

# AS BROADCAST

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

PROGRAM #34  
REVISED SCRIPT

SUNDAY, APRIL 30, 1950

CBS

4:00 - 4:30 PM CDT

IR

ATX01 0313554

THE JACK BENNY PROGRAM  
SUNDAY, APRIL 30, 1950

OPENING COMMERCIAL

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

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

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

SHARBUTT: Yes, Lucky Strike is milder ... and science provides  
the proof!

HIESTAND: Test after test produced conclusive evidence of  
Lucky Strike's greater mildness. But that's not all.  
These scientific tests are confirmed by independent  
consulting laboratories and they prove ...

SHARBUTT: Lucky Strike mildest of six major brands tested.

HIESTAND: There's no doubt, when you light up a Lucky, you get  
a smoother-smoking, milder-tasting cigarette. And ...  
you enjoy the rich taste of fine tobacco because ...

SHARBUTT: LS - MFT  
LS - MFT

HIESTAND: Lucky Strike means fine tobacco ... fine, light,  
naturally mild tobacco that gives you more real deep-  
down smoking enjoyment.

SHARBUTT: So for the rich taste of fine tobacco ... for smoothness  
and mildness ... light up a Lucky. Yes, prove to  
yourself what scientific tests prove -- Lucky Strike  
is milder than any other principal brand of cigarettes.  
Make your next carton Lucky Strike!

1R

ATK01 0313555

(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..IN A COUPLE OF WEEKS<sup>now</sup> JACK BENNY WILL BE TRAVELLING THROUGHOUT THE COUNTRY ON A PERSONAL APPEARANCE TOUR. SO NATURALLY, HE FEELS THAT HE SHOULD BRUSH UP ON HIS VIOLIN. AT THE MOMENT, JACK IS HOME WAITING FOR HIS VIOLIN TEACHER TO ARRIVE.

(SOUND: FOOTSTEPS PACING UP AND DOWN)

JACK: I can't understand it...Professor LeBlanc was supposed to be here an hour ago.

ROCH: BOSS, SIT DOWN AND RELAX. HE'LL BE HERE PRETTY SOON.

JACK: ~~What~~, why can't he come on time.. This is important, Rochester... I'll soon be out on a personal appearance tour and I haven't played my violin in front of an audience since I was at the Palladium in London... I wanna get my fingers back in shape.

ROCH: WHY, WHAT DID THEY DO TO 'EM!

JACK: They didn't do anything to 'em. <sup>You know...</sup> You may not know it, but men like Heifitz and Isaac Stern put so much importance on the dexterity of their fingers that they massage them with creams and lotions. <sup>that's</sup> because their livelihood depends on the nimbleness of their fingers.

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ROCH: I KNOW WHAT YOU MEAN, BOSS, MY COUSIN GOES THROUGH THE  
SAME THING.

JACK: Oh, is your cousin a musician?

ROCH: NO, HE'S A MILKER AT ADOIR.

JACK: A milker!

ROCH: THERE'S NEVER A ROUGH PULL IN MY COUSIN.

JACK: <sup>Look Rochester--</sup> Rochester, I hired you as a butler. If I wanted to be  
entertained, I'd have gotten Georgie Jessel...Anyway, I  
can't understand why--

(SOUND: DOOR BUZZER)

JACK: Oh, that must be the professor now.

(SOUND: FEW FOOTSTEPS .. DOOR OPENS)

JACK: Well..Professor LeBlanc..I've been waiting for you.

MEL: Hello, Monsieur Benny. I'm sorry that I am late.

JACK: That's all right. Have you had lunch?

MEL: I never eat before I give you a lesson.

JACK: <sup>shall we--</sup> Oh oh. Shall we go in the den?

MEL: Oui.

(SOUND: FOOTSTEPS)

~~JACK: By the way, professor, how is your wife?~~

~~MEL: Fine. Just this morning I took her to the train. She is  
joining the circus.~~

(SOUND: FOOTSTEPS STOP)

~~JACK: Circus?~~

~~MEL: Oui. She is going to teach an elephant how to thread  
a needle with its trunk.~~

IR

JACK: By the way, professor, I had new hair put on my violin bow.

