

PROGRAM #28  
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, MARCH 19, 1950

CBS

4:00 - 4:30 PM PST

**AS BROADCAST**

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ATX01 0313377

THE JACK BENNY PROGRAM  
SUNDAY, MARCH 19, 1950  
OPENING COMMERCIAL

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

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

HIRSTAND: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

SHARBUTT: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

HIRSTAND: That fact is verified by an independent consulting laboratory with more than fifteen years' experience in cigarette research.

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike cigarettes are the mildest of the six major brands tested.

SHARBUTT: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike has conducted a unique and vast program in research...in quality controls...and manufacturing methods. And, today, tomorrow, always --

HIRSTAND: LS - MFT  
LS - MFT

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

HIRSTAND: So light up a lucky and prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

GS

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THE JACK BENNY PROGRAM  
SUNDAY, MARCH 19, 1950  
OPENING COMMERCIAL (CON'T)

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SHARBUTT: Let your own taste and throat be the judge. For  
smoothness and mildness -- there's never a rough puff in  
a Lucky Strike!

GS

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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, AND "YOURS TRULY" DON WILSON.

(APPLAUSE...MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN JUST FOUR DAYS FROM NOW, THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES WILL PRESENT THEIR ANNUAL AWARDS. AND WHEN THE WINNERS ARE ANNOUNCED...JACK BENNY, BEING A MAN OF HIGH IDEALS AND NOBLE CHARACTER, WILL BE THE FIRST TO SAY ---

JACK: I was robbed.

DON: AND HERE HE IS...JACK BENNY!

(APPLAUSE)

JACK: Thank you, thank you<sup>thank you --</sup>..Hello again, this is Jack Benny talking. And Don, I'm glad you brought up the subject of the Academy Awards, because --

PHIL: Wait a minute, Jackson, wait a minute<sup>simper, simper - just hold your hair up a minute. After</sup> Where do you come off <sup>all</sup> saying you wuz robbed?

JACK: Huh?

PHIL: <sup>bull</sup> The winners haven't even been announced yet.

JACK: I know, but --

DON: And you haven't made a picture for five years.

JACK: I know, I know.

DENNIS: You've only got one show, too.

~~JACK: Dennis!~~

~~DENNIS: Boy, are you slipping!~~

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JACK: ...Dennis! Go sit down

DEMNIS: Oui, Mon Capitan.

JACK: You can stop <sup>with</sup> that, too. Phil, when I said, "I was robbed", I was referring to last year. That's when they did the casting for the picture "All The King's Men", and the director asked me if I'd like to compete for the lead...so I even went down to the studio.

DON: Well, don't feel bad about not getting the part, Jack... After all, Broderick Crawford is a wonderful actor.

JACK: ....Broderick? ... Holy Smoke, I thought it was Joan and I wore my Charlie's Aunt costume... How do you like that?

DON: Well, Jack, weren't you embarrassed going out to the studio dressed up like Charlie's Aunt?

JACK: Not at first, Don, but coming home on the street car, my bustle crept up, and I looked like the Hunchback of Notre Dame....Anyway, that was my one chance to win an Academy Award.

PHIL: *well*, Don't take it too seriously, Jackson. Winning an award isn't important. Long as you're doing the right thing, that's all that matters.

JACK: What do you mean?

PHIL: Well, take the picture I just made... "Wabash Avenue".

Let Victor Mature and Betty Grable win the awards. I'm happy knowing that <sup>I was a quidist in the part.</sup> ~~the part I did was right. These producers were smart to think of me.~~

*Jack:* well, we're back to Francis the mule.

*Phil:* well, I want to tell you something, Jackson. seriously, those producers were smart to think of me.

JD

(REVISED) -3-

JACK: Phil, casting you was a natural. When they thought of making the picture, they thought of Chicago for <sup>the</sup> a locale. When they thought of Chicago, they thought of Wabash Avenue. When they thought of an avenue, they thought of a street. When they thought of a street, they thought of a gutter.. and <sup>any</sup> ~~a~~ three year old could take it from there... So Phil, as far as the perfect casting is concerned, don't take any --

PHIL: Now wait a minute, <sup>just hold it a minute..</sup> Jackson, you've got it all wrong.. That part had nothing to do with drinking. They needed someone who could play the part of a night club owner, a gambler, ~~and~~ a great lover.

