PROGRAM #13 REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, DECEMBER 9, 1951

CBS

4:00 - 14:30 PM PST

PALM SPRINGS, CALIFORNIA

AS PROPERTY

RS

THE JACK BENNY PROGRAM SUNDAY, DECEMBER 9, 1951 OPENING COMMERCIAL

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

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky

REPRISE

Go Lucky Strike today! (SHORT CLOSE)

SHARBUTT: Friends, you've heard all sorts of empty claims made by other cigarettes -- but now Lucky Strike sweeps away this smoke screen of double-talk with facts -- not claims -- facts.

MARTIN: The facts are that Luckies' fine, mild, good-tasting tohacco goes into the cigarette that's made better -- with no annoying loose ends to spoil the taste.

SHARBUTT: A month-after-month comparison of cigarette quality based on tests certified to be impartial, fair and identical proves Lucky Strike, by far, the <u>best made</u> of all five principal brands.

MARTIN: These results 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 <u>taste</u> of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands.

MARTIN: Yes, Luckies are <u>made better</u> and Luckies <u>taste better</u> -- always so mild, so smooth, so firm and fresh with better DM taste in every puff. (MORE)

THE JACK BENNY PROGRAM SUNDAY, DECEMBER 9, 1951 OPENING COMMERCIAL (CONT'D)

SHARBUTT: So next time you buy cigarettes, remember the facts -enjoy fine, mild, good-tasting tobacco in the cigarette
that's <u>made better</u> -- the cigarette that <u>tastes better</u>
Lucky Strike. Yes, Be Happy -- Go Lucky! Make your
next carton Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: REPRISE

Be Happy - Go Lucky

Go Lucky Strike today! (LONG CLOSE)

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: FROM PALM SPRINGS, CALIFORNIA..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, FROM PALM SPRINGS, THAT
OASIS IN THE DESERT..WE BRING YOU THE SHIEK OF ARABY...
JACK BENNY.

(APPLAUSE)

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JACK: Thank you, thank you, thank you, Hello again, this is Jack Benny talking. and Don, I know you were trying to be clever, but why in the world would you introduce me as the Shiek of Araby?

DON: Well Jack, we've been in Palm Springs all week, and you yourself told me you were living in a tent.

JACK: A tent?...Oh, no no, Don, you misunderstood me. I said I was living at the El Contento. It's a very nice place.

So there's no connection between me and the Shiek of Araby.

DON: But Jack, at eight o'clock this morning I saw you in a long robe walking down Palm Canyon Drive with a dagger in your hand.

JACK: That was a toothbrush, I was on my way to the washroom...

You and your big mouth..A guy can't have any privacy.

DON: Well, in that case, Jack, I'm sorry.

JACK: No no, Don..now that I think of it, I'm glad that you called me the Shiek of Araby.

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DON: You ere?
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Yes. because tonight into your tent I'll creep and tear up your contract...So watch it, Shrimp Boat...It's too near Christmas to---Oh, hello, Mary.

MARY:

JACK:

Hello, Jack.

(APPLAUSE)

well, now we have the usual guestione

Nell, Mary, what have you been doing since we got to

Palm Springs?

MARY:

Oh, I did some swimming..played some tennis..and yesterday for the first time, I went horseback riding.

JACK:

Oh, so that's where you were yesterday.

MARY:

Yeah. First I went on a breakfast ride..and when I got back from that, I went on a lunch ride..when I got back from that, I went on a steak ride..and when I got back from that, I went on a moonlight barbecue ride.

JACK:

Mary, how could you eat so much?

MARY:

Who ate! Somebody put glue on my saddle.

JACK:

Mary, you mean all day yesterday you were stuck to the saddle?

MARY:

Today too, why do you think I'm wearing this long skirt?

JACK:

Oh, OH, OH. When you came through the door, I thought you

may

were hinting for a game of leap frog.

What have you been doing?

Lull, many — and look/wonderful. What have you been doing?

