

PROGRAM #31  
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, APRIL 8, 1951

CBS

4:00-4:30 PM PST

**AS BROADCAST**

JD

ATX01 0180742

THE JACK BENNY PROGRAM  
SUNDAY, APRIL 8, 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: Oh, I'm a happy smoker, for  
At last I've found the brand,  
That has a really better taste --  
It's Lucky Strike -- they're grand!

(SAYS) And you'll find -- Luckies taste better than any  
other cigarette!

MAN: My girl and I are headed for  
A life of harmony,  
'cause we agree, the happy smoke  
Is -- L. S. M. F. T.

(SAYS) And 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)

(CONT'D)

THE JACK BENNY PROGRAM  
SUNDAY, APRIL 8, 1951  
OPENING COMMERCIAL (CONT'D)

SHARBUTT: (FRIENDLY AND SPIRITED) Friends, here's one sure way to get complete enjoyment out of your cigarette - just light up a Lucky Strike! You'll find that Luckies taste better than any other cigarette. And here's why. Fine tobacco and only fine tobacco can give you the enjoyment of a better-tasting cigarette. And IS/MFT -- Lucky Strike means fine tobacco. Yes, Luckies always give you mildness .. richness ... a truly better taste that add up to complete smoking enjoyment. So for everything you want in a cigarette -- Be Happy -- Go Lucky!

Make your next carton Lucky Strike!

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

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

Y  
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ATX01 0180744

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE....MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN, LAST WEEK OUR LITTLE STAR WAS IN NEW  
YORK FOR HIS TELEVISION SHOW. BUT TODAY HE IS BACK HOME  
AGAIN...SO LET'S GO OUT TO JACK BENNY'S HOUSE IN BEVERLY HILLS  
....AS WE LOOK IN THE WINDOW, WE SEE ROCHESTER IN THE MIDST  
OF SPRING CLEANING.

(SOUND: VACUUM CLEANER HUMMING FOR SEVERAL SECONDS...  
SUSTAIN)

ROCH: (COUGHS TWICE) DARN THIS DUST.

(SOUND: VACUUM CLEANER CONTINUES HUMMING A FEW  
MORE SECONDS)

ROCH: (COUGHS THREE TIMES)

(SOUND: VACUUM CLEANER CONTINUES HUMMING -SMORE MORE..  
FADE-DOWN)

ROCH: (COUGHS TWICE) DOGGONE, I WISH MR. BENNY WOULD BUY A BAG FOR  
THIS VACUUM CLEANER, MY POCKETS ARE FULL...THIS IS RIDICULOUS.

(SOUND: VACUUM CLEANER UP FULL FOR SEVERAL SECONDS..  
THEN STOPS.)

ROCH: OH, OH....THE COLMANS MUST HAVE PULLED OUT THE PLUG...WELL,  
I'LL JUST GET MY DUST RAG AND---

TEL: (TWO SQUAWKS...WHISTLES)

ROCH: OH, HELLO, POLLY.

TEL: GET TO WORK, GET TO WORK..(SQUAWKS AND WHISTLES)

ROCH: ~~OKAY, POLLY.~~ *She's working --- She's working.*  
(SOUND: SWISH OF DUSTER)

ROCH: (SINGS TO "TENNESSEE WALTZ")  
I WAS WORKING WITH MY DUST RAG,  
TO THE TENNESSEE WALTZ,  
WHEN AN ASH TRAY I HAPPENED TO SEE.  
HOW I'D LOVE TO REST BESIDE IT,  
AND JUST SIT THERE A'PUFFING,  
AN L, S, AN M, F, AND T.....I WAS WORKING---

JACK: Good morning, Rochester.

ROCH: (SINGS) OH, HELLO BOSS, TO THE TENNE----OH, OH, GOOD  
MORNING BOSS...I LET YOU SLEEP A LITTLE LATE...I THOUGHT YOU  
MIGHT BE TIRED FROM YOUR TRIP.

JACK: Well, I was a little.

ROCH: I DIDN'T GET A CHANCE TO ASK YOU...HOW DID YOUR TELEVISION  
SHOW GO IN NEW YORK?

JACK: Oh fine, Rochester, and it's going to be shown here  
tonight at 7:30 on Channel Two.

MEL: CBS, CBS...(SQUAWK AND WHISTLE)

JACK: That's right, *Polly...I mean* *Rochester, give her ---*  
Polly...Rochester, give her a cracker....  
Tell me, Polly....did you miss ~~your~~ Daddy while he was gone?

