



AS TELECAST

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Advertising

AS TELECAST
5/24/51

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM - TV

MAY 20, 1951

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ATX01 0082971

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"THE JACK BENNY PROGRAM" - TV
MAY 20, 1951

OPENING COMMERCIAL

VIDEO (ON FILM)

TOBACCO AUCTIONEER - SPEED
RIGGS

AUDIO (ON FILM)

(CHANT)

VIDEO (LIVE)

CUT TO TITLE CARD
"THE JACK BENNY PROGRAM"

CUT TO TITLE CARD
"PRESENTED BY LUCKY STRIKE"

CUT TO BULLSEYE. COLLINS
RAISES IT. THIS IS A TIGHT
SHOT CLOSE ENOUGH SO THAT THE
COMPLETE OUTLINE OF THE BULLSEYE
ITSELF IS SEEN WITH SOME OF
THE REST OF THE PACK VISIBLE.
HOLD UP CARTON, TAKE OUT PACK.

AUDIO (LIVE)

(MUSIC: LUCKY STRIKE THEME UP
AND UNDER)

BARUCH

The Jack Benny Program ... with
Mary Livingstone, Ben Hogan,
Bob Crosby, and Rochester....
presented by Lucky Strike!
(MUSIC: UP)

(MORE)

ATX01 0082972

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 20, 1951

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VIDEO

AUDIO

COLLINS

Friends, light up a Lucky Strike
and you'll find --Luckies taste
better than any other cigarette!
You see, fine tobacco - and only
fine tobacco - can give you a
better-tasting cigarette. And
LS/MFT ... Lucky Strike means
fine tobacco. So for your own
deep-down smoking enjoyment,
switch to the cigarette that's
famous for fine tobacco - Lucky
Strike-Gee, it's the best-tasting
cigarette you ever smoked!

COLLINS (SINGS)

(BACKED BY OFFSTAGE CHORUS)

Be Happy - Go Lucky

Go Lucky Strike today!

(AFTER COMMERCIAL - APPLAUSE)

COLLINS

And now, let's go out to Jack
Benny's home in Beverly Hills.
At the moment, we find Jack in

COLLINS PULLS DOWN LUCKY STRIKE his livingroom.

BULLSEYE...HOLD ON BULLSEYE.

(DISSOLVE FROM COLLINS TO
OPENING SCENE)

ATX01 0082973

THE JACK BENNY TELEVISION SHOW #4

(OPEN ON JACK'S LIVING ROOM)

(JACK IS PRACTICING HIS EXERCISES)

(APPLAUSE)

(JACK PLAYS EXERCISES... THEN STOPS, TURNS AWAY FROM THE STAND AND PLAYS INTERMEZZO... HITS A SOUR NOTE... GOES BACK... HITS IT AGAIN... THEN TURNS BACK TO THE MUSIC STAND AND RETURNS TO HIS EXERCISES... STOPS AND LOOKS UP AT THE PICTURE OF HEIFETZ.)

JACK:

Gee, I wonder if I'll ever be as good as Heifetz.

(TRIES TO HOLD THE BOW AND VIOLIN LIKE HEIFETZ)

Nah, he's got his style and I've got mine.

(GOES BACK TO EXERCISES. PLAYS A LITTLE AND A STRANGE MAN WALKS IN WITH HIS HAT ON, GOES TO THE CIGARETTE MACHINE, OPENS THE CURTAIN, PUTS MONEY IN THE MACHINE, CLICKS LEVER. TAKES OUT LUCKY STRIKES... AS HE EXITS JACK SWITCHES FROM EXERCISES TO "BE HAPPY, GO LUCKY" ... (LAUGHTER) THEN GOES BACK TO EXERCISES)

(PHONE RINGS)

(JACK GOES OVER TO THE PHONE AND ANSWERS IT)

JACK

Hello... Jack Benny's residence, star of stage, screen and radio...
Huh? ... Just a minute, please.

(JACK WALKS CLEAR ACROSS THE STAGE AND CALLS)

Oh, ROCHESTER -----

ROCHESTER'S VOICE

YES, BOSS.

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JACK

You're wanted on the phone.

ROCHESTER'S VOICE

WHO'S CALLING?

(LAUGHTER)

(JACK WALKS ALL THE WAY BACK TO THE PHONE)

JACK

Who's calling, please? Just a minute.

(WALKS ALL THE WAY ACROSS THE STAGE AGAIN)

It's Sam Johnson.

ROCHESTER'S VOICE

What does he want?

(JACK STARTS BACK FOR THE PHONE, CATCHES HIMSELF,
THEN QUICKLY STEPS BACK TO THE DOOR)

(LAUGHTER)

JACK

Come out here and ask him yourself!