JACK: ~~He~~ <sup>huh?</sup> a great lover, ~~oh~~...Well, Phil, let me ask you something. If you're such a great lover, how come at the end of the picture Victor Mature marries Betty Grable?

PHIL: Because Alice made 'em change the finish.

JACK: Alice?

PHIL: She ain't sharin' me with nobody even in the land of make-believe.

JACK: Phil, you're the hammiest guy I ever met.

PHIL: Oui, Mon Capiten.

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*I'm glad you agree --*  
JACK: ~~No, mon Capitan..~~ Now kids, lets--

MARY: (COMING IN) Hello Jack, hi ya, fellows.

JACK: Well Mary, welcome back.

(APPLAUSE)

PHIL: Hi'ya, Liv, good to see you again.

DON: We sure missed you, Mary.

MARY: *well* Thanks, fellows. And Jack, next time I have a cold don't  
send your doctor to take care of me.

JACK: Why not, he's an excellent physician.

MARY: Yeah, but boy is he nearsighted!

JACK: ~~What?~~ *The doctor?*

MARY: When he came into the house, I thought I'd save a little  
time..so I stuck out my tongue and he hung his hat on it.

JACK: No kidding, is he that near-sighted?

MARY: Worse than that, ~~when~~ *stethes - scope* he went to listen to my chest, he  
put his ~~stethoscope~~ against the radiator and said, "stop  
hissing me, I'm here to help". *you."*

JACK: Had a little trouble with stethoscope.

MARY: Yes, I did.

JACK: Next time we do the joke, we'll make it needle. Well anyway,  
Mary ... I can tell by the twinkle in your eye that never happened.

MARY: (LAUGHINGLY) Oui, mon Capitan.

JACK: I thought so ... Well, anyway, Mary, you're back on the program  
and that's all that matters.

PHIL: Hey Livvy, how did you happen to catch the cold in the first place?

MARY: Well, one night I went out riding with Jack ... and his car has  
no windshield.

DON: No windshield, well, how come Jack didn't catch cold, too?

MARY: (LAUGHINGLY) he sits on the floor and drives by periscope.

JACK: (MOCKING) Drives by periscope, drives by periscope...  
stop making things up. Now come on, Dennis, let's have  
your song,

DENNIS: No.

JACK: What?

DENNIS: I don't want to sing yet, I've only had three laughs up to  
now.

JACK: Oh for heaven's sakes, Dennis, who counts their laughs?

DENNIS: Phil does.

JACK: Phil...counts his laughs?

DENNIS: As soon as he gets five, he runs over to NBC.

JACK: Dennis, you yourself said I've only got one show...

*will you...*  
~~Please~~ let me keep it. Now go ahead and sing.

DENNIS: ~~Oh, Mon Capitan.~~ *Well, how about my other two laughs?*

JACK: ~~Sing!~~ *have mind - sing!*

(APPLAUSE)

(DENNIS'S SONG: "MUSIC, MUSIC, MUSIC")

(APPLAUSE)

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JACK: *Chet* -- That was Music, Music, Music sung by Dennis, Dennis, Dennis.  
And very good.

DENNIS: That he says once.

JACK: Oui, Mon Capitan..And now ladies and gentlemen, as we mentioned before..it is only a few more days to the presentation of the Academy Awards..The leading male nominees for their outstanding performances are Broderick Crawford for "All The King's Men"..Richard Todd for "The Hasty Heart".. Gregory Peck for "Twelve O'clock High".. John Wayne for "Sands of Iwo Jima"..and Jack Benny for his outstanding performance in "The Champion"..So tonight we are going to --

MARY: Jack...Jack...what are you talking about?

JACK: Huh?

MARY: Kirk Doug - Douglas is up for the award ... He was the star of "The Champion".

JACK: Well, go back to stethescope again. I'll bet you a thousand dollars Douglas is easier to say than stethescope ... what did you say, Doll?

MARY: I said Kirk Douglas is up for the award. He was the star of "The Champion".

JACK: Mary, that was for the picture. I'm talking about my radio performance. I did "The Champion" on the radio a year ago.