MEL: (SINGS) My heart cried for you. (WHISTLES)

JACK: Oh, isn't that sweet.

ROCH: YOU KNOW, BOSS, I THINK POLLY REALLY DID MISS YOU...SHE  
~~DIDN'T~~ *even* LAY AN EGG THE WHOLE TIME YOU WERE GONE.

JACK: Is that right, Polly....you didn't lay an egg all the time  
Daddy was away?...and I was gone ten days.

*gunshot*  
(SOUND: POP AND CLUNK)

JD

ATX01 01B0746

ROCH: ONE DOWN AND NINE TO GO.

JACK: Thanks, Polly.

(SOUND: <sup>Spurrrrr</sup> POP AND CLUNK)

JACK: Polly, there's no hurry, don't strain yourself...Gee,  
Rochester, it's <sup>really</sup> good to be home again.

ROCH: BOSS, HOW COME YOU WERE GONE SO LONG ON THIS TRIP?

JACK: Well, on the way back from New York, I stopped off at my home  
town Waukegan for a visit...Gosh, what memories...I saw  
all my old schoolmates...Cliff Gordon, Julius Synikin, Jerome  
Morrison.

ROCH: OH YES...I'VE HEARD YOU MENTION THEM.

JACK: You know, Rochester, it's amazing how time flies...Most of  
the people who were my age in school now have children who  
are my age!...I can't understand it.

ROCH: YOU MUST HAVE GOT A KICK OUT OF THAT, BOSS...GOING BACK TO  
YOUR HOME TOWN AND MEETING ALL YOUR OLD FRIENDS.

JACK: Oh, it was <sup>thrilling</sup>...I even met the kid I had my first  
fist fight with...I met her husband, too...They make such  
a nice couple...

(SOUND: ~~POP~~...CLINK)

~~ROCH: WELL, ONLY SEVEN MORE.~~

~~JACK: Thanks, Polly...Mark it down, Rochester.~~

~~ROCH: GOT IT.~~

~~JACK: Not in the dust, get a pencil and paper.~~

ROCH: ~~YES-SIR~~...BY THE WAY, MR. BENNY...DID YOU SEE FRED ALLEN  
WHILE YOU WERE IN NEW YORK?

JD

ATX01 0180747

*Fred Allen?...*  
JACK: Yes, Rochester... *and I want to tell you --- you know*  
(CONFIDENTIALLY) I met him with a crowd of people at a big cocktail party, and Fred really must be having an awfully rough time.

ROCH: HOW DO YOU KNOW?

JACK: He picked my pocket...Imagine.

ROCH: WHAT DID HE GET?

JACK: Three hors d'oeuvres...Personally, I think----

MEL: (SQUAWK)

(SOUND: POP, CLUNK....POP, CLUNK)

ROCH: WELL, THE DAILY DOUBLE!

JACK: Polly, take it easy, you've got all day...Well, Rochester, you finish your spring cleaning, and I'll-----

(SOUND: DOOR BUZZER)

JACK: I'll get it.

(SOUND: FOOTSTEPS)

~~JACK: (SINGS) If they made me a king, I'd still be a slave to you---~~

(SOUND: DOOR OPENS)

JACK: Oh hello, Dennis...

DENNIS: Hello, ~~Your Majesty~~ *Mr. Benny.*

JACK: Come on in.

(SOUND: DOOR CLOSE)

DENNIS: *Mr. Benny*... Mr. Benny, I saw your television show last Sunday and it was wonderful. You were absolutely sensational. I never saw anything like it. Boy, did I laugh.

JACK: Well, thanks very ----- Wait a minute, Dennis, the television show I did last week could only be seen in the East. My show wasn't even on out here.

JD

DENNIS: Me and my big mouth.

JACK: What?

DENNIS: I didn't want you to know I missed it.

JACK: Well, anyway Dennis, it was nice of you to be so considerate. But you know something ... You'll be able to see my television show tonight.

DENNIS: Who wants to see it?

JACK: What?

DENNIS: You couldn't be as good as I said you were.

JACK: Dennis, you drive me crazy ... Anyway you're gonna stay home and watch my show. <sup>how</sup> Robert Montgomery is on it, and Basil Rathbone ... and there's a girl, too ... You know who she is?

DENNIS: (WHISTLE)

JACK: Dennis, I didn't tell you who the girl is, why did you whistle?

