

PROGRAM #29
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, MARCH 25, 1951

CBS

4:00 - 4:30 PM PST

⁴
AS BROADCAST

KM

ATX01 0180686

THE JACK BENNY PROGRAM
SUNDAY, MARCH 25, 1951
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: (VAMP)

GIRL: I used to switch from brand to brand
But Now I'm true to one,
For I love Luckies better taste
That means more smoking fun!

(SAYS) Honestly -- Luckies taste better than any other cigarette!

MAN: Make any smoking test you want
You'll see in just a minute
Each puff on Lucky Strike will *prove*
There's more enjoyment in it!

(SAYS) You bet -- Luckies taste better than any other cigarette!

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

(CONT'D)

KM

ATX01 0180687

THE JACK BENNY PROGRAM
SUNDAY MARCH 25, 1951
OPENING COMMERCIAL (CONTD)

SHARBUTT: (FRIENDLY AND SPIRITED) Friends, you know there's a real difference in cigarettes. Some are almost tasteless, while others are far too strong. Now you can't get full enjoyment out of smokes like those. That's why -- for complete smoking enjoyment switch to Lucky Strike! You'll agree, Luckies taste better than any other cigarette! You see, Luckies are a truly happy blend which gives you everything you want in a cigarette. The reason is fine tobacco. For fine tobacco and only fine tobacco always gives you perfect mildness and rich, true taste....and -- IS/MFT -- Lucky Strike means fine tobacco. So for complete smoking enjoyment make you next carton Lucky Strike. Yes, Be Happy -- Go Lucky because Luckies taste better than any other cigarette!

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

SHARBUTT: Remember, Luckies taste better than any other cigarette!

(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: AND NOW, LADIES AND GENTLEMEN, SINCE THIS IS EASTER..WE BRING YOU A MAN WHO PUT A SMALL RABBIT IN HIS HAT SO HE COULD HAVE A LITTLE HARE ON HIS HEAD...AND HERE HE IS..JACK BENNY!

(APPLAUSE)

JACK: Thank you, thank you, ^{thank you,} Hello again, this is Jack Bunny..
I mean Jack Benny talking. And Don, that was a very clever introduction.

DON: Oh, did you like it?

JACK: No..No, I didn't like it..but your little joke did fit.

DON: What do you mean?

JACK: What I mean is, I thought it was very appropriate for you to start an Easter program by laying an egg...Congratulations.

DON: Now wait a minute, Jack, that was a very funny joke..and the audience thought so too.

JACK: They did not.

DON: They did, too. I'll pick anybody in the audience and prove it. Say, Mister...Mister..

~~JACK: Don --~~

~~DON: I'll show you. Oh, Mister...you in the third row.~~

MEL: (OFF) ^{who} Me?

DON: Yes, would you come up here for a minute?

JD

JACK: Don, we don't have to go through all ^{that} that.

DON: Oh, yes we do..My future is at stake. You don't have to worry...you saved your money.

JACK: Don, believe me, it isn't that..

MEL: (SLIGHTLY MOOLEY) Did you want me, Mister?

DON: Yes,..yes ~~how~~ ^{how}. I want to ask you something and I want your unbiased opinion. What did you think of that joke?

MEL: What joke?

JACK: You see, Don, you see?

DON: What joke!...The one I told when I introduced Jack Benny.

MEL: Who's he?

JACK: Who's he! For your information I'd like you to know that---

DON: ^{oh} Wait a minute, Jack, I guess I was wrong in calling him up ^{Sen.}.

JACK: You bet you were wrong. Okay, Mister, you can go sit down.

MEL: Not so fast, bub, where's my refrigerator?

JACK: Refrigerator?

MEL: Certainly. You call me up on the stage ^{you}..ask me a lot of silly questions...now pay off.

JACK: Look, Mister, this isn't a quiz program. This is a comedy show...We only got you out of the audience to give us an opinion.

MEL: You woke me up just for that?

JACK: ^{how} You can go sit down. I'm not gonna ask you any more questions.

MEL: Okay, Senator.

JACK: Go already.

DON: Jack, I'm sorry about the whole thing.

JD

JACK: That's all right, Don, maybe I shouldn't have picked on your joke....but you see...I was so sure that since today is Easter, your introduction would have been something about my new suit, *you know.*

DON: Oh, forgive me, Jack. That is a beautiful suit.