MEL: Is it good hair?

JACK: Oh, yes, <sup>the</sup> The man at the music store said it won the Kentucky Derby twice. (LAUGHS)

MEL: Please..I am a violin teacher, not a straight man. Let us commence with the lesson.

JACK: Yes ~~str~~: Rochester, hand me my violin, *will you.*

ROCH: HERE YOU ARE, BOSS.. NOW GIVE ME A RUNNING START.

(SOUND: RUNNING FOOTSTEPS..DOOR SLAMS)

JACK: (JACK TUNES UP VIOLIN) <sup>*Professor -- shall I --*</sup> Shall I start with the Minuet, Professor?

MEL: Oui.

<sup>*Jack: Oui. The Minuet.*</sup>  
(JACK: PLAYS "MINUET")

MEL: No no no, Monsieur Benny, <sup>*I have-*</sup> ~~live~~ told you so many times. It isn't Da Da Da, Da Da Da....you must slide...slide...  
Da umph da, umph da.

JACK: Oh. *Ah.*

MEL: Perhaps it would be better if first you did some exercises.

JACK: Very well.

JACK: (PLAYS ONE STRAIN OF EXERCISES)

MEL: (SINGS WITH EXERCISES)

One and two and three and four *I wish I was in Singapore.*  
~~and one and two and three~~  
~~and four and~~

JACK: (CONTINUES ONE MORE STRAIN)

MEL: (SINGS) Bend your wrist and slide your finger  
Pull the switch, don't let me linger.

JACK: (CONTINUES ONE EXERCISE)

MEL: That is enough, Monsieur Benny, that is enough. You may  
try the minuet again.. and don't forget to slide.

JACK: Oh yes<sup>yes</sup>. (PLAYS "MINUET" TO SLIDE..THEN THE SECOND  
FAST SLIDE)

JACK: Oops,<sup>the -- the</sup> the bow flew out of my hand. Now where did it go?

MEL: It is stuck in the ceiling.

JACK: Oh yes.

MEL: I'll get it.

JACK: But Professor, you're too short, you can't reach it.

MEL: : I was thinking of standing on your violin.

JACK: Never mind, I'll get it myself...

(SOUND: DOOR BUZZER)

JACK: ROCHESTER, ANSWER THE DOOR!

ROCH: YES, BOSS.

(SOUND: FEW FOOTSTEPS)

ROCH: (MIMICS JACK MINUET) DA DA DEEDLE DE DA DA, DEEDLE DE DA  
DA, DEEDLE DE DA DA, DEEDLE DE DA OOMPH DA, OOMPH DA...  
EVEN I SOUND SMOOTHER THAN HE DOES.

(SOUND: DOOR BUZZER)

ROCH: COMING.

(SOUND: THREE FOOTSTEPS..DOOR OPENS)

MARY: Hello, Rochester.

ROCH: OH, HELLO, MISS LIVINGSTONE, COME ON IN. MR. BENNY  
IS IN THE DEN.

(SOUND: DOOR CLOSES)

MARY: IS HE READING?

MEL: (OFF) SACRE BLUE! AU SECOURS! JE SUIS AUX ABOIS!  
A LA LANTERNE!

MARY: Oh, he's taking a violin lesson.

ROCH: YEAH, AND YOU OUGHTA HEAR HIM PLAY.. IT SOUNDS LIKE  
HE'S PLUCKING A LIVE CHICKEN.

MARY: (LAUGHING) Well, I came over to show Mr. Benny this new copy of Look Magazine. His picture is on the cover .. and so is yours, Rochester.

ROCH: MINE?

MARY: Yes. I just got it at the corner news stand .. see.

ROCH: WELL, *Mr. Benny, ain't I cute.*  
~~WELL, I'M, WITH A BROOM, WITH A PICTURE~~

MARY: You sure look sporty there, Rochester. Is that a cane you're holding?

ROCH: NO, THAT'S THE HANDLE OF A BROOM.