JACK:

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Every morning I take a long walk. A You know, 1t's. Oh,

ch, hello, Dennis.

DENNIS:

Hello.

(APPLAUSE)

Well, kid, now that you're here--JACK:

Wait a minute, Mr. Benny, don't you notice anything different about me?

Different?...No.

Well, look, man, look. DENNIS:

I'm looking, I'm looking. JACK:

Well, can't you see anything different about me? DENNIS:

No. JACK:

JACK:

Gee, and everybody told me I'd look better with a DENNIS: moustache.

JACK: Dennis, you haven't got a moustache.

Oh darn it, I left it in my pocket. DENNIS:

Well, that's the silliest thing I ever heard. Imagine JACK: going out and buying a false moustache. . Dennis, if you think you look better in a moustache, why don't you grow one?

If I grew one, I couldn't take it off when I go to bed. DENNIS:

Well, why in the world would you want to take your JACK: moustache off when you go to bed?

Because I talk in my sleep and it tickles. DENNIS:

Dennis, change the subject, will you? JACK:

Okay .. (ASIDE) Hey Mary, come here a minute, well you DENNIS:

(MARY GOES TO DENNIS'S MIKE)

(ASIDE) What is it, Dennis? MARY:

(ASIDE) I really played a joke on Mr. Benny yesterday. DENNIS:

(ASIDE) What did you do? MARY:

(ASIDE) Well, I heard that you were going out on a DENNIS:

breakfast ride, and I figured that Mr. Benny would go with you, so I put some glue on one of the saddles ...

(LONG PAUSE)....Mary, Mary, don't you think that's funny?

If I could get my foot out of this stirrup, I'd kick you MARY: right in the head.

Mary, come back here and --JACK:

up to mow -(ENTERING) ALL RIGHT, FOLKS, THIS PROGRAM'S BEEN FLOPPIN' PHIL:

BUT HARRIS IS HERE AND THINGS WILL START POPPING on me Starts to very betty Knowy!

(APPLAUSE)

Phil. Phil. what stroke of modesty caused you to sneak in JACK: You know. like that?

No modesty, Jackson, I just thought I'd liven things up... PHIL: Hey, we've got a guest star .. The Lone Ranger.

That's Mary, I'll explain it to you later. Anyway, Phil, JACK: now that you're here, suppose we --wait a minute, Phil ... what's that you've got in your hand?

PHIL: A Palm Springs Martini.

A Palm Springs Martini? I've never heard of that... How do JACK: they make it?

Same as a regular martini.. Only instead of an olive, you PHIL: use a date.

A Martini with a date in it? JACK:

PHIL: After the fourth one, you don't even bother to spit out the pits.

JACK: Look, Phil --

Shake me, Jackson, and listen to me rattle. PHIL:

You know, Phil, "I can't understand it .. Everytime we come

down here, you carouse around all night long and yet you

look great.. How do you do it?

PHIL:

Well, you know how it is, here in Palm Springs, Jackson..

Mountain climbing at dawn..golfing till noon, and swimming

till sunset will make anyone look good.

JACK:

Phil, you do all that?

PHIL:

No, Alice does and that lets me sleep all day.

JACK:

I thought so.

A.Mr. Benny, you want me to do my song now?

JACK: Well..

PHIL:

DENNIS:

Wait a minute. first the Long Ranger, now Tom Dewey.

JACK:

Tom -- Dennis, take off that moustache. ". If you want to

sing, go ahead.

(APPLAUSE)

(DENNIS'S SONG -- "ONCE")

(APPLAUSE)

## (SECOND ROUTINE)

JACK: That was "Once" sung by Dennis Day...and very good too,

kid...And now, kids, I have something important to tell the

audience.

DENNIS: A, Mr. Benny, do you mind if I say something now that we're in

Palm Springs.

JACK: What is it, Dennis?

DENNIS: Sun tan oil, cactus plants, and tumble weeds.