DENNIS: When you're as young as I am, you don't wait for names.

JACK: Well, you're gonna wait for this one because the girl happens to be Claudette Colbert.

DENNIS: Oh boy <sup>Jack: Yes.</sup> ... well, I'll watch your show, Mr. Benny, but I really ought to go and visit my uncle.

JACK: Your uncle? What's the matter, is he sick?

DENNIS: No.

JACK: Well, I'm glad of that.

DENNIS: He's in jail.

JACK: In jail? Dennis, what's your uncle in jail for?

DENNIS: Perjury ... He's an awful liar.

JACK: Perjury? ... what jail is he in?

DENNIX: Tehachapi.

MO



JACK: Well, maybe tomorrow you can---wait a minute...Dennis...  
Tehachapi is a women's jail...how come your uncle is there?

DENNIS: I told you he's an awful liar.

JACK: ~~WHAT?~~ *Dennis!*

DENNIS: You better sing, kid.

JACK: ~~You said it.~~ *You. I should say so. You better.*

(APPLAUSE)

J. (DENNIS'S SONG -- "MOCKING <sup>Bird</sup> ~~BIRD~~ HILL")

(APPLAUSE)

JD

(SECOND ROUTINE)

JACK: ~~That~~ *That was* That was wonderful, Dennis, I enjoyed it very much.

DENNIS: ~~You always make me come over to your house and sing.~~ Why don't you buy one of my records sometime?

JACK: ~~What?~~

DENNIS: ~~You can buy them in any music store,~~ Victor Records, eighty-five cents.

JACK: Dennis!

DENNIS: If you can plug your television show, I can plug my records.

JACK: Never mind. I've got a right to *plug* - - -

(SOUND: PHONE RINGS)

JACK: I'll get it, ~~Rochester.~~

(SOUND: FEW FOOTSTEPS...RECEIVER UP)

JACK: Hello?

BLANCHE: (FILTER) Mr. Jack Benny, please.

JACK: This is Jack Benny.

BLANCHE: I have a long distance call for you from Palm Springs.

JACK: From Palm Springs. Put them on.

BLANCHE: It's collect.

(SOUND: RECEIVER DOWN)

BLANCHE: (PAUSE) .....Mr. Benny! .....Mr. Benny!

MARY: Operator, what happened?

BLANCHE: I don't know, I must've said a dirty word.

MARY: Well, Operator, you call Mr. Benny back, *and* tell him it's Mary Livingstone.

(APPLAUSE)

JD

MARY: Tell him that I'm in a phone booth and have no change.

~~BLANCHE: Uh huh.~~

~~MARY: And then if he still won't accept the charges, tell him he  
can take it out of my salary...but to spread it over two  
weeks.~~

BLANCHE: Yes, Ma'am....Say, are you the Mary Livingstone who works for  
Mr. Benny?

MARY: Uh huh.

BLANCHE: How can you afford to be in Palm Springs?

MARY: I get a small pension from the May Company...Now please, get  
me Mr. Benny again.

BLANCHE: Yes, Ma'am, I'll try.

(SOUND: PLUG IN SWITCHBOARD...BUZZING...FADING OUT...  
REGULAR PHONE RINGS...RECEIVER UP)

JACK: Hello?

BLANCHE: Now Mr. Benny, be calm.

JACK: Operator, I'm not----

MARY: JACK...JACK.

JACK: Huh? Oh Mary, it's you *See*. It's good to hear your voice again.  
If I'd known it was you, I would've accepted the charges  
immediately. How do you feel?

MARY: Fine.

JACK: Goodbye.

MARY: WAIT A MINUTE.

JACK: Oh, I'm sorry, Mary, *I get*...I got all excited...But I'm certainly  
glad that you're well again and all over your flu...Are you  
having any fun in Palm Springs?

JD

MARY: Not much. Last night I went to a party, and it was awfully dull.

JACK: Oh...who was there?

MARY: Van Johnson, Alan Ladd, Gregory Peck, and Clark Gable.

JACK: ~~Van Johnson, Alan Ladd, Gregory Peck, and Clark Gable were~~  
~~there~~ and you found the party dull? Who else was there?

MARY: Mrs. Van Johnson, Mrs. Alan Ladd, Mrs. Gregory Peck, and Mrs. Clark Gable.

JACK: OH, OH, OH!!!!