MARY: What?

ROCH: AS SOON AS THE PICTURE WAS TAKEN I HAD TO GET RIGHT BACK TO WORK.....THAT'S ALL I DO AROUND HERE .. SCRUB THE FLOOR, DO THE LAUNDRY, WASH THE DISHES, MAKE THE BEDS.

MARY: Well, Rochester, I know you work hard, but who else could Mr. Benny get to do it?

ROCH: GEORGIE JESSEL.

MARY: (LAUGHINGLY) Well, I know Mr. Benny would like to see the magazine. I'm gonna take it in to him.

(SOUND: FEW FOOTSTEPS ... DOOR OPENS)

JACK: (PLAYS "MINUET")

MARY: Jack -- *Jack.*

JACK: (CONTINUES PLAYING)

*Mary: Excuse.*

*Jack: Nah. Mary.. can't you see I'm in the middle of a lesson.*

4. MO



JACK: Well ... <sup>Yeah</sup> I'm on the cover on Look Magazine.

MEI.: (DISGUSTED) ~~Hannuun~~

~~AAAFV-000004796-1-01-000000000000000000000000000000000000~~

JACK: That's because of my blue eyes .. but underneath I'm a Mickey Rooney.

JACK: It says that about me?

JACK: Why?

JACK: How do you like that .. I told Rochester to use ink...Now Mary, would you mind waiting in the living room so I can finish my lesson?

(SOUND: DOOR CLOSES)

MARY: Fine, Rochester, but he said you should have used ink.

MARY: Yes.

MO

MARY: <sup>hell</sup> What're you laughing at?

ROCH: YOU SHOULD <sup>all</sup> ~~DO THAT~~ WHAT I DID TO THE COPIES ON CENTRAL AVENUE.

MARY: What?

ROCH: DOWN THERE HE'S HOLDING THE BROOM.

MARY: Well, Rochester, I don't think <sup>that</sup> you should've --

(SOUND: DOOR BUZZER)

MARY: <sup>oh</sup> I'll get it. ~~Rochester~~.

(SOUND: COUPLE FOOTSTEPS...DOOR OPENS)

MARY: Oh, hello, Phil.

PHIL: Hi ya, Livvy .. what are you doing here in Port Knox?

MARY: (LAUGHS) Nothing in particular, ~~Phil~~.

PHIL: Where's Jackson?

MARY: He's in the den, plucking a chicken.

PHIL: Oh, taking a violin lesson, eh?

MARY: Yeah.

PHIL: <sup>oh</sup> See you later.

MARY: <sup>oh</sup> No you don't. Come on in.

(SOUND DOOR CLOSES)

MARY: *Says Phil.*  
~~Say~~ I noticed that new Cadillac sedan you drove up in....  
it's a beauty.

PHIL: Yesh...it's Alice's.

MARY: Oh, then the maroon convertible is yours.

PHIL: No, that's Alice's, too.

MARY: Oh...then that little English car with the right hand drive  
~~is~~

PHIL: Alice's!

MARY: ~~Oh, well Phil, who owns the house you live in?~~

~~PHIL: Alice's.~~

MARY: Oh for heaven's sakes....*Phil, if she owns all those things,*  
~~Phil, if Alice owns the Cadillac,~~  
~~the convertible, and the house,~~ what have you got?

PHIL: Alice ~~and that ain't bad.~~ *well, so.* Now I better go in the other  
room and see the old man.

(SOUND: FEW FOOTSTEPS..DOOR OPENS)

JACK: (PLAYS FIRST STRAIN OF "MINUET")

(SOUND: DOOR CLOSSES FAST...(JACKS STOPS PLAYING)...

SLIGHT PAUSE..THEN DOOR OPENS.)

JACK: (PLAYS SECOND STRAIN OF "MINUET")

(SOUND: DOOR CLOSSES FAST...(JACKS STOPS PLAYING)

MARY: Phil, why don't you walk right in?