MARY: Well, who's gonna give an award for that?

JACK: I don't know, Mary. I got one last week, let's take a chance ... so tonight we are gonna offer our new version of "The Champion" in which ...

(SOUND: PHONE RINGS)

JACK: Excuse me.

(SOUND: RECEIVER UP)

JACK: Hello.

ROCH: HELLO CHAMP, THIS IS ROCHESTER.

(APPLAUSE)

JACK: Hello, Rochester...what do you want?

ROCH: I FINISHED PACKING YOUR BAGS FOR YOUR TRIP TO PALM SPRINGS.

JACK: Oh good, good...I want to leave right after the program tonight...You're sure you got everything.

ROCH: YES SIR!...I PACKED YOUR RIDING HABIT.

JACK: Uh huh.

ROCH: YOUR TENNIS RACKET.

JACK: Uh huh.

ROCH: YOUR GOLF CLUBS AND A PICK AND SHOVEL.

JACK: A pick and shovel?

ROCH: YOU KNOW HOW YOU ARE WHEN YOU LOSE A BALL.

JACK: Rochester, I may lose a ball once in awhile but I don't dig holes on a golf course.

ROCH: I DON'T KNOW, LAST YEAR THEY FOLLOWED YOU AROUND PLANTING PALM TREES.

JACK: All right, all right... Now Rochester, <sup>I'll</sup> I'll spend a lot of time in the sun, so you better pack my yellow shorts.

ROCH: BETTER NOT TAKE THE YELLOW ONES, BOSS, THEY'RE FULL OF MOTH HOLES.

JACK: <sup>my yellow shorts --</sup> Oh, well then pack my blue ones.

ROCH: THEY'RE NOT BACK FROM THE CLEANERS.

JACK: Oh...Well in that case, pack my black <sup>ones</sup> ~~shorts~~.

ROCH: YOU SOLD <sup>those</sup> ~~THEM~~ TO GORGEOUS GUSSIE.

JD

JACK: Oh yes...Well, I'll buy some at the Springs.

ROCH: BY THE WAY BOSS...IN CASE ANYONE WANTS TO GET IN TOUCH WITH YOU, WHERE WILL YOU BE STAYING?

JACK: At the beautiful Flamingo Hotel.

ROCH: BUT MR. BENNY, THE FLAMINGO HOTEL ISN'T IN PALM SPRINGS.... IT'S IN LAS VEGAS.

JACK: I know...but now when I do go to Las Vegas, I can stay there. Now Rochester...did you take care of everything else?

ROCH: UH HUH...I EVEN PACKED YOUR VIOLIN.

JACK: What?

ROCH: YOU KNOW IT'S PRETTY CROWDED IN PALM SPRINGS.

JACK: What's my violin got to do with it?

ROCH: WELL, IF YOU WALK INTO A HOTEL AND THERE'S NO VACANCY, YOU CAN MAKE ONE.

JACK: Rochester, did you think of that all by yourself?

ROCH: OUI, MON CAPITAN.

JACK: I thought so...<sup>well</sup> Goodbye.

ROCH: SO LONG, CHAMP.

(SOUND: RECEIVER DOWN)

<sup>Audience</sup> JACK: AND NOW, LADIES AND GENTLEMEN, FOR OUR FEATURE ATTRACTION TONIGHT, WE ARE GOING TO PRESENT OUR NEW VERSION ~~OF~~ ---

DON: Oh Jack...Jack... <sup>Jack</sup>

JACK: <sup>the new version</sup> Yes, Don.

DON: I think we ought to get the commercial in <sup>now</sup> before we do the play.

JACK: Oh yes, I'm glad you reminded me. What has the Sportsmen Quartet prepared?

DON: Well, they have a wonderful number, Jack, and they're dedicating it to you.

JACK: To me?

DON: Yes...You see, Jack, there's such excitement about the Academy Awards that they feel terrible that you've stopped making pictures.

JACK: No.

DON: Yes, they think that a star of your magnitude should project his personality ~~via~~<sup>in</sup> every possible medium.

JACK: Well...and so they're dedicating this number to me?

DON: Yes...<sup>yes</sup> Take it boys.