(ROCHESTER ENTERS WEARING A WHITE APRON AND AN
OVERSIZED CHEF'S HAT, AND MAJESTICALLY WALKS TO THE
PHONE. (APPLAUSE) JACK LOOKS AT THE MUSIC ON THE
STAND.)

ROCHESTER

Hello, Sam. No, Sam, I can't go today. Mr. Benny's going
out to play golf and I've got to caddy for him....What? ...
When do I get a day off??...Sam, I wouldn't even know when
it's my birthday if Mr. Benny didn't put candles on the vacuum
cleaner.

(LAUGHTER)

ATX01 0082975

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JACK

What!

ROCHESTER

Goodbye, Sam....

(ROCHESTER REPLACES THE RECEIVER AND STARTS TO WALK AWAY)

JACK

Rochester, what made you say you never get a day off?

ROCHESTER

Oh, I was just using that as an excuse. I didn't want to go out with Sam.

JACK

Oh...Well get out of that outfit, will you? Because as soon as Miss Livingstone gets here, we're going out to Hillcrest and play golf.

ROCHESTER

BUT I ONLY FINISHED BAKING THE COOKIES AND THE CUPCAKES. I HAVEN'T EVEN STARTED THE BREAD.

JACK

Well, can't you bake the bread when we come back?

ROCHESTER

YES, BUT IF I DO IT NOW, WE CAN MAKE DELIVERIES ON THE WAY.

(LAUGHTER)

JACK

Oh, let it go till tomorrow....

ATX01 0082976

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ROCHESTER

YES SIR.

(ROCHESTER EXITS)

(JACK GOES TO VIOLIN...PICKS IT UP AND LOOKS AT THE MUSIC)

JACK

Gee, here's one I oughta try...Hora Stoccata by Jascha Heifetz.

(JACK PLAYS IT...HITS A SOUR NOTE..AND HEIFETZ'S PICTURE FALLS OFF THE WALL)

Hmmm...

(JACK PUTS VIOLIN ON TABLE AND TRIES TO PUT THE PICTURE UP)

ROCHESTER...

ROCHESTER'S VOICE

YES, BOSS.

JACK

Bring me a hammer and a nail.

ROCHESTER'S VOICE

DID JASCHA DO IT AGAIN?

(LAUGHTER)

JACK

Yeah.

(ROCHESTER COMES OUT WITH HAMMER AND NAIL. PICKS UP PICTURE AND NAILS IT TO THE WALL. AS HE DOES THIS, JACK SAYS--)

It happens all the time. I don't know what it is.

(JACK PICKS UP VIOLIN AND FEELS THE VIOLIN STRINGS)

(MORE)

ATX01 0082977

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JACK (CTD).

Anyway, no wonder I can't play today...look how sticky my violin strings are.

ROCHESTER

OH, OH, THAT'S MY FAULT, BOSS. I FORGOT TO WIPE THEM OFF.

JACK

Forgot to wipe them off?

ROCHESTER

YEAH, I USED IT TO SLICE EGGS THIS MORNING.

(LAUGHTER)

JACK

Oh,...well maybe the eggs weren't hard enough.

ROCHESTER

YEAH, I GUESS SO.

(WALKS OFF)

(JACK GOES BACK TO STAND...LICKS VIOLIN STRINGS)

JACK

He always uses so much salt ...here's one I oughta try -- the Hot Canary. Everybody's playing it now.

(JACK PLAYS "HOT CANARY" FOR A WHILE)

(LAUGHTER)

JACK

I oughta learn that one, I think.

(DOORBELL RINGS)

ATX01 0082978

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JACK

Come in.

(MARY ENTERS)

JACK

HELLO, Mary.

MARY

Hello, Jack.

(APPLAUSE)

MARY

Did I interrupt your breakfast?

JACK

No, no. Not at all.

MARY

Oh, I thought I smelled eggs.

JACK

Oh yeah, you did. That was on my violin.

MARY

No kidding, who threw it?

(LAUGHTER)

JACK

Nobody threw it! Who threw it ... who threw it! You know you can go back to the May Company...you know. (LAUGHTER)

Listen, Mary, as soon as Rochester gets here, we're going out to play golf. We're going to Hillcrest. He's going to caddy for me.

MARY

Eh, Rochester is going to caddy for you?

JACK

Well, certainly!

ATX01 0082979

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MARY

(HAPPY)

Jack, you mean this time I can play?

(LAUGHTER)

JACK

Well, certainly you can play. When did I ever make you caddy for me?

MARY

When!

(COUNTING ON HER FINGERS)

The Hillcrest tournament, the Pebble Beach tournament, and the Los Angeles open.

