

PROGRAM #10
REVISED SCRIPT

AS AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM

SUNDAY, NOVEMBER 18, 1951

CBS

4:00 - 4:30 PM PST

4

BS

ATX01 0181436

THE JACK BENNY PROGRAM
SUNDAY, NOVEMBER 18, 1951
OPENING COMMERCIAL

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

MARTIN: And now a word of interest to smokers.

SHARBUTT: For years you've heard talk - double talk - words about noses - words about throats ... empty promises ... cigarette advertising is filled with them. Now this smoke screen of double talk is swept away by facts ... not claims ... facts.

MARTIN: The facts are that Luckies' fine, mild, good-tasting tobacco goes into a cigarette that's made better ... that's fully packed ... that has no annoying loose ends to spoil the taste -- a cigarette that's made better in every way.

SHARBUTT: Yes, the facts are that Lucky Strike by a wide margin is the best-made of all five principal brands of cigarettes -- facts proven by a month after month quality comparison based on tests certified to be impartial, fair and identical.

MARTIN: And these tests - these facts are verified by leading laboratory consultants. For example, Foster D. Snell, Inc. of New York City reports:

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.

GB

(MORE)

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THE JACK BENNY PROGRAM
SUNDAY, NOVEMBER 18, 1951
OPENING COMMERCIAL (CONT'D)

MARTIN: Yes, Luckies taste better -- always so mild, so smooth,
so firm and fresh - with better taste in every puff.

SHARBUTT: So prove to yourself the proven facts -- don't be misled
by the smoke screen of claims made by other cigarettes.
Remember the facts and enjoy really 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)

GB

ATX01 01B1438

(FIRST ROUTINE)

(AFTER COMMERCIAL, ORCHESTRA HITS OPENING THEME. ABOUT SIX OR EIGHT
BARS OF THEME, JACK BREAKS IN)

JACK: *Phil. Phil. stay*
Okay, Phil:..hold it, hold it, hold it, Phil.....Stop! *Stop it.*
(MUSIC STOPS) *Stop the music.*

PHIL: What's wrong now, Jackson?

JACK: Nothing. We rehearsed enough. We oughta relax a little
before we go on the air.

MARY: Yeah, we'll be on in ten minutes.

DON: Jack, they're starting to let the audience in now.

JACK: Good good.

DON: Gee, I hope we have a full house.

MARY: Oh, we will, Don. People have been standing in line since
four o'clock this morning.

JACK: Gosh, imagine people standing there since four o'clock this
morning just to see my Broadcast.

JACK: Well, that trick of yours helped a little.

DON: What trick?

MARY: Jack put a sign out in front "Martin and Lewis?"

JACK: Oh Stop. Anyway, Don, I want to talk to the audience
before we go on the air...so when the studio fills up, let
me know, *will you.* I'll be in my dressing room.

DON: Okay, Jack.

(SOUND: LITTLE NOISE OF CROWD COMING IN...VOICES ETC.)

ARTIE: This way for the Jack Benny program...don't crowd, please.
single file coming through the door, please.

ROCH: COME ON, ANNABELLE, WE WANNA GET SEATS DOWN IN FRONT SO MR.
BENNY CAN HEAR ME LAUGH AT HIS JOKES.

BS

CARMEN: Okay, Uncle Rochester. How come Mr. Benny gave you the day off?

ROCH: DAY OFF! WHEN YOU HEAR THE JOKES I HAVE TO LAUGH AT, I'M WORKIN', HONEY, I'M WORKIN'!

CARMEN: Do I have to laugh too, Uncle Rochester?

ROCH: YEAH...I'LL NUDGE YOU WITH MY ELBOW....IF IT'S A LITTLE JOKE YOU JUST GIGGLE.

CARMEN: Uh huh.

ROCH: AND IF MR. BENNY TELLS A BIG JOKE, YOU LAUGH REAL LOUD.

CARMEN: What do I do if it's kind of a medium joke?

ROCH: HE DON'T TELL 'EM THAT WAY, HONEY, THEY'RE EITHER GOOD OR BAD...BUT DON'T WORRY, I'LL GIVE YOU THE ELBOW...NOW, FOLLOW ME, THERE ARE TWO SEATS IN THE SECOND ROW.

(SOUND: CROWD NOISES UP AND DOWN)

JACK: Say Phil, ^{Phil} I wanta ask you something..Your orchestra was beginning to sound pretty good and then all of a sudden you took the harp out of the band. Why did you do that?