JD

(INTRO)

QUART: YOU OUGHTA BE IN PICTURES  
YOU'RE BEAUTIFUL TO SEE  
YOU OUGHTA BE IN PICTURES  
FOR YOU'RE AS CUTE AS CAN BE.  
YOU'RE HANDSOMER THAN GABLE  
YOU'RE SEXIER THAN FLYNN  
YOUR LEGS ARE JUST LIKE GRABLE'S  
PLEASE TELL US, JACK, WHERE'VE YOU BEEN.  
YOUR EYES ARE AS SOFT AND BLUE  
AS THE WATERS OF LAKE LOUISE  
YOUR HAIR IS A WORK OF ART  
BUT PLEASE DON'T LOSE IT IN THE BREEZE.  
YOU'RE FUNNIER THAN POP EYE  
YOU'D FILL UP EVERY HOUSE  
YOU OUGHTA BE IN PICTURES  
LIKE MICKEY MOUSE.  
YOU OUGHTA MAKE A PICTURE  
WITH L S M F T  
THEY'RE NOW IN TELEVISION  
THEY'RE DANCING SO GRACEFULLY  
THEY NEVER SEEM TO WORRY  
THEY'RE NEVER OUT OF STEP  
THEY LEARNED FROM ARTHUR MURRAY  
THAT'S WHY THEY'RE HEP, FULL OF PEP.

*Jack: me*

*Jack: ju*

*Jack: no*

*Jack: Sam*

(CONTINUED)

KM

QUART: THEY'RE SO ROUND, SO FIRM,  
(CONT'D)

SO FULLY PACKED,

THERE'S <sup>so</sup>~~EVER~~ A PUFF THAT'S RUFF.

WE'VE SMOKED THEM FOR NIGH ON TWENTY YEARS.

THEY ARE THE ONES WE LUFF.

JACK: LUFF?

THEY OUGHTA WIN AN OSCAR

FOR SMOKING THAT IS GRAND

SO KEEP ON BUYING LUCKIES

YOUR FAVORITE BRAND.

~~(L-S-A-F-F)~~

(APPLAUSE)

KM

(THIRD ROUTINE)

JACK: Very good, boys, *Don, that was really wonderful.*  
~~very good~~ And now for our play....Take  
it, Don.

DON: LADIES AND GENTLEMEN....FOR OUR FEATURE ATTRACTION TONIGHT,  
WE PRESENT OUR NEW VERSION OF THAT THRILLING DRAMATIC STORY  
OF THE PRIZE RING ENTITLED.. "THE CHAMPION"....CURTAIN...  
MUSIC...

(MUSIC: FADE FOR JACK'S SPEECH)

JACK: (FILTER) (LITTLE TOUGH) MY NAME IS MIDGE BENNY...I'M THE  
MIDDLEWEIGHT CHAMPION OF THE WORLD...PEOPLE SAY I'M A HEEL...  
THEY SAY I'D SLUG MY OWN GRANDMOTHER...BUT THEY'RE WRONG...  
GRANDMA'S A HEAVYWEIGHT....MY STRUGGLE TO THE CHAMPIONSHIP  
WAS A TOUGH ONE...IT STARTED TWO YEARS AGO...

(SOUND: FOOTSTEPS START)

JACK: (FILTER) I WAS TRUDGING ALONG A DUSTY KANSAS ROAD,  
HITCH HIKING WITH MY BEST FRIEND BUBBLES.

(REG. MIKE) You tired, Bubbles?

DON: Pretty much, Midge.

JACK: Well, we'll be in Los Angeles in a few days...I hear it's a  
great place, but there's a lot of smog there.

DON: Smog...what's that?

JACK: That's fog with a garlic breath...Anyway, it won't be long  
now.

(SOUND: CAR APPROACHING)

JACK: As soon as we get there ~~we see~~ *hey* -- Bubbles, look out....here  
comes a car!

(SOUND: BRAKES SQUEAL)

MARY: (SEXY) Hello boys, do you want a lift?

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JACK: (FILTER) THE CAR STOPPED IN FRONT OF US..IT WAS THE LATEST  
MODEL DRIVEN BY A BEAUTIFUL GIRL WITH A CONVERTIBLE TOP...  
I COULD TELL BY THE DARK PART IN HER BLONDE HAIR THAT <sup>that</sup> SHE HAD  
JUST CONVERTED IT.....THERE WAS A MAN SITTING NEXT TO HER...  
AS BUBBLES AND I STARTED TO GET INTO THE CAR, SHE SAID:

MARY: Hop into the back seat, boys.

