

PROGRAM #2
REVISED SCRIPT

AS BROADCAST

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, SEPTEMBER 17, 1950

4:00 - 4:30 PM CDT

ATX01 0098355

THE JACK BENNY PROGRAM
SUNDAY, SEPTEMBER 17, 1950
OPENING COMMERCIAL

RIGGS: (CHANT -- 65 to 68 -- SOLD AMERICAN)

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

CHORUS: Be Happy -- Go Lucky
Be Happy -- Go Lucky Strike
Be Happy -- Go Lucky
Go Lucky Strike today! (SHORT CLOSE)

ORCH: (SHORT VAMP)

GIRL: I choose my cigarettes with care
Yes, I demand perfection
And Luckies are so round and firm
They're tops in my affection.

ORCH: (SHORT VAMP)

MAN: I write a column full of news
And I've a scoop for you
A Lucky is a happy smoke
So mild and so rich, too!

CHORUS: Be Happy -- Go Lucky
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Be Happy -- Go Lucky
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(more)

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THE JACK BENNY PROGRAM
SUNDAY, SEPTEMBER 17, 1950
OPENING COMMERCIAL (CONT'D)

SHARBUTT: (FRIENDLY AND SPIRITED) Enjoy your cigarette! Enjoy truly fine tobacco that combines both perfect mildness and rich taste in one great cigarette - Lucky Strike! For only fine tobacco gives you both real mildness and rich taste. And, LS/MFT -- Lucky Strike means fine tobacco. So, friends, Be Happy -- Go Lucky! Try a carton of Lucky Strike!

CHORUS: Be Happy -- Go Lucky
Be Happy -- Go Lucky Strike
Be Happy -- Go Lucky
Go Lucky Strike today! (LONG CLOSE)

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE...MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN...IT IS MORNING, AND AS WE LOOK INTO JACK BENNY'S HOME IN BEVERLY HILLS, HE AND ROCHESTER ARE GOING OVER THE BILLS THAT HAVE ACCUMULATED DURING THEIR ABSENCE IN EUROPE.

ROCH: HERE'S A BILL FROM THE GAS COMPANY...EIGHT DOLLARS AND FIFTY CENTS.

JACK: Eight fifty.

ROCH: ELECTRIC BILL...NINE DOLLARS AND SEVENTY-FIVE CENTS.

JACK: Nine seventy-five.

ROCH: HERE'S A BILL FROM THE TELEPHONE COMPANY...SIX DOLLARS AND FORTY CENTS.

JACK: Wait a minute, why do we have to pay the telephone company?

ROCH: THEY COULDN'T GET IN TO OPEN THE COIN BOX.

~~JACK: Oh...they must have a new name. The other one used to come down the chimney... What else is there?~~

ROCH: LOOK, BOSS...HERE'S A BILL FROM THE SAVOY HOTEL IN LONDON.

JACK: That's right, Rochester. When I left London, I asked the Savoy to mail it to me.

ROCH: SHALL I PAY IT NOW?

Oh, I wonder how much my show will be
JACK: ~~No, hold it a couple of months, they may devalue the pound~~
~~this month.~~
~~again....~~Now let's see, I paid my cast and writers for the
first show...Oh yes, I have to mail a check for commission
to my agent.

ROCH: I BEEN MEANING TO ASK YOU ABOUT THAT, BOSS...HOW DOES YOUR
AGENT GET TO THE BANK?

JACK: He doesn't, the warden deposits it for him.

ROCH: OH..SAY, BOSS, ISN'T YOUR AGENT IN FOR TWENTY YEARS?

JACK: Yes, but he gets ten percent off for good behavior. What
else have you got there?

ROCH: HERE'S A BILL FROM YOUR DENTIST. HE WANTS A HUNDRED DOLLARS
DEPOSIT.

my dentist?
JACK: *1/*Oh yes ... send that bill to my sponsor .. after all, it
was his idea, *you know.*

ROCH: YOUR SPONSOR'S?

JACK: Yes, he thought it would be nice for television if I had
my five front teeth fixed.

ROCH: WHAT'S WRONG WITH YOUR ^{five}FRONT TEETH?