PHIL: I had to get rid of that harp, Jackson.

JACK: Why?

PHIL: I was afraid that someday Remley might wake up, look through it and say, "Holy smoke, I'm in again!"

JACK: Well, that's ridiculous. A harp wouldn't make him think he was in jail.

PHIL: Oh no? Two months ago he cut three of the strings with a hack saw.

JACK: No.

PHIL: Then as he climbed through, the spot light hit him and he yelled, "Don't shoot, I give up."

BS

JACK: Well, that's the most ridiculous thing, ^{that} I ever --

(SOUND: KNOCK ON DOOR)

JACK: Come in.

(SOUND: DOOR OPENS)

JACK: Oh hello, Dennis.

DENNIS: Hello, Mr. Benny..I want to talk to you about one of the jokes I have in the script. I don't understand it.

JACK: Which one?

DENNIS: ^{See} This one right here on page four...see?

JACK: Dennis, that's a very simple joke ^{see} you ask me.."Mr. Benny, did you hear about the lumber-jack who was always chasing girls?"...I say, "No"...and you say, "He was sort of a timber wolf.".....get it?

DENNIS: I wish I was taller, those jokes go over my head.

PHIL: You're lucky, kid, it hit me right in the face.

JACK: Look, Dennis, when we come to the joke, I'll just throw you the lead and you say "He was a timber wolf"...that's all.

DENNIS: Okay, but if it doesn't get a laugh, you'll hear from my Mother.

JACK: Oh, get out of here, *will you.*

PHIL: *Hey,* I'm going, too, Jackson. ~~I'll see you later.~~ *shuns.*
(SOUND: DOOR CLOSES)

JACK: Those two make a nice pair...Bourbon and water on the brain.
Sometimes I wonder.
(SOUND: PHONE RINGS..RECEIVER UP)

JACK: Hello?...Long Distance? Yes, she's here....I'll call her.

(SOUND: THREE FOOTSTEPS....DOOR OPENS)

JACK: (CALLING) OH, MARY....MARY.....

BS

MARY: (SLIGHTLY OFF) YES, JACK.

JACK: Would you come into my dressing room?

MARY: Okay, but you'll have to leave the door open.

JACK: Now don't be silly. You're wanted on the phone.

MARY: (ON MIKE) Oh.

JACK: It's long distance. Plainfield, New Jersey.

MARY: Gee, it must be Mama!

JACK: ^{It's a} Fine time to call. Five minutes before my broadcast.

MARY: That's all right, she never listens to it anyway...(UP)
HELLO?....OH, HELLO MAMA...I'M FINE....GEE, IT'S NICE OF YOU
TO CALL ME...WHAT?....WHEN WE GO ON THE AIR, YOU WANT ME TO
SAY..."PAPA, DINNER IS READY..."...BUT WHY DO YOU WANT ME TO
.....OH, HE'S IN THE LIVING ROOM AND YOU'RE NOT TALKING TO
HIM.

JACK: Well, that's the silliest.-----

MARY: ^{Oh} Quiet, Jack. WHAT DID YOU SAY, MAMA? ^{Oh} BABE HAS A NEW BOY
FRIEND?.....HE DOES? WELL, HE CERTAINLY IS INDUSTRIOUS.

JACK: What is it, Mary, what is it?

MARY: My sister Babe has a new boy friend and he has two jobs.

JACK: Two jobs!

MARY: WHAT KIND OF WORK DOES HE DO, MAMA?.....OH.

JACK: What is it, Mary, what does he do?

MARY: During the day he drives a garbage truck, and at night he's
a test pilot in an Air-wick factory....~~WHAT DID YOU SAY,~~

~~MAMA?....THEY'LL BE MARRIED AS SOON AS BABE GETS BACK FROM
NEW YORK? I DIDN'T KNOW BABE WAS IN.....NO...(LAUGHS).....~~

~~THAT'S THE FUNNIEST THING I EVER HEARD. (LAUGHS)....GOODBYE,~~
MAMA, THANKS FOR CALLING.

(SOUND: RECEIVER DOWN)

BS

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MARY: (LAUGHS)

JACK: Mary, what's so funny?

MARY: My sister Babe went to New York last week and when she checked into a hotel, the bell-boy showed her to her room, put down the luggage and started toward the door.