~~JACK: Thank you, I think the colors are especially--~~

~~DON: Wait a minute, Jack,~~ *But* what's that patch on the left shoulder?

JACK: ~~Hmmmm~~...I didn't think it would show.

DON: ~~But, Jack,~~ a patch on a new suit?

JACK: *Well, Don--* I had to make a little alteration. You see, when it was delivered to me, the coat had three sleeves. Anyway, I think the color is--

DON: But, Jack, how in the world can you get a coat with three sleeves?

JACK: Well, you see, *Don,* this suit was made to measure, and it's my own fault for going to a tailor who was near-sighted.

DON: *Oh.* Near-sighted?

AJACK: I kept telling him there was a guy standing next to me, but he wouldn't believe me. Anyway, I'm glad I got this suit.

DON: Well Jack, on Easter everybody dresses up.

JACK: Not everybody, Don. Just look at the boys in Phil's band.

I mean
Look at the way they're dressed. If they spread themselves out, they could keep the crows away from four hundred and sixty acres. ~~And not only that--~~ *You'd think they would at least show--*

PHIL: *have a little Easter spirit.*
Hold it, ~~Senator,~~ hold it.

KM *Adrian,*

JACK: Huh?

PHIL: ~~You're discussing a group of boys who are always mentioned when music lovers talk about the Hollywood Bowl.~~

JACK: ~~Why?~~

PHIL: ~~They dug it.~~

JACK: ~~I don't care if they dug it or not... they could have dressed a little better... just to show that they've got the Easter spirit.~~

PHIL: They've got the ^{Easter} ~~beat~~ spirit... Look at Sammy, my drummer.

JACK: Huh?.... Hey, he ^{he does} look different, ^{you know.}

PHIL: ^{he does.} Certainly. This morning my boys got up bright and early, went to Sammy's house and colored his head.

JACK: Oh yes, it's pink--I thought he was blushing.

PHIL: Now turn them big blue eyes on me, Jackson and pay ~~me~~ a ^{little} compliment. I'm really dressed for Easter, ain't I?

JACK: Yes...yes, you are, Phil. But why shouldn't you dress well... you can afford it, ^{you know. You do your own show... you know} You do my show...your own show...personal appearances...recordings.

PHIL: Yeah.

JACK: Tell me, Phil, what is your biggest source of income?

PHIL: Shootin' pool.

JACK: Shooting pool?

PHIL: When you can sink the five, ten, and fifteen ball with one shot, you're in the upper brackets.

JACK: Phil, how can you always be talking about pool? After all, you're a family man. ^{I mean} What do your children think about it?

PHIL: They love it.

KM

JACK: What?

PHIL: When they say they wanna see Hoppy, they mean Willie, not Cassidy.

JACK: Phil, I'd like to sit down and have a long talk with you, but I don't have the time now...You see, tonight we're gonna do a very important sketch ~~about~~ ---

DENNIS: *Oh* Hello, Mr. Benny.

JACK: Oh, hello, Dennis. As I was saying, we're gonna do a very important sketch tonight about ----

DENNIS: I was in the Easter parade this morning.

JACK: *You were --* That's nice.

DENNIS: You'll never guess who else was there.

JACK: Who?

DENNIS: There was Brannigan, Flannagan, Milligan, Gilligan, Duffy, McDuffy, Malarkey, Mahone...Rafferty, Lafferty, Connelly, Donnelly, Dooley, O'Dooley, Muldooney, Malone.

JACK: Now Dennis, *Dennis stop it -- wait a minute -- stop it* stop it ~~it~~ St. Patrick's Day was last week. Dennis...Dennis....let me ask you a question.

DENNIS: A question?

JACK: Yes. Why are you so silly?

DENNIS: I refuse to answer ~~that~~ on the grounds that it might tend to incriminate me.

JACK: Oh, you've been watching the investigating committee on television.

DENNIS: Yeah...I watched one fellow for hours...~~that~~ he isn't half as funny without Abbott.

KM

JACK: That's a different Costello....Now, Don, as I started to tell you before^{As soon as}. As soon as Mary gets here...she may be a little late.^{You see} Her sister Babe is visiting her from PlainfieldAnyway, as soon as Mary gets here, we're gonna do a very important sketch based on a picture that's nominated for the Academy Awards.

DON: Say, that's right, this is the week of the Academy awards.

PHIL: Hey, Jackson---

JACK: What?