JACK: Nothing, he wants to put L S M F T on them .. But I don't
know whether I'll do it or not .. *Yes.* *Imagine,* smiling
Be happy - go lucky - you know the next thing -
commercials ... The next thing you know he'll want me to --

(SOUND: PHONE RINGS)

ROCH: I'LL GET IT.

(SOUND: PHONE OFF HOOK)

ROCH: HELLO?....WELL, HOW ARE YOU?....YEAH, WE'VE BEEN BACK FROM
EUROPE THREE WEEKS NOW...SURE, YOU CAN COME HOME ANY TIME YOU
WANT TO GOODBYE.

(SOUND: RECEIVER DOWN)

JACK: Who was that?

ROCH: YOUR PARROT.

JACK: Gee, it will be good to see Polly again...Now let's finish these bills, I don't want to waste all day.

ROCH: YES SIR...HERE'S ONE FOR YOUR AUTOMOBILE INSURANCE...
WAIT A MINUTE, BOSS...THIS PREMIUM SEEMS TOO HIGH..IT'S NINETY THREE DOLLARS AND FIFTY CENTS.

JACK: No no, ^{no} Rochester, that's not the premium, ^{that's} that's what the car is insured for.

ROCH: OH YES, ^{yesh} I SEE IT RIGHT HERE....IT'S COVERED FOR FIRE, THEFT, AND RHEUMATISM.

JACK: Oh stop ... Is that all?

ROCH: NO, THERE'S STILL ONE MORE BILL...IT'S FROM THE FLAMINGO HOTEL IN LAS VEGAS...IT'S FOR THIRTY DOLLARS AND TWENTY CENTS.

JACK: That's right, I was up there for three days. ^{Let's see} My room was ten dollars a day, that's thirty dollars...Pay it, Rochester.

ROCH: WHAT'S THE TWENTY CENTS FOR?

JACK: I gambled a little... ^{I was} Up all night trying to break even... You know, sometimes I ---

(SOUND: PHONE RINGS)

JACK: I'll get it.

(SOUND: RECEIVER UP)

JACK: Hello? ... No, ^{no} the address here is three sixty North Camden Drive, not three fifty.....Goodbye.

(SOUND: RECEIVER DOWN)

Oh,
DENNIS: I'm afraid to pass Gloria Swanson's house.

JACK: What?

DENNIS: If she killed William Holden, what chance has a jerk like me got?

JACK: ~~Oh, for~~ --- Look, Dennis, do me a favor, will you? ... Go outside, I'll close the door, and you ring the bell again.

DENNIS: Okay.

(SOUND: COUPLE FOOTSTEPS...DOOR OPENS AND CLOSES...

PAUSE...DOOR BUZZER...DOOR OPENS)

JACK: Well, hello, Dennis .. come on in^{and} stand on your head... now leave me alone.

DENNIS: Yes, sir.

JACK: Now maybe I can ---

(THUMP ON PIANO KEYS)

JACK: NOT ON THE PIANO..... Look, kid, I didn't ask you over here, but if you came to let me hear your song, let's hear it and then go home.

DENNIS: Okay.

(SOUND: DOOR BUZZER)

JACK: Hold it a minute.

(SOUND: FEW FOOTSTEPS...DOOR OPENS)

JACK: Yes?

NELSON: How do you do, I'm from the telephone company.

JACK: Oh yes, it's right over there on the wall.

NELSON: Thank you.

(SOUND: SEVERAL FOOTSTEPS .. THEN SMALL KEY IN LOCK ...
LITTLE DOOR OPENS .. PAUSE ... THEN SHAKING
OF MANY COINS IN METAL BOX.)

NELSON: (HAPPILY) My, it's heavy this time!

JACK: Yes, business was great when the Shriners were in town.

NELSON: I'll dump them out right here on the table.

(SOUND: DUMPING OF HUNDREDS OF COINS ON TABLE)

JACK: Gee, look at all those nickels!