(LAUGHS)

JACK: Yes....yes....go on.

MARY: Then he stopped, took another look at Babe and...(LAUGHS)

JACK: And what?

MARY: He went back and tore the Beauty Rest label off the mattress.

JACK: ~~That I can believe.~~ *You know, Mary - your mother -*

DON: Oh, Jack... ~~Jack~~

~~JACK: What is it, Don?~~

DON: We'll be on the air in five minutes. If you want to talk to the audience, you better get started.

JACK: Okay. Everybody on stage.

(SOUND: BABBLE OF VOICES UP AND DOWN)

ROCH: IT WON'T BE LONG NOW, ANNABELLE.

CARMEN: You know, Uncle Rochester, Mr. Benny don't look so very old.. I think he's tall, cute and handsome.

ROCH: YOU'RE LOOKING AT MR. HARRIS, HONEY....HIS HAIR IS CURLY

CARMEN: Well, what kind of hair has Mr. Benny got?

ROCH: MR. BENNY'S HAIR IS..OH-OH, I'M IN FOR IT, I STILL GOT IT IN MY POCKET....HERE HE COMES NOW, HONEY....REMEMBER, LAUGH WHEN I GIVE YOU THE ELBOW.

~~JACK: (FADING IN) WELL, WELL, WELL...HELLO, EVERYBODY.~~

~~(APPLAUSE, WHISTLES AND CHEERS)~~

BS

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JACK: Well, folks, we start our broadcast in a few minutes...and before we...(SNEEZES)...(I hope I'm not catching cold... Darn that Rochester)...And before we do, I want to tell you a gag that'll kill ya. You see, the holiday season is creeping up on us and Santa Claus will soon be here.... so....if you can't afford to buy a tree...remember, there are only twenty-nine chopping days until Christmas. Get it? Chopping days....Ha ha ha ...yes sir!

CARMEN: That's lousy, isn't it, Uncle Rochester?

ROCH: IT SURE IS, HONEY, BUT HERE'S MY ELBOW.

CARMEN
& ROCH: (LAUGH LOUDLY)

JACK: Well, it took a little while to get that gag, but I'll wait, I'll wait.

DON: ~~You better not wait too long,~~^{oh} Jack, we'll be on the air in five seconds.

JACK: Five seconds!

DON: Stand by, everybody.....Take it, Phil.

(BAND PLAYS THEME 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, WE BRING YOU A MAN WHO WAS BORN IN FEBRUARY, STUDIED ECONOMICS IN MARCH, ~~AND WAS ABLE TO~~ RETIRE IN APRIL...AND HERE HE IS.....JACK BENNY!

(APPLAUSE)

BS

Thank you -
JACK: "Thank you, thank you....hello again....this is Jack Benny *falling*
and son - (snuggles) - Gee, I hope Don isn't catching cold - darn that Rochester.
talking.. And Don, *Don,* I think your introduction was a little
exaggerated...However, I will admit that at the age of six I
did have a little money, but I earned it. As a matter of
fact --

DENNIS: Say Mr. Benny, ~~that reminds me..~~.

JACK: ~~Huh?~~

DENNIS: Did you hear the one about the lumberjack?

JACK: (ASIDE) Not yet, Dennis, later. *Any -* Anyway, when I was a kid, *son -*
any - when I was - when I was a kid, son, I had to work
Don, I had to work hard. pretty hard.

PHIL: You're not the only one, Jackson. When I was eighteen
months old, my picture was in every magazine in the country.

JACK: So what?

PHIL: *well,* It wasn't easy for an eighteen month old kid to pose for all
those
~~those~~ ads.

JACK: What ads?

PHIL: I was the baby of distinction.

JACK: Phil--

PHIL: I was the only kid in town who had a diaper with a hip
pocket.

JACK: All right, all right. Now, *lookit -* kids, we have a very important
play
~~sketch~~ to do tonight, so let's get started.

MARY: What's it gonna be, Jack?

JACK: Well Mary, since we're at the height of the football season,
think
I ~~thought~~ that tonight we *should* ~~would~~ do our version of that
exciting--

CARMEN: (LAUGHS LOUDLY)

ROCH: I'M SORRY, HONEY, MY ELBOW SLIPPED.

