

PROGRAM #9
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, NOVEMBER 11, 1951

CBS

4:00-4:30 PM PST

AS BROADCAST

(TRANSCRIBED OCTOBER 25, 1951)

ATX01 0181410

THE JACK BENNY PROGRAM
SUNDAY, NOVEMBER 11, 1951 (TAPED OCT. 25, 1951)
OPENING COMMERCIAL

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

MARTIN: And now, your attention, please --

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

SHARBUTT: Double-talk ... words about noses ... words about throats...
empty promises ... cigarette advertising is filled with
them. But now this smoke screen of double talk is swept
away by facts ... not claims ... facts. Here they are ...

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

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

MARTIN: 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.

SHARBUTT: Yes, Luckies are made better -- always so round, so firm,
so fully packed, so free and easy on the draw -- with no
annoying loose ends to spoil their taste ... a big reason
why Luckies taste better --

MARTIN: So when choosing your cigarette don't be misled by the
smoke screen of claims made by other cigarettes. Remember
the facts. Enjoy fine, mild, good-tasting tobacco in the
cigarette that's made better, the cigarette that tastes
better -- Lucky Strike! Get a carton today!

ORCH: (FULL VAMP)

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

RIXO1 0181411

(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: LADIES AND GENTLEMEN, LAST FRIDAY NIGHT, THE ENTERTAINMENT WORLD HONORED JACK BENNY'S TWENTY YEARS ON RADIO WITH A BANQUET AT THE WALDORF ASTORIA IN NEW YORK. SO NOW, LET'S LOOK IN ON THE SUPER CHIEF, WHERE WE FIND JACK AND THE GANG SPEEDING BACK TO HOLLYWOOD.

(SOUND: TRAIN WHEELS...TRAIN WHISTLE...TRAIN WHEELS FADE)

JACK: Hmm, I can't understand it.

(SOUND: RUSTLE OF PAPER)

JACK: Nothing in Louella Parson's column about the testimonial dinner they gave me... Oh Mary, you've got the other Los Angeles papers...Is there anything in Hedda Hopper's column?

MARY: Yes, but not about you.

JACK: I can't understand it, I always say nice things about her hats...Oh well...

(SOUND: RUSTLE OF PAPER)

MARY: SAY DON, LOOK AT ALL THESE ACTION PICTURES ON THE NOTRE DAME - MICHIGAN STATE FOOTBALL GAME.

DON: YEAH.. LOOK AT THAT SHOE STRING TACKLE.

MARY: GEE, EVERYBODY'S TALKING ABOUT THAT GAME.

JACK: Hmm, nothing about me in Sid Skolsky's column...nor Shelia Graham's either.

(SOUND: RUSTLE OF PAPER)

MARY: Oh Jack, here's something in Harrison Carroll's column.

JACK: WHERE WHERE...WHAT WHAT WHAT...WHERE WHERE...WHERE IS IT, MARY?...WHERE IS IT, MARY? *Where - what?*

MARY: I'll give it to you, get up off your knees.

JACK: Oh, I'm sorry...What does it say?

MARY: It says..."WHAT RADIO COMEDIAN, WHO IS HEARD ON WHAT NIGHT, FOR WHAT SPONSOR, IS HAVING WHAT TROUBLE WITH HIS WHO?... AND HOW!"

JACK: Hmm, I wonder who that can be?

MARY: Sounds like what's-his-name.

JACK: Maybe, I never even thought of him... *what girl has a terrible cold and can hardly talk today? Now let's see -*
(SOUND: RUSTLE OF PAPER)

JACK: *Hey.* Hey...Here's something about me in Jimmy Starr's column...

"AT THE MOCAMBO LAST NIGHT, GARY COOPER WAS SEEN DOING THE RHUMBA WITH THE SHAPELY JACK BENNY." ...Well, that's the silliest thing I've ever heard, I wasn't even there.

MARY: Let's see that.

JACK: Here...Imagine, shapely Jack Benny.

MARY: That's Joan Bennett, put on your glasses.

JACK: Oh yes.. Gee, I can't get over it...not one item about my banquet. I don't mind for myself, but they must be sizzling at the Waldorf.