NELSON: *Now I go to divide the dough and when I'm through*
~~I will now divide them.... (CLINK) For you, (CLINK) For me,~~
~~I'll scrammy. One for me and one for you and~~
~~(CRASH) for Uncle Sammy ... (ON CUE --- CLINK) For you,~~
~~five for Uncle Sammy.~~
~~(CLINK) For me, (CRASH) for Uncle Sammy.~~

JACK: Yes, mustn't forget him. ... My agent did, and look where
he is ... ~~Poor Myrt.~~

~~NELSON (ON CUE) (CLINK) For you, (CLINK) For me... and WELL,~~
~~which one of us gets this Heever button?~~

JACK: ~~Oh, that must have been one of those Shriners from Maine~~
~~or Vermont.~~ .. Now look, Mister, would you mind counting
those coins in the other room?

NELSON: No no, not at all.

JACK: Thank you... Go ahead, Dennis, let's hear your song.

DENNIS: Yes sir.

(APPLAUSE)

(DENNIS'S SONG "MONA LISA")

(APPLAUSE)

*

(SECOND ROUTINE)

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JACK: That was fine, Dennis very good.... You can go home now if you want to ... Dennis, I said you can go home now... Dennis.. Oh, isn't that cute... he sang himself to sleep .. Gee, he must've walked a long way to be that tired... ~~Look at him lying there with his thumb in his mouth... You'd think he was about two years old... I wish he were, I'd kick him right in the pants. Sometimes he makes me so --~~

(SOUND: DOOR BUZZER...FOOTSTEPS...DOOR OPENS)

MARY: Hello, Jack.

JACK: Hello, Mary, come on in and stand on your head... I mean -- come on in.

(SOUND: DOOR CLOSES)

MARY: What're you talking about?

~~JACK: I don't know, Mary...Dennis came over here and drove me so nuts I--~~

MARY: ~~Jack, look at Dennis....YOU DIDN'T!~~

JACK: No, no, Mary, he's asleep...He was tired.

MARY: Well, he looks uncomfortable there. Why don't you get him a pillow?

JACK: I'm not gonna run upstairs just for a pillow.

MARY: Then slip your wallet under his head.

JACK: No, that's too high...Anyway, I'm gonna wake him up....watch this, Mary, I'm gonna tickle his ear. Kitchy kitchy kitchy co...Kitchy kitchy kitchy coo...I'll tickle him under the chin....Kitchy kitchy kitchy coo...kitchy kitchy kitchy coo... Hm, that didn't wake him up either.

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DENNIS: ~~Why don't you try kissing me?~~

JACK: ~~Dennis!...Dennis! you were awake all the time, weren't you?~~ *Nothing, nothing -- Dennis -- wake up!*

DENNIS: Uh huh...Hello, Mary.

MARY: (LAUGHING) Hello, Dennis...By the way, Jack, I haven't seen you since last Sunday...Did you read all the reviews on your opening program?

JACK: (BLASE) Yes, most of them. ^{I --} I thought they were nice.

MARY: The Reporter and Variety said you were better than ever.

JACK: ~~Well, I was.~~ *I know, I know.*

MARY: Louella Parsons said you got loads of laughs.

JACK: ~~Well, I did.~~ *Yes, yes.*

MARY: ~~And did you read Hedda Hopper? She said you were dynamite.~~

JACK: ~~Well, I was.~~ *Yes, yes, I know.*

MARY: Erskine Johnson said you weren't ^{the least bit} very funny.

JACK: ^{what --} Him I'm suing. What other write-ups were there?

DENNIS: Did you read the review in the Herald-Express?

JACK: No.

MARY: You can take that one to the Supreme Court.

JACK: No kidding...was it that bad?

NELSON: Ooooooooooooo, was it!

JACK: I THOUGHT YOU WENT HOME.

NELSON: How can I, my shirt ~~is still~~ in your Bendix.

JACK: Well go and get it...Mary, getting back to those reviews...I can't understand it...everybody ^{seemed to} liked the show.

MARY: Even my mother.

JACK: (MAD) Oh, your mother, what does your mother know ~~about~~ She liked it?

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MARY: Yes, I got a letter from her yesterday.

JACK: Oh.

MARY: I brought it over. Do you want me to read it to you?

JACK: ~~Yeah, go ahead.~~ *Yes, I mean if she liked my show...*
certainly -- go ahead.