-8,9-
our version of that famous

JACK: Hm. We will do our version ~~of the~~ Columbia Picture....that exciting epic of the gridiron, "Saturday's Hero"...Now this play will go on immediately after--

(SOUND: KNOCK ON DOOR)

JACK: Come in.

(SOUND: DOOR OPENS.)

JACK: Yes?

MEL: (MOOLEY) Mr. Benny, is it true that you wrote a song?

JACK: Yes, yes, I did. And it has a wonderful title *it's called* "When you Say I Beg Your Pardon, Then I'll Come Back To You."

MEL: That's the one. Do you mind if I do it?

JACK: Why, no..no, not at all. Are you a singer?

MEL: No, I'm an electric organ.

JACK: What?

MEL: (DOES ELECTRIC ORGAN VERSION OF EIGHT BARS OF SONG)

JACK: Wait a minute..hold it....hold it!

MEL: (STOPS)

JACK: An electric organ...that's awful.

MEL: *well,* It ain't bad when you consider I ain't even plugged in.

JACK: Oh, get out of here.

(SOUND: DOOR SLAM)

JACK: What a silly guy *D*, Dennis--

DENNIS: *D*, Did you hear the one about the lumberjack who was always chasing girls:

JACK: Not yet. Sing your song first.

DENNIS: *D*, Okay.

JACK: He has one joke and he can't wait.

(APPLAUSE)

(DENNIS' SONG...."NEVER")

(APPLAUSE)

BS

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(SECOND ROUTINE)

JACK: That was very good, Dennis, ^{- Dennis} very good ... You sang that beautifully. ^{now Dennis - now.}

DENNIS: ~~Thanks.~~

JACK: ~~Oh, by the way, Dennis, is it true that you got a letter from~~
~~your cousin who is a lumber jack? Hmmm?~~

DENNIS: Oh boy, here it comes ... (CLEARS THROAT) You ^{say} know, Mr. Benny,
~~that reminds me~~ ... DID YOU HEAR ABOUT THE LUMBER JACK WHO WAS
WAS ALWAYS CHASING GIRLS ?

JACK: No, Dennis. What about the lumberjack who was always
chasing girls?

DENNIS: HIS NAME WAS MR. WOLF AND HE WAS FULL OF TIMBER.

JACK: What?

DENNIS: He doesn't get it, folks ... Mr. Wolf ... Timber (HOWLS
LIKE WOLF)

JACK: Dennis, stop wagging your tail and sit down ... We rehearsed
it for four days and then he gets it wrong ... Oh well .. And
now for our ^{play} sketch ... Take it, Don.

DON: AND NOW, LADIES AND GENTLEMEN, WE BRING YOU OUR VERSION OF
THAT THRILLING COLUMBIA PICTURE "SATURDAY'S HERO" ... A
SAGA OF COLLEGE LIFE ON THE GRIDIRON. CURTAIN, MUSIC --

(BAND PLAYS COLLEGE THEME)

JACK: (FILTER) THIS IS THE STORY OF THOUSANDS OF STALWART YOUNG
ATHLETES, WHO EVERY WEEK DURING THE AUTUMN OF THE YEAR GIVE
THEIR ALL ON THE FOOTBALL FIELDS OF THE NATION FOR THE GLORY
OF THEIR ALMA MATERS. THESE ARE SATURDAY'S HEROES.

(ORCHESTRA STINGER ... THEN OUT)

JS

JACK: MY NAME IS STEVE ... STEVE KRAZINSKA-VICHEL-LUVITCH-NICKOFFSKI.... I WAS THE STAR QUARTERBACK AT JAMES MADISON HIGH SCHOOL IN PASSIAC, NEW JERSEY IN MY FINAL HIGH SCHOOL GAME I CAUGHT THE OPENING KICKOFF AND RAN IT BACK NINETY-EIGHT YARDS FOR A TOUCHDOWN ... THE CROWD WENT WILD ... THE ROOTING SECTION STOOD UP AND BEGAN TO CHEER FOR ME.

QUART: KRAZINSKA-VICHEL-LUVITCH-NICKOFFSKY KRAZINSKA-VICHEL-LUVITCH-NICKOFFSKY.

ORCH: (CHEERING IN UNISON)' K R A Z I N S K A V I C H E L U V I T C H N I C K O F F S K I.