JACK & DON: (REG. MIKE) Thanks a lot.

(SOUND: CAR DOOR SLAMS...CAR DRIVES OFF...MOTOR TO  
BACKGROUND)

MARY: How far you boys going?

DON: All the way to Los Angeles.

MARY: Los Angeles, eh?.....I've got an aunt who lives in a suburb  
of Los Angeles.

JACK: Glendale?

MARY: No, Tehachapi!

JACK: Oh...By the way, Miss...your boy friend doesn't seem very  
talkative.

MARY: He talks with his fists...He's Slugger Brown...the  
middleweight champ of the world.

LEONARD: Yeah.

MARY: We can only take you boys as far as Omaha...Slugger is  
fighting there tonight.

LEONARD: Yeah.

JACK: Are you really Slugger Brown?

LEONARD: Yeah.

JACK: And you're...you're the middleweight champ?

LEONARD: Yeah.

JACK: And you're fighting tonight in Omaha?

LEONARD: Yeah.



JACK: (FILTER) THIRTY-SIX "YEAH'S" LATER WE ARRIVED IN OMAHA...  
DURING THE RIDE, I FOUND OUT A LOT ABOUT SLUGGER AND HIS  
GIRL FRIEND FLAMINGO...HER NAME USED TO BE MARY, BUT SHE  
WANTED A FREE WEEK THERE, TOO....I WATCHED THE FIGHT THAT  
NIGHT AND SAW SLUGGER BROWN COLLECT THIRTY THOUSAND BUCKS...  
IT WAS THEN I, MIDGE BENNY, DECIDED TO BECOME A PRIZE  
FIGHTER...BUBBLES AND I HITCH-HIKED TO LOS ANGELES, AND I  
WENT TO SEE THE FOREMOST FIGHT MANAGER IN TOWN...I STRIPPED  
MYSELF TO THE WAIST...HE LOOKED AT MY CHEST AND SAID:

DENNIS: That reminds me, I'm having spare-ribs for dinner.

JACK: (REG. MIKE) Don't be funny, Mr. McNulty...I may not look  
so good now, <sup>all</sup> but you give me two or three months of training,  
and I'll be a champion someday...~~do you hear~~, a champion, *do you hear*

DENNIS: Now wait a minute, <sup>me</sup> boy, fighting is a tough game...I used  
to be a fighter myself.

JACK: You?  
*Right you are, me boy.*

DENNIS: ~~Yeah~~...I'll never forget <sup>me</sup> ~~my~~ last bout....It was with Killer  
Nelson...I was afraid of him, but they made me go in the  
ring and fight.

JACK: They did, eh?  
*That they did.*

DENNIS: Yeah, first we were fighting in the center of the ring..then  
up against the ropes...then he kept after me and after me...  
and finally he caught me in the wrong corner and knocked me  
out.

JACK: What corner was that?

DENNIS: Pico and Sepulveda.

JACK: Pico and Sepulveda!

DENNIS: The fight was held in New Orleans.

JACK: Oh...Who else did you fight?

DENNIS: Well, the most exciting fight I ever had was the one with Joe Louis.

JACK: You...you fought Joe Louis?

DENNIS: ~~Yeah~~<sup>oh</sup>, he murdered me.

JACK: Well, why did you fight him?

DENNIS: I won the chance on a quiz program.

JACK: That?

DENNIS: And eight glorious weeks at the Cedars of Lebanon <sup>hospital</sup>.

JACK: Oh..Well look, Mr. McNulty, that ~~doesn't~~<sup>don't</sup> discourage me..

I wanna be a fighter...Will you handle me?

DENNIS: All right, ~~kid~~<sup>me boy</sup>...I'll be your manager <sup>now</sup>. Go over to the gym

and let ~~my~~<sup>me</sup> trainer, Punchy McNeil, get you in <sup>to</sup> condition.