PHIL: You never did win anything, did you?

JACK: No Phil, not personally, but my pictures made a wonderful showing. In To Be Or Not To Be, the director won an award.....in George Washington Slept Here, the cameraman got an award.

DON: What about The Horn Blows At Midnight?

PHIL: The audience got the award.

JACK: Well, you're wrong about that because there was no audience.
I mean, there was no award....And, Phil, I'll make you a deal.
If you forget about the Horn Blows at Midnight, I'll forget
about Wabash Avenue.

PHIL: And what, pray tell, was wrong with my performance in
Wabash Avenue?

JACK: Phil, all I know is, Betty Grable and Victor Mature were in
that picture with you.

PHIL: That's right.

JACK: Well, since then, Betty Grable made two more pictures with
Dan Dailey. Victor Mature made three more pictures with
June Haver. And Phil, what have you been doing?

PHIL: Shooting pool with Zanuck.

JACK: What?

PHIL: Two more games and the studio is mine.

JACK: Not if he shoots with a polo mallet. Now, Phil, if you'll
be quiet for a moment, I'd like to tell the audience about
the Academy Award picture we're gonna do.

DENNIS: Say, Mr. Benny, maybe I'll win an Oscar for that picture I
was in.

JACK: What picture was that, Dennis?

DENNIS: I'll Get By.

JACK: Oh yes...I'll Get By...That title was taken from a song.

DENNIS: It was?

JACK: Yes, Dennis. I'll get by as long as I have you.

DENNIS: You said it, kid.

JD

ATX01 0180695

JACK: Oh, quiet. Now, Don----

(SOUND: PHONE RINGS)

JACK: *ah*, Excuse me.

(SOUND: RECEIVER UP)

JACK: Hello?

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

(APPLAUSE)

JACK: Rochester, what did you call for?

ROCH: WELL, BOSS, I WANTED YOU TO KNOW THAT WHEN YOU LEAVE FOR
NEW YORK TONIGHT TO DO YOUR TELEVISION SHOW, YOU'LL BE GOING
BY TRAIN.

JACK: By train?...But, Rochester, I've been dickering all week with
the airplane company.

ROCH: THEY CALLED AND SAID THEY THOUGHT YOUR PROPOSITION OVER,
BUT DECIDED AGAINST IT.

JACK: Against it?

ROCH: YEAH....THEY SAID THEY DON'T CARE IF YOU DO WEAR YOUR
CHARLIE'S AUNT COSTUME, THEY DON'T NEED AN EXTRA STEWARDESS.

JACK: Oh, ^{*well.*} that's too bad.

~~ROCH: YEAH...AND IT'S SUCH BEAUTIFUL FLYING WEATHER~~

~~JACK: How do you know?~~

~~ROCH: YOU KNOW THAT THERD SLEEVE YOU CUT OFF YOUR COAT?~~

~~JACK: Yes.~~

~~ROCH: I PUT IT UP ON THE ROOF FOR A WIND SOCK.~~

~~JACK: Well, take it down.~~

JD

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ROCH: AND BOSS, WHEN I THOUGHT YOU WERE FLYING, I EVEN SAVED ON
YOUR LUGGAGE.

JACK: How did you do that?

ROCH: YOU KNOW YOUR GRAY SUIT, THE ONE THAT MAKES YOU LOOK LIKE
CLARK GABLE?

JACK: Yes.

ROCH: WELL, I TOOK THE PADDING OUT OF THE SHOULDERS AND
PUT IN TWO PAIRS OF PAJAMAS, TEN PAIRS OF SOCKS, FOUR SUITS
OF UNDERWEAR, AND THREE DOZEN HANDKERCHIEFS

JACK: *well,* Good, good.

ROCH: IN THE OTHER SHOULDER I PUT YOUR SHIRTS, TIRES, BATHROBE,
AND TWO DOZEN SANDWICHES.

JACK: Sandwiches!

ROCH: WHEN YOU GET HUNGRY, JUST REACH UP YOUR SLEEVE AND PEOPLE'LL
THINK YOU'RE A MAGICIAN.

JACK: Never mind that. Just see that everything is packed.... *now*
Goodbye, Rochester, I'll see you later.

ROCH: OH, SAY, BOSS---

JACK: Now what?

ROCH: I'VE GOT A VERY FUNNY JOKE FOR YOUR RADIO PROGRAM.