JACK: WHEN THEY FINISHED, WE WERE IN THE THIRD QUARTER ... THE ~~rest~~ *rest - the* REST OF THE GAME WAS ROUTINE TILL THE LAST FEW MINUTES WHEN I MADE ONE SPECTACULAR PLAY ... I KICKED A FIELD GOAL FROM THE SIXTEEN YARD LINE. THIS WOULDN'T HAVE BEEN UNUSUAL EXCEPT THAT THE FULLBACK WAS STILL HOLDING THE BALL AS IT WENT BETWEEN THE GOAL POSTS ... THE CROWD WENT WILD AND THE FULLBACK WAS A LITTLE SORE, TOO ... AGAIN THEY STARTED TO CHEER.

QUART: (FADING) K R A Z I N S K A V I C H --

JACK: (FILTER) IT WAS THEN THAT I DECIDED TO CHANGE MY NAME TO SMITH ... STEVE SMITH ... WHEN I GRADUATED FROM HIGH SCHOOL, I HAD OFFERS TO PLAY FOOTBALL FOR MANY COLLEGES ... WASHINGTON AND LEE ... WILLIAM AND MARY ... DAVID AND BATHSHEBA ... BUT I FINALLY DECIDED TO ACCEPT A SCHOLARSHIP TO CRAIG UNIVERSITY ... SO EARLY THAT FALL I FOUND MYSELF IN THE REGISTRAR'S OFFICE WHERE THE DEAN'S SECRETARY WAS FILLING OUT MY ENTRANCE APPLICATION.

BEA: Now let's see ... Steve Smith ... Steve Smith ... Oh, here's
your card ... Now tell me, what is your height?

JACK: (REG. MIKE) Five feet eleven.

BEA: Your weight?

JACK: One seventy-three.

BEA: Color of your eyes ... Oh, they're blue, aren't they?

JACK: Bluer than the coach at U.S.C.

BEA: Now what career do you expect to follow upon graduation?

JACK: I'm going to be a psychiatrist.

BEA: What made you decide to become a psychiatrist?

JACK: Last month my uncle died and left me a couch.

BEA: Well, that's all the questions and -- oh, just one second ..
You're here on a football scholarship, aren't you?

JACK: Yes ma'am.

BEA: In that case, you'll be provided with tuition, room and
board, and you'll be given a hundred dollars a month to
spend.

JACK: Spend? *As I have to spend it?*

BEA: ^{no} Yes, ... Now of course, you and all the other football
players will have to earn this money.

JACK: I understand. What will my job be?

BEA: Well, in the Dean's officer there is an eight day clock.

JACK: And I'm supposed to wind it?

BEA: No, the fullback winds it, your job is to see that he does.

JACK: *Under the burden of this assignment I*
(FILTER) ~~AND SO~~ BEGAN MY FIRST YEAR AT CRAIG UNIVERSITY.
I'LL NEVER FORGET THE DAY I MET OUR FAMOUS FOOTBALL COACH.
I REMEMBER HOW HE WALKED INTO THE DRESSING ROOM AND SAID --

JS

ATX01 0181449

DENNIS: All right, you men ... I want all the linemen to go out and practice tackling ... The ends brush up on pass receiving ... Half-backs will put in two hours each bucking the line ... The full-back will spend the whole day trying to kick field goals ... and you -- you're playing quarter, aren't you?

JACK: (REG. MIKE) Yes sir ... what shall I do?

DENNIS: Scratch my back.

JACK: (FILTER) THIS WAS A THRILLING MOMENT FOR ME ... AT LAST I HAD MET THAT GREAT COACH ... ITCHY DAY .. AS I STOOD THERE SCRATCHING HIS BACK, HE LOOKED AT ME AND YELLED --

DENNIS: (IN RHYTHM) DO IT AGAIN, DO IT AGAIN, HARDER, HARDER ... DO IT AGAIN, DO IT AGAIN, HARDER, HARDER ..

JACK: (REG. MIKE) Now wait a minute, Coach, I don't want to do this. I was a big high school football star.

DENNIS: *Oh yes - but*
~~Well~~, you're in college now and everybody starts from scratch.

JACK: Hmmm.

DENNIS: And another thing .. we observe strict training here.

JACK: Yes sir.

DENNIS: *Yes* That means no parties, no dancing, and no dates with girls.

JACK: But Coach, if we can't date the girls, don't the girls get lonesome?

DENNIS: No, some lumberjack keeps chasing them.

JACK: What?