JACK

What are you talking about? I didn't even play in those tournaments. I sold lemonade.

MARY

Well, who carried the pitcher and the dixie cups?

JACK

Oh, for heaven sakes...how can you call that caddying?

MARY

Well, I carried them in a golf bag.

JACK

Well look, Mary, that was your fault. I mean -- if you're ashamed of a legitimate business, don't blame it on me.

MARY (LAUGHS)

JACK

All right, what are you laughing at?

MARY

Remember at Hillcrest when you lost your glasses.

ATX01 0082980

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JACK

All right, all right.

MARY

And we ran out of lemonade?

JACK

All right.

MARY

You nearly broke your fingers trying to squeeze the juice out of a golf ball.

(LAUGHTER)

JACK

Well...I didn't get much, but I got some.

(LAUGHTER)

(ROCHESTER, ENTERS, A GOLF BAG SLUNG OVER HIS SHOULDER AND A PAIR OF SNOW SHOES UNDER HIS ARM)

ROCHESTER

I'm all ready to go, boss. Oh, hello, Miss Livingstone.

MARY

Hello, Rochester. What're you doing with those snow shoes?

ROCHESTER

Oh, Mr. Benny wears them when he gets into a sand trap.

(LAUGHTER)

JACK

Look, Rochester, I won't need those today.

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JACK

I'll tell you what -- put the clubs in the car and we'll be right out.

ROCHESTER

ALL RIGHT.

(ROCHESTER GOES OUT FRONT DOOR)

JACK

Now Mary, I'm just going to get out of my robe and put on a coat and we'll go right out - right out to Hillcrest.

MARY

Good. Fine.

JACK

Oh...by the way, Bob Crosby is going to play with us. We'll meet him at the club.

MARY

Oh good, Jack.

(JACK GOES OUT)

(MARY SITS DOWN...LOOKS IN CIGARETTE BOX ON TABLE.
(TAKES OUT CIGARETTE, LOOKS AT IT)

Don Wilson.

(PUTS IT BACK, TAKES OUT ANOTHER ONE)

MARY

Phil Harris.

(PUTS IT BACK, TAKES OUT ANOTHER ONE)

MARY

Mary!

ATX01 0082982

(LIGHTS CIGARETTE AND SITS THERE SMOKING.
AT THIS POINT A STRANGE MAN COMES THROUGH
THE FRONT DOOR. HE IS WEARING AN EVERYDAY
SUIT THAT COULD STAND PRESSING. WITHOUT
REMOVING HIS HAT, HE GOES TO THE PHONE,
DEPOSITS A NICKEL, AND DIALS.)

MAN

(AT PHONE...SLIGHTLY BROOKLYNESE)

Hello, Myrtle? ..I was delayed a little...I'll be home in about
a half hour...What? ... You want I should bring you some aspirin'
I'm not in a drugstore, I'm calling from a house. How do I know
whose house it is? - There's a sign out front that says "Public
Phone." ...(LAUGHTER) Maybe it's a bus station, there's a
dame sitting here waiting. (LAUGHTER) Okay, so long. See
you later.

(HE REPLACES THE RECEIVER AND EXITS)

(JACK RE-ENTERS WITH A SPORT COAT)

JACK

All right, Mary, I'm ready to go.

MARY

Fine, Jack.

JACK

You know I really feel like playing today, too. I'm going to
play good.

MARY

Good!

JACK

Listen, Crosby's going to meet us. He'll be out in the locker
room.

MARY

All right.

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(THEY GO TO THE FRONT DOOR, JACK OPENS IT
AND MARY EXITS, WITH JACK ABOUT TO FOLLOW)

JACK

(CALLING AFTER MARY WHO IS NOW OUT OF SCENE)

Oh, Mary, you go ahead. I have to do something. I'll be
right with you in just a minute.

(JACK WALKS BACK INTO THE LIVING ROOM
AND PICKS THE VIOLIN UP OFF THE TABLE.
AS HE DOES, THE PICTURE FALLS OFF THE
WALL.)

JACK

I was only putting it away! For heaven sakes!

(LAUGHTER)

(DISSOLVE SCENE...INTO MIDDLE COMMERCIAL)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"THE JACK BENNY PROGRAM"
MAY 20, 1951

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MIDDLE COMMERCIAL

VIDEO

FADE IN ON DOROTHY COLLINS
IN BULLSEYE

AUDIO

COLLINS (SINGS)

Jack is on his way to play
But hasn't got there yet.
Until he does let's all enjoy
A Lucky cigarette.