MARY: Okay... (CLEARS THROAT)... MY DARLING DAUGHTER MARY... JUST
A NOTE TO TELL YOU WE HEARD JACK'S OPENING PROGRAM AND
THOUGHT IT WAS VERY GOOD. *Jack: well!* IT'S ABOUT TIME.

JACK: Hmm.

MARY: WE'LL SOON BE ABLE TO SEE JACK, TOO, AS WE HAVE A NEW
TELEVISION SET... PAPA DIDN'T WANT TO PAY ALL THAT MONEY FOR
A SET, SO HE BUILT HIS OWN... SOMETHING WENT WRONG THOUGH, AND
WHEN IT WAS FINISHED THE SCREEN WAS ONE INCH HIGH AND SEVEN
FEET WIDE... (LAUGHINGLY) IT WORKS ALL RIGHT, BUT HOPALONG
CASSIDY LOOKS LIKE HE'S RIDING A SNAKE.

JACK: That's silly... a screen one inch high and seven feet ~~long.~~

DENNIS: I wonder what Faye Emerson looks like.

JACK: Read on, Mary.

MARY: HERE'S SOME GOOD NEWS ABOUT YOUR SISTER BABE.

JACK: *About Babe?*
~~Oh, goody goody goody, this is the part I like.~~

MARY: BABE IS VERY UPSET BECAUSE SHE WASN'T SELECTED TO GO TO THE
ATLANTIC CITY BATHING BEAUTY CONTEST AS MISS PLAINFIELD, AND
I DON'T BLAME HER... EVEN THOUGH I'M HER MOTHER, I MUST ADMIT
THAT BABE HAS THE PRETTIEST PAIR OF KNEES IN NEW JERSEY...

IT'S A SHAME THEY'RE IN THE BACK.

JACK: ~~Lucky her butt are on backwards, she'd look awful.~~
~~You know, Mary, Babe should've been voted Miss Plainfield.~~
~~In the front she's very plain and the in the back she looks~~
~~like a field.~~

MARY: Jack!

JACK: *Oh, I'm sorry, Mary.*

MARY: NO OTHER NEWS EXCEPT THAT I AM VERY ANGRY AT YOUR FATHER AND NOT SPEAKING TO HIM.

JACK: What?

MARY: LAST MONTH WAS OUR ANNIVERSARY AND I TOLD HIM I WANTED TO SEE SOUTH PACIFIC, SO HE TOOK ME TO NEW YORK AND SHOVED ME ON A BANANA BOAT.

JACK: Good good.

MARY: HAVE TO CLOSE NOW, BUT WILL WRITE AGAIN SOON, YOUR LOVING MOTHER, BALI HAI LIVINGSTONE.

JACK: You know, Mary if your mother lived here ~~instead of Plainfield~~ *in Hollywood*
I'd give her a job as writer, *I'm not kidding. Say, excuse me a minute, will you.*
~~(SOUND: FOOTSTEPS)~~

MARY: Where are you going?

JACK: *I'm going* ~~Just~~ *I want to* to the kitchen, ~~to~~ get a glass of water.

(SOUND: PHONE RINGS)

JACK: ANSWER THAT, WILL YOU?

MARY: Okay.

(SOUND: COUPLE OF FOOTSTEPS...RECEIVER UP)

MARY: Hello?

PHIL: Well, hiya, Liv...what are you doing at Treasure Island?

MARY: Well, I had nothing to do, so I dropped in at Jack's house.

PHIL: Social or Bendix?

MARY: (LAUGHINGLY) Just social, Phil.

KM

PHIL: Where is Jackson?

MARY: He'll be right back, he's getting a drink.

PHIL: No, don't tell me he old man has finally —

MARY: Here he is now . . . Oh Jack, it's Phil.

JACK: Oh, . . . Hello.

PHIL: Miya Jackson, been nipping a bit, huh?

JACK: Yes, Phil, I had a glass of water . . . nice, plain, cold water.

PHIL: Water?

JACK: Yes . . . water. What's in your swimming pool?

PHIL: Benley, we're playing Sunset Boulevard.

JACK: All right, all right, what did you call for?

PHIL: Oh, I want to find out about rehearsal.

