

PROGRAM #7  
REVISED SCRIPT

# AS BROADCAST

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, OCTOBER 28, 1951

CBS

4:00 - 4:30 PM PST

ATX01 0181359

THE JACK BENNY PROGRAM  
SUNDAY, OCTOBER 28, 1951  
OPENING COMMERCIAL

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

MARTIN: And now, your attention, please ...

SOUND: (TAPE RECORDING PLAYED BACKWARDS)(5 SECOND VERSION WITH  
COMPLETE CUT OFF)

SHARBUTT: Words ... promises ... double talk ... phrases that add up  
to nothing. Yes, cigarette claims clutter the airwaves.  
But how many facts do you hear. Mighty few!

MARTIN: But now, this smoke screen of double talk is swept away  
by facts - for the first time in cigarette history!

SHARBUTT: A month after month continuing quality comparison ...  
based on tests certified to be impartial, fair and  
identical -- proves by a wide margin Lucky Strike is the  
best made of the five principal brands of cigarettes!

MARTIN: That's a fact ... a fact verified by Foster D. Snell, Inc.  
leading laboratory consultants of New York City. They  
report:

SHARBUTT: "In our opinion, the properties measured are all important  
factors affecting the taste of cigarette smoke. We  
conclude that Lucky Strike is the best made of the five  
major brands."

MARTIN: Yes, friends, Luckies are made better -- so round, so  
firm, so fully packed, so free and easy on the draw --  
with no annoying loose ends ... a big reason why Luckies  
taste better!

(MORE)

TK

RTX01 01B1360

THE JACK BENNY PROGRAM  
SUNDAY, OCT. 28, 1951  
OPENING COMMERCIAL (CONT'D)

SHARBUTT: But never forget -- to get better taste you must start with fine tobacco, and LS/MFT -- Lucky Strike means fine tobacco. There's no substitute for fine tobacco -- don't let anybody tell you different!

MARTIN: .... And don't be misled by the smoke screen of cigarette claims. Choose your cigarette on facts. Smoke the cigarette that tops the five principal brands for quality. Enjoy fine, mild, good tasting tobacco in the cigarette that's made better -- the cigarette that TASTES BETTER - Lucky Strike. Try a carton today!

ORCH: (FULL VAMP)

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

TK

ATX01 0181361

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, LET'S GO OUT TO JACK BENNY'S HOME IN BEVERLY HILLS. IT'S MORNING..AND ROCHESTER IS RUNNING THE BATH.

(SOUND: RUNNING WATER..WATER STOP..THREE FOOTSTEPS..  
DOOR OPENS)

ROCH: OH, BOSS --

JACK: Yes, Rochester?

ROCH: THE TUB IS READY..

JACK: I hope the water isn't too hot.

ROCH: OH NO, IT'S JUST RIGHT. I TESTED IT WITH MY ELBOW.

JACK: Did you put in the lavender bath salts like I told you to?

ROCH: OH YES, A WHOLE BOX...AND ALSO TWO PACKAGES OF THAT STUFF THAT MAKES BUBBLES.

JACK: Good good. Come on, Polly, your bath is ready.

MEL: (SQUAWKS HYSTERICALLY)

JACK: Oh, for heaven sakes, we go through this every time. Come on now, Polly, you've got to take your bath.

MEL: (SQUAWKS AS THOUGH THINKING IT OVER)

JACK: (COAXING) <sup>hacer</sup> Daddy had Rochester put Lavender bath salts in it.

MEL: (SQUAWKS, THINKING IT OVER)

ROCH: (COAXING) AND THAT STUFF THAT MAKES MILLIONS OF BUBBLES.

MEL: (SQUAWKS: THINKING)

JACK: Well, what do you say?

MEL: Uh uh (SQUAWKS AND WHISTLES)

JACK: Well, that does it! Rochester, pick up the cage and bring it in the bath room.

ROCH: YES, SIR.