PHIL: It's like going into a cold pool, you can't take it all at  
once.....Well, here goes, *him.*

(SOUND: DOOR OPENS)

KM

JACK: Professor, do you think ~~if~~----Oh, hello, Phil.

PHIL: Hi ya, Cover Boy.

MEL: Bon jour, Monsieur Harris.

PHIL: Ah, professor LeBlanc....Bon Vie Aver tous par reg pharmasee.

JACK: What does that mean?

MEL: Good Health to all from Rexall.

JACK: Hmmm...Phil, I didn't know you could speak French.

PHIL: Sure, Jackson, I know two sentences.....That's one of them, and the other one <sup>always</sup> gets my face slapped.

JACK: Look, Phil, I'm taking a violin lesson...what did you want to see me about?

PHIL: ~~ok~~ I wanta talk about this personal appearance tour we're gonna make. Now <sup>look</sup> I thought that in arranging the show, <sup>I'll</sup> ~~I'd~~ open up with twenty or thirty choruses of "That's What I Like About The South"...and then you <sup>come</sup> ~~come~~

JACK: Hold it, Phil, hold it...That's one song you're not gonna sing on the tour.

PHIL: Now wait a minute, Clyde, you're prejudiced against the song.. let's ask someone who's impartial.

JACK: That's impartial!

PHIL: I don't care what it is.... Hey, Professor LeBlanc..what do you think of "That's What I Like About the South?"

MEL: ~~Sacre-Blou~~, mon d'un cochon.il est le tres trop de tout la monde.

KM

PHIL: (SMILING) Hey, ain't that a coincidence, that's the line that always gets my face slapped!

JACK: That's what I thought....Now Phil, you better start rehearsing your musicians. You know, we play our first show in Pasadena on May Tenth...and then we open in Wichita, Kansas, May 16th.

PHIL: Kansas? That's a dry state, ain't it?

JACK: ~~Not~~ Not any more.

PHIL: ~~ah~~ Good, I've got two trunks I thought I'd have to leave at the border.

JACK: Phil..Phil...B, A, R, R..M, O, P, P..Bar Mop!.....We're opening in Wichita on the sixteenth regardless of---

PHIL: Okay, okay, Jackson, see you later.

(SOUND: DOOR SLAMS)

MEL: Monsieur Benny, please...I haven't got all day...Let us finish the lesson.

JACK: Okay, ~~Professor~~. (PLAYS ONE STRAIN OF "MINUET")

JACK: ~~ah~~ Tell me, Professor, do you really think you can make a great violinist out of me?

MEL: Well, I think I can do something, but it will take time..How old are you?

KM

JACK: Why?

MEL: How much time have we got left?

JACK: Oh..Well look, Professor, if you don't feel that you're capable of teaching me the violin, why do you keep taking money from me?

MEL: I feel that that, in itself, is an accomplishment.

JACK: ~~Oh~~...(PLAYS "MINUET")

BAGBY: (PLAYS PIANO INTRODUCTION TO DENNIS'S SONG)

JACK: ~~Hum~~ now who's that in there playing the piano?

(SOUND: FOOTSTEPS...DOOR OPENS)

JACK: Dennis, <sup>Benny</sup> I'm taking a violin lesson...Get away from that piano.

DENNIS: But, Mr. Benny, I wanted to rehearse the song I'm gonna do on the program. That's why I've got the Sportsmen Quartet with me.

QUART: HMMMMMMMM.

JACK: (MAD) Hello, hello, <sup>Hello</sup>....Dennis, can't I hear the song later?

DENNIS: No, the boys have to leave.

JACK: All right, go ahead, I'll listen to it now.

(APPLAUSE)

(DENNIS'S SONG..."THE HORSE TOLD ME")

(APPLAUSE)

KM

(SECOND ROUTINE)

JACK: Dennis, <sup>listen</sup> that new song is swell, and it'll be fine on the program. Now Professor, let's get on with the ---

DENNIS: I'm going home now and catch up on some sleep.

JACK: What?

DENNIS: On account of Daylight Saving Time, I had to get up at one o'clock in the morning and drive my mother downtown.

JACK: Why?