COLLINS (SAYS)

You know, friends, if you want
a better-tasting cigarette, you
should switch to Lucky Strike.
'Cause - well, let me tell you--
Luckies taste better than any
other cigarette! And you know
why? Because fine tobacco-and
only fine tobacco - can give
you a better-tasting cigarette.
And LS/MFT - Lucky Strike means
fine tobacco. That's right --
with every Lucky you light
you'll always enjoy that light,
ripe, truly fine tobacco. So
come on, Be Happy - Go Lucky!
Enjoy the cigarette of fine
tobacco - Lucky Strike!

(MORE)

ATX01 0082985

THE AMERICAN TOBACCO COMPANY -16-
LUCKY STRIKE
"THE JACK BENNY PROGRAM"
MAY 20, 1951

MIDDLE COMMERCIAL (CONTINUED)

VIDEO

AUDIO

COLLINS (CONT'D)

Discover for yourself what
folks all over the country are
finding out - Luckies taste
better than any other cigarette!

COLLINS (SINGS)

Be Happy - Go Lucky
Be Happy - Go Lucky Strike
Be Happy - Go Lucky
Go Lucky Strike today!
(APPLAUSE AFTER COMMERCIAL)

COLLINS

And now, ladies and gentlemen,
we take you to the locker room
of the Hillcrest Country Club.

FADE OUT COLLINS

ATX01 0082986

(SCENE TWO)

(OPEN ON THE LOCKER ROOM OF THE HILLCREST COUNTRY CLUB)

(WE DISCOVER BOB CROSBY SITTING ON A BENCH. HE HAS ONE GOLF SHOE ON AND ONE SHOE OFF....HIS BACK IS TO THE AUDIENCE. JACK ENTERS)

JACK

Hey, Hi'ya, Bob.

CROSBY

(TURNING AND SWINGING HIS LEGS OVER THE BENCH)

Hello, Jack. How are you?

(APPLAUSE)

JACK

(TAKING OFF HIS COAT)

You know, Bob, I really feel like playing today. You know -- I think I'm really gonna hit that old ball.

CROSBY

Good good, I'm gonna use a new one.

(LAUGHTER)

JACK

What?

CROSBY

I was only kidding.

(BOB PUTS HIS RIGHT FOOT OVER HIS LEFT KNEE TO PUT ON HIS OTHER SHOE. JACK NOTICES THE SHOES THAT BOB IS WEARING.)

JACK

Oh! Hey, let me look at those golf shoes. I've never seen shoes like that before.

CROSBY

Well, maybe it's these platinum spikes.

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JACK

Golf shoes with platinum spikes? ...Where did you get them?

CROSBY

Bing threw them away.

(LAUGHTER)

JACK

They're nice. Well, look, Bob, I'm going over to my locker and get into some golf clothes...And I'll come back and we'll play.

CROSBY

Okay.

JACK

You know, it's absolutely amazing that I find time to play, with my radio and television shows and

CROSBY

Yeah, and you got the whole month of June to worry about, too.

JACK

June?

CROSBY

Hmmm. Don't you play wedding -- I mean, don't you play fiddle at all the weddings during the month of June?

(LAUGHTER)

JACK

It's better that way -- the last way. Say --

(LAUGHTER)

CROSBY

I've been meaning -- I've been meaning to talk to you though, Jack, about your television shows. I wonder if you could find a spot for me on one of them?

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JACK

You...on my television show?

CROSBY

Why, yes!

JACK

Well, Bob, frankly I never thought about it, but --

CROSBY

(STANDING UP)

Well, Jack, I'm not only a singer, I'm a comedian.

JACK

You're a comedian?

CROSBY

I've got a funny bit that would be great on television.

JACK

Really? I mean something that would be good for my new show?

CROSBY

Wonderful!

JACK

Well, what is it? What is the bit?

CROSBY

You see, I've been studying magic, and this bit is very funny and will absolutely kill your audience.

JACK

It will..uh? Well, what is -- what's the bit?

CROSBY

You'll have to help me.

JACK

Well, I'll be glad to -- I mean, as long as it's good for my show, you know.

ATX01 0082989

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CROSBY

Will you put your hand on my head?

JACK

Put my hand on your head?

CROSBY

Yeah...right up here.

JACK

Like that...uh?

(JACK PUTS HIS HAND ON CROSBY'S HEAD)

CROSBY

Yeah, now repeat after me...Abba Ca Dabba ...Abba Ca Dabba.

JACK

Abba Ca Dabba...Abba Ca Dabba?

CROSBY

Come out little rabbit...come out little rabbit.

JACK

Come out little rabbit, come out little rabbit.

(CROSBY WALKS AWAY)

(JACK LOOKS AT HIS HAND)

CROSBY

Ehree! Magic! Isn't it wonderful?