(SOUND: LIGHT SPRING...FOOTSTEPS)

MEL: (HYSTERICALLY) SQUAWK..SQUAWK..HELP..HELP..SQUAWK..SQUAWK.

JACK: Oh, quiet.

(SOUND: DOOR OPENS)

JACK: *Now Polly - basket --*  
Set the cage up on the sink, Rochester.

ROCH: YES, SIR.

(SOUND: CAGE PLACED ON SINK)

JACK: Now, Polly, Daddy'll open the little door and you dive right into the tub.

(SOUND: SQUEAK OF CAGE DOOR OPENING)

MEL: (WHIMPER)

JACK: Polly, stop whimpering and dive already.

MEL: (WHIMPER)

JACK: I can't understand it. I thought sure Polly was over her fear of water.

ROCH: YEAH. ESPECIALLY AFTER ALL THAT MONEY YOU SPENT TAKING HER TO <sup>the</sup> A PSYCHIATRIST.

JACK: It cost me a fortune. I took Polly to that psychiatrist's office every afternoon for two weeks. Maybe I shouldn't have stopped her treatments, *so soon.*

ROCH: WELL, WHY DID YOU?

JACK: I had to. Nothing looks sillier than a parrot lying on a couch. Now look, Polly, daddy isn't angry at you. He just wants you to --

MEL: (HAPPY SQUAWK..SQUAWK..SQUAWK)

ROCH: QUICK, BOSS, OPEN THE CAGE, POLLY WANTS TO GET INTO THE TUB.

MEL: ~~(SQUAWKS AND WHISTLES)~~

JACK: Well...what brought that about?

ROCH: I THREW A RUBBER DUCK IN THE WATER.

JACK: A rubber duck!

MEL: (SQUAWKS..WOLF WHISTLE)

JACK: Polly!

ROCH: LET 'ER IN QUICK, BOSS, *let's in quick* BEFORE SHE FINDS OUT IT'S A DECOY.

JACK: Okay, Polly, okay..here we go.

(SOUND: DOOR BUZZER)

JACK: You stayhere and finish bathing Polly. *Rochester* I'll get the door.

(SOUND: DOOR OPENS..FOOTSTEPS)

JACK: (SINGS) When you say da da da da dum

Da da da da de dum..

*Gee*  
~~Hum~~.that song I wrote can't miss.

(SOUND: DOOR BUZZER)

JACK: Coming.

(SOUND: THREE FOOTSTEPS..DOOR OPENS)

DENNIS: *well,* Hello, Mr. Benny.

JACK: Oh, hello, Dennis..Come on in.

(SOUND: DOOR CLOSES)

DENNIS: Mr. Benny, what took you so long to answer the door?

JACK: Oh, Rochester and I were bathing Polly.

DENNIS: Gee, not in the bathtub again.

JACK: Why not?

DENNIS: The last time you gave Polly a bath, you pulled the plug, she went down the drain, and came out at El Segundo.

JACK: Yeah, the psychiatrist said that's what gave her the fear of water..Anyway, Dennis, I'm glad you dropped by because I want to get your opinion on something.

DENNIS: ~~What?~~ *Yeah - yeah - what? what?*

JACK: Well, I've been <sup>live here -</sup> looking over my song this morning and I thought I'd make a little change. I want it to be perfect.

DENNIS: Your song?

JACK: "Yes..Just listen to the change I have in mind and tell me what you think.

DENNIS: Okay.

JACK: Good..the music is right here on the..Hm.

DENNIS: What's the matter?

JACK: My song..it isn't on the piano..Every time Rochester cleans in here, I can't find anything. Now where's my song?

DENNIS: Did you look in the garbage disposal?

JACK: Don't be funny.

DENNIS: Are you sure your song was here this morning?

JACK: I'm positive. I worked on it about an hour..I remember..it was just before I read the Sunday paper..(CALLS) Oh, Rochester.