BLANCHE: Them wives wouldn't have stopped me, kiddo.

JACK: Operator, you keep out of this. *Bunde* Gee, Mary, *it's gonna, it's gonna* it's gonna be great having you back on the program....we sure missed you.

MARY: Well thanks, Jack, but I thought my sister Babe did a wonderful job when she took my place.

JACK: Oh, she was great, Mary, great...especially when you consider the fact that she had no radio experience.

MARY: What do you mean no experience? Babe's been on the radio before. She was on that program called "Twenty Questions"...  
*Jack:* *Oh.*  
*Mary:* And she made a fortune.

JACK: How?

MARY: (LAUGHING) They couldn't guess whether she was animal, vegetable, or mineral.

JACK: Now, Mary, you can stop kidding. I think Babe is a wonderful girl and ~~she did a fine job. Not only that,~~ I enjoyed having her on the train with me when I went to New York.

MARY: Well Jack, I'm glad she went with you. You know, she's never been on a train before.

JD

JACK: Oh ... well, then how did she come to California, by bus or ~~plane?~~

MARY: ~~Covered wagon.~~ *She drove out with Mom & Poppy.*

JACK: ~~What?~~ *oh by car.*

~~MARY: That's the only way they could sneak her in~~

~~JACK: Now, Mary:~~

MARY: (LAUGHS)

JACK: What are you laughing at?..

MARY: Poor Babe..When they <sup>were</sup> stopped for plant inspection, the man thought she was a Joshua tree.

JACK: A Joshua -- Oh, then she's ~~a~~ vegetable...I must tell her.

BLANCHE: Do you mind if I stop listening, I'm getting sick.

JACK: Operator, I told you to---

MARY: I better hang up now, Jack.

JACK: Okay, Mary...Wait a minute, when will you be coming back to town?

MARY: Wednesday.

JACK: Good ... how about us having dinner together that night?

MARY: Oh Jack, it'll be my first day home, I won't feel like cooking.

JACK: Oh .. well, then we'll make it some other time ... Maybe Friday.

MARY: Okay. Goodbye.

JACK: Goodbye.

BLANCHE: Goodbye.

JACK: Hmmm.

(SOUND: RECEIVER DOWN...FEW FOOTSTEPS)

JD

JACK: Gee, it'll be good to have Mary back again. I really missed her ... ~~Oh, Rochester.~~

~~ROCH: YES, BOSS.~~

~~JACK: Get me something to eat, will you?~~

~~ROCH: YES, SIR, WHAT WOULD YOU LIKE?~~

~~JACK: I don't know...what have we got?~~

~~ROCH: WELL...THERE'S ORANGE JUICE...CEREAL...TOAST...ROLLS...COFFEE~~

~~(SOUND: POP, CLUNK...POP, CLUNK)~~

~~ROCH: AND EGGS.~~

~~JACK: No, I want something different. But fix me something in a hurry, I'm starved...Ask Dennis, maybe he wants something to eat, too.~~

~~ROCH: OH, HE LEFT WHILE YOU WERE TALKING TO MISS LIVINGSTONE.~~

~~JACK: Good, good... Gee, I'm starved.~~

(SOUND: PHONE RINGS)

JACK: *If that's that silly a*  
~~I'll get it.~~

(SOUND: ~~FEW~~ FOOTSTEPS...RECEIVER UP)

JACK: Hello.

KEARNS: Hello....May I speak to Jack Benny please?

JACK: This is he.

KEARNS: Do you reside at 360 North Camden Drive?

JACK: Yes.

KEARNS: In Beverly Hills?

JACK: Yes yes ... who is this?

KEARNS: Mr. Penny, this is the office of the Collector of Internal Revenue.

JACK: YIPE!

JD

KEARNS: Mr. Benny, did I hear a dog?

JACK: Yes, yes...(Down Fido, down)...Now, what were you saying?

KEARNS: I said this is the office of the Collector of Internal Revenue. We'd like to discuss your 1950 Income Tax return. Will you be home for a while?

JACK: Home? .. Er....well...yes, yes, *I'll* I'll be home.

KEARNS: Good, we'll drop in to see you....Goodbye.

JACK: Goodbye.

(SOUND: RECEIVER CLICK)

JACK: Gee ... this is strange ... I've never had this happen before ...

(SOUND: DOOR OPENS)

JACK: I know I filled it out correctly, and---

ROCH: HERE YOU ARE, BOSS, I FIXED YOU SOMETHING TO EAT.