DENNIS: (WOLF HOWL)

JACK: (FILTER) ALL THROUGH OUR FRESHMAN YEAR COACH DAY KEPT US IN RIGID TRAINING. HE WAS A STRICT DISCIPLINARIAN, AND WHEN IT CAME TO FOOTBALL HE WAS A PERFECTIONIST ... OTHER COACHES TRAINED THEIR PLAYERS BY HAVING THEM THROW FORWARD PASSES THROUGH AN AUTOMOBILE TIRE ... COACH DAY USED A LIFESAVER ... WITH MY GLASSES, THAT WAS A CINCH... WE FINISHED OUR SEASON UNBEATEN AND TO CELEBRATE OUR SUCCESS, THE COLLEGE HAD A BIG DANCE FOR ALL THE PLAYERS ... IT WAS THEN, THAT I SAW HER.

MARY: Hello, handsome.

JACK: SHE WAS BEAUTIFUL ... AND I HAD A HUNCH SHE WAS POPULAR, TOO ... SHE WAS WEARING A HUNDRED AND SIXTY-FOUR FRATERNITY PINS ... NO DRESS, JUST FRATERNITY PINS ... SHE SMILED AND CAME JINGLING TOWARDS ME ... BEFORE I KNEW IT, WE WERE DANCING TOGETHER.

(ORCH: PLAYS SOFT DANCE MUSIC ...SUSTAIN IN B.G.)

JACK: (REG. MIKE) Gee, you dance swell.

MARY: Thanks .. Say, you're on the football team, aren't you.

JACK: Uh huh ... how did you know?

MARY: You're stepping on my feet with your spiked shoes.

JACK: Oh, I'm sorry ... Gee, you're a beautiful girl ... I wish you and I could --

MARY: *Wait a minute - do you mind if I say something?*
~~On my goodness, I almost forgot~~

(MUSIC OUT)

JACK: ~~What?~~ *no.*

MARY: PAPA, DINNER IS READY.

JACK: (FILTER) THAT MADE ME ADMIRE HER EVEN MORE ... FOR THOUGH SHE WAS THE MOST POPULAR GIRL IN SCHOOL, SHE STILL THOUGHT OF HER POOR HUNGRY FATHER IN PLAINFIELD. I DIDN'T SEE HER AGAIN TILL THE FOLLOWING FALL ... RIGHT BEFORE OUR FIRST GAME WITH POWELL UNIVERSITY ... I'LL NEVER FORGET THAT DAY ... ~~THIS WAS MY FIRST VARSITY GAME~~ ... AND AS OUR TEAM CAME OUT ON THE GRIDIRON, THE HUGE THRONG CHEERED, AND OUR GLEE CLUB SANG OUR SCHOOL SONG.

JS

QUART: YOU'VE GOTTA BE A FOOTBALL HERO
TO GET ALONG WITH THE BEAUTIFUL GIRLS
IN SPIKE OF ALL A MILLION DOLLARS CAN DO
A TACKLE OR TWO
WILL MEAN MORE TO YOU
THE FACT THAT YOU ARE RICH OR HANDSOME
WON'T GET YOU ANYTHING IN CURLS
YOU GOTTA BE A FOOTBALL HERO
TO GET ALONG WITH THE BEAUTIFUL GIRLS
YOU GOTTA SMOKE THAT FINE TOBACCO
TO REALLY KNOW WHY A LUCKY IS BEST
YOU'VE GOTTA LIGHT A LUCKY
THEN AS YOU PUFF
YOU'LL KNOW SURE ENOUGH
THAT NO PUFF IS ROUGH
A LUCKY STRIKE IS BETTER TASTING
A LUCKY STRIKE WINS EVERY TEST.
YOU'VE GOTTA SMOKE THAT FINE TOBACCO
TO REALLY KNOW WHY A LUCKY IS BEST.
L S M F T, L S M F T FOR ME
LUCKIES, LUCKIES, RAH RAH RAH
carton yoo boom hoo
BUY A PACK-~~FOR~~-MAW-AND-PAW,---
A LUCKY STRIKE IS BETTER TASTING
IT'S ROUND AND FIRM AND FULLY PACKED
A LUCKY STRIKE IS MADE MUCH BETTER
THAT'S NOT A CLAIM, NO SIR,
THAT IS A FACT
AND WE CAN PROVE IT
all together
LET'S BE HAPPY AND GO LUCKY STRIKE.