(SOUND: DOOR OPENS)

ROCH: (OFF) YES, BOSS?

JACK: Come here a minute.

(SOUND: FEW FOOTSTEPS)

JACK: I can't find my song. Do you know where it is?

ROCH: NO, SIR.

JACK: *Well,* Think back...what did you do this morning?

ROCH: WELL..I COOKED BREAKFAST..WASHED THE DISHES..CLEANED THE LIVING ROOM..AND AFTER YOU FINISHED READING THE SUNDAY PAPER, I PUT IT BACK ON MR. COLMAN'S PORCH.

JACK: Yes.

ROCH: THEN I CAME BACK AND HELPED YOU <sup>bathe</sup> ~~GIVE POLLY A BATH.~~

JACK: Gee, I can't understand it.

DENNIS: Well, I better go now.

JACK: Wait a minute, Dennis. As long as you dropped in, let's hear the song you're gonna do on the program. What's it gonna be?

DENNIS: <sup>well.</sup> It's called "Never" and it's from a picture I just finished at Twentieth Century Fox produced by Georgie Jessel.

JACK: Oh, what's the name of it?

DENNIS: Golden Girl.

JACK: Golden Girl, eh? And you're in it?

DENNIS: Uh huh.

JACK: What part do you play?

DENNIS: I don't know, I haven't seen the picture yet.

JACK: ~~Well, that's the~~ Dennis, just sing it, will you? <sup>please.</sup>

DENNIS: Okay.

(APPLAUSE)

(DENNIS'S SONG: "NEVER")

(APPLAUSE)



(SECOND ROUTINE)

JACK: *That was -* That was very, *very good,* ~~good~~, Dennis..excellent. In fact, your voice is getting better and better all the time..and you know, someday when you look at your pay check you may find a nice substantial--

DENNIS: Words, *promise - double talk.* ~~words, meaningless words.~~

JACK: What?

DENNIS: Vounf voof nouf nunch fluey nauct yumph.

JACK: *Dennis - what - - -* What did you say?

DENNIS: *Oh* Nothing, I swallowed my gum.

JACK: Oh..Well Dennis, the next time I --

(SOUND: PHONE RINGS)

JACK: OH, ROCHESTER..Never mind. I'll get it in the den.

(SOUND: COUPLE FOOTSTEPS..PHONE RINGS.. THREE FOOTSTEPS..

RECEIVER UP)

JACK: Hello?

ARTIE: Hello, Mr. Benny, this is Mr. Kitzel.

JACK: Oh, Mr. Kitzel.

(APPLAUSE)

JACK: *well* Mr. Kitzel, it's nice to hear from you.

ARTIE: Thank you, Mr. Benny..the reason I called is I'd like to invite you to a Hallowe'en party at my house.

JACK: *Oh* I'll be glad to come, Mr. Kitzel...it seems like you give a party every Hallowe'en.

ARTIE: *Oh* Yes, to me this is a day of great sentiment... *because by a* ~~it was at a~~ Hallowe'en party that I first met my wife.

JACK: Really?

BB

ATX01 0181367

ARTIE: Yes, she came as a witch.

JACK: A witch? <sup>Artie: Yes.</sup> Oh, a costume party.

ARTIE: No.

JACK: Mr. Kitzel, you mean--

ARTIE: Unfortunately yes.

JACK: Oh.

ARTIE: Other girls have a dowery, she had a broom.

JACK: A broom?

~~ARTIE: If she would use it once in a while, I'd be happy.~~

JACK: (LAUGHING) Mr. Kitzel, you're joking.

ARTIE: (LAUGHS) My.

JACK: (LAUGHINGLY) Thanks for inviting me, Mr. Kitzel...I'll see you Wednesday night.

ARTIE: Good. <sup>but</sup> only don't come too early....You see, as soon as it gets dark, I'm taking my little boy around the neighborhood to play trick or treat.