JACK: Who's hungry?

ROCH: BOSS, BOSS, ... WHAT'S THE MATTER?

JACK: I don't know ... I just got a call from the collector of internal revenue ... They want to go over my income tax return.

MEL: YIPE. (SQUAWKS AND WHISTLES)

JACK: Down, Fido.... I mean, Polly ... *I wonder what could be* ~~Well, I'm not going to let~~  
*worry with my income tax return.*  
~~to upset me~~ ... I'm pretty sure I did everything right and---

(SOUND: DOOR BUZZER)

JACK: Hmm ... They couldn't get here that fast.

(SOUND: FEW FOOTSTEPS ... DOOR OPENS)

JD

ATX01 0180756

DON: Hello, Jack.

JACK: Oh, it's you, Don ... Come on in.

DON: Come on in, Fellows.

QUART: HMMMMMMMM.

DON: *well* Jack, how was your trip to New York?

JACK: (WORRIED) Fine, fine ... Look, fellows, I told you to come in. What are you standing in the doorway for?

DON: *Jack* Jack, what's the matter ... you're so jittery and upset ...  
a Are you worried about something?

JACK: Worried ... that's a good one. Why should I be worried? I just have a little headache ... (CALLS) Oh Rochester, get me an Alcatraz ... I mean an Alka Seltzer ... Now Don, you and the quartet ... can't this wait till tomorrow?

DON: Oh no, Jack ... Since your television show is gonna be shown out here tonight, the *Spantamin have* ~~boys~~ prepared an appropriate number *all* about you.

JACK: But Don, right now I've got so much on my -- about me?

DON: Yes, Jack .. listen ... Take it fellows.

GM

ATX01 0180757



(INTRO)

-14-

QUART: FIVE FOOT TWO, EYES OF BLUE  
~~BUT~~ ON TV WHAT THEY CAN DO  
HAS EVERYBODY SEEN OUR JACK?

JACK: ~~But~~ I'm taller than that, *fellows.*

QUART: FIVE FOOT THREE, YES SIREE  
HE LOOKS PRETTY WE AGREE.  
HAS EVERYBODY SEEN OUR JACK?

JACK: ~~Well~~, I'm ~~much~~ taller.

QUART: *It could be*  
FIVE FOOT FOUR, FIVE FEET FIVE  
IT'S HARD TO SAY  
FIVE FOOT SIX, OR FIVE FOOT EIGHT

~~JACK: You're gettin' closer.~~

QUART: MAKES NO DIFFERENCE ANYWAY.

~~JACK: Well, I'm still taller.~~

QUART: SIX FOOT TWO

YES, IT'S TRUE

WITH THAT BANKROLL IN HIS SHOES.

HAS EVERYBODY SEEN OUR JACK.

*Two fifteen*  
~~FIVE TO TWO~~, HALF PAST TEN

ANY TIME, NO MATTER WHEN

YOU'LL ENJOY A LUCKY STRIKE.

TEN TO EIGHT, FIVE TO NINE

MORNING NOON OR ANY TIME

LUCKY IS THE SMOKE YOU'LL LIKE

*as so* THEY'RE ~~RE~~ ROUND AND FIRM, *and* FULLY PACKED

MILDER, YOU BET

LUCKY STRIKE'S TASTE BETTER THAN *any* OTHER CIGARETTE.

IN THE SPRING, IN THE FALL

NOW OR ANY TIME AT ALL

BE HAPPY AND GO LUCKY

HAPPY AND GO LUCKY

HAPPY AND GO LUCKY STRIKE.

(APPLAUSE)

*Jack: I'm taller than  
five foot three.*

*Jack: I'm not five foot  
four. I'm taller.*

ATX01 0180758

(THIRD ROUTINE)

DON: *well*, How about that, Jack *how about that ---* ... wasn't it good?

JACK: (WORRIED) Yes, Don, yes, *it was good.* it was very good, now ~~so~~, Don, go *will you.*  
Goodbye.

DON: Jack, stop pushing me.

JACK: Don, please go ... you too, fellows.

QUART: HMMMMMMMMM.

JACK: <sup>it</sup> And you can stop *with* that *too*. Just go.