DON: Don't worry, Jack, somebody'll mention it. Anyway, you should feel proud. The Fria's really gave you a wonderful banquet.

JACK: You said it, Don. I've been to thousands of dinners given to personalities and celebrities...but I don't know, there was something different about this one.

MARY: Yeah, it's the first time the guest of honor did the catering.

JACK: I did not...only the French Pastry.

MARY: (LAUGHS)

DON: What are you laughing at, Mary?

MARY: When Georgie Jessel introduced Jack, they had to page him in the kitchen.

JACK: Mary, I just stepped in to check ^{--- chick} my cream puffs, he would pick that time to introduce me... Anyway, Mary you had a good time.

MARY: *Oh*, I certainly did, Jack...And so did my sister, Babe. With all those celebrities there, she was ^{really} in her glory.

JACK: Mary, I wanted to talk to you about that. From now on, when Babe goes to one of these big affairs, you'll have to tell her.

MARY: Tell her what?

JACK: She's there to wrestle, not to mingle with the guests.

MARY: Oh, stop.

JACK: *Oh*, Don, what's that you're reading?

DON: *Oh*, This is a book about ~~show-business~~ ^{the theatre - its called "Show Biz From} called "Vaud to Video" by Abel Green and Joe Laurie Junior.

JACK: Oh yes.. I read it and it's wonderful. *You know* The authors sent me an autographed copy.

MARY: Oh, how nice.. Jack, would you lend it to me?

JACK: I wish you'd asked me sooner, I sold it...Don, hand me the rest of those papers.

(SOUND TRAIN WHISTLE AND WHEELS UP AND DOWN)

JESTER: Say Malcolm, Malcolm--

ROY: What is it, Jerome?

JESTER: You see these shoes I'm shining ~~here?~~

ROY: Yeah... who they belong to?

JESTER: You know...that elderly gentleman in Lower Eight.

ROY: Lower Eight... *Oh yeah -* That's Mr. Benny.

JESTER: Jack Benny?...Doggone, I'd never recognize him...He looks younger on television.

ROY: Well, those make-up men have a way of takin' the wear and tear off of ya.

JESTER: *Amazing!* A-mazing! Well, what about Mr. Benny's hair?...In television it's brown.

ROY: IT'S NOT ONLY BROWN BUT IT'S THERE.

JESTER: A-MAZING!

(BOTH PORTERS LAUGH)

(SOUND: DOOR OPENS)

JESTER: WELL, LOOK WHO'S HERE.

ROY: GOOD MORNING, ROCHESTER.

ROCH: AND A GOOD GOOD MORNING TO YOU, GENTLEMEN. SAY, *those shoes* ~~DON'T~~ *you're shining - don't they* ~~THOSE SHOES~~ BELONG TO MY BOSS?

JESTER: Yeah... How'd you know?

ROCH: THE LEFT ONE HAS A BUTTON MISSING.

ROY: Oh, yeah ^{Yeah}... Well, look here Malcolm.. Mr. Benny left a silver dollar in his shoe for a tip.

ROCH: THAT AIN'T A TIP. ^{no} ~~MR. BENNY KEEPS HIS MONEY THERE... HIS~~ ^{he wants that shined, too.}
~~USUAL TIP IS A DIME.~~

JESTER: No kidding.

ROCH: ~~YEAH, AND IF YOU WANT YOUR DIME, YOU BETTER SHINE THAT DOLLAR,~~
~~TOO.~~

ROY: Tell me, Rochester...Is Mr. Benny ^{really} ~~always~~ this cheap?

ROCH: OH NO! I HAPPEN TO KNOW THAT ONE TIME A PANHANDLER ASKED HIM FOR A NICKEL FOR A CUP OF COFFEE AND HE GAVE HIM FIFTY CENTS.

ROY: When was that?

ROCH: THE DAY THE EARTH STOOD STILL.

BOTH PORTERS: A-MAZING!

(SOUND: TRAIN WHISTLE...TRAIN WHEELS UP AND DOWN)

JACK: Hmm, nothing in Erskine Johnson's column either.

(SOUND: RUSTLE OF PAPER.)

