ALL BEEN WAITING
FOR. THE SLOGAN THAT WAS JUDGED THE WINNER IN OUR THRILLING
CONTEST.

JACK: This is it, this is it, *Rochester*

NELSON: THIS SLOGAN THAT WAS SELECTED FROM OVER TWELVE ENTRIES. AND
HERE IT IS.

(DRUM ROLL)

NELSON: "NOW IS THE HOUR
TO TAKE SHOWER
WHILE THE BLOOM IS ON THE SAGE".

JACK: *Gee,* That's the lousiest slogan I ever -----Yipe!

ROCH: WHAT'S THE MATTER, BOSS?

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JACK: That lousy slogan is mine ... Gosh!

NELSON: LADIES AND GENTLEMEN, THAT WINNING SLOGAN WAS SENT IN BY MR. JACK BENNY OF 360 N. CAMDEN DRIVE, BEVERLY HILLS. WE'RE GLAD TO KNOW THAT OUR SOAP IS GETTING INTO THAT PART OF THE CITY.

JACK: Never mind the talk, what's the prize, what's the prize?

ROCH: ~~Yes~~, BOSS, DO YOU THINK YOU'LL GET A TRIP TO HONOLULU?

JACK: I don't know.. Havana isn't bad either.

NELSON: YES, MR. BENNY, FOR SENDING IN THAT SLOGAN TO THE SAGEBRUSH SOAP COMPANY, YOU HAVE WON YOURSELF A TRIP.

JACK: Pack my bags, Rochester.

NELSON: YES SIR, A MAGNIFICENT TRIP.

ROCH: SHALL I PACK YOUR UKULELE?

JACK: Not yet, it might be Havana.

NELSON: AH, MR. BENNY, YOU'RE A LUCKY MAN. YOU HAVE WON YOURSELF SIX GLORIOUS WEEKS AT THAT ROMANTIC SPOT OF SONG AND STORY--

JACK: Yes yes.

NELSON: THAT SHANGRILA-~~WHAT IS NESTLED AMONG THE PALM TREES AND~~ WHOSE SHORES ARE LAPPED BY THE LANGUID WATERS OF THE BLUE PACIFIC.....PISMO BEACH.

JACK:Pismo Beach! What happened to Honolulu?

NELSON: AND NOW, IN HONOR OF OUR CONTEST WINNER, MR. JACK BENNY, WHO SENT IN OUR NEW SLOGAN, "NOW IS THE HOUR, TO TAKE A SHOWER, WHILE THE BLOOM IS ON THE SAGE" .. OUR QUARTET, PROCTOR, GAMBLE, PALMOLIVE AND PEET ...WILL WISH OUR CONTEST WINNER BON VOYAGE.... TAKE IT BOYS.

JD

ATX01 0313365

(INTRO)

-15-

QUART: BY THE SEA BY THE SEA
BY THE BEAUTIFUL SEA
PISMO BEACH, PISMO BEACH
OH HOW HAPPY YOU'LL BE.
WHEN EACH WAVE COMES A-ROLLING IN
YOU WILL DUCK OR SWIM
AND YOU LL FLOAT AND POOL AROUND THE WATER.
OVER AND UNDER
AND THEN UP FOR AIR
JUST USE ONE DAB OF GLUE
AND YOU WON'T LOSE YOUR HAIR
YOU'LL HAVE ALOT OF FUN
A-SHOOTING CLAMS WITH YOUR SOAP GUN
AT PISMO BY THE BEAUTIFUL SEA.
LUCKY STRIKE, LUCKY STRIKE
YOU WILL SMOKE THEM ALL DAY
AND FOR SMOOTHNESS AND MILDNESS
YOU'LL SAY THEY'RE OKAY
ROUND AND FIRM AND SO FULLY PACKED
MADE OF FINE TOBACK
YES IT'S L S, L S, L S.
M F T, M F T
BY THE BEAUTIFUL SEA
TAKE A PUFF, TAKE A PUFF
AND WE KNOW YOU'LL AGREE
YOU'LL FIND THERE'S NO RUFF PUFF
OR PUFF PUFF RUFF
OR RUFF RUFF PUFF
AT PISMO BY THE BEAUTIFUL SEA.