(SOUND: DOOR OPENS AND CLOSSES)

JACK: Gee, I'm so upset I don't know what I'm *hell* ~~doing~~ ... I wonder what those internal revenue men want ... They can get awfully tough *too* .. They can even send you to -- ... Say, I wonder how Dennis's uncle got into Tehachapi ... I mean *if you're ---* if you've gotta go, you may as well enjoy yourself. Maybe they can -- Oh for heavens sakes, look at that ... right after Rochester did the Spring cleaning ... Look at all those ants crawling in through the window ... well, I'll fix them. (CALLS) OH ROCHESTER.

ROCH: (OFF) YES, BOSS.

JACK: BRING ME THE POISON.

ROCH: (PLEADING) NO NO, BOSS, NOT THAT, FACE IT LIKE A MAN.

JACK: It's for the ants ---- I'm not even thinking about those tax fellows who want to see me.

(SOUND: DOOR BUZZER)

JACK: INCOME -- I MEAN COME IN .....COME IN.

(SOUND: DOOR BUZZER)

JACK: Hmm, they didn't hear me.

(SOUND: COUPLE FOOTSTEPS ... DOOR OPENS)

GM

KEARNS: Mr. Benny?

JACK: I'll call him .. I mean, yes ... That's <sup>that's</sup> me.

KEARNS: I'm Joseph Collins of the Bureau of Internal Revenue ... I spoke to you on the phone.

JACK: Yes, yes .. Come in.

KEARNS: This is my assistant, Herbert Thompson.

WRIGHT: How do you do.

JACK: How do you do.

(SOUND: DOOR CLOSSES ... FOOTSTEPS)

JACK: Sit down, gentlemen.

KEARNS &  
WRIGHT: Thank you, *thank you very much.*

(SOUND: SCUFFLING OF CHAIRS)

KEARNS: Now, Mr. Benny --

JACK: Yes, yes yes yes yes yes yes yes yes ... yes? *Yes sir, yes Mr. Collins*

KEARNS: Now Mr. Benny ... I have here a copy of your 1950 Income Tax return.

JACK: *well,* I went over it carefully before I mailed it in, and <sup>*Yes -- Yes -- Yes*</sup> I'm sure I declared everything.

KEARNS: Well, Mr. Benny .. according to your return, last year your total income was three hundred and seventy-five thousand dollars.

JACK: <sup>*That's right --*</sup> That's right. During 1950 I earned three hundred-seventy-five thousand dollars.

WRIGHT: Then this figure denoting the money you spent last year on entertainment must be a mistake.

JACK: <sup>*no its*</sup> No no, ~~that's~~ right.

KEARNS: Seventeen dollars?

Y GM

JACK: Yes, and I can prove it ... I've got receipts for every penny of it.

WRIGHT: Mr. Benny, please don't misunderstand. The government is trying to be fair. We feel that you might unconsciously be cheating yourself.

JACK: Who, me?

KEARNS: Yes. If your Income was three hundred and seventy-five thousand dollars last year, you must've spent more than seventeen dollars for entertainment.

JACK: No ... no ... <sup>that's</sup> that's all I can remember.

WRIGHT: Well, we also checked your 1949 tax return ... and there you claim you spent twenty-three dollars for entertainment.

JACK: <sup>oh</sup> That's the year I went to Las Vegas..... Wow!

KEARNS: <sup>well</sup> Mr. Benny ... we still feel that you're not getting the full advantage of your legal deductions ... Now think a minute.

JACK: Yes.

KEARNS: You're in a business where personal contacts are very important.

JACK: <sup>oh</sup> <sup>they are</sup> Oh, they are ... for instance, last year, I was anxious to make a picture at Universal International <sup>Studios</sup>.... So in order to make an impression on William Goetz, the executive producer ~~at Universal~~ ... I invited him and his wife to have dinner with me at Ciro's. I remember the check came to fifty-six dollars.

KEARNS: Well, why isn't it down here?

JACK: He paid it.

GM

KEARNS: Oh ... well, you undoubtedly made an impression on him.

JACK: Yes, yes.

WRIGHT: Mr. Benny, just to be doubly sure, would you mind giving us a breakdown on how you earned three hundred and seventy-five thousand dollars last year?

JACK: Well ... let's see <sup>I---</sup> I made two hundred thousand in radio ... Forty thousand in television, and thirty-five thousand <sup>dollars</sup> in personal appearances.