MARY: Oh Jack, don't be such a ham. You got a free dinner, so why don't you forget it.

JACK: Well, I still think --

PHIL: ^{Hey} Hi ya, kids... ^{Hey look} ~~Say~~, Mary, how about a game of gin...Do you want to play?

MARY: No thanks, Phil, I'm reading.

JACK: Say, I'll play with you, Phil.

PHIL: Oh no, I don't wanta play with you.

JACK: Why not?

PHIL: Whenever you lose, you get sore and gripe and yell....And then you put your toupay on backwards for luck.

JACK: ~~Who, me?~~ ^{Oh you're just mad because I won so many}
JS ^{games from you yesterday.}

PHIL: *How could you leave*
~~Yes, you... And yesterday when we played, you insisted on~~
wearing that Japanese Kimona.

JACK: What ^{was} wrong with me wearing a Japanese Kimona?

PHIL: You had Rochester in one the sleeves handing cards to you.

JACK: Oh, stop dreaming things up.

P. Phil: See you later. Madame Butterfly. Jack: Go, go already.
DON: Say Jack, why don't you ask Dennis?...He might play cards
with you.

JACK: *oh*, That's right...Where is he?

DON: There he is, way up at the front end of the car.

JACK: Oh yes... (OFF MIKE) HEY DENNIS, DENNIS--

MARY: (WHISPERS) Jack, don't yell like that...We're not the only
people in this car.

JACK: What's the difference?... (OFF MIKE) HEY DENNIS, YOU WANT TO
PLAY SOME GIN RUMMY?

DENNIS: (OFF MIKE) NOT WITH YOU, MR. BENNY...YOU NEVER PAY OFF.

JACK: (WHISPERS) Hmmm.

DENNIS: (OFF MIKE) ISN'T THAT RIGHT, MISS LIVINGSTONE?

JACK: QUIET...WE'RE NOT THE ONLY PEOPLE IN THIS CAR... I guess I put
that kid in his place.

(SOUND: TRAIN DOOR OPENS...LOUD TRAIN NOISE...DOOR
CLOSES...NOISES OUT...BRISK FOOTSTEPS WHICH
CONTINUE)

JACK: Here comes Rochester... OH ROCHESTER, HOW ABOUT A GAME OF GIN
RUMMY?

ROCH: OKAY, YOU GET THE SUCKER, I'LL GET THE KIMONA.

JACK: I don't mean that, I want to play with you.

ROCH: NO THANKS, I NEVER GAMBLE.

JACK: What? When did you stop gambling?

JS

ATX01 0181417

ROCH: A COUPLE WEEKS AGO AT TANFORAN WHEN I BET ON OUR FANCY....
WHAT A HORSE THAT WAS.

MARY: When did he come in?

ROCH: IN THE COOL, COOL, COOL OF THE EVENING.

JACK: Oh well, I'll find somebody on the train to play with me.

(SOUND: FEW MORE FOOTSTEPS...TRAIN DOOR OPENS...LOUD
TRAIN NOISE...DOOR CLOSSES...NOISES DOWN....
DINNER GONG FADING ON)

ROY: (FADING IN) Dinner now being served in the diner ..First call
for dinner... (FADING OFF) Dinner now being served in
the diner.

JACK: *Hey,* What do you say, Mary? Shall we have something to eat?

MARY: Right now, Jack? We usually wait till the second call.

JACK: Nah...let's eat now.

MARY: (RESIGNED) Okay, boost me up to the baggage rack and I'll
get the sandwiches.

JACK: Never mind the sandwiches...It's our last chance to eat in the
diner...Come on, Mary, I'll treat you to a meal...I'll ask
Dennis, too. ~~Where is he?~~

~~MARY: He just stepped into this compartment.~~

~~JACK: Oh.~~

~~(SOUND: LIGHT TRAIN NOISES...BUZZER)~~

~~DENNIS: (OFF) Come in.~~

Jack: Hey Dennis

~~(SOUND: DOOR OPENS)~~

Dennis: Yeah.

JACK: ~~Hey~~ Dennis, what do you say to a little grub?

DENNIS: Hi ya, Grubby.