JACK: Oh, you do, ah? You want to find out about rehearsal. Well, Mr. Harris, for your information, rehearsal was at my house last night.

PHIL: Was I there?

JACK: No.

PHIL: Well, I can cross that one off.

JACK: Now look, Phil, I think we oughta get something straightened out right now . . . This is the start of a new season . . . When I call a rehearsal, I expect everybody to be there and that includes you . . . Now this is your last warning.

PHIL: (COY) Hey, Jackson.

JACK: What?

PHIL: If you didn't need me, I'd be scared to death.

JACK: Need you?...Phil, I need you like my agent needs a tuxedo...
Now hang up and I'll see you tomorrow...Goodbye, Phil.

PHIL: Goodnight, Irene.

(SOUND: RECEIVER DOWN)

JACK: What a guy...Say, Mary, it's getting kinda late and I'm
hungry...would you like to stay for dinner?

MARY: Sure, Jack, I'd love to.

JACK: Where's Dennis?

MARY: He went out while you were talking to Phil.

JACK: Good good. ~~You know what I always say...Two's company,
three's expensive...~~ I'm gonna get Rochester started with
dinner.

MARY: Okay..I'll just sit in here and play the piano.

(FEW BARS OF "I WANNA BE LOVED" ON PIANO)

MARY: Gee, this thing is out of tune.

(PLAYS SCALE WITH TWO BAD NOTES)

MARY: *ah*, What a piano. No wonder nobody puts nickels in it anymore...
you'd think he'd at least--

(SOUND: DOOR BUZZER)

MARY: OH, JACK...NEVER MIND, I'LL GET IT.

(SOUND: FOOTSTEPS...DOOR OPEN)

MARY: Hello, Don.

DON: *well*, Hello, Mary, *is Jack in?*

MARY: *Yp*, Is ~~Jack~~^{he} expecting you?

KM

DON: Yes. Jack brought me a gift from Europe and he wanted me to drop by and look at it.

MARY: Just look at it?

DON: Well, he said he'd give it to me today, if I promise not to expect anything for Christmas.

MARY: ^{well,} Oh. Come on in.

(SOUND: DOOR CLOSSES)

DON: You know, Mary, I envied you and Jack travelling all over Europe.

MARY: Well, I must say it was exciting, Don. We had so much fun in London...Paris...Rome..Venice..and --

DON: Venice? Jack didn't tell me about that.

MARY: Well, he wouldn't...(LAUGHS)

DON: What are you laughing at?, ^{Mary?}

MARY: Well, Jack will never tell you, so I will.

DON: Go ahead, Mary, I'd love to hear it.

MARY: Well...After Jack finished his engagement at the London Palladium, we went to Paris...From Paris we went to Rome.. and while in Rome we decided to go to Venice.

DON: Gosh, those canals must be fascinating.

MARY: ^{Oh} They are, Don.

~~(ITALIAN MUSIC IN BACKGROUND)~~

MARY: Anyway, we arrived at night...checked into the Grand Dinelli Hotel...and the next morning I met Jack in the lobby.

^(Italian music in Background)
(BOARD FADE)

MARY: Jack, did you get the tickets for the sight-seeing tour?

JACK: Yes, Mary, and the gondola will leave in a few minutes...

Gee, I'm ^{sure} looking forward to it --

KM

MELL (ITALIAN ACCENT) Signore Benny?

JACK: Yes.

MEL: I am the bell captain. The gondola for the sight-seeing tour she is about ready to leave.

JACK: Oh good...^{we'll} We'll be right out.

MEL: Grazie.

MARY: Oh, bell captain...should I bring my coat?

MEL: Signorina Livingstone...this is sunny Italy...We have the same climate you have in California...Bring your coat.

MARY: I thought so...Come on, Jack.

(ITALIAN TRANSITION MUSIC)

(SOUND: BABBLE OF CROWD...LAPPING OF WATER)

MARY: Gosh, Jack, what a thrill. This is the first time I've ever been in a gondola.

JACK: Yeah....I didn't know it held so many people...I'm sure glad we came on this sight-seeing tour.

MARY: Oh, ~~look~~, Jack, the guide is getting up to point out the places of interest.