JACK: (WHISPERING) A joke? What is it, Rochester, what is it?

ROCH: WELL, ASK MR. WILSON IF HE KNOWS WHY A TANGERINE IS LIKE
A MANHOLE COVER.

JACK: Oh, *oh,* thanks, Rochester, thanks. Goodbye.

(SOUND: RECEIVER DOWN)

KM

JACK: ^{hey, hey} ~~Don~~---

DON: ^{oh} Yes, Jack?

JACK: Don, I just thought of the funniest joke. Do you know why a tangerine is like a manhole cover?

DON: No, Jack. Why is a tangerine like a manhole cover?

JACK: (LAUGHS) Because....(Oh, my goodness, I forgot to ask Rochester the answer)...How do you like that?

DON: Jack, what are you mumbling about?

JACK: Nothing, nothing, ^{drop it.}

~~DON: Well, Jack, tell me why is a tangerine like a manhole cover?~~

~~JACK: Don, let's drop it.~~

DON: I won't drop it. Why is a tangerine like a manhole cover?

~~JACK: Because...because...~~

DENNIS: Because Mr. Benny's the boss and if you don't shut up, you're fired.

JACK: Thanks, Dennis.

DENNIS: ^{oh} That's all right. You'll get by as long as you have me.

JACK: ~~I know, I know...~~ ^{oh stick} Now, Don, we have to start our sketch pretty soon...but first we've got to have the commercial.

DON: ^{oh} Yes Jack..and since this is the first Sunday of Spring, the Sportsmen have prepared an appropriate number..Mendelssohn's Spring Song.

JACK: ^{Mendelssohn's Spring Song...} Oh, that's wonderful, Don.

DON: And there's a part in it for you where you play the violin.

JACK: There wasn't till rehearsal when I made you put it in...^{You know} Now hand me my violin. (GETS VIOLIN) Okay fellows. ^{I'm} I'm first.

KM ^{Mendelssohn's Spring Song.}

(INTRO)

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JACK: (VIOLIN)

QUART: IN SPRING A YOUNG MAN'S FANCY
LIGHTLY TURNS TO LUCKY STRIKE.
SO ROUND, SO FIRM, AND FULLY PACKED
SO EASY ON THE DRAW.
FOR LUCKY STRIKE MEANS FINE TOBACCO
LSMFT

OH YES, YOU'LL SEE

Now
~~SMOKE~~ LUCKY STRIKE TASTES BETTER

SO THAT'S WHY WE ALWAYS SAY
BE HAPPY AND GO LUCKY STRIKE
GO LUCKY STRIKE TODAY.

JACK: (VIOLIN)

QUART: OH YES.

JACK: (VIOLIN)

QUART: OH YES, THE CIGARETTE FOR ME.

VJACK: (VIOLIN)

QUART: YES SIR

JACK: (VIOLIN)

QUART: YOU BET, IT'S LSMFT,

JACK: (VIOLIN)

QUART: THERE'S NO ROUGH PUFF

JACK: (VIOLIN)

QUART: THAT'S SURE ENOUGH.

JACK: (VIOLIN)

QUART: NO PUFF IS ROUGH.

JACK: (VIOLIN)

QUART: WE'VE SAID ENOUGH

JACK: (VIOLIN)

QUART: SMOKE A LUCKY STRIKE.

(APPLAUSE)

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(THIRD ROUTINE)

JACK: *oh that* That was wonderful, boys...thank you very much...Now, Don,
I think that we should have a --

(SOUND: KNOCK ON DOOR)

JACK: COME IN.

(SOUND: DOOR OPENS)

JACK: Hey, look who it is...It's Mary's sister, Babe.

(Applause)
BABE: Hello, Jack.

~~(SOUND: DOOR OPENS)~~

JACK: Well, Babe, this certainly is a pleasant surprise...You
know my cast, don't you?

BABE: Yes Jack, I met them a long time ago...~~This is your announcer,~~
~~Don Wilson.~~

~~DON: Hello, Babe.~~

~~BABE: Hello, Don.~~

~~JACK: And this is Dennis Day~~

DENNIS: Hi Babe.

BABE: *Hello Dennis*
Say, Jack...he's cute. I love tenors.

JACK: Really?

BABE: *Yes* You know, I used to be a tenor, before my voice changed.