DENNIS: She had to change the big clock on Eastern Columbia, Broadway at Ninth.

JACK: (STARTS TO PLAY "MINUET")

DENNIS: Personally, I'm all confused by this Daylight Saving Time.

JACK: <sup>Jack: Jack's what? Dennis: I'm all confused by this daylight saving time</sup> Dennis, don't worry about it, lot's of people here in Los Angeles are confused. But you know why we turn our clocks ahead, don't you?

DENNIS: Yes, it'll give us an extra hour of smog.

JACK: (STARTS TO PLAY "MINUET")

DENNIS: Mr. Benny, before I leave, would you like to buy a Life Insurance Policy?

JACK: <sup>What?</sup>

DENNIS: Before I leave, would you like to buy a Life Insurance Policy?

KM

JACK: A life insurance policy?

DENNIS: <sup>Yeah</sup> Somebody sold it to me and I don't want it.

JACK: ~~Oh for heavens--~~ Look kid, <sup>I</sup> I don't know what kind of a policy you've got, but why don't you want it?

DENNIS: <sup>Well</sup> It doesn't pay off till I'm an old man.

JACK: Well, why do you want to sell it to me?

DENNIS: <sup>Well</sup> You can collect on it now.

JACK: (PLAYS "MINUET")

~~DENNIS: Gee, Mr. Benny, we can make a fortune.~~

~~JACK: What?~~

~~DENNIS: I can keep buying them and you can keep collecting.~~

JACK: Dennis, go home, will you?

DENNIS: Okay.

(SOUND: DOOR CLOSING)

MEL: Monsieur Benny, please..let us call the lesson fini.

JACK: <sup>Oh</sup> Oh no no, Professor...I want to be perfect when I start my personal appearance tour.

MEL: This tour you are making...how many places will you appear in?

JACK: <sup>uh</sup> Twenty-one different cities.

MEL: Oh....then that should take up your entire summer.

JACK: No no, Professor, I'm going to appear only one night in each city.

MEL: That I can understand.....Now come on practice, practice.

KM



JACK: Okay. Maybe I better try my theme song, *huh... I think that will be good.*  
(PLAYS LOVE IN BLOOM...HITS CLINKER)  
Oh darn it.

MEL: (VERY SYMPATHETIC) Monsieur Benny, put down the violin for one minute. I want to talk to you.

JACK: Huh?

MEL: Sit down, please.

JACK: Yes sir...What is it, Professor?

MEL: Maybe if I explain this in a way that you are familiar with, you will understand.

JACK: *All right --*  
All right, Professor...go ahead.

MEL: Now look....Have you got a Lucky Strike cigarette?

JACK: Yes yes..~~here you are.~~

MEL: *And* Now put it in your mouth and I will light it for you.  
(SOUND: SCRATCH OF MATCH)

JACK: Thank you.

MEL: Now let me explain...People should get the same pleasure from a violin as you are getting from that Lucky Strike.

JACK: Yes yes.

MEL: If your bow arm is free and easy on the draw, your tones will be round and firm...And if your tones are round and firm, the theatres will be fully packed.

JACK: *said*  
Say, that's right.

MEL: And another thing, Monsieur Benny...when you play the violin, think of a Lucky Strike..smooth and mild.

JACK: Uh huh.

KM

MEL: And remember,...in a Lucky there is never a rough puff.

JACK: *Yes -- that's right --*  
That's right, there isn't.

MEL: So in your violin, there should never be a stinker clinker.

JACK: *I'll -- I'll --*  
"I'll remember that, Professor.

MEL: Thank you. Now continue, please.

JACK: *Yes --*  
Yes, professor.

(PLAYS FIRST STRAIN OF "LOVE IN BLOOM")

(SOUND: DOOR BUZZER)

JACK: Oh, it's ~~the~~ *that* door again....ROCHESTER...ROCHESTER.....OH MARY!

MARY: I'LL GET IT, JACK.

(SOUND: COUPLE OF FOOTSTEPS..DOOR OPENS)

ARTIE: Hello, Miss Livingstone.