JACK

Well, where's the rabbit?

CROSBY

Well, didn't you feel a little hare?

(JACK LOOKS AT THE AUDIENCE)

(LAUGHTER AND APPLAUSE)

ATX01 0082990

ATX01 0082991

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JACK

(TO CROSBY)

That's the bit that's gonna kill the audience?

CROSBY

It'll murder them.

JACK

Well, look, save it for your own show, The Club Fifteen. I'm going in and get into my golf clothes. I'll see you in soon.

(JACK EXITS, LEAVING BOB ALONE. BOB OPENS HIS LOCKER AND STARTS TAKING OFF HIS TIE)

CROSBY

You know, I don't think that fellow has a sense of humor.

Well, maybe, I better change my clothes and get dressed.

(BOB STARTS TO CHANGE HIS SHIRT BY HIS LOCKER.. AND STARTS HUMMING A CHORUS OF A SONG AS HE CHANGES HIS CLOTHES...THE ORCHESTRA JOINS IN AND HE SINGS THE SONG, "BECAUSE OF YOU".)

(AFTER THE SONG...APPLAUSE)

(AS THE APPLAUSE DIES OUT, BEN HOGAN ENTERS)

(HOGAN SEES CROSBY)

(APPLAUSE)

HOGAN

Hello, Bob.

CROSBY

(TURNING)

Well, if it isn't Ben Hogan...Hi'ya, Ben.

(APPLAUSE ...AS THEY SHAKE HANDS)

CROSBY

You know, Ben...I haven't seen you since you won the Master's Golf tournament...

HOGAN

Yeah, it's been a while.

ATX01 0082992

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CROSBY

What are you doing out here on the coast?

HOGAN

Oh, I just came out for a little rest.

CROSBY

Well, I guess you deserve a little rest after the wonderful job you did in the PGA golf tournament. My goodness! How does it feel being the world's greatest golfer?

HOGAN

Well, Bob, let's just say I'm one of the luckiest.

(POINTING TO THE PICTURES ON THE LOCKER ROOM WALL)

But, if you want to use the word "great", let's use it on boys up here -- Jones, Sarazen and Hagen.

CROSBY

Jones, Sarazen and Hagen...Yeah, they were pretty good, too...

HOGAN

I'll say they were. The best!

CROSBY

Say, I've got a game today with a couple of friends of mine. Would you make it a fourth?

HOGAN

Sure. I'd love to.

CROSBY

Oh man! Would you?

HOGAN

Sure! Fine.

ATX01 0082993

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CROSBY

Well, I'll go get the caddies and I'll be right -- (POINTING TO HIS GOLF BAG) Oh, Ben, by the way, here's some new MacGregor sticks that I just got. Would you check the swing weight on those?

HOGAN

Sure. I'd love to.

CROSBY

I left the bag right out here with the caddies.

HOGAN

All right. Fine.

(AS CROSBY EXITS, HOGAN STEPS OVER TO THE GOLF BAG AND REMOVES THE DRIVER. FIRST, HE BALANCES IT IN HIS HAND, EXAMINES THE CLUB HEAD, AND THEN TAKES A FEW PRACTICE SWINGS. AS HE STANDS ADDRESSING AN IMAGINARY BALL, JACK RE-ENTERS, CARRYING A GOLF CLUB AND DRESSED IN PLUS-FOURS OF EARLY VINTAGE. HE LEANS HIS CLUB AGAINST A LOCKER, THEN NOTICES HOGAN).

(LAUGHTER)

JACK

Oh, pardon me, pardon me, did you see Crosby around here anyplace?Bob Crosby?

HOGAN

Yes. Yes. He just stepped out. He'll be back in a minute.

JACK

Oh. Are you his caddy? ...Huh?

(LAUGHTER)

HOGAN

No...I'm not.

(HOGAN CONTINUES ADDRESSING THE IMAGINARY BALL)

JACK

I don't generally do this -- Pardon me, do you mind if I make a little suggestion here?

ATX01 0082994

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HOGAN

Not at all.

JACK

Well, I noticed the way you were holding the club. You see... you see you've got your right hand a little bit too far over.. You see, what I mean, that causes a hook.

HOGAN

Oh, does it?

JACK

Yes, yes...not straighten it out, kid. You see. There you are. That's it. Now. There we got it. Now let me see you swing.

HOGAN

Now I got it.

(HOGAN GETS SET FOR A SWING...AND AS HE BRINGS HIS CLUB UP, JACK STOPS HIM.)