JACK: Oh...Well, now that you mention your voice, Babe...I wish
you'd try to raise it a little *you see*...it might be confusing.

BABE: What do you mean, confusing?

JACK: People will think they're hearing Talullah on both networks..
Will you
Will you raise it a little?

KM

BABE: I'll try, dahling.

JACK: Thanks...Now tell me, how come you dropped in on the program?

BABE: Mary sent me... ~~the doctor won't let her come~~

JACK: What?

BABE: ~~He~~ ^{the doctor} wants her to take it easy for another week or so.

JACK: Oh. Well, I wish ~~Mary had told me~~ ^{I had known} earlier...we're going to do our version of Sunset Boulevard today..and Mary was supposed to play Gloria Swanson's part.

BABE: Well, Jack...why don't you let me play the Gloria Swanson role?

JACK: You!!!

~~BABE:~~ Yes. *you haven't... you know*

JACK: But Babe...you haven't any acting experience.

BABE: Well, Jack.....I almost ~~became~~ ^{was} an actress.

JACK: You ~~did~~ ^{almost} ~~was~~ [?] ... *That's all right, ... you were?*

BABE: Yes.....when I graduated from high school I didn't know whether I should become a radio actress or a stage actress.

JACK: ~~Well,~~ ^{ah} what did you become?

BABE: A mechanic.

JACK: Oh...Well Babe, let me talk to Don a minute!..(WHISPERING) *will you...*

Don, Don, what do you think we ought to do?

DON: Well Jack, what else can we do? It's too late to change the program.

JACK: I know, Don, but letting her play Gloria Swanson's part... *I mean* ~~aren't~~ ^{we're} we taking an awful chance? Babe. never acted before.

DON: Well, Jack, we're stuck, so we'll just have to do the best we can.

KM

JACK: Oh...(UP) Well...all right...Babe, you can play the part that Gloria Swanson played in the picture...*we'll try it...* I'll play William Holden's part...and Dennis..you'll play Eric Von Stroheim's part.

DENNIS: Eric Von Stroheim?

JACK: Yes.

DENNIS: But Babe looks more like him ^{than} I do.

JACK: Never mind.

DENNIS: But I don't want to play the part of a German butler.

Jack: what? Dennis: I don't want to play the part of a German butler.
JACK: You'll play it and that's all there ~~is~~ to it...Don...set the scene.

DON: All right...AND NOW, LADIES AND GENTLEMEN..WE PRESENT OUR VERSION OF THAT PICTURE WHICH HAS WON SEVERAL ACADEMY AWARD NOMINATIONS...SUNSET BOULEVARD.

(MUSICAL STINGER...THEN MUSIC AS JACK TALKS)

JACK: (FILTER) MY NAME IS JOE GILLIS...RIGHT NOW, I HAVE THREE BULLETS IN ME, AND I'M FLOATING FACE DOWNWARDS IN A SWIMMING POOL BEHIND AN OLD MANSION ON SUNSET BOULEVARD.

(STINGER...AND MUSIC OUT)

JACK: OH, I KNOW YOU'RE WONDERING HOW YOU CAN HEAR MY VOICE WITH MY FACE UNDER WATER...I HAD IT TRANSCRIBED FOR RELEASE AT THIS MORE CONVENIENT TIME...MY TROUBLE STARTED SIX MONTHS AGO...I WAS AN UNEMPLOYED MOVIE WRITER...I HAD TRIED IN VAIN TO GET A JOB AND APPLIED TO ALL THE STUDIOS...I WENT TO PARAMOUNT.

(MUSIC THAT'S AT START OF PARAMOUNT NEWSREEL.)

GM

JACK: *And to*
M.G.M.

MEL: (TERRIFIC LION ROAR)

JACK: *And to*
REPUBLIC.

(SOUND: GALLOPING OF HORSES FADING AWAY)

MEL: (HORSE WHINNIES)

JACK: THEN I WENT TO UNIVERSAL, BUT THEY HAD JUST FINISHED MAKING
"HARVEY", AND THEY COULDN'T SEE ME, EITHER...FINALLY, I GOT
TO A PRODUCER WHO WAS A FRIEND OF MINE...AS I SAT OPPOSITE
HIM IN HIS IMPOSING OFFICE, HE SAID:

KEARNS: Well, Gillis...what can I do for you?