JACK: (FILTER) ~~BUBBLES AND I WENT OVER TO THE GYM...~~<sup>The next morning</sup> IT WAS A LARGE GLOOMY PLACE SMELLING OF LINIMENT...HERE, IN THIS EDIFICE OF CONCRETE AND STEEL, MEN DEDICATED THEIR LIVES TO THE INHUMAN PURSUIT OF MANGLING AND MAIMING...IT WAS HERE THAT THE BEAST IN MAN OVER-RODE ALL HUMAN QUALITIES, AND ONE MAN WOULD TRY TO PUMMEL ANOTHER'S CONTENTANCE BEYOND RECOGNITION FOR THE SAKE OF MONETARY REWARD.

NELSON: The preceeding speech was written by William Paley, Junior.

JACK: (FILTER) (HE NOT ONLY MADE ME HIRE HIS SON, BUT I ~~HAVE~~<sup>had</sup> TO GIVE HIM CREDIT YET.)....I LOOKED AROUND THE GYM TRYING TO FIND PUNCHY MCNEIL...FINALLY I ASKED A MAN LEANING AGAINST THE RING.

(REG. MIKE) Excuse me, Mister, but I'm looking for Punchy McNeil.

MEL: (MOOLEY) Dat's me! (SNIFF)

JACK: Well, I'm Midge Benny.

MEL: *alm* Pleased to know youse. (SNIFF)

JACK: Now look, Punchy...I'm trying to be a fighter and Mr. McNulty wants you to train me.

MEL: Okay, but you oughta think it over...fighting is a tough racket. (SNIFF) I should know because I used to be a fighter myself. (SNIFF)

JACK: No.

MEL: Yeah. I had my first fight ~~may~~ back in 1932. (SNIFF)

JACK: Gosh,

MEL: *Yeah* ~~Yep~~, I spent twelve years in the ring. (SNIFF)

JACK: Twelve years!

MEL: *Yeah* ~~Yep~~, but I finally came to, got up, and went home.

JACK: Well look, Punchy, I want to --

MEL: Wait a minute, I didn't finish my story.

JACK: Oh, there's more?

MEL: ~~Yes~~. *Yeah*.

JACK: What?

MEL: (SNIFF)

JACK: Oh..well, tell me, Punchy, were you always a fighter?

MEL: *al* No, I used to be a musician with Guy Lombardo's Band.

JACK: Go on, you were never with Lombardo.

MEL: Oh yes (SNIFF) Yes (SNIFF, SNIFF) Yes I was (SNIFF)

JACK: (FILTER) ON THAT LAST SNIFF HE VACUUMED THE HANDKERCHIEF RIGHT OUT OF MY VEST POCKET.

MEL: Come on Midge, let's start training.

JACK: (FILTER) TWO WEEKS LATER I WON MY FIRST FIGHT... ~~AND~~ <sup>full</sup> A WEEK LATER, MY SECOND..THEN MY THIRD, FOURTH, FIFTH--UNTIL I HAD WON TWENTY-EIGHT FIGHTS...IN TWO SHORT YEARS, I WAS MATCHED TO FIGHT THE CHAMP, SLUGGER BROWN...I WAS IN MY DRESSING ROOM WITH MY MANAGER WHEN THE DOOR OPENED.

(SOUND: DOOR OPENS)

MARY: (OOMPHY) Hello, Midge..How you doin'?

JACK: IT WAS HER AGAIN...SHE WAS WEARING A SWEAT-SHIRT THAT HAD FLAMINGO HOTEL WRITTEN ON IT..THIS WAS OVERDOING IT.....I WALKED OVER TO HER AND SAID:

(REG. MIKE) Hello, Baby...what brings you here?

MARY: Well, I heard you were going to fight the champ, and I wanted to see if you're ready for the main event.

JACK: <sup>uh</sup> Sure, I'm ready.

MARY: Well, if you want to, you can kiss me for luck.

JACK: Okay, here.

(JACK GIVES MARY A QUICK COLD KISS)

MARY: ...Hmmm, still a preliminary boy.

JACK: Oh yeah..Now look, Baby...how ~~is~~ about a date tonight..after I knock out the champ.

MARY: I've got news for you, Midge...You're not knocking out anybody. You're throwin' the fight.

JACK: Are you kidding?

MARY: If you don't believe me, here's your manager, ask him.