WRIGHT: But that only amounts to two hundred and seventy-five thousand dollars ... how did you make the other hundred thousand? <sup>(Pause) Mr. Benny how did you make that other thousand dollars?</sup>

~~ROGH: WE HAVE A BENDIX THAT WASHES, IRONS, AND MAKES CHANGE.~~

JACK: Yes, yes. <sup>Laundry.</sup>

KEARNS: Mr. Benny ... <sup>Mr. Benny</sup> do you mean that you actually take in --

WRIGHT: I knew that, Joe, <sup>I knew it ---</sup> my wife brings <sup>our washing</sup> ~~her laundry~~ here.

JACK: I thought I recognized your shirt. <sup>Well,</sup> ~~those green stains are murder.~~

KEARNS: Now, Mr. Benny, believe me, we're trying to help you ... are you sure you can't think of any other deductions on your income tax?

JACK: No ... no, I can't ... But Gosh .. why does the tax department want to be so fair to little old me?

KEARNS: Because little old you and General Motors are our best customers.

GM

ATX01 0180762

JACK: Oh. Well, I'm sorry, but all I spent on entertainment last year was seventeen dollars.

KEARNS: Mr. Benny ... do you mind if my assistant and I discuss this matter privately?

JACK: Not at all ... Come, I'll show you into the den.

(SOUND: FOOTSTEPS OF THREE MEN WALKING)

WRIGHT: This is certainly a nice house you have here, Mr. Benny.

JACK: *oh* I'm glad you like it.

KEARNS: How many rooms do you have?

JACK: Twenty-six ... I got it on a G. I. loan ... You see, I was in the Navy during the first World war ... Well, here's the den.

(SOUND: DOOR OPENS)

JACK: I'll be out here if you want me.

KEARNS: Excuse us, Mr. Benny.

(SOUND: DOOR CLOSES)

WRIGHT: Joe, I've been with the internal revenue department for twenty years and I've never run into anything like this ... what do you make of it?

KEARNS: I don't know ... Here's a man in show business who<sup>25</sup> made three hundred and seventy-five thousand dollars and, yet, he only spent seventeen dollars for entertainment. I feel there must be a mistake.

WRIGHT: Undoubtedly ... no man could be that cheap.

GM

KEARNS: Of course not ... Well, maybe we ought to go through his report again. By the way, Herb ... have you got a cigarette?

WRIGHT: No, I'm all out ... But there's a box full on the table.

KEARNS: Oh yes.

(SOUND: LID OPEN .. VERY LOUD BURGLAR ALARM ..DOOR OPEN)

JACK: (SINGSONG) WHO TOOK A CIGARETTE? WHO TOOK A CIGARETTE? ...

*Oh, that's all right. You can have one ... both ... you can both*  
*Thank you Mr. Benny.*

KEARNS: ~~Now, Mr. Benny. Both.~~

*Now, Mr. Benny.*

JACK: ~~Yes, Mr. Collins.~~

KEARNS: Now please remember we're trying to help you. ~~We~~ *we just* don't want you to cheat yourself.

JACK: I know, I know.

WRIGHT: Mr. Benny, a man who makes as much money as you do could very easily spend twenty-five or thirty thousand dollars for entertainment. And yet you've only spent seventeen dollars.

JACK: Well, I'm sorry but that's all it was.

KEARNS: Well, tell us, Mr. Benny ... did you spend this seventeen dollars in one place?

JACK: Are you crazy? It's all itemized right there.

~~KEARNS: Oh yes ... Now let's go over this carefully ... let's start with this item here ... Six dollars and seventy-five cents: What was that for?~~

~~JACK: New Years Eve. I took my sponsor and his wife to the Mocambo.~~

~~KEARNS: What?~~

GM

JACK: ~~We really tied one on...We sang "Be Happy Go Lucky" till~~  
~~almost four a.m.~~

KEARNS: Well, Mr. Benny, ~~we~~ just can't understand this at all...I  
wish you'd think....think hard .... because I'm sure you  
must've spent more than seventeen dollars for entertainment.

JACK: Well, I'll think it over, gentlemen, and <sup>then I'll</sup> let you know.

(SOUND: DOOR OPENS)

KEARNS: Goodbye, Mr. Benny.

4

WRIGHT: Goodbye, Mr. Benny.

JACK: Goodbye, Gentlemen.

KEARNS: Mr. Benny, before I go, I'd like to say something.

JACK: ~~What?~~ *Yes?*

KEARNS: Well, this whole thing is so unbelievable....by that I mean...  
you have all this money at your disposal....and yet you  
spend practically nothing.