JACK: Oh, that's cute..why don't you bring him over here, too?

ARTIE: No thanks, <sup>you</sup> to that ritzy neighborhood I'll never let him go again.

JACK: Why not?

ARTIE: Last Hallowe'en he went to Beverly Hills, played Trick or Treat, and he got so much stuff, I couldn't pay the tax on it.

JACK: Oh..well all right, I'll be over <sup>at your house</sup> ~~there~~ at nine o'clock...  
Goodbye, <sup>Mr.</sup> Kitzel.

ARTIE: Goodbye, Mr. Benny.

<sup>Jack:</sup> ~~Goodbye.~~ (SOUND: RECEIVER DOWN)

(APPLAUSE)

(SOUND: FOOTSTEPS)

JACK: Dennis, <sup>Ammie -</sup> I was just talking to---Oh, hello Phil.... When did you come in?

PHIL: Just a minute ago... <sup>Phil Jackson -</sup> that wasn't Alice on the phone, was it?

JACK: No.

PHIL: Well, if Alice calls, don't tell her you saw me.

JACK: Why, what's the matter?

PHIL: I want to <sup>lay low</sup> ~~stay away~~ till she cools pff.

JACK: No kidding. <sup>Phil -</sup> Are you in trouble?

PHIL: Believe me, Jackson, if I didn't need the money, I wouldn't a done it.

JACK: Phil, what did you do?

PHIL: I played gin rummy with my kids and won forty bucks.

JACK: You..you won forty dollars playing gin rummy with your children?

PHIL: What a couple of pigeons I'm raisin'.

JACK: Oh, for heaven sakes. Phil, let me --

(SOUND: DOOR BUZZER)

PHIL: Oh-oh..Hey Jackson, if that's Alice, tell her I ain't yet been here no time today.

JACK: You ain't yet been here no time today?

PHIL: <sup>Yeah -</sup> Yeah, tell 'er. <sup>tell 'er.</sup>

JACK: I will, Phil. I may phrase it differently, but I'll tell her.

(SOUND: DOOR BUZZER)

JACK: COMING.

(SOUND: THREE FOOTSTEPS..DOOR OPENS)

BB

ATX01 0181369

DON: *Oh*, Hello, Jack.

JACK: ~~Oh~~, hello, Don. Well..you've got the Sportsmen with you, *too* --  
come on in, *fellow*.

(SOUND: DOOR CLOSING)

DON: *Oh*. Jack, there's something I want to talk to you about.

JACK: *Well*, If it's about Phil, he ain't yet been here no time today..  
~~now~~. *you all.*

DON: ~~Jack what are you talking about?~~ *What's that?*

JACK: I don't know...words, words, ~~meaningless words~~ *double talk*...What do  
you want, Don?

DON: *Oh Jack,* *Now you're just gonna love it...*  
~~Well~~ you're going to love this. The quartet wants to do a  
commercial to that song you wrote..So if you *just* give us the  
copy, the boys will show you what they have in mind.

JACK: Oh, that's wonderful, Don, but this is a fine time for it  
to happen.

DON: Why?

JACK: I lost my song. I can't find it anywhere and it's the only  
copy I've got...Dennis, are you looking for my song?

DENNIS: No.

JACK: Then what are you doing?

DENNIS: I'm still trying to figure out what Phil said.

JACK: Forget it...Gee, Don, that is a shame.

DON: *Oh*. It certainly is, Jack...But if you haven't got the music,  
the boys will just have to do something else.

JACK: ~~Yes~~, I guess so...What else have they got?

DON: Well, here's one I think you might like...Sing it, boys.