JACK: ^{Yeah.} ~~Oh yes.~~ Come on, Mary. Let's get closer to him. There are so many interesting things in Venice, I don't wanna miss a word he says...Excuse me....excuse me...

MARY: Jack--

JACK: Excuse me-- ~~excuse me~~ --

MARY: Jack, ^{you're} you're close enough to him.

JACK: Just a little closer...excuse me...excuse me.

KM

JAY: (LOUD AND FAST) DESIDERO MOLTO DESCRIVERTI E FAMOSI E
STORICI PALAZZI CHE CI CIRCONDANO, MA QUEST' UOMO HA UN PIEDE
SUL MIO.

JACK: What'd he say...what'd he say?...Huh?...What'd he say? *what'd he say?*

JAY: IN VENTI ANNI CHE FACCIO IL GONDOLIERE NON IO MAI VISTO
UN ANIMALE COME QUESTO, E ANCORA MI PESTA IL PIEDE.

JACK: What'd he say..what'd he say..huh?...huh?...what'd he say?...
huh? what'd he say? *may -* what'd he say?

JAY: SE LO BATTO SE ZLI' RAMPO IL NASO UN CONCCIOUSO VIA,
E ANCORA UN PESTA IL PIEDE.

JACK: What'd he say..what'd he say?

MARY: (DISGUSTED) Jack!

JACK: Just a minute, Mary. Say, Mister...do you understand
Italian.

ELLIOT: Yes. I do.

JACK: Oh, good, good. What'd he say?

ELLIOT: He said you're standing on his foot.

JACK: Oh...Oh, I'm sorry. I'll step back.

MARY: JACK---!!

(SOUND: LOUD SPLASH)

JACK: (OFF)(COUGHS) MARY....(COUGHS)MARY!

ELLIOT: Oh, Miss, shall I help you get him back into the boat?...

Or did you push him?

MARY: *Certainly not!*
Please help me.

(SOUND: SPLASHING OF WATER)

MARY: Here, Jack, take my hand.

ELLIOT: Easy does it now...there we are.

JACK: Thanks, Mister. Oh, boy, am I wet.

JAY: (LOUD) IO PENSO IO PENDIO LO, MA LUI DIETRO IN GONDOLA.
UOMO GOCCIOLA MIA GAMBA.

JACK: What'd he say...what'd he say...Huh?...What'd he say?

ELLIOT: He said you're dripping on his leg.

JACK: *well*, If he thinks I'm gonna step back, he's crazy.

ELLIOT: Say...wait a minute, aren't you Jack Benny?

JACK: Yes...Io sono poogrande artista kay il continentala
da Europa sono vista.

ELLIOT: Wait a minute...I thought you couldn't speak Italian.

MARY: What did *Mr. Benny* ~~he~~ say?

ELLIOT: He said he was a sensation at the Palladium Theatre in
London.

MARY: That he can say in Chinese.

JACK: Too hong wong poo ----

MARY: Oh Shut up!

JACK: Mary, please.

JAY: NOI AVVICIONO IL PLAZA, CHE ES FAMOSO PERCHE SUO CANTANTE
GONDOLIERES.

JACK: What'd he say...what'd he say?

ELLIOT: He said *he said* we are now approaching the plaza, which is famous
throughout the world for its singing gondoliers.

JACK: Oh yes *yes* ~~no~~ look....

(ACCORDION MUSIC:STARTS)

JACK:All those people sitting out on the pier...Where else
would you see anything like this?

QUART: STA SE RA NI NA MIO
IO SON MON TA TO
TE LO DI RO
TE LO DI RO
CO LA DOVE DISPET TIUM CORINGRATO
Lo Lucky Strike
~~PIU TAR NON PUO~~
Lo Lucky Strike
~~PIU TAR NON PUO~~
CO LA COCENTEEL
TO CO MA SE FUGGI
SO ROUND AND FIRM
SO FULLY PACKED
E NON TI CORRCAPPRESSO
E NON TI STRUGGI
THERE'S NO ROUGH PUFF
NO PUFF THAT'S ROUGH
LESTI,LESTI VIA MONTIAM SU LA
SMOKE A LUCKY TRA LA LA LA LA
FUNICULI FUNICULA, FUNICULI, FUNICULA
BE HAPPY AND GO LUCKY
TRA LA LA LA LA LA LA
LESTI LESTI VIA NONTIAN SU LEE
LUCKY STRIKE MEANS LSMFT
FUNICULI FUNICULA, FUNICULI FUNICULA
AH RIDI PAGLIACCIO
SMOKE A LUCKY, BE HAPPY
RI DE DEL DUO CHE TAUE LE NA
BE HAPPY AND GO LUCKY STRIKE
TRA LA LA LA LA LA ~~██████~~
BRAVO!