(APPLAUSE)

ATX01 0313366

(THIRD ROUTINE)

NELSON: AND NOW WE WILL CLOSE THE PROGRAM WITH OUR NEW PRIZE-WINNING
SLOGAN...TAKE IT BOYS.

QUART: NOW IS THE HOUR
TO TAKE A SHOWER
WHILE THE BLOOM IS ON THE SAAAGE.

JACK: Ha... Imagine me winning a trip just to Pismo Beach. It's
only two hundred miles from here.

ROCH: SHALL I PACK YOUR TUXEDO, BOSS?

JACK: Rochester, I don't have to dress formal to dig clams...
Anyway, I'm not going.

~~GEORGE:~~
Sub: (FILTER) LADIES AND GENTLEMEN, THIS IS DREAR POOSON SPEAKING
TO YOU FROM WASHINGTON. MY FIRST PREDICTION IS THAT THE
FEDERAL BUDGET WILL SOON BE BALANCED. THIS FEAT WILL BE
ACCOMPLISHED AS SOON AS WE COLLECT THE INCOME TAX FROM
BOB HOPE.

JACK: He's not kidding, the money Bob's making at the Paramount
~~Theatre~~ in New York will do it....Shut off the radio,
Rochester.

(SOUND: CLICK)

JACK: Well, I think I'll --

(SOUND: PHONE RINGS)

JACK: I'll get it.

(SOUND: COUPLE FOOTSTEPS...RECEIVER UP)

JACK: Hello.

ARTIE: Hello, Mr. Benny.

JACK: Well.....Mr. Kitzel!

(APPLAUSE)

DS

-16-A-

ARTIE: Mr. Benny, I just called you up to congratulate you.

JACK: Congratulate me?

ARTIE: Yes. I was sitting here at home listening to the radio
when all of a sudden they are announcing you ~~as~~ the winner
^{an}
~~of~~ a contest.

JACK: Oh that!

ARTIE: What a slogan.

"Now is the hour
To take a shower
While Mrs. Bloom is on the stage."

JACK: No no, Mr. Kitzel...that's "Bloom is on the sage."

ARTIE: ~~Oh~~, I thought it was his wife.

JACK: Oh. ~~It~~.

ARTIE: Mr. Benny, are you lucky...^{my, my.} What I wouldn't give to spend six glorious weeks ⁱⁿ ~~at~~ Pismo Beach!

JACK: Mr. Kitzel, Pismo Beach is a lovely place, but I can go there any time. It's close by. I don't have to win it. ~~And~~ anyway, I'm not going.

ARTIE: But a vacation would do you good. ^{Mr. Benny.} You've been working too hard.

JACK: I know, I know.

ARTIE: Every Sunday a radio program...and five nights a week on television.

JACK: Me...on television?

ARTIE: I never miss it..."Time for Benny."

JACK: That's Beanie...Time for Beanie. ^{see - they're - both Mr. Kitzel -} They're puppets.

ARTIE: Puppets, shmuppets, I still think a vacation is good for everybody. ^{and} that's why I'm going to Sun Valley this week.

JACK: ~~oh~~ You're going to Sun Valley?

ARTIE: Yes, I'm going up ~~there~~ to do some skiing.

JACK: Well, you better be careful, Mr. Kitzel. You know, Ali Kahn broke his leg while skiing...and now he's confined to his home for six months.

ARTIE: So what...When you're married to Rita Hayworth, where do you wanna go?

JACK: Hmm, I never thought of that...Well, it was nice of you to call, Mr. Kitzel...Goodbye.

ARTIE: Goodbye, Mr. Benny... ^{shoot} ~~Dig~~ a clam for me.

JACK: I told you I'm not going... Goodbye.

(SOUND: RECEIVER DOWN)

JACK: OH, ROCHESTER---

ROCH: YES BOSS.

JACK: ^{Jack} I'm kinda tired. I think I'll go upstairs and go to bed early tonight...I have rehearsal tomorrow and---

(SOUND: BUZZ, BUZZ, BUZZ, BUZZ)

JACK: For heaven's sakes, what's that!

^{Robert says} (SOUND: MORE DOOR BUZZERS)

JACK: TAKE IT EASY, I'M COMING.

(SOUND: FOOTSTEPS..DOOR OPENS)

^{Mel} MARR: ARE YOU BENNY?

JACK: Yes.