JACK: ~~Dennis~~, I meant would you like something to eat? Mary and I
are going to ~~the diner~~ *dinner.*

DENNIS: *Oh* No thanks, ~~not now.~~ *I was just going into my compartment to*
~~I'm just gonna go over the song I'm~~
gonna do on the show.

JACK: Oh say, ~~I'm glad I dropped in.~~ *Come on, Mary.* I want to hear that. What are
you gonna sing, Dennis?

DENNIS: Well, since it's Armistice Day, *and both you & I were in the Navy*
songs honoring our Armed Forces.

JACK: Oh, that's swell. Let's hear it.

(APPLAUSE)

(DENNIS'S SONG - ARMED FORCES MEDLEY)

(APPLAUSE)

(SECOND ROUTINE)

JACK: *That* That was wonderful, Dennis.

MARY: Say Dennis, Jack and I are going to the diner, would you like to join us?

DENNIS:Well...

JACK: Come on, Dennis, join us.

DENNIS: Okay, I now pronounce you man and wife.

JACK: Now cut that out! Come on, Mary, let's go before he starts throwing rice.

(SOUND: DOOR OPENS, LIGHT TRAIN NOISES)

JACK: Sometimes that kid --

(SOUND: TRAIN DOOR OPENS... NOISES UP LOUD ... DOOR CLOSES ... NOISES DOWN)

JACK:Drives me nuts.

(SOUND: RATTLE OF DISHES)

JACK: OH STEWARD, STEWARD.

~~NELSON: HOW DO YOU DO.~~

~~JACK: Steward, I was wondering if~~

well,
NELSON: ~~Or,~~ it's you, Mr. Benny...

JACK: Yes, do you have a table for two. We want to eat.

NELSON: Eat?

JACK: That's right.

NELSON: OOOOOCHHH, THEN I WIN.

JACK: Win?

NELSON: The waiters bet you'd hold out *all the way to* ~~till~~ Los Angeles, but I took a long shot on Albuerquerque.

MARY: Jack, *Jack -* I'm hungry, let's not just stand here.

JS

ATX01 0181420

NELSON: Here's a table right here.

JACK: Thanks.

(SOUND: CHAIRS MOVED)

NELSON: Well, are we comfy?

Jack: Comfy. Comfy.

MARY: Everything's fine, Steward.

NELSON: Good, then what do you say to a little grub?

well - I'd like -- Mary - Mary watch me get him.
JACK: ~~(LAUGHING)~~ Mary, watch this. Ask me that again, Steward.

NELSON: Ask you what?

JACK: What do you say to a little grub?

NELSON: Hi ya, Grubby.

JACK: You see, Mary, it fools them every----Hmmm.

MARY: Jack, what are you gonna eat?

JACK: I don't know...it's hard to decide..that New York cut steak with mushrooms sounds good..then again, the large filet mignon is tempting.

MARY: Let's stop playing and order.

JACK: Okay...Steward, put me down for a hamburger sandwich.

NELSON: I already did.

~~JACK: Easy on the mustard, a drop of ketchup, very little relish
and a slice of Bermuda Onion.~~

~~NELSON: Shall I sprinkle it with sen sen?~~

JACK: Don't be funny, just take the order.

NELSON: I've got it.

JACK: Oh, *St* and Steward...how about some French Pastry?

NELSON: Not this trip, we've got all we can use.

JACK: Hmm, what'll you have, Mary? *Mary what'll you have?*

I think I'll have
MARY: The roast turkey and a glass of milk.

JS

ATX01 0181421

NELSON: Thank you.

JACK: Oh say Mary, did I tell you that next Tuesday I'm gonna be on Frank Sinatra's television show...Gee, I can hardly wait.

MARY: Why?

JACK: When I stand up there next to Frankie, I look like Victor Mature...Yes sir.

SARA: Pardon me, is this seat taken?

JACK: No no, Miss, sit down.

(SOUND: CHAIR PULLED OUT)

JACK: (CLEARS THROAT)...Lovely day, isn't it?

SARA: It sure is.

JACK:Yesterday was ^{rather} a nice ~~day~~, too.

SARA: It sure was.