(APPLAUSE)

(THIRD ROUTINE)

JACK: That was wonderful, wasn't it, Mary?

MARY: Yes, Jack. And you better sit down, our gondola is starting to move again.

(SOUND: LAPPING OF WATER)

JACK: Gosh, I wouldn't've missed this trip for anything. It's so picturesque here in Venice.

MARY: Oh, Jack, look at those signs along the side of the canal.

JACK: Signs?

MARY: Yeah...I'll see if I can read them as we pass...

Prendera un Poonta,

Da uno kay conosco,

Talia tuo barba

Ma non tuo naso.....Burma Shave.

JACK: Mary, where does it say Burma Shave?

MARY: On that last sign...Burmada Radere..That's Burma Shave.

JACK: Burmada Radere means Burma Shave?...Holy Smoke, I better learn what these Italian words mean.

MARY: Why?

JACK: I had that on my strawberries this morning. ^{See.} I'll just have to--

MARY: Jack, sit down, you're rocking the gondola..and we're getting into heavy traffic.

JACK: Yeah...just look at all those gondolas going in every direction...It's a wonder they don't bump into each other.

MEL: (MANIACAL LAUGH)

KM

JACK: What's that?

ELLIOT: It's that man sitting over there in that little boat. He used to work for the traffic department.

MEL: (OFF) (MANIACAL LAUGH)

JACK: ~~Hum~~... ^{Wah} what's the matter with him?

ELLIOT: He went crazy trying to paint a white line down the middle of the canal.

JACK: Oh ... well, that is a problem ... Why didn't he try water colors? HA HA HA HA HA HA HA ...

MARY: JACK ... LOOK OUT!

(SOUND: LOUD SPLASH) *I fell in again*

JACK: (COUGHS) MARY .. (COUGHS) MARY ...

MARY: I knew this was gonna happen.

ELLIOT: Miss are you sure you didn't push him?

MARY: Of course not ... Now help me get him in the boat.

ELLIOT: Okay.

MARY: No no, don't grab him by the hair Here, Jack, here's my hand.

(SOUND: SPLASHING OF GETTING INTO BOAT)

JACK: (COUGHS) These boats are too narrow.

MARY: What do you mean too narrow? You fell off the Queen Mary.

JACK: Only once ... Gee, I'm cold .. I think I--I--I--I--(SNEEZE)

JAY: Fratturare un coscia.

JACK: Thank you.

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ELLIOT: He said "Break a leg".

JACK: Gee, ~~it~~ it sounds so nice in Italian.

MARY: Jack, why don't you just sit down and enjoy the ride like everybody else?

JACK: Okay ... but gee, I'm so wet.

MARY: Well, it's your own fault.

JAY: Signorinas e Signores no ora passi il famoso spazio far qualche spesa en Venice.

ELLIOT: The guide just said we're passing the shopping center of Venice.

JACK: Oh yes.

MARY: Look at those little stores ... right out on the water ... Gosh, this is the only place in the world like this.

JACK: Yeah ... And Mary, look at that store on the end ... It specializes in gondola accessories ... Manny, Moe, and Luigi. The place in Los Angeles must've stolen its name from this one.

JAY: Ora, Signorinas e Signores, noi passi il famoso Americano ruinione spazio en Venice.

ELLIOT: The guide just pointed out the famous American rendezvous in Venice called Harry's Bar.

JACK: Oh yes, I've heard of that ... That's where all the Americans in Venice come for cocktails.

MARY: We must go there, Jack.