JACK: (REG. MIKE) *J. S.*
~~Mr. Sheidrake~~, I've got a story I'd like to
sell you that'll make a great picture and---

KEARNS: A story, eh--well, give me a brief outline.

JACK: Yes sir, yes sir. Now the hero of my story is a psychiatrist
and ---

KEARNS: *oh* No good, my boy, no good. The psychiatry cycle is done...
washed up...The trend today is pictures like "Broken Arrow",
"Tomahawk", -- Indian stuff.

JACK: I know...you see, my hero is a half-breed psychiatrist...Now
the girl comes to him and---

KEARNS: You have a girl in the story?

JACK: Yes...why?

KEARNS: Dated stuff. Movie fans want animals in pictures...like, *like*
Lassie, Francis the Mule, Bonzo the Chimp.

JACK: Oh, I know...*I know*...but the reason the girl is going to the
psychiatrist is because her pet centipede has a complex.

JD

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KEARNS: ^{well} "That's a good angle...a centipede with a complex.

JACK: Yes..this centipede thinks his shoes are too tight and ^{the girl's} ~~shoe~~ going broke buying him Dr. Sholl's foot pads.

KEARNS: ^I I'm afraid that's a little too fantastic, my boy, too fantastic.

(SOUND: DOOR OPENS)

KEARNS: As a writer, Gillis, you should realize that-- Well, hello, H. W.

HERB: Hiya, J. S. I dropped in to ask you if you'd like to have lunch with me and L. B.

KEARNS: I'd like to H. W., but I've got a lunch date with M. J. and B. G.

HERB: Well, how about tonight? I'm picking up J. T. and we're going to have dinner with R. S.

KEARNS: Sorry, but I'm having dinner with Darryl Zanuck.

HERB: ...Who?

KEARNS: D. Z.

HERB: Oh.....Well, so long, see you later, J. S.

KEARNS: Goodbye, H. W.

JACK: (FILTER) I FOLLOWED H. W. OUT OF J.S.'S OFFICE BECAUSE I HAD A DATE WITH L.S. AND M.F. TO HAVE TEA....BUT THAT DAY THE FINANCE COMPANY TRIED TO REPOSSESS MY CAR...THEY CHASED ME DOWN SUNSET BOULEVARD, AND TO ESCAPE THEM, I TURNED INTO THE DRIVEWAY OF AN OLD DILAPIDATED MANSION...THE DOOR WAS OPEN, SO I WALKED IN.....

(MORE)

JD

JACK: WHEN MY EYES BECAMS ACCUSTOMED TO THE GLOOM, I REALIZED THE HOUSE WASN'T DESERTED...THEN SUDDENLY, I SAW HER.....SHE WAS MAJESTICALLY DESCENDING A LONG SPIRAL STAIRCASE...SHE MUST HAVE COME DOWN THAT STAIRCASE OFTEN BECAUSE HER LEGS WERE SPIRAL TOO...THEN SHE STOPPED AND SPOKE.

BAB: What do you want here?

JACK: I pulled into your driveway....I thought this was an empty house.

BABE: Well, it's not...so get out.

JACK: All right, I'll---wait a minute...I know your face...You're Norma Desmond...You used to be in pictures..You used to be big.

BABE: I'm still Big...It's the pictures that got small.

JACK: (FILTER) SHE WAS RIGHT...HER TELEVISION SET ONLY HAD A SEVEN INCH SCREEN.....BUT I TURNED TO HER AND SAID---

JACK: (REG. MIKE) Miss Desmond..I've always been a fan of yours.. I went to all your movies. And you were a great actress on the stage, too.

BABE: Yes...there was one role I played hundreds of times..I'll never forget my favorite speech...I always felt a thrill as I said it.

JACK: How did it go?

BABE: (ACTING) IF I WERE KING....YES, IF I WERE KING.

JD

JACK: But that's a man's part.

BABE: Now he tells me.

JACK: Look, Miss Desmond -- since you've retired from pictures...
how do you get money?

BABE: Oh, I own some stock, some income property, several
apartment houses, and I have oil wells up at Bakersfield
that are pumping, pumping, pumping.

JACK: Gee, stock, property, apartment houses, and oil wells...
that are pumping, pumping, pumping.
What's your largest source of income?

BABE: Shooting pool.

JACK: Oh.