JACK: ...But then ^{of course -} weather's so unpredictable..tomorrow it might rain.

SARA: It sure might.

JACK: ^{You know -}
You never know.

MARY: It's a privilege to sit in on this conversation.

JACK: Mary, you little vixen you..(SILLY LAUGH)....Well
Here comes the food.

(TRANSITION MUSIC)

JACK: Gee, that was a good dinner, wasn't it, Mary?

MARY: It sure was. a

JACK: Mary...Well Miss, I certainly enjoyed talking to you.

SARA: Likewise.

JACK: Steward..Steward..give me the check, please.

NELSON: Yes sir...The three of you on one?

JACK: No no, just Miss Livingstone and myself.

SARA: Wait a minute; ^{what} what about my check?

JACK: Your check? Why, I don't even know you.

SARA: Then what did you start a conversation for?

JACK: What?

SARA: ^{Yeah} If I wanted weather reports, I could read the paper.

JACK: Come on, Mary, ^{come on} let's get out of here.

(SOUND: CHAIRS SCRAPPED BACK)

~~JACK: Come on.~~

~~SARA: What a cheap jerk!~~

~~JACK: Come on, Mary, quick.~~

(SOUND: TRAIN DOOR OPENS...TRAIN NOISES LOUD...)

DOOR CLOSES..NOISES DOWN)

JACK: Mary, wasn't that girl awful?

LW

ATX01 0181423

MARY: Well, it's your own fault, Jack. Why do you talk to people you don't even know?

JACK: Mary, if I didn't talk to people I don't know, you'd still be at the May Company.

MARY: Yeah, you and your sweet talk.

JACK: Never mind..Gee, I'd like to play cards..There must be somebody on the train with a little sporting blood....OH HELLO THERE..SAY, WOULD YOU BE INTERESTED IN PLAYING A GAME OF GIN RUMMY?

HARRY: My mommy never lets me play with strangers.

JACK: Well all right, just a suggestion....Say Mary, I think I'll go to bed, because we get in pretty early.

MARY: Okay, Jack..see you in the morning.

(TRANSITION MUSIC)

(SOUND: TRAIN PULLING OUT OF STATION)

JACK: Well Mary, we're pulling out of Pasadena. We'll be in Los Angeles in half an hour.

MARY: Gee, I'll be glad to get home.

DON: Oh, Jack..

JACK: Yes, Don.

DON: These three gentlemen got on at Pasadena. They're newspaper reporters and they want to interview you.

JACK: Oh good. ^{good - where} ~~who~~ are you gentlemen ~~with~~ ^{from} ?

EDDIE: ~~The~~ ^{from} ~~Anahiem Times~~

KEARNS: ~~The~~ Azusa Press.

MEL: ~~The~~ ^{and} Cucamonga Gazette.

JACK: Oh. ^{oh.}

LW

EDDIE: Now Benny, if you talk fast, we can get this interview in our next edition.

JACK: When is that?

KEARNS: Two weeks from Thursday.

JACK: Oh.

MEL: Now Mr. Benny, about this dinner they gave you in New York. What was the significance of it?

JACK: Well, ~~Mr. Higgins~~ the Friars gave me this testimonial dinner because this is my twentieth year in radio.

EDDIE: Do you intend to continue with radio or retire?

JACK: Retire? Are you kidding? I'll never quit radio.

KEARNS: You mean to say that you'll be on radio five or ten or fifteen years from now?

JACK: I'll be in radio twenty years from now.

MEL: Twenty years from now..what kind of a program will you be doing then?

JACK: Sit down, gentlemen, and I'll tell you.....When 1971 rolls around, you'll still be hearing....

DON: (OLD MAN VOICE) THE LUCKY STRIKE PROGRAM, 1971, STARRING JACK BENNY..WITH MARY LIVINGSTONE, PHIL HARRIS, ROCHESTER, DENNIS DAY, AND "YOURS TRULY" DON WILSON.

(APPLAUSE)

(BAND PLAYS STRAIN OF LOVE IN BLOOM WITH QUIVERING VIOLINS)

DON: AND NOW, LADIES AND GENTLEMEN, WE BRING YOU OUR MASTER OF CEREMONIES, JACK BENNY..WHEEL HIM IN, BOYS.