JACK

Hold it. Hold it. (JACK LAUGHS) Oh, you'll never hit the ball that way. (LAUGHTER) You see, you've got your hand all right...but your stance! Now look, you've got to keep your-- your legs out for the stance. You see what I mean? Just a little bit -- not too much, see. Just like that. Now you want your hip in -- your hip in. You see what I mean? Because you want to hit out.

HOGAN

I've got it.

JACK

You got the hip in...the legs out. the hip in. See what I mean? Now you want to look at the ball and keep your head right down on the ball...Now, wait! ... the hip in!

ATX01 0082995

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(JACK HAS MANEUVERED HOGAN AROUND UNTIL HE HAS HIM
LOOKING LIKE A RUBE GOLDBERG CARTOON)

That's it. Now let me see you swing it now. That's it.

(HOGAN SWINGS, FALLS BACK, AND LANDS IN JACK'S ARMS
Wait a minute! (LAUGHTER) Oh, I'm terribly sorry. Something.
something seemed to go wrong there.

HOGAN

Oh, that's all right. I haven't been so comfortable in years.

(HOGAN GETS BACK ON HIS FEET)

(LAUGHTER)

JACK

Well, look...maybe -- maybe if you let me take the club, I
can show you what I mean.

HOGAN

Yes.

(JACK TAKES THE CLUB AND PREPARES FOR A SWING)

JACK

Just stand right back there. I'll show you. You see...the
hand not too far over...you notice?

HOGAN

Yes, yes.

JACK

You see what I mean? Now watch this. I learned this watching
the Ed Sullivan Show...(LAUGHTER) Now watch it.

(JACK FIDGETS WITH HIS FEET, SHAKES HIS REAR END A
LITTLE, ADDRESSES AN IMAGINARY BALL, THEN SWINGS.
THE THREE PICTURES FALL OFF THE WALL)

(LAUGHTER AND APPLAUSE)

I can't understand it. What happened?

ATX01 0082996

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(CROSBY RE-ENTERS)

CROSBY

Jack, Mary will meet us on the first tee.

JACK

Oh...good, good. Say, Bob do you mind if this gentlemen joins us and plays with us?

CROSBY

Well, no! That's wonderful! Say, by the way, you two have met, haven't you?

JACK

No, no, we haven't.

CROSBY

Well, Jack, this is Ben Hogan.

JACK

Yeah, I was just teaching him to -- this is Ben who?

CROSBY

Hogan. Hogan.

JACK

Oh...oh..Hogan, well, I'm very glad to know you, Mr. Hogan. And I want to congratulate you on that picture they made about you, "Follow the Sun". It was simply wonderful.

HOGAN

Well, thank you very much, Jack.

CROSBY

Ben, this is Jack Benny.

HOGAN

Yes, I know.

JACK

Oh did you ... did you know who I was?

ATX01 0082997

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HOGAN

Oh yes, but in that outfit, my goodness ... I didn't want you to know I recognized you.

(LAUGHTER)

JACK

Well thank you ... thank you very much. Well, I'll tell you what Bob...Ben and I will play you and Mary.

HOGAN

Okay...do you want some shots?

JACK

Yeah...4 shots. Okay, let's go out and play. It's a beautiful day.

(DISSOLVE SCENE)

(MUSIC: REPRISE OF "BECAUSE OF YOU" ... STOP ON CUE)

(SCENE THREE)

(OPEN ON GOLF COURSE...THE FIRST TEE)

(AS WE OPEN, JACK, MARY, BEN, AND BOB COME ON, WITH ROCHESTER)

JACK

All right, Mary, you're first. And don't be nervous. Hit it.

MARY

Okay, Jack.

(AS MARY TEES UP HER BALL, HOGAN, BENNY, AND BOB SIT DOWN ON THE BENCH)

JACK

Hey fellows, where are your caddies?

CROSBY

They're gone up ahead, Jack.

JACK

Oh good, good. Go ahead, doll good day for it.

ATX01 0082998

MARY

You know, I'm a little nervous...don't you?

CROSBY

Well, there's no reason for you to be nervous? You've played with Jack before.

JACK

Why, certainly. Certainly. Hit it.

MARY

Okay, okay!

(MARY HITS THE BALL)

HOGAN

Wonderful shot, Mary! Wonderful! Wonderful shot!

CROSBY

Beautiful shot.

MARY

Well, thank you boys.

JACK

Eh! About two hundred yards...You're next, Bob.

CROSBY

Okay.

MARY

Good one, now, Bob.

JACK

Well, this boy really hits them.

CROSBY

I'm going to use your tee.

HOGAN

I'll say! Last time I played with him, he hit a 69.

JACK

Okay, Bob.

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CROSBY

I haven't had a chance to play much recently. I've been working too hard.