JACK: Sun tan oil, cactus plants and tumble weeds? What's that?

DENNIS: Well, If we can't be funny, let's be topical.

JACK: Dennis, what makes you act so silly?

DENNIS: Phil gave me a date and boy, was the juice strong!

JACK: Ohr, be quieta..Now listen, kids, I have something important I want to tell the audience. It's a real

surprise..Oh Don, did you hire that trio you told me about?

DON: Yes, they should be here any minute.

JACK: Good.

MARY: What's this about a trio?

JACK: Well Mary, Don found a famous singing group right here in Palm Springs and they're gonna sing the song I wrote,
"When You Say I Beg Your Pardon, Then I'll Come Back To

You."

PHIL: Oh, no no no, Jackson, not that straighten my hair, tell

everybody I've got nine toes..but not that song again. Please

MARY: (MAD) Now wait a minute. Phil. that's a wonderful song

and semeday itili be one of the biggest Whoops, sorry

-Jack, I read your line:

JACK: Yeah... Now wait, a minute, Phil, that's a wonderful song and

someday it'll be one of the biggest hits in the country ..

And yet at every opportunity you kids knock it.

DENNIS: I don't like it, either, and I'm full of date juice.

JACK: Now cut that out! .. Look kids, I don't wanta hear anymore

about --

(SOUND: PHONE RINGS)

JACK: I'll get it.

(SOUND: COUPLE FOOTSTEPS. RECEIVER UP)

JACK: Hello?

JENNY: I have a long distance call for Jack Benny.

JACK: Long distance? Put them on.

JENNY: Here's your party.

JACK: Hello?

ROCH: HELLO, MR. BENNY, THIS IS ROCHESTER.

(APPLAUSE)

JACK: Rochester, why is this call Long Distance? I left you at

my hotel.

ROCH: I'M CALLING FROM THE WASHROOM.

JACK: Oh.

ROCH: YOU FORGOT YOUR ELECTRIC RAZOR AGAIN.

JACK: I don't care what I forgot, did you have to call me in the

middle of my broadcast?

ROCH: THE MIDDLE OF YOUR BROADCAST?

JACK: Certainly, it's a quarter after four.

ROCH: IT'S A QUARTER AFTER FIVE HERE.

JACK: What?

ROCH: THE WASH ROOM'S ON MOUNTAIN TIME.

JACK: Oh. Well, gather up my things. Anyway Rochester, how did

you know that I left my electric razor in the wash room?

ROCH: I FOLLOWED THE CORD FROM THE HOTEL.

JACK: Oh.

ROCH: AND SAY, BOSS.

JACK: What?

ROCH: I FOUND OUT WHY YOUR ELECTRIC RAZOR WENT DEAD WHILE YOU

WERE SHAVING THIS MORNING.

JACK: Why?

ROCH: THE SUPER CHIEF RAN OVER THE CORD IN CUCAMONGA.

JACK: I knew something happened. Now Rochester, take my things

back to the hotel, then press my gray suit, lay out my

shirts and tie and be sure to--

ROCH: BOSS.BOSS, I CAN'T HEAR YOU, YOU'LL HAVE TO TALK LOUDER.

JACK: What's the matter?

ROCH: THE GREYHOUND BUS JUST PULLED IN AND THIS PLACE IS A

MADHOUSE.

JACK: Oh. Well, never mind, Rochester. I'll see you later.

Goodbye.

ROCH: GOOOOOODBYE.

(APPLAUSE)

(SOUND: RECEIVER DOWN)

JACK: Now let's see..er..what were we talking about?

DENNIS: Your lousy song.

lue were Talking oh yes. I mean about the trio that's coming over to sing it.

PHIL:

Jackson, you're not really gonna have that song sung on the

radio, are you?

JACK: Why

Certainly, it's beautiful.

(SINGS) 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 --

MARY:

th, That's awful.

JACK:

Mary, why don't you get a chair and sit down?