JACK: Yeah...and say, Mary, did I tell you the wonderful joke I made up about Phil Harris. I'm gonna do it on our first broadcast.

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MARY: Look, Jack, you're on vacation -- forget jokes ...

JACK: No no, Mary this will be sensational...Now get this ... I'm
gonna say this on the first broadcast. I'm
gonna say that when we were in Venice, Phil Harris went
into Harry's Bar and sat down at a table with one of the
natives ... Phil took a drink and then the native took a
drink *get this - -* ... Then Phil took another drink and the native took a
another drink ... They kept drinking and drinking till the
native couldn't see any more ... HA HA HA HA HA.

MARY: What's funny about that?

JACK: Mary, don't you get it? Phil is the first guy in the world
ever to drink a Venetian Blind .. HA HA HA HA HA .. Mary,

Mary, don't you get it ... Venetian ----
(SOUND: LOUD SPLASH)

JACK: (COUGHS) MARY ... (COUGHS) ... MARY!

ELLIOT: Here, Miss, I'll help you.

MARY: Never mind, this time I pushed him.

ELLIOT: Good good ... Paddle on, Gondolier.

JAY: (SINGS) OL SOLE MIO ... OL SOLE MIO ---

JACK: MARY ... (COUGHS) ... MARY ... (COUGHS)

(APPLAUSE AND PLAYOFF)

JACK: Ladies and gentlemen, help observe the second annual NATIONAL KIDS' DAY on Saturday, September 23rd, and you'll be helping the underprivileged children of your community. Support the many Kiwanis-sponsored activities now planned in your city for NATIONAL KIDS' DAY. All funds raised in your city remain there for the benefit of the children of your own community! Thank you.

(APPLAUSE)

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

THE JACK BENNY PROGRAM
SUNDAY, SEPTEMBER 17, 1950
CLOSING COMMERCIAL

CHORUS: Be Happy - Go Lucky
Be Happy - Go Lucky Strike
Be Happy - Go Lucky
Go Lucky Strike today! (SHORT CLOSE)

ORCH: (SHORT VAMP)

GIRL: Some taste like this, and some like that
But nothing tastes quite like
The milder, richer cigarette
Whose name is Lucky Strike!

ORCH: (SHORT VAMP)

MAN: When asked to vote, the people wrote
In letters big and bold
It's L. S. M. F. T. for me
On Luckies we are sold!

CHORUS: Be Happy - Go Lucky
Be Happy - Go Lucky Strike
Be Happy - Go Lucky
Go Lucky Strike today! (SHORT CLOSE)

(more)

THE JACK BENNY PROGRAM
SUNDAY, SEPTEMBER 17, 1950
CLOSING COMMERCIAL (CONT'D)

SHARBUTT: (FRIENDLY AND SPIRITED) Yes, friends - Be Happy -
Go Lucky - and enjoy your cigarette. Puff by puff
you'll find Luckies always give you perfect mildness.
In fact, scientific tests prove Lucky Strike is milder
than any other principal brand. But mildness is only
part of the enjoyment Luckies give you. You get rich
taste too..... all the deep-down enjoyment that comes
from truly fine tobacco because ... LS/MFT ... Lucky
Strike means fine tobacco. So, friends, Be Happy --
Go Lucky! Try a carton of Lucky Strike!

CHORUS: Be Happy -- Go Lucky
Be Happy -- Go Lucky Strike
Be Happy -- Go Lucky
Go Lucky Strike today! (LONG CLOSE)

(TAG)

MARY: ~~Gee, that was a good dinner, Jack.~~

JACK: ~~Yeah ... Rochester, where did you get that fish?~~

ROCH: ~~OUT OF THE POCKET OF THAT SKIRT YOU WORE IN VENICE.~~

JACK: ~~Well, what do you know ... And you finished eating, Mary?~~

MARY: ~~Yes.~~

JACK: *We're a little late so goodnight, folks.*
~~So am I ... Let's go in the other room and talk to Don.~~

(APPLAUSE AND MUSIC)

DON: Stay tuned for the new Harold Peary Show which follows
immediately ... THIS IS CBS ... THE COLUMBIA BROADCASTING
SYSTEM.

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