MARY: Why, Mr. Kitzel!

(APPLAUSE)

ARTIE: *Miss --*  
Miss Livingstone, is Mr. Benny home?

MARY: Yes, he's in his den taking a violin lesson.

ARTIE: *Oh -- his heart -- you know --*  
~~Yes~~ .bless him... a man who wants to improve himself  
musically has a wonderful ambition...For instance, you take  
my nephew Patrick...Now Patrick--

MARY: You have a nephew named Patrick?

ARTIE: *There was a message at the hospital.*  
~~Why not, this is a free country.~~

MARY: *I see.*  
(LAUGHING) Oh?..and your nephew is a musician?

KM

ARTIE: Hoo hoo hoo hoo.....Patsy Boy is a one man band.

MARY: No.

ARTIE: Yes...the best one man band in the country...With his mouth, he plays the harmonica; with his left hand he plays the xylophone; with his right hand he plays the piano; and with his left foot he plays the drum.

MARY: (LAUGHING) <sup>Oh</sup> What does he do with his right foot?

ARTIE: Turns the music, he has long toes.

MARY: <sup>Oh</sup> Mr. Kitzel, you're joking.

ARTIE: (LAUGHS) My.....But seriously speaking Miss Livingstone, Patrick is a great musician...In fact, he wrote that new song which is today on the Hit Parade.

MARY: What song is that?

ARTIE: If I Knew You Were Coming I'd Have Pickled A Herring."

MARY: No no, Mr. Kitzel...the title is "If I Knew You Were Coming I'd Have Baked A Cake."

ARTIE: This is a different song entirely...Well look, Miss Livingstone, since Mr. Benny is taking a violin lesson, I don't want to bother him....because when Mr. Benny plays the violin, it is so beautiful I get goose pimples.

MARY: I break out in a rash.

ARTIE: Oh, Miss Livingstone, you're joking.

KM

MARY: (LAUGHS A LA KITZEL) Hoo hoo hoo hoo, My.  
ARTIE: *Oh well, I've got -- getting myself ready.*  
~~Well~~, I've got to be ~~going~~. Please tell Mr. Helfitz I  
*the gentlemen my best regards.*  
was here, and give ~~him my regards~~....Goodbye.

MARY: Goodbye, Mr. Kitzel.

(SOUND: DOOR CLOSING)

(APPLAUSE)

JACK: *What?* MARY, WHO WAS THAT?

MARY: (OFF) MR. KITZEL, BUT HE LEFT.

JACK: Oh.

MEL: Monsieur Benny, please.

JACK: *Al* Now Professor, I'm sure that I've got my violin solo down  
pat for my stage show, but what do you think I should  
play for an encore?

MEL: Monsieur Benny...I would not worry about an encore.

JACK: Huh?

MEL: Just take your money and go.

JACK: Hmmm....

MEL: Now let us go back to the exercises.

JACK: Okay.

(PLAYS ONE STRAIN OF EXERCISES)

MARY: OH JACK...JACK.

JACK: Oh, for heaven sakes, what now?

MARY: Well Jack, that fellow who stopped you on the street a few  
weeks ago is at the back door.

KM



FRANKIE: Oh sure. Only this morning while I was shaving, the mirror said, "Hey you"..I said "Who"..the mirror said "You".. I said "Me?"..the mirror said "Yah!....Why don't you go out and get a job, you lazy no good loafer." Now to me those are fighting words..but I wasn't fool enough to start anything The guy in the mirror had a razor in his hand. (LAUGHS)

~~JACK: But, Mr. Silvoney, the fellow in the mirror with the razor in his hand was you.~~

FRANKIE: Me?

JACK: *Yes. Look.. look.. Mr. . .*

FRANKIE: ~~Holy smoke!~~ (LAUGHS) *Then I realized.. Holy smoke!*

JACK: *It was me. (laughs)*  
Mr. Silvoney do you mean to say that you've never done any work?

FRANKIE: Oh, once I had a job. I was an usher at the Burbank Theatre for two years.