(CROSBY TEES UP, ADDRESSES BALL, AND DRIVES OFF)

HOGAN

Good!

MARY

Good, Bob...Good!

CROSBY

Well, it wasn't far, but it was straight.

JACK

Okay, Ben. You're next.

(TEES UP BALL TAKES A FEW PRACTICE SWINGS...THEN ADDRESSES BALL AND HITS IT)

(APPLAUSE)

CROSBY AND JACK

Wow!

JACK

Boy, that's my partner.

MARY

Well, it's up to you, Jack.

JACK

Rochester, tee up my ball...will you please?

ROCHESTER

Yes.

(ROCHESTER TEES UP JACK'S BALL. THE TEE HAS AN EXTRA LONG STEM)

(LAUGHTER)

JACK

Rochester, wait a minute...a little higher.

ATX01 0083000

ROCHESTER

Higher! ... It looks like a lollypop now.

JACK

Well, look...I think that's too high. I don't think I can hit it. Give me a lower tee here...Wait a minute...I'll get it this time. There we are..okay.

(JACK FIXES THE TEE TO NORMAL HEIGHT....THEN
ADDRESSES THE BALL)

Now, quiet, everybody. QUIET! Quiet, everybody!

CROSBY

Be careful now. You get some awful bad lies on these tees.

JACK

All right. All right. QUIET!

(JACK SWINGS AND MISSES)

(LAUGHTER)

MARY

That's one stroke.

JACK

Not so loud! I fanned it ... I'll get it this time...
I'm standing too far away, from the ball, I think.

(MOVES IN A LITTLE CLOSER)

Quiet everybody. Quiet.

(JACK SWINGS AND MISSES AGAIN)

Gee...I fanned it again.

ROCHESTER

It oughta be cool now, boss!

JACK (ANGRY)

Well, how can I hit it with all these interruptions, Everybody
hollering and screaming at me...For heaven's sake!..It's
supposed to be quiet here. I'll hit it this time...FORE!..FORE!

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MARY

What are you fore-ing about?

JACK

Well, there are some people standing on the green.

MARY

So what? You won't be here till Thanks...till Thanksgiving.

(MARY LAUGHS AT HER FLUFF)

(LAUGHTER)

JACK

Another line like that and you won't be here until Thanksgiving

(LAUGHTER) I'll hit it this time.

(WHILE JACK ADDRESSES THE BALL, THE BIRDS START SINGING)

(LAUGHTER)

JACK

Darn those birds! ...Always singing round here...No wonder you can't play...This is a fine golf club anyway...with birds all around.

CROSBY

Yeah...and trees and green grass...it's awful.

(LAUGHTER)

JACK

You can pipe down, too you know. Rochester, you've seen me play better than this.

ROCHESTER.

I have?

(LAUGHTER)

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JACK

(TURNING)

Ben, Ben, Come here a minute...what am I doing wrong here?

HOGAN

Well, are you right-handed?

JACK

Well of course I'm right-handed.

HOGAN

Are you using right-hand clubs?

JACK

Well, certainly!

HOGAN

Well then, that's not it.

(LAUGHTER)

JACK

Well thank you very, very much.

CROSBY

Jack maybe you're nervous because Hogan is along. Why don't we go on up ahead.

JACK

I'm not nervous.

CROSBY

We'll go on up ahead.

MARY

Well ---

JACK

All right -- all right.

MARY

We'll be waiting for you, Jack.

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ROCHESTER

I'd go too, boss, but in case you hit the ball, I want you to have a witness.

JACK

I'll hit it this time. Now, don't worry about it. Here we g

(JACK GETS READY TO SWING)

Fore!

(JACK SWINGS AND HITS BALL)

JACK

Where did it go...where did it go? .Where did it go?

ROCHESTER

Oh boy, what a slice!

(SOUND OF CRASH OF A WINDOW BREAKING)

(LAUGHTER)

JACK

What happened?

ROCHESTER

You broke a window in the club house behind you.

(LAUGHTER)

JACK

Behind me?

ROCHESTER

Are you sure you're using right-handed clubs?

JACK

I'm sure, I'm sure...I'll hit it this time. Give me another ball.

(ROCHESTER GIVES JACK ANOTHER BALL)

(JACK TEES UP THE SECOND BALL)

(AN OLD LADY ENTERS THE SCENE, WITH A GOLF BAG SLUNG OVER HER SHOULDER.)

ATX01 0083004

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OLD LADY

Pardon me...do you mind if I went through?

JACK

No...no, lady -- go right ahead.

OLD LADY

Thank you.

JACK

Take your^s time now...Don't worry about it...take your time.