JACK: (ACTING HYSTERICALLY) McNulty..are you crazy? Would I fight for two years in tank towns for this?..WOULD I SPEND TWO YEARS GETTING MY BRAINS KNOCKED OUT JUST SO I COULD TAKE A DIVE????...WOULD I WORK MY WAY UP TO ~~A~~-TITLE BOUT JUST TO THROW THE FIGHT?????....WOULD I???? WOULD I????

DENNIS: Why don't you turn the page and find out? *Jack: huh?*

*Dennis: oh - why don't you turn the page and find out?*  
JACK: (FILTER) I TURNED THE PAGE, AND THERE IT WAS...I WAS TO TAKE A DIVE IN THE FIFTH ROUND.....WILLIAM PALEY, JUNIOR, HAD DOUBLE-CROSSED ME...WE'LL, I WASN'T GOING TO DO IT... I HAD WORKED AND FOUGHT TO BE CHAMPION..AND TONIGHT I WAS GOING TO FIGHT TO WIN!

(SOUND: CROWD NOISES UP...SEVERAL CLANGS OF FIGHT GONG)

MEL: (STRAIGHT) INTRODUCING...AT ONE HUNDRED AND FIFTY NINE POUNDS...THE MIDDLE WEIGHT CHAMPION OF THE WORLD...SLUGGER BROWN.

(SOUND: CHEERS)

MEL: THE SLUGGER IS WEARING PURPLE TRUNKS...AND NOW FOR HIS WORTHY CHALLENGER...WEIGHING ONE HUNDRED AND FIFTY FIVE POUNDS..MIDGE BENNY.

(SOUND: CHEERS)

MEL: MIDGE IS WEARING BLACK SHORTS..~~HE GOT THEM BACK FROM~~  
~~GORGEOUS GUSSET.~~

(SOUND: CHEERS)

*Jack: they were too big for Gusset.*

MEL: AND NOW FOR YOUR SPORTS ANNOUNCER.

NELSON: GOOD EVENING, LADIES AND GENTLEMEN OF THE RADIO AUDIENCE....  
THE MEN ARE IN THE CENTER OF THE RING RECEIVING THEIR  
INSTRUCTIONS...THEY GO BACK TO THEIR CORNERS WAITING FOR THE  
BELL.

(SOUND: GONG...LIGHT CROWD NOISES CONTINUING THROUGH  
FIGHT)

NELSON: And there it is, round one...Slugger comes out of his corner  
and starts mixing furiously. Midge meets him like a wildcat  
with a right and a left and now for a few words from our  
sponsor, THE SAGEBRUSH SOAP COMPANY...LOOK CLEAN! FEEL  
CLEAN! BE CLEAN!..AND REMEMBER OUR SLOGAN..NOW IS THE  
HOUR, TO TAKE A SHOWER, WHILE THE BLOOM IS ON THE SAGE....  
NOW, BACK TO THE FIGHT. WELLLL....that was an exciting  
round....Slugger's nose is still bleeding and Midge's eye is  
tightly closed...Now we're waiting for the bell for the  
second round.

(SOUND: GONG)

NELSON: THERE'S THE BELL...THE BOYS COME OUT AND CIRCLE EACH OTHER...  
THEY'RE STILL CIRCLING EACH OTHER.

JACK: (FILTER) WE CIRCLED EACH OTHER THREE TIMES, THEN MY  
OPPONENT LEANED OVER TO ME AND SAID:

LEONARD: Hey bud..bud.

JACK: (REG. MIKE) Who, me?

LEONARD: Yeah...come here a minute.

JACK: ...What is it?

VE

LEONARD: What round you going to take the dive in?

JACK: The fifth

LEONARD: Uh uh.

JACK: What?

LEONARD: Make it the third!

JACK: The third? Why?

LEONARD: My feet are killing me.

JACK: Well look, Slugger...I'm not throwing this fight. I'm in here to win, so start mixing it. *do you understand?*

LEONARD: Oui, Mon Capitan.

JACK: Okay, put up your dukes.

(SOUND: SOCK)

JACK: Ooooooooooh.

(SOUND: BODY THUD...CROWD CHEERS)

NELSON: THE CHAMP LANDS A TERRIFIC RIGHT CROSS...AND MIDGE BENNY IS DOWN!