BB

ATX01 0181370

(APPLAUSE)

-10-

QUART. SOME MEN PLOUGH THE OPEN PLAINS  
SOME MEN SAIL THE BRINE  
BUT I'M IN LOVE WITH A PRETTY MAID  
FOR WORK I HAVE NO TIME.  
MY TRULY, TRULY FAIR,  
TRULY, TRULY FAIR  
HOW I LOVE MY TRULY FAIR  
THERE'S SONGS TO SING HER  
TRINKETS TO BRING HER  
FLOWERS FOR HER GOLDEN HAIR  
SOME MEN WORK THE LIVELONG DAY  
JUST FOR BREAD AND WINE  
BUT ALL WE DO IS SING ABOUT  
THOSE LUCKY STRIKES SO FINE.  
OH LUCKY, LUCKY STRIKE  
GOOD OLD LUCKY STRIKE  
TRULY IT'S BEYOND COMPARE  
LET'S LIGHT A LUCKY  
PUFF ON A LUCKY  
THERE'S NO BETTER ANYWHERE.  
ONCE WE SAILED FROM BOSTON BAY  
BOUND FOR SINGAPORE  
BUT WE FORGOT OUR LUCKY STRIKES  
SO WE SWAM BACK TO SHORE.  
OH LUCKY, LUCKY STRIKE,  
GOOD OLD LUCKY STRIKE.

(MORE)

BB

ATX01 0181371

QUART:  
(CON'D) TRULY BETTER TASTING, TOO  
SO LISTEN, BROTHER  
THERE IS NO OTHER  
CIGARETTE AS GOOD IT'S TRUE  
LS/MFT, LS/MFT, LS, LS/MFT  
DON'T BE MISLED  
BY OTHER CLAIMS YOU HAVE READ  
JUST BUY A GOOD OLD LUCKY  
TRY A GOOD OLD LUCKY  
YOU WILL LIKE A LUCKY STRIKE.

(APPLAUSE)

BB

(THIRD ROUTINE)

JACK: That's pretty good, Don, <sup>and</sup> but as soon as I find my song, I'll let you know, and they can work on it.

DON: Okay, Jack, see you later...Come on fellows.

(SOUND: DOOR OPENS & CLOSES)

JACK: How do you like that, Phil...The quartet wants to do my song and I can't find it.

PHIL: Why don't you forget about being a song writer, Jackson?  
~~Isn't~~ <sup>Don't</sup> it enough that the Maybelline Company named you "Blue Eyes of 1951."

JACK: What?

PHIL: That's what it said in this morning's paper.

JACK: Today's paper?...Well, this I have to -- Oh..darn it, Rochester has already put the Sunday paper back on the Colman's porch.

(TRANSITION MUSIC)

BENITA: RONNIE, OH RONNIE, WHERE ARE YOU?

COLMAN: I'M HERE IN THE DEN, BENITA.

(APPLAUSE)

BENITA: Oh, playing a little solitaire, <sup>Sub.</sup> ~~oh?~~

COLMAN: Yes, and I've almost got it beat, too.

BENITA: Well, you won't finish it.

COLMAN: You said the same thing last night and you were right...  
How did you know?

BENITA: The Queen of Spades is missing....You'll find a new deck of cards in the--

SNOWDEN: I beg your pardon, Mr. Colman.

BB

COLMAN: Yes, Sherwood?

SNOWDEN: I brought in the Sunday paper.

COLMAN: ~~Oh~~ Thank you.. Well...let's see what's now...

(SOUND: RUSTLE OF PAPER)

COLMAN: Aha! Benita, look at this...I was right.

BENITA: What?

COLMAN: You wouldn't agree with me when I predicted both these things last week....but I was right all the time.

BENITA: Right about what?

COLMAN: That Churchill would be elected and Dick Tracy would find Bonny Braids...I wonder what's in the -- Hello, what's this?

BENITA: What's ~~that~~ <sup>that</sup>?

COLMAN: A sheet of music just fell out of the paper.

BENITA: A sheet of music?

COLMAN: Yes...let me see...Hmmm, it's a song by Jack Benny.

BENITA: Jack Benny wrote a song?

COLMAN: So it seems.

BENITA: What's the name of it?