CE

ATX01 0181453

(THIRD ROUTINE)

JACK: (FILTER) THEN THE GAME STARTED.

(SOUND: REFEREE'S WHISTLE...KICK OF FOOTBALL...BIG
CHEER)

JACK: I TOOK THE OPENING KICKOFF, BUT WAS THROWN FOR A LOSS..ON
OUR NEXT TWO PLAYS WE WERE STOPPED COLD...THE OPPOSING TEAM
HAD THE BIGGEST LINE IN FOOTBALL...HIS NAME WAS DON
WILSON...ONCE I RAN AROUND HIS END AND WAS OUT OF BOUNDS
BY TEN YARDS...BUT ALTHOUGH HE WAS MY OPPONENT, I HAD TO
ADMIRE HIS ABILITY.

JACK: (REG. MIKE) Nice tackle, Wilson.

DON: It was tough stopping you.

JACK: I like that football uniform you're wearing.

DON: Thank you.

JACK: I've never seen such big shoulders...what have you got them
padded with?

DON? My stomach.

JACK: (FILTER) THE GAME REMAINED A SCORELESS TIE UNTIL THE LAST
QUARTER WHEN I INTERCEPTED A FORWARD PASS AND RAN IT BACK
FOR A TOUCHDOWN... THE CROWD WENT WILD.

ORCH: K R A Z I N S K A V --

JACK: (YELLING...ON REGULAR MIKE) I CHANGED IT, I CHANGED IT.

JACK: *etc. Smith now.*
(FILTER) WE WON THAT GAME SEVEN TO NOTHING...AND THE
NEXT THREE GAMES, TOO...BUT THEN I RAN INTO TROUBLE...
BECAUSE OF ALL THE TIME I SPENT ON THE FOOTBALL FIELD
I NEGLECTED MY STUDIES...OF ALL MY SUBJECTS, I WAS POOREST
IN LATIN...AND ONE DAY IN CLASS I WAS FORCED TO ADMIT TO
THE LATIN PROFESSOR THAT I HADN'T STUDIED THE LESSON.

CE

JACK: (REG. MIKE) I'm sorry, Professor, I^{am} not prepared.

PHIL: Oh, for shame!

JACK: Perhaps if you ask me another question, I might be able to answer it.

PHIL: Very well...translate this: When Julius Caesar left Egypt to return to Rome, he said to Cleopatra, "Hoc semperis evictum quo facere possit pluribus fidelium marcus aggrarium."

JACK: ...Hmmm...I don't know, Professor...what does "Hoc semperis evictum quo facere possit pluribus fidelium marcus aggrarium" mean?

*Phil: Repeat your chin and try that again.
Jack: (Repeat - what does? etc.)*

PHIL: When you say I beg your pardon, then I'll come back to you.

JACK: Oh.

PHIL: *And* I hope you'll be better prepared for tomorrow's lesson.

JACK: Yes sir...What are we studying tomorrow?

PHIL: The works of Augustus the Fifth, Horatio the Fifth, Octavius the Fifth, and Cassius the Fifth...Love them fifths.

JACK: (FILTER) I STUDIED MY LATIN HARD AND HE FINALLY PASSED ME WITH A MARK OF EIGHTY-SIX PROOF...HE HAD GROWN INTO A PROFESSOR OF DISTINCTION...THEN CAME THE DAY OF OUR FINAL GAME OF THE SEASON...WE WERE UNDEFEATED AND A VICTORY NOW WOULD MEAN THE CONFERENCE CHAMPIONSHIP...EVERY SEAT IN THE STADIUM WAS FILLED. WHAT A THRILL I FELT AS THE PREGAME CEREMONIES STARTED AND OUR SCHOOL BAND TOOK THE FIELD...ALL EYES WERE ON THE BAND, DRESSED IN THEIR GLEAMING UNIFORMS, AS THEY MARCHED AROUND THE FIELD PLAYING.

MEL: (DOES ORGAN IMITATION WITH HANDS -- "BEG PARDON SONG")

Jack: It sounded great because the time he was plugged in.

CE

JACK: THEN THE GAME ^{started} ~~STATED~~ AND IT WAS A BRUTAL HARD-FOUGHT CONTEST.
....THE FIRST HALF ENDED IN A SCORELESS TIE...WE WENT BACK TO
TO OUR DRESSING ROOM, AND OUR COACH LOOKED AT US AND SAID;

DENNIS: Grunf Nig Fnui Imf FGransnook Niff Mevg Noof.