JACK: Hello again, this is Jack Benny talking.....How are you feeling, Don?

LW

DON: I'm feeling fine, Jack, fit as a fiddle. How's your rheumatism?

JACK: Aye?

DON: I SAID, HOW'S YOUR RHEUMATISM?

JACK: A hundred per cent, it's up to my ears now...Oh hello, Mary.

MARY: Hello, Jack.

JACK: *Jack: Your old fiddle now. Let's take it again. Oh hello Mary. Mary: Hello Jack.*
Aye?...What's that?

MARY: Read my lips, you old fossil.

JACK: I would if you could move the darn things. Say Mary, you're looking good, did you have your face lifted again?

MARY: Nope, had it lowered this time..couldn't get my hat on.

JACK: Aye?

MARY: I said I couldn't get my hat on.

JACK: Yup, you are puttin' a lot of fat on.....Well, well, here comes Dennis Day.

well.
DENNIS: Hello, everyone..hello, Mr. Benny.

JACK: Dennis, you've been on the show thirty-two years and you're still calling me Mr. Benny. You don't have to be so formal, you can call me by my first name.

DENNIS: I'll be glad to..what is it?

JACK: What is it?..Dennis, how you ever got married and raised a family, I'll never know. How many kids have you got now?

DENNIS: Thirteen.

JACK: Thirteen kids?

DENNIS: Yup, one for every month of the year.

JACK: Dennis, there are only twelve months in the year.

DENNIS: NOW HE TELLS ME.

LW

JACK: Everybody said, "Wait till he grows up, maybe he'll get smarter"...Oh well, what are you gonna sing tonight, Dennis?

DENNIS: That song that's Number One on the Hit Parade.

JACK: What is it?

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

JACK: *Yep - it took a long time but it finally got there.*
~~Oh yes, that sure turned out great.~~

DON: Jack, before Dennis sings, I've got the Sportsmen Quartet here.

JACK: Good good, let's have the commercial.

1
LW

RTX01 0181427

(INTRO)

QUART: IN THIS MODERN DAY AND AGE
FOR ONE THING WE ARE GLAD
A LUCKY'S STILL THE FAVORITE SMOKE
THE BEST YOU'VE EVER HAD.
SO WHEN YOU PLAN THAT TRIP TO MARS
TAKE LUCKIES BY THE CASE
FOR GOOD OLD L S M F T'S
THE FAVORITE ANYPLACE
BE HAPPY, GO LUCKY
BE HAPPY, GO LUCKY STRIKE
BE HAPPY, GO LUCKY
GO LUCKY STRIKE TODAY

(BREAK WITH FLAT LAST NOTE)

JACK: Someday he's gonna make it.
QUART: JACK STILL HAS HIS MAXWELL CAR
BUT IT HAS ^{is} CHANGED YOU KNOW
HE WIRED SOME ROCKETS ON THE SIDE
NOW YOU SHOULD SEE IT GO.
AND PLASTIC PLANES ARE NOW THE THING
ATOMIC ENGINES MOVE THEM
BUT LUCKY STRIKE'S ARE STILL THE SAME
YOU REALLY CAN'T IMPROVE 'EM.
BE HAPPY, GO LUCKY
BE HAPPY, GO LUCKY STRIKE
BE HAPPY, GO LUCKY
GO LUCKY STRIKE TODAY.

(BREAK WITH RIGHT LAST NOTE)

LW

JACK: Doggone, he made it.

QUART: LUCKY STRIKE MEANS FINE TOBACCO, L S M F T

AND LUCKY STRIKE'S TASTE BETTER, TOO

JUST TRY ONE AND YOU'LL SEE.

BE HAPPY, GO LUCKY

BE HAPPY, GO LUCKY STRIKE

BE HAPPY, GO LUCKY

GO LUCKY STRIKE TODAY.

(APPLAUSE)

LW

(THIRD ROUTINE)

JACK: Very good, boys, very good..And by the way fellows, I want you to come over and sing at my birthday party next week.

MARY: Say, how old are you gonna be, Jack?