COLMAN: "When You Say I Beg Your Pardon, Then I'll Come Back To You."

BENITA: Oh, I say now, really.

COLMAN: Yes, ~~I'm~~ <sup>you</sup> I'm afraid, really...listen to this--

(READS) WHEN YOU SAY I BEG YOUR PARDON  
THEN I'LL COME BACK TO YOU.  
WHEN YOU ASK ME TO FORGIVE YOU, I'LL RETURN.  
LIKE THE SWALLOWS AT SERRANO  
RETURN TO CAPISTRANO  
FOR YOU MY HEART WILL--

BENITA: Ronnie--

BB



COLMAN: Yes?

BENITA: I'm not sure I heard correctly..was that --"Like the swallows at Serrano return to Capistrano?"

COLMAN: That's what he wrote, that's what the man wrote, he wrote that!...And then it goes:

IF YOU SAY THAT YOU ARE SORRY,  
THEN I WILL UNDERSTAND.  
'NEATH THE HARVEST MOON WE'LL PLEDGE  
OUR LOVE ANEW.

BENITA: Ronnie, you're joking.

COLMAN: Benita, I was never more serious or more nauseated in my life.. <sup>Listen - - -</sup> Listen to the rest of it....

SO MY DARLING, THOUGH WE'VE PARTED,  
COME BACK TO WHENCE WE STARTED.

BENITA: WHENCE?

COLMAN: <sup>Yes</sup> Jack has a footnote on the bottom saying, "Yes, Whence, it's the poetic form of where"....<sup>just</sup> Now let me finish this...

SO MY DARLING, THOUGH WE'VE PARTED,  
COME BACK TO WHENCE WE STARTED,  
AND SWEETHEART, THEN I'LL COME BACK TO YOU.

(AFTER LONG LONG PAUSE) This is the lousiest thing I've ever heard.

BENITA: Ronnie! Please! Do you have to use that kind of language?

RONNIE: What else can I say about it?

VR

ATX01 0181375

BENITA: Well, you still don't have to use that kind of language...  
You can say it's the most awful thing you ever heard.

COLMAN: Darling..this is not the most awful thing I ever heard..  
this is the lousiest thing I ever heard..

BENITA: Oh, Ronnie.

COLMAN: Imagine--SO MY DARLING THOUGH WE'VE PARTED, COME BACK TO  
WHENCE WE STARTED....I wish he'd bring our lawnmower back  
from whence he got it!....That man has borrowed everything..  
the lawnmower..the ping-pong table..the garden hose..the  
vacuum cleaner..

BENITA: And the Queen of Spades.

COLMAN: So that's where it went?

BENITA: Uh huh.

COLMAN: Benita..why in the name of Ely Culbertson would Benny ~~just~~  
~~borrow the ten of hearts?~~ *just one card.*

BENITA: Well, it was missing from his deck, and he explained how.  
You see, he was doing a card trick..Dennis Day picked the  
~~ten of hearts~~ *Queen of Spades*..Mr. Benny told him to put it where he couldn't  
see it..so Dennis ate it.

COLMAN: Ah, Dennis Day..I have a great ~~deal~~ of affection for that lad..  
I understand he drives Benny crazy.

BENITA: But you know, darling..there is one thing that's rather  
amazing about Jack.

COLMAN: What's that?

BENITA: With all the things he's taken from us through the years, not  
once has he tried to borrow any money.

VR

ATX01 0181376

COLMAN: *Well, darling* ~~Benita~~...money *is the* one thing he doesn't use.

BENITA: (AMAZED) He doesn't use it? What does he do with his money?

COLMAN: He gets it, counts it, caresses it, and buries it.

....Sometimes that Benny gets me so mad that I --

SNOWDEN: I beg your pardon, Sir.

COLMAN: ~~What~~ *the* Oh, what is it, Sherwood?

SNOWDEN: If I'm not intruding, I'd like to say something about Mr. Benny's borrowing.