JACK: (FILTER) YES, I WAS DOWN.

NELSON: THE REFEREE IS COUNTING OVER HIM.

MEL: (VERY VERY FAST) 1, 2, 3, 4, 5, 6, 7 8, 9, 10.

JACK: THE REFEREE WAS A TOBACCO AUCTIONEER...AS I LAY THERE BEATEN AND DAZED, MY WHOLE CAREER FLASHED IN FRONT OF ME... HOW IT STARTED TWO YEARS AGO...WHEN I WAS TRUDGING ALONG A DUSTY KANSAS ROAD, HITCH-HIKING WITH MY BEST FRIEND, BUBBLES.

(SOUND: FOOTSTEPS)

JACK: (REG. MIKE) You tired, Bubbles?

KM

DON: Pretty much, Midge.

(SOUND: CAR APPROACHING)

JACK: Hey Bubbles, look out, here comes a car.

(SOUND: CAR STOPS WITH SCREECH OF BRAKES)

MARY: HELLO BOYS, YOU WANT A LIFT?

JACK: OH NO, WE'RE NOT GOING THROUGH THAT AGAIN...COME ON,  
BUBBLES.

(APPLAUSE AND PLAYOFF)



DON: Ladies and gentlemen, there's an important person about to knock on your door. He, or she, is your agent in the fight against tragedy, misery, disaster ... against tragedy that could happen -- even to you! So when that neighbor knocks at your door in the name of Red Cross -- give gladly ... give generously. "For every dollar you gave before, this year add a quarter more".....Join Red Cross. Thank you.

(APPLAUSE)

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

KM

ATX01 0313401

THE JACK BENNY PROGRAM  
SUNDAY, MARCH 19, 1950  
CLOSING COMMERCIAL.

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

SHARBUTT: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

HIESTAND: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

SHARBUTT: That fact is verified by an independent consulting laboratory with more than fifteen years' experience in cigarette research. The report from the consulting laboratory stated --

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike cigarettes are the mildest of the six major brands tested.

HIESTAND: LS - MFT  
LS - MFT

SHARBUTT: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that the makers of Lucky Strike consistently select and buy.

HIESTAND: Just listen to the words of Mr. B.V. Bowen, an independent tobacco buyer from Timmons ville, South Carolina. Recently he said ----

EXPERT: I've been in the tobacco business for forty years. And year after year, I've seen the makers of Lucky Strike buy fine, light, ripe tobacco that makes a smooth, mild smoke. I've smoked Luckies for twenty-two years.

THE JACK BENNY PROGRAM  
SUNDAY, MARCH 19, 1950  
CLOSING COMMERCIAL (CON'T)

SHARBUTT: So smoke a Lucky. You'll prove to yourself what  
scientific tests prove -- Lucky Strike is milder than any  
other principal brand of cigarettes!

HIESTAND: Let your own taste and throat be the judge -- 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.

GS

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(TAG)

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JACK: Ladies and gentlemen, next week at the same time our program will be coming to you from Palm Springs, and our guest will be Bob Hope .. So be sure and ---

(SOUND: KNOCK ON DOOR)

JACK: COME IN,

(SOUND: DOOR OPENS)

UKIE: Mr. Benny?

JACK: Yes.

UKIE: Here's a telegram for you.

JACK: Right here, boy.. ~~here~~ here's a tip.

UKIE: Gee, thanks... Now I can spend the rest of my life working.

(SOUND: DOOR SLAMS)

JACK: Hmmm.

MARY: Who's the wire from, Jack?

JACK: Let's see.

(SOUND: TELEGRAM OPENED)

JACK: Oh it's from Bob Hope ... Now isn't this clever.

MARY: What does he say?

JACK: "Dear Jack .. Happy to be on your program next week in Palm Springs, but I must warn you .. as soon as I get five laughs, I'm going out and play golf.." Gee, everybody counts. ... Goodnight, folks.

(APPLAUSE & MUSIC)

DON: Be sure to hear Dennis Day in "A Day In The Life of Dennis Day" ... Stay tuned for the Amos 'N' Andy Show which follows immediately..... THIS IS CBS ... THE COLUMBIA BROADCASTING SYSTEM.

JD

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