JACK: (FILTER) WHEN I TOLD HER I WAS A WRITER, SHE ASKED ME TO STAY
AND HELP HER WITH A SCREENPLAY SHE WAS PREPARING FOR HER
COMEBACK....FOR WEEKS NORMA AND I WORKED HARD WRITING HER
SCREEN PLAY, AND GRADUALLY SHE BEGAN TO CARE FOR ME...I SOON
REALIZED THAT SHE WAS REALLY IN LOVE WITH ME...SOMETIMES
SHE WOULD HOLD MY HAND...SOMETIMES SHE WOULD PAT MY CHEEK...
AND ONE NIGHT AS SHE WAS RUNNING HER FINGERS THROUGH MY HAIR,
I WALKED INTO THE ROOM....I TURNED TO HER AND SAID --

JACK: (REG. MIKE) Norma, this is a beautiful night. Let's go
out for a ride.

BABE: We can't use the car tonight.

JACK: Why not?

BABE: It's at the service station...It's up on the grass reek.

JACK: You, too...it must run in the family...Look, Norma, I'm
hungry, let's go out and get something to eat.

BABE: We don't have to go out...I'll have my butler prepare
something for you...(CALLS) OH, MAX.

DENNIS: (COMING IN..GERMAN DIALECT) Yah, mine fraulein, vass is
lohse? *mit you?*

JACK: Max, I'm hungry...What can you make for me?

DENNIS: Gedampfte brust, Zauerbraten, Wiener Schnitzel, Hassenfeffer, und kuchlein mit tzibelis.

JACK: What's kuchlein mit Tzibelis?

DENNIS: (STILL GERMAN) I don't know, I told you I didn't want to play this part.

JACK: Never mind that....just bring me a ham sandwich.

DENNIS: Yah, mein herr.

BABE: Joe dear, you have your sandwich....I'm going to change into something more comfortable.

JACK: (FILTER) AS I WAITED FOR MY SANDWICH, I TOOK SOMETHING OUT OF THE FRUIT BOWL...WHEN I BIT INTO IT, I BROKE MY TWO FRONT TEETH....IT WAS THEN I REALIZED HOW IMPORTANT IT WAS TO KNOW THE DIFFERENCE BETWEEN A TANGERINE AND A MANHOLE COVER... FINALLY, I BEGAN TO TIRE OF THE WHOLE SITUATION...I DECIDED TO LEAVE..AND AS I WAS PACKING MY THINGS TO GO, MAX SUDDENLY INTERRUPTED ME.

DENNIS: You are leaving here, mine herr?

JACK: No, I'm taking it with me...Huh?...Yes, Max, I'm leaving... I can't stand it ~~here~~ any longer....this is a weird household ...Norma is so possessive...and you keep watching me... always watching..

DENNIS: ^{Because} But I have a right to watch...even though I'm now her butler.. once I was her seventeenth husband.

JACK: You were her 17th husband...who were the others?

DENNIS: Dere vass Brannigan, Flannagan, Milligan, Gilligan, Duffy, McGuffy, Malarkey, Mahone...Rafferty, ~~Lefferty, Connolly, Donnelly, Deoley, O'Deoley, Muldooney, Malono.~~

JACK: NOW CUT THAT OUT. And stand aside.

DENNIS: Mine herr, I wouldn't leave here if I were you.

JACK: Well, you're not me, so get out of my way.

(SOUND: DOOR OPENS)

BABE: (EXCITED) ^{What, What,} ~~Joe, Joe~~.....what's the matter?

DENNIS: ~~ah~~ Fraulein, he is going to leave you.

BABE: No, Joe, no!

JACK: I've got to, Norma.

BABE: (VERY DRAMATICALLY) JOE, YOU CAN'T DO THIS! MAX,
MAX, STOP HIM. LOOK AT ME, JOE, LOOK AT ME. I CAN'T
FACE LIFE WITHOUT YOU. YOU'RE EVERYTHING TO ME....
MY LIFE, MY LOVE.....IF YOU GO, I'LL KILL MYSELF,
DO YOU HEAR. I'LL KILL MYSELF.