COLMAN: The floor is yours. With this subject, the more the merrier.

SNOWDEN: Well..do you remember in September when he gave that big party at his house and came over and borrowed me?

BENITA: Oh yes, Sherwood. You never did tell us about that party. What happened?

SNOWDEN: Well, it was a rather interesting experience..Especially serving dinner to Dennis Day..for dessert, he insisted on pie a la mode..Imagine pie a la mode.

BENITA: That's not so odd, Sherwood..here in America lots of people have ice cream on their pie.

SNOWDEN: On Chicken Pot Pie?

BENITA: Oh.

SNOWDEN: Strangely enough, that was all he ate.

COLMAN: Well, he probably wasn't hungry after eating the *Queen Spades* ~~ten of hearts~~

SNOWDEN: I beg your pardon, sir?

COLMAN: *Oh it's nothing* Nothing, Sherwood...what else happened at the party?

SNOWDEN: Well, as the evening wore on, they played charades, and twenty questions..and then about midnight, they all formed a circle around Phil Harris.

VR

ATX01 0181377

COLMAN: Oh..What sort of game was that?

SNOWDEN: No game.,they were just trying to determine whether or not  
he was dead....Will you be needing me any further, sir?

COLMAN: No, <sup>thank you</sup> Sherwood, you may go.

SNOWDEN: Thank you.

(SOUND: DOOR CLOSES..THEN RUSTLE OF PAPER)

COLMAN: What are you doing, Benita?

~~BENITA: Looking at Jack's song.~~

~~WHEN YOU ASK ME TO FORGIVE YOU,~~

~~I'LL RETURN.~~

~~LIKE THE SWALLOWS AT SERRANO~~

~~RETURN TO CAPISTRANO,~~

~~FOR YOU MY HEART WILL ALWAYS, ALWAYS YEARN.~~

~~(AFTER LONG PAUSE)...It is lousy, isn't it?~~

~~COLMAN: It certainly is.~~

(SOUND: RUSTLING OF PAPER)

BENITA: Say Ronnie..I'm looking at the thatrical section, and they've got  
have some good pictures showing. Would you like to go?

COLMAN: <sup>ohhh... no, no dear</sup> Ohhh..I don't feel like going out, no -

BENITA: Okay.....Hm..one of the neighborhood theatres is showing a  
revival of one of your pictures.

COLMAN: (FAST) Where, where, where, when, who, what, where, where?

BENITA: (LAUGHING) I was just teasing you..but I would like to go to  
the movies..The theatre on the corner has a double feature.

COLMAN: All right then, let's go.

BENITA: Good...And Ronnie, since we'll be passing Jack's house...let's  
return his song to him.

VR

COLMAN: Oh yes, yes...I'll get the car out.

BENITA: No, let's walk to the theatre..the fresh air will do us good.

COLMAN: ~~Yes~~ <sup>and</sup> It won't hurt his song any, either...Come on.

(SHORT TRANSITION MUSIC)

BENITA: (PAUSE)...Ronnie, don't just stand there, ring the door bell.

COLMAN: Oh, all right.

(SOUND: DOOR BUZZER..PAUSE..THEN DOOR OPENS)

JACK: Yes, what can I---Ronnie, Benita, I'm <sup>so</sup> glad to see you....

Come on in..Come in.

COLMAN: Jack, we didn't intend to drop in on you, but--

JACK: <sup>now</sup> Don't bother apologizing, come on in. COME IN!

COLMAN: <sup>no</sup> But we only dropped by to---STOP PULLING!

JACK: ~~Hub~~ <sup>oh. Oh</sup>..oh, I'm sorry.

BENITA: Jack, we only wanted to return your song..we found it in our morning paper.

JACK: My song? So that's where it was....Thank you ever so much, Benita. I'm so glad to get it back.

COLMAN: Why??

JACK: What??