JACK: THIS WASN'T A COMMERCIAL, WE WERE HOLDING SECRET SIGNAL
PRACTICE. THEN THE SECOND HALF STARTED. THE GAME REMAINED
DEADLOCKED UNTIL THE FOURTH QUARTER WHEN WE GOT A BREAK...
I INTERCEPTED A PASS. I BROKE AWAY FROM THE SAFETY MAN AND
HAD A CLEAR FIELD FOR A TOUCHDOWN WHEN I SUDDENLY REALIZED
IT WAS ALL IN VAIN...THERE WAS A HANDKERCHIEF ON THE PLAY...
ANGRILY I RUSHED UP TO THE REFEREE AND SAID:

JACK: (REG. MIKE) Did you drop your handkerchief?

NELSON: OOOOOOOOOOOH, DID I!

JACK: What's the penalty for?

NELSON: Your backfield was in motion.

JACK: What?

NELSON: You never should have taken those rhumba lessons from
Arthur Murray.

JACK: (FILTER) THE GAME RESUMED...AND WITH ONE MINUTE LEFT TO
GO, THE CROWD ^{and my audience were} ~~WAS~~ GOING WILD.

(SOUND: CROWD CHEERS...CONTINUE UNDER LAST SPEECH)

JACK: I RECEIVED THE BALL AND FADED WAY BACK AND THREW A LONG
FORWARD PASS TO THE FULLBACK...HE GRABBED IT IN MIDFIELD.
HE EVADED TWO TACKLERS AND HEADED FOR THE GOAL LINE...HE
CROSSED THE THIRTY, THE TWENTY, THE TEN, OVER THE GOAL LINE,
INTO THE END ZONE, UP INTO THE STANDS AND THEN HE STARTED
CHASING THE GIRLS....IT WAS AT THAT MOMENT THAT I REALIZED
THE HE WAS THE LUMBERJACK...SO IT WAS HE AND NOT I WHO WAS
SATURDAY'S HERO!

(APPLAUSE AND PLAYOFF)

CE

JACK: Ladies and gentlemen, our stockpile of blood plasma has been gravely depleted by the demands of the Korean campaign, and it is imperative that action be taken to insure an adequate supply ready for immediate use So, please go to the blood bank in your cities and contribute. It's needed badly. This is an urgent request. In the Los Angeles area, the telephone number is Duskirk 4-5261. Remember folks, a gift of blood is a gift from the heart.

(APPLAUSE)

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

1
CE

ATX01 0181457

THE JACK BENNY PROGRAM
SUNDAY, NOVEMBER 18, 1951
CLOSING COMMERCIAL

SHARBUTT: LUCKIES ----- TASTE ----- BETTER!

MARTIN: Yes, there's better taste in Lucky Strike because Luckies' fine, mild, good-tasting tobacco goes into a cigarette that is the best made of all five principal brands!

SHARBUTT: These are not just claims -- they are facts that prove LUCKIES ARE MADE BETTER IN EVERY WAY. Facts verified by leading laboratory consultants. One of these, Froehling and Robertson of Richmond, Virginia, reports -

MARTIN: It is our conclusion that LUCKY STRIKE is the best made of these five major brands.

SHARBUTT: So don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better -- the cigarette that tastes better--Lucky Strike. You'll prove it yourself by trying a carton of LUCKIES today.

ORCH: (FULL VAMP)

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

GB

ATX01 0181458

TAG

JACK: Well, ladies and gentlemen, that concludes the tenth program of this series and we'll be --

(SOUND: PHONE RINGS)

JACK: Get that, will you Mary?

MARY: Okay.

(SOUND: RECEIVER UP)

MARY: Hello...yes, this is Mary...oh Papa....you're having dinner at home? Then you heard me...Papa it's silly for you and Mama not to talk to each other....oh, all right, if you want me to, I'll do it.

(SOUND: RECEIVER DOWN)

MARY: Jack, let me at that microphone.

JACK: Huh?

MARY: Mama, pass papa the mashed potatoes...Goodnight, Mama....good goodnight, Papa.

JACK: Goodnight, folks.

(APPLAUSE AND 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. 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 C.B.S. RADIO NETWORK.~~

LW

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