(THE OLD LADY SETS HER BAG ON THE GROUND, TAKES OUT
A DRIVER...TEES UP...TAKES A HEFTY SWING AND SENDS
THE BALL SAILING)

ROCHESTER

Wow! That must be at least two hundred and twenty-five yards,
right down the middle!

OLD LADY

Thank you very much.

JACK

You're welcome, I'm sure. Lady, Lady, how old are you?

OLD LADY

Thirty nine.

(SHE EXITS)

(LAUGHTER)

JACK

She's no more than thirty-nine than I

ROCHESTER

(AFTER PAUSE) What were you gonna say, Boss?

JACK

Nothing, nothing. I'll hit it this time...Can't even tee it
up...There...watch this, Rochester...FORE!

(JACK GETS READY TO SWING AGAIN)

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(JACK SWINGS AND HITS THE BALL)

JACK

Oh boy...what a shot!

ROCHESTER

Yeah...you hooked it right into the woods.

JACK

Hooked it?

ROCHESTER

Yeah!

JACK

Well, we're not gonna lose this ball. Come on, we're gonna find it, boy!

(APPLAUSE)

(DISSOLVE SCENE)

(MUSIC: NIGHT MUSIC...STOP ON CUE)

ATX01 0083006

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(SCENE FOUR)

(THE WOODS AT NIGHT...WE HEAR CRICKETS, FROGS, OWLS.
ETC.)

(AFTER THE SCENE IS ESTABLISHED, JACK AND ROCHESTER
ENTER, HACKING THEIR WAY THROUGH THE BRUSH. JACK
HAS A FLASHLIGHT)

(LAUGHTER)

JACK

Where are you, Rochester?

ROCHESTER

Here I am, Boss.

JACK

Can't understand it. You know, the ball came over here some
where.

ROCHESTER

Say, boss, why don't we go home and get a good night's sleep
and continue the hunt in the morning?

JACK

We're gonna find the ball tonight!

ROCHESTER

That's what you said last night.

(LAUGHTER)

JACK

Have we been here two nights?

ROCHESTER

Hee hee hee hee!

JACK

What's so funny!

ROCHESTER

You're the only man I know who goes out to play golf with a
mashie, a nibbick and a toothbrush.

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(CLOUD THUNDER)

JACK

Say, it looks like it's gonna rain.

ROCHESTER

Yeah.

JACK

Well, let's go home. We'll find the ball tomorrow.

ROCHESTER

I'm sure glad you said that. I was afraid I was gonna be late for my Christmas shopping.

JACK

Well, come on!

(THEY WALK OFF)

(DISSOLVE SCENE: INTO CLOSING COMMERCIAL)

(MUSIC: "HOORAY FOR HOLLYWOOD" INTO COMMERCIAL)

THE AMERICAN TOBACCO COMPANY -38-
LUCKY STRIKE
THE JACK BENNY SHOW- TV
MAY 20, 1951

CLOSING COMMERCIAL

VIDEO

CUT TO DOROTHY COLLINS ON
CLOSEUP IN BULLSEYE

SHOW LUCKY PACK

SHOW LUCKY PACK

COLLINS SLOWLY PULLS DOWN
DEFENSE BOND BULLSEYE.

AUDIO

COLLINS

You know, friends - Luckies
taste better than any other
cigarette!

That's why you'll enjoy smoking
the cigarette of FINE tobacco.
Lucky Strike! You see, fine
tobacco is what makes it
possible for a Lucky Strike
to give you the best tasting
cigarette you ever smoked. So
Be Happy - Go Lucky!
Switch to Lucky Strike.

'Cause you'll find Luckies
taste better than any other
cigarette. And buy a carton
today!

COLLINS (SINGS)

Be Happy - Go Lucky
Go Lucky Strike today!
(RESOLVED ENDING)

(MUSIC: HOORAY FOR HOLLYWOOD
TILL FADE)

ATX01 0083009

THE AMERICAN TOBACCO COMPANY -39-
LUCKY STRIKE
THE JACK BENNY PROGRAM -TV
MAY 20, 1951

VIDEO

(CUT BACK TO SHOW FOR CLOSING--
CREDITS, ETC.)

CARD - "THIS IS SHOW BUSINESS"

AUDIO

BENNY

Thank you very, very much,
ladies and gentlemen. QUIET!
(MUSIC: OUT)
(LAUGHTER)

BENNY

Ladies and gentlemen, you know
it's amazing how we have to
exaggerate things on -- on
television. You know...you ha
to make me ninety times as
stingy as I really am in order
to get a laugh. Imagine tryin
to make anybody believe that I
would stay out two or three
night for a -- a golf ball.
(MUSIC: UP)

ANNOUNCER

This is CBS Television.

ATX01 0083010