BENITA: Ronnie!!! <sup>Ronnie</sup>.

COLMAN: Oh yes, <sup>yes, yes</sup> I imagine you would be glad to get it back.

JACK: I sure am.

COLMAN: Well Jack, we have to be running along--

JACK: No no, Ronnie, <sup>now - now</sup> don't go yet.

BENITA: But Jack, we were on our way to see a --

VR

JACK: I won't take no for an answer. <sup>never</sup> you must come in and visit..  
After all, I haven't seen you for so long.

COLMAN: SO LONG.

(SOUND: DOOR SLAMS)

(COLMAN'S WALK AWAY FROM MIKE)

JACK: Gee, he must have thought I was saying goodbye..I hope ~~he~~ <sup>they</sup>  
didn't think I was trying to get rid of them...Well, anyway,  
I've got my song back...

(SINGS) WHEN YOU SAY I BEG YOUR PARDON,  
THEN I'LL COME BACK TO YOU...

(MUSIC STARTS AND APPLAUSE)

JACK: (OVER MUSIC AND APPLAUSE) WHEN YOU ASK ME TO FORGIVE YOU,  
I'LL RETURN.

VR

ATK01 0181380

JACK: Ladies and gentlemen, each year fires attack more than a quarter of a million homes, handicap our defense efforts, and cause much loss of life. Most of these fires start because someone was careless. Don't let it be you! Put out all matches and cigarettes before discarding them, don't smoke in bed, make sure all electrical wiring is properly installed, follow all fire regulations. Be careful, be cautious - remember, only you can prevent <sup>just</sup> fires! Thank you.

(APPLAUSE)

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

VR

ATX01 0181381

THE JACK BENNY PROGRAM  
SUNDAY, OCT. 28, 1951  
CLOSING COMMERCIAL

MARTIN: Luckies ..... taste ..... better!

SHARBUTT: Yes, Luckies taste better -- and one big reason is --  
they're made better. Conclusive new proof reveals that  
Lucky Strike is the best made of the five principal brands  
of cigarettes!

Martin: This is not a claim, but a fact -- verified by leading  
laboratory consultants. Earlier you heard the report of  
Foster D. Snell, Inc. of New York. Now listen to the  
report of Froehling and Robertson of Richmond, Virginia.

SHARBUTT: It is our conclusion that Lucky Strike is the best made  
of these five major brands. Signed Froehling and  
Robertson.

MARTIN: Yes, this authentic new proof sweeps away the smoke screen  
of empty claims made for other cigarettes ... double talk  
like this --

SOUND: (TAPE RECORDING PLAYED BACKWARDS ... 5 SECONDS AND OUT)

SHARBUTT: Words ... empty promises ... don't be misled by them.  
Remember the facts. Remember LS/MFT -- Lucky Strike  
means fine tobacco. Remember Luckies are made better.  
Remember Luckies taste better.

ORCH: (FULL VAMP)

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

TK

ATX01 0181382



(TAG)

(SOUND: BABBLE OF CROWD)  
COLMAN: <sup>hell,</sup> We're lucky, Benita, we got in <sup>at the movies</sup> just at the break.

BENITA: Yes..and the news reel is just starting.

(BAND PLAYS PARAMOUNT NEWS THEME)

MEL: (FILTER) And now for some personalities in the news.. we take you first to Beverly Hills to the home of a well-known star who has written a song.

JACK: (SINGS) WHEN YOU SAY I BEG YOUR PARDON--

COLMAN: Oh no, no <sup>no!</sup> Come on, Benita, let's get out of here.

(APPLAUSE AND MUSIC)

DON: Mr. and Mrs. Ronald Colman can be heard on their own program, "The Halls Of Ivy".....This is Don Wilson reminding you to listen to Your Hit Parade with Guy Lombardo every Thursday night, presented by Lucky Strike. Consult your newspaper for time and station.....

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.....  
THIS IS THE CBS RADIO NETWORK.