JACK: Well, why did you quit?

FRANKIE: I didn't quit. My flashlight burned out and I got lost.

JACK: Oh.

FRANKIE: But I'm glad I'm not there any more. Every time the girls came on, it made me so nerrrrrrrrrvous!

JACK: Well, Mr. Silvoney, here's some change, go get yourself something to eat.

FRANKIE: Gee...thanks, Mr. Benny, no wonder your picture is on the cover of Look Magazine.

KM

JACK: <sup>at</sup> Oh, you saw it, too?

FRANKIE: Yeah, ... ~~and I was surprised~~. I was hanging around the corner drugstore. I was just hanging around.. I wasn't doing anything.. ~~I was~~ just hanging around... I didn't feel like doing anything .. I was just hanging around.... All of a sudden I look at the magazine counter..and I said..Holy Smoke! .....Look at that picture.. I know that guy!.. That's Jack Benny, he gave me fifty cents..The druggist said, "What?" I said, "That's Jack Benny, he gave me fifty cents"..and that's when it happened.

JACK: <sup>what</sup> What happened?

FRANKIE: All the bottles <sup>fell</sup> ~~jumped~~ off the shelf..(LAUGH)

JACK: Mr. Silvoney, I'm taking a violin lesson, so go get yourself something to eat.

FRANKIE: Okay..goodbye, Pal.

(APPLAUSE)

(SOUND: FOOTSTEPS)

JACK: Gee, but he's a strange guy.

MEL: Monsieur Benny, please, I haven't got all day.

JACK: Oh yes..

(PLAYS TWO STRAINS OF EXERCISES)

(APPLAUSE AND PLAYOFF)

KM

JACK: Ladies and gentlemen, one of our great national hazards is fire. Each year more than ten thousand people lose their lives in fires. And in nine cases out of ten, these fires were caused by carelessness. Be sure it doesn't happen to you! Put that match or cigarette out before you discard it! Take every precaution you can to prevent fires! Thank you.

(APPLAUSE)

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

KM



THE JACK BENNY PROGRAM  
SUNDAY, APRIL 30, 1950

CLOSING COMMERCIAL

HIESTAND: In a cigarette ... mildness means enjoyment. And scientific tests prove --

SHARBUTT: Lucky Strike is milder than any other principal brand of cigarettes.

HIESTAND: These scientific tests are confirmed by independent consulting laboratories, and they prove ...

SHARBUTT: Lucky Strike mildest of six major brands tested.

HIESTAND: And no wonder! It takes fine tobacco to make a fine cigarette -- and ...

SHARBUTT: LS - MFT  
LS - MFT

HIESTAND: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco.

SHARBUTT: So for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove ... Lucky Strike is milder than any other principal brand of cigarettes!

HIESTAND: Yes, the next time you buy cigarettes, ask for a carton of Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw!

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(TAG)

JACK: Ladies and gentlemen, I want to thank Frankie Fontaine who played the part of Mr. Silvaney...and we'll be with you again next Sunday night at the same time... Meanwhile --

(SOUND: KNOCK ON DOOR)

JACK: COME IN

(SOUND: DOOR OPENS)

GEORGE: Mr. Benny?

JACK: Yes?

GEORGE: Do you start your personal appearance tour in Pasadena?

JACK: Yes, that's right, Pasadena.

GEORGE: What night?

JACK: Wednesday night, May 10th.

GEORGE: Where's it going to be held?

JACK: In the Pasadena Civic Auditorium.

GEORGE: Thank you.

JACK: By the way, who are you?

GEORGE: I'm the fellow you hired to ask you these questions.

JACK: Oh yes yes.....Goodnight, folks.

(APPLAUSE AND MUSIC)

~~DON: Ladies and gentlemen, one of our great national hazards is fire. Each year more than ten thousand people lose their lives in fires. And in nine cases out of ten, these fires were caused by carelessness. Be sure it doesn't happen to you. Put that match or cigarette out before you discard it. Take every precaution you can to prevent fires. Thank you.~~

(APPLAUSE AND 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.

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