JACK: (FILTER) IT WAS AFTER SHE READ THIS BIG DRAMATIC SPEECH
THAT I WISHED MARY WERE BACK ON THE SHOW.....I
IGNORED HER FRANTIC PLEADING.....I WAS DETERMINED
TO LEAVE.....~~I GAVE HER BACK ALL THE EXPENSIVE GIFTS
SHE HAD GIVEN ME.... THE GOLD WRIST WATCH, THE PLATINUM
CIGARETTE CASE, DIAMOND CUFF LINKS, AND MY SUIT WITH
THE THREE SLEEVES.....THEN I GRABBED MY TYPEWRITER
AND RUSHED OUT OF THE HOUSE....SHE FOLLOWED ME,
SCREAMING---~~

JD

ATX01 0180708

BABE: JOE, JOE, YOU CAN'T LEAVE ME.

(SOUND: FOOTSTEPS ON GRAVEL..SUSTAIN)

JACK: (REG MIKE) I'M GOING, NORMA, GOODBYE.

BABE: YOU CAN'T GO, JOE...NOBODY LEAVES A STAR.

(SOUND: TWO PISTOL SHOTS)

JACK: (GROANS)

(SOUND: ANOTHER PISTOL SHOT..BIG SPLASH)

JACK: YES, SHE KILLED ME..AND I FELL DEAD IN HER SWIMMING POOL..THE
ONLY CONSOLATION IS THAT THEY GAVE ME A NICE FUNERAL, AND I
HAD WONDERFUL PAI^aLBEARERS....THERE WAS BRANNIGAN, FLANNIGAN,
MILLIGAN, GILLIGAN, DUFFY, MCGUFFY, MALARKY, MAHONE...
RAFFERTY, LAFFERTY, CONNELLY, DONNELLY, DOOLEY, SHAPIRO,
MULDOONEY, MALONE....YES, THAT IS MY STORY.....I LIVED AND
DIED ON SUNSET BOULEVARD!

(APPLAUSE AND PLAYOFF)

KM

JACK: 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)

EDN: Jack will be back in just a moment.....

JD

ATX01 0180710

THE JACK BENNY PROGRAM
SUNDAY, MARCH 25, 1951
CLOSING COMMERCIAL

-26-

SHARBUTT: And now, let's review this morning's Easter Parade.

GIRL: My Easter bonnet is the best
So men will be beguiled,
The way they are by Lucky Strike
The smoke both rich and mild!

(SAYS) That's why Luckies taste better than any other
cigarette!

MAN: This happy day I win real praise
When strolling down the street
'cause I give perfect Lucky Strikes
To everyone I meet!

(SAYS) You'll agree -- Luckies taste better than any other
cigarette!

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

(CONTINUED)

JD

ATX01 0180711

THE JACK BENNY PROGRAM
SUNDAY, MARCH 25, 1951
CLOSING COMMERCIAL (CONTINUED)

-27-

SHARBUT: (FRIENDLY AND SPIRITED) Friends, Luckies taste better than any other cigarette! And here's why....fine tobacco, and only fine tobacco always gives you perfect mildness and rich, true tobacco taste. And every smoker knows -- LS/MFT -- Lucky Strike means fine tobacco! Yes, with every Lucky you light you always get that happy blending of real mildness and rich true taste. Now if you're not happy with your present brand, and a 38-city survey shows that millions are not, switch to Lucky Strike. You'll agree, Luckies taste better than any other cigarette! So, Be Happy -- Go Lucky -- make your next carton Lucky Strike!

CHORUS:

REPRISE:

Be Happy -- Go Lucky

Go Lucky Strike today! (LONG CLOSE)

SHARBUT: Remember, Luckies taste better than any other cigarette!

JD

ATX01 0180712

(TAG)

-28-

JACK: Ladies and gentlemen, immediately following next Sunday's radio program, I'll do my third television show. As my guest stars I'll have Claudette Colbert, Robert Montgomery, and Basil Rathbone....This will be seen in the Eastern area next Sunday and two weeks later will be seen on the West Coast by kinescope. *Happy Easter, everybody.*

~~BABE: Jack, you know next fall you won't have to go to New York to do your television shows because by then the coaxial cable will reach the West Coast.~~

~~JACK: Really Babe, how do you know?~~

~~BABE: I helped string the cable, I told you I was a mechanic.~~

~~JACK: Oh yes, I forgot...Well, put on a clean pair of overalls and I'll take you out to dinner...Happy Easter everybody.~~

(MUSIC & APPLAUSE)

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....The Jack Benny Show is heard by our Armed Forces Overseas through the facilities of the Armed Forces Radio Service.....

THIS IS CBS ... THE COLUMBIA BROADCASTING SYSTEM.

JD

ATX01 0180713