^{Frank} ~~MARR~~: JACK BENNY?

JACK: Yes yes.

^{Mel} ~~MARR~~: GOOD...THE CAR'S AT THE CURB, THE MOTOR'S RUNNING, LET'S GO.

JACK: Go?

^{Frank} ~~MARR~~: COME ON, COME ON, THE MOTOR'S RUNNING.

JACK: What are you fellows talking about?

^{Mel} ~~MARR~~: WE'RE FROM THE SAGEBRUSH SOAP COMPANY.

^{Frank} ~~MARR~~: YEAH, WE CAME TO TAKE YOU TO PISMO BEACH

JACK: Wait a minute---

Mel:
~~MARY:~~ YOU WON THE CONTEST.

Frank:
~~HERB:~~ WHAT A SLOGAN.

Frank:
Mel: ~~HERB & MARY:~~ (SING) NOW IS THE HOUR
TO TAKE A SHOWER
WHILE THE BLOOM IS ON THE SAAAAAAAAGE.

JACK: Fellows, look---

Mel:
~~MARY:~~ COME ON, BENNY, GET YOUR CLAM SHOVEL AND WE'LL BE ON OUR WAY.

JACK: I'm not getting any clam shovel. I'm tired...I wanna go
to bed.

Frank:
~~HERB:~~ GO TO BED! ARE YOU TRYING TO INSULT THE SAGEBRUSH SOAP
COMPANY?

Mel:
~~MARY:~~ YEAH, YOU DIDN'T WIN NO ORDINARY PRIZE...I LIKE A TRIP TO
HONOLULU.

Frank:
~~HERB:~~ OR TO HAVANA.

Mel:
~~MARY:~~ YOU WON A TRIP TO PISMO BEACH!

JACK: I know, I know...they mentioned it on the radio.

Frank:
~~HERB:~~ WHAT A SLOGAN!

Frank:
Mel: ~~HERB & MARY:~~ (SING) NOW IS THE HOUR
TO TAKE A SHOWER
WHILE THE BLOOM IS ON THE SAAAAAAAAGE.

JACK: Oh, for heaven-----

Mel:
~~MARY:~~ COME ON, BENNY, THE MOTOR'S RUNNING.

JACK: Let go of my arm.

Mel:
~~MARY:~~ COME ON

(SOUND: SCUFFLING CONTINUING)

JACK: Stop pulling me..do you hear ~~me~~...Stop pulling. *Don't pull me.*
~~MARR:~~ YOU'RE GONNA SPEND SIX GLORIOUS WEEKS AT PISMO BEACH IF
WE HAVE TO DRAG YOU THERE.

JACK: ~~me~~ LET GO OF ME!

~~MARR:~~ GRAB HIM, JOE.

~~HERE:~~ I GOT HIM.

JACK: FELLOWS, PLEASE...

~~HERE:~~ WHAT A SLOGAN!

~~HERE & MARR:~~ (SING) NOW IS THE HOUR
TO TAKE A SHOWER
WHILE THE BLOOM IS ON THE SAAAAAAGE.

JACK: NOW LOOK, YOU TWO FELLOWS, *now look* THIS IS RIDICULOUS. *now do you hear?* "TURN ME LOOSE"
OR I'LL SUE YOUR COMPANY...NOW GET OUT OF HERE..GET OUT, I
SAID...OUT....OUT...OUT!

(SOUND: LOUD DOOR SLAM)

JACK: Wow!...That's the last time I ever enter a contest. Imagine
those guys coming in here and trying to force me to---

ROCH: (COMING IN) BOSS...BOSS, I THOUGHT YOU HAD GONE.

JACK: Gone? No one's gonna make me--Rochester, where are you going
with your suitcase?

ROCH: WELL, I FIGURED WHILE YOU WERE SPENDING SIX GLORIOUS WEEKS
AT PISMO BEACH, I'D GO AND HAVE MY OTHER TONSIL TAKEN OUT.

JACK: Well, I'm not going and you can have that done tomorrow
during your lunch hour.

ROCH: OKAY, OKAY.

(APPLAUSE AND PLAYOFF)

JD

ATX01 0313372

DON: Ladies and gentlemen, it is my extreme pleasure now to present the Vice President of the Columbia Broadcasting System, Mr. Howard Meighan.