JACK: Well, I guess I'm just not the spending type, *you see.*

WRIGHT: You know, Mr. Benny, I'll bet there are millions of people  
who'd like to see you elected President.

JACK: Thank you ... Goodbye, Gentlemen.

KEARNS &  
WRIGHT: Goodbye, *Mr. Benny.*

(SOUND: DOOR CLOSES.....FOOTSTEPS)

JACK: ~~Now,~~ *ok.* Rochester.

ROCH: YES BOSS.

JACK: Hurry up and finish your spring cleaning.

ROCH: BUT BOSS, I'M TIRED.

JD

ATX01 0180765



JACK: I don't care. Finish the cleaning ... and do it well.  
In a few years you may be cleaning <sup>the</sup> the White House.

ROCH: WHAT'D YOU SAY?

JACK: Nothing, nothing ... I'm going out and play golf.

(APPLAUSE AND PLAYOFF)

JD

JACK: Ladies and gentlemen, "accidental" fire that consumes so much property and destroys so many lives every year is preventable. You can help to prevent it. Just - be careful. Make sure every match, every cigarette, is put out before you discard it. Always check the ash-trays before you leave the house or retire for the night. Do your part to prevent fires. Thank you.

(APPLAUSE)

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

JD

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THE JACK BENNY PROGRAM  
SUNDAY, APRIL 8, 1951  
CLOSING COMMERCIAL

SHARBUTT: Friends, let's Be Happy -- Go Lucky under the circus  
big top!

GIRL: I swing on my trapeze so high  
And everywhere I see,  
The smart folks smoking Lucky Strike  
'Cause -- L.S. M. F. T.

(SAYS) Swing to Luckies -- because Luckies taste better  
than any other cigarette!

MAN: Don't clown around when buying smokes  
Choose finer Lucky Strike,  
Each puff will give you better-taste-  
Enjoyment that you like!

(SAYS) Yessiree! 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)

THE JACK BEENY PROGRAM  
SUNDAY, APRIL 8, 1951  
CLOSING COMMERCIAL (CONT'D )

SHARBUTT: (FRIENDLY AND SPIRITED) Friends, millions of smokers agree -- Luckies taste better than any other cigarette. Yes, there's an enjoyable difference in Luckies. And here's why. You see, fine tobacco and only fine tobacco can give you a better-tasting cigarette, and LS/MFT-- Lucky Strike means fine tobacco. So light up a Lucky and see how every puff is mild and mellow -- completely enjoyable. Yes, friends, to get everything you want in a cigarette Be Happy -- Go Lucky -- make your next carton Lucky Strike. You'll find 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!

(TAG)

ROCH: HOW WAS YOUR GOLF GAME, BOSS?

JACK: Very good, Rochester, very good.

(SOUND: PHONE RINGS)

JACK: I'll get it.

(SOUND: RECEIVER UP)

JACK: Hello.

KEARNS: Hello, Mr. Benny, this is Mr. Collins again.

JACK: Oh yes.

KEARNS: We've taken this up with the Secretary of the Treasury, John Snyder in Washington, and he feels as we do that you're not taking advantage of your deductions.

JACK: Well-----

KEARNS: Mr. Snyder feels that you certainly must've spent more than seventeen dollars.

JACK: *he* No, I'm sorry, *that's* all I spent. *that's --- I wish I could pay more, but that's*

KEARNS: Well, sorry to bother you, Mr. Benny, goodbye.

JACK: Goodbye.

(SOUND: RECEIVER DOWN)

JACK: ~~See~~, I can't understand why they don't believe me....When I tell them I spent seventeen dollars, that's all I--- Rochester, how much do you spend for entertainment? *last year?*

ROCH: TWELVE HUNDRED DOLLARS.

JACK: Twelve hundred dollars! That's exactly what I pay you. What does that leave you with?

ROCH: BEAUTIFUL MEMORIES.

JD

JACK: Oh....Maybe I'll try that sometime....Goodnight, folks.

(APPLAUSE & MUSIC)

DON: Ladies and gentlemen, "accidental" fire that consumes so much property and destroys so many lives is preventable. You can help ~~to~~ prevent it. Just - be careful. Make sure every match, every cigarette is put out before you discard it. Always check the ash-trays before you leave the house or retire for the night. Do your part to prevent fires.

~~Thank you.~~

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 Program is heard by our Armed Forces overseas through the facilities of the Armed Forces Radio Service.*  
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JD

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