JACK: Well..I guess I'll have to admit it..I finally made it.

MARY: Made what?

JACK: Forty..People started to talk so I thought I'd better--

DON: Say Jack, here comes Phil Harris.

JACK: Oh Baldy, eh? (He lost his hair, folks)..But he's still got a curly scalp.

PHIL: Hi ya, Jackson, glad to see you up and around.

JACK: What do you mean, you're glad to see me up and around? You just saw me five minutes ago.

PHIL: I know, but at our age, I like to keep checking.

JACK: Oh..Well, you're looking pretty good, Phil.

PHIL: Remember what I told you twenty years ago. That stuff preserves you, preserves you.

JACK: Hee hoo hoo hee.

PHIL: And say, Jackson.

JACK: What?

PHIL: ~~You'll~~ ^{gonna} never believe it, but it finally happened.

JACK: What happened?

PHIL: This morning Alice came to me for money.

JACK: Well, what do you know..

2. IW

ATX01 0181430

PHIL: Say Jackson--

JACK: What is it, Phil?

PHIL: Glad to see you up and around.

JACK: Forget it, forget it...And now, folks, for our feature attraction tonight--

(SOUND: PHONE RINGS)

JACK: Excuse me.

(SOUND: RECEIVER UP)

JACK: Hello?

ROCH: (OLD MAN VOICE) HELLO, MR. BENNY, THIS IS ROCHESTER.

JACK: Rochester, you're supposed to change your voice.

ROCH: I DID, BUT YOU CAN'T NOTICE IT.

JACK: Well, what did you call for?

ROCH: I WANTED TO TELL YOU I'LL BE BY IN FIFTEEN MINUTES TO PICK YOU UP IN THE MAXWELL.

JACK: Don't bother, Rochester, I'll get home without it.

ROCH: I WISH YOU'DA TOLD ME SOONER, I ALREADY HITCHED UP THE HORSE.

JACK: Well, unhitch him.

ROCH: I CAN'T, HE'S ON HIS KNEELS AND READY TO GO.

JACK: Well okay, I'll be waiting for you...Goodbye, Rochester.

ROCH: GOODBYE...OH SAY, BOSS.

JACK: What?

ROCH: IT'S GOOD TO KNOW YOU'RE UP AND AROUND.

JACK: Never mind, Goodbye.

ROCH: GOOOOOODBYE.

(SOUND: RECEIVER DOWN)

JACK: Well, it's time for a band number..Go ahead, Phil, play something.

PHIL: What do you want me to play?

JACK: Don't make no difference, I can't hear it anyway.

MARY: Hee hee hee hee hee hee hee.

JACK: What are you laughing at, Mary?

MARY: The clarinet player's got so many wrinkles, he can't find his mouth.

JACK: Doggone, if we were able to move him, I'd fire him...
Play, Phil.

(APPLAUSE AND PLAYOFF)

JACK: Ladies and gentlemen, with hostilities still continuing in Korea, ten million people have become homeless and destitute. These people are in desperate need of clean used clothing. Clothing gifts by groups and individuals should be made through your local American Relief for Korea. For further information, contact the American Relief for Korea, 133 East 39th Street, New York, New York.
Thank you.

(APPLAUSE)

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

THE JACK BENNY PROGRAM
SUNDAY, NOV. 11, 1951 (TAPED OCT. 25, 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 all 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.

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

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

SHARBUTT: Double talk ... words about noses .. words about throats...
empty promises ... don't be misled by them. Remember the
facts. 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)

BJ

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-(TAG)-

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DON: Ladies and gentlemen, in a few minutes, Jack will appear on the Lucky Strike television program "This Is Show Business"

JACK: Oh Don, why did you mention it? I wanted to surprise

~~Clifton Fadiman.~~ *everybody.*

MARY: *Don* ~~He~~ wanted to warn ~~him.~~ *them.*

JACK: Oh....well, goodnight, folks.

(APPLAUSE & MUSIC)

DON: 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....The Jack Benny program is heard by our Armed Forces overseas through the facilities of the Armed Forces Radio Service.....Transcribed.....
This is ~~the~~ CBS...RADIO....Network!

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