Meighan: Ladies and gentlemen.
(APPLAUSE)

MEIGHAN: Ladies and gentlemen, I am here on behalf of the Columbia Broadcasting System to offer our congratulations to Jack Benny for having won the greatest honor that has ever been bestowed on a radio artist. Radio Daily conducted a poll among all the radio editors and columnists in the United States and Canada, and Jack Benny was selected as the greatest radio personality in the past twenty-five years.

JACK: *Yes*, Gee, and I'm only thirty-nine.

Well --
MEIGHAN: Seriously, Jack, CBS wants to add their congratulations to the many you have no doubt already received.

JACK: Well, thank you, Mr. Meighan, and I'm very grateful and very proud of this honor. I want to thank Radio Daily who conducted the poll, and the radio editors and columnists of the United States and Canada... and I'd like everyone to know that this tribute is equally shared with my cast, my writers, in fact every member of my staff. And I also want to thank you listeners who have been so loyal through the years... Thanks very much.

(APPLAUSE)

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

IR

THE JACK BENNY PROGRAM
SUNDAY, MARCH 12, 1950
CLOSING COMMERCIAL

SHARBUTT: Let your own taste and throat be the judge!

HIRSTAND: For smoothness and mildness ...

SHARBUTT: There's never a rough puff in a Lucky Strike!

HIRSTAND: Let your own taste and throat be the judge!

SHARBUTT: For smoothness and mildness ...

HIRSTAND: There's never a rough puff in a Lucky Strike! And
that's because ...

SHARBUTT: LS - MFT

LS - MFT

HIRSTAND: Lucky Strike means fine tobacco ... fine, light, naturally
mild tobacco that gives you smoothness and mildness with
never a rough puff.

SHARBUTT: Listen to what Mr. Tom Jones, an independent tobacco
auctioneer from Mount Airy, North Carolina, recently
said -

VOICE: In eighteen 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 for fifteen
years.

VR

ATX01 0313374

THE JACK BENNY PROGRAM
SUNDAY, MARCH 12, 1950
CLOSING COMMERCIAL (CONTINUED)

HIESTAND: Millions of smokers, including the glamorous movie star, Marlene Dietrich, take a tip from the experts and smoke Lucky Strike. Just recently, lovely Miss Dietrich said...

GIRL: Every Lucky Strike I've ever smoked has tasted mild and smooth to me. That's the big reason why I've smoked them for many years.

SHARBUTT: And for your own real, deep-down smoking enjoyment, light up a Lucky!

HIESTAND: Let your own taste and throat be the judge ... for smoothness and mildness, there's never a rough puff in a Lucky Strike! Get a carton today!

VR

ATX01 0313375

(TAG)

-22- (REV.)

JACK: Ladies and gentlemen, I want to talk to you about the 1950 Easter Seal Sale for crippled children. In these trying days when so much thought and money is being spent to destroy, what a wonderful thing it is to be able to give someone a chance to mend. ^{The Easter Seal Campaign - Campaign} The Easter Seal Campaign does just that by helping crippled children. So won't you please send what you can as soon as you can to Crippled Children, Post Office Box five 0 five 0, Chicago, 80, Illinois.

(SOUND: PHONE RINGS)

JACK: ~~I'll get it, Rochester.~~ *ah! I found me.*

(SOUND: RECEIVER UP)

JACK: Hello... Oh, hello Mary... *you* I'm sorry you couldn't come over to my house today.. we had such excitement... How's your... Gezundheidt.... How's your ... Gezundheidt... *Mary* How's your....Gezundheidt. *That* That was a long one... What? .. Oh, I was gonna ask how your cold was, but never mind... What? *do you say* Oh, you heard what Mr. Meighan said ... well, thanks, Mary... I feel very happy about it. So long, Doll.

(SOUND: RECEIVER DOWN)

(APPLAUSE)

DON: ~~Ladies and Gentlemen, don't forget the 1950 Easter Seal Campaign for Crippled Children. So please send what you can as soon as you can to Crippled Children, Post Office Box 5050, Chicago, 80, Illinois.~~

Be sure to hear Dennis Day in "A Day In The Life of Dennis Day" ... Stay tuned to the Amos 'N' Andy Show which follows immediately.....

THIS IS CBS ... THE COLUMBIA BROADCASTING SYSTEM.

JD

ATX01 0313376