MARY:

Who needs a chair?

JACK:

Never mind.

(SOUND: KNOCK ON DOOR)

JACK:

COME IN.

(SOUND: DOOP OPENS)

DON:

Jack, it's the Guadalajara Trio..the fellows who are going to do your song.

JACK:

Oh, come in, fellows..come on in.

(APPLAUSE)

MARY:

Jack, are you really going through with this?

JACK:

Certainly 1.1 admit that the melody might not be the greatest, but the lyrics..wait till you hear the words sung by professional singers..Take it fellows.."When You Say I Beg Your Pardon, Then I'll Come Back To You."

many - just listen to these lipics!

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(GUADALAJARA TRIO SINGS SONG IN SPANISH...JACK TALKS DURING SONG)
          No no, fellows...I want it in English ... An English ... Boys
JACK:
        MINUTE!!!
(BOYS STOP SINGING)
JACK:
          Don. Don. what is this? I thought they were going to sing
          my song in English.
DON:
          Well Jack, so did I. That's what their manager told me.
JACK:
          Their manager? Where is he?
DON:
          That's him standing right over there.
JACK:
          Well, I want to talk to him... Hey you... come here a minute...
          Are you the manager of the Guadalajara Trio?
MEL:
          Si.
JACK:
          Well, they do popular songs, don't they?
MEL:
          Si.
JACK:
          Well, can't at least one of them speak English?
MEL:
          Si.
JACK:
          Which one?
MEL:
          She.
JACK:
          Don't you mean "he"?
MEL:
          Si.
JACK:
          What's his name?
MEL:
          Cy.
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MEL:

4.

Cy?

Si.

Well, if they can't sing in English, they're no good to

me... All right, fellows, you can go.

DON:

Wait a minute, Jack, as long as they're here and you've hired them, why not let them sing something they know?

JACK:

Well, that's all right with me. . Is that all right with Cy?

MEL: Si.

JACK:

All right, all right..sing already.

TRIO:

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ADIOS MUCHOSOS COMPANEROS DE MI VIDA

A LUCKY STRIKE .. A LUCKY STRIKE

ME TOCA A MI HOY EMPRENDER LA RETIRADA

AND YOU WILL ALSO FIND THAT THEY ARE BETTER TASTING

ADIOS MUCHOSOS YA ME VOY YA ME RESIGNO

A LUCKY STRIKE, A LUCKY STRIKE

SE ACABACON PACA MI SO ROUND SO FIRM

MI CUERPO EFERMO TIENE NO LOOSE ENDS.

L S M F T, YES THAT'S THE SMOKE FOR ME.

I LIKE IT YES SI SI..IT'S L S M F T.

LA PABRE DE MI MADRE SORTIO VEJITA

Y DE MI NOVIECITA QUE TANTO AME

WHEN YOU ARE DANCING AND SHE'S DANGEROUSLY NEAR YOU

PUFF ON A LUCKY, PUFF ON A LUCKY

SE ACABACON PARA MI SO ROUND SO FIRM

MI CUERPO ENFERMO TIENE, NO LOOSE ENDS.

(APPLAUSE)

(THIRD ROUTINE)

JACK: Very good, fellows, very good. That was wonderful. By the

way, what key did they sing that in?

MEL: G.

JACK: G?

MEL: S1.

JACK: All right, fellows, you can go...AND NOW, LADIES AND

GENTLEMEN, AS IS OUR CUSTOM HERE IN PALM SPRINGS ..

TONIGHT WE ARE GOING TO PRESENT OUR ANNUAL PALM SPRINGS

MURDER MYSTERY ENTITLED --

FARRELL: HOLD IT, BENNY.. HOLD IT.. HOLD IT.

JACK: Huh? Hey kids, it's Charlie Farrell.

(APPLAUSE)

FARRELL: That's me..Charlie Farrell..mayor of the town cowner of the Racquet Club..and star of Eighth Heaven.

JACK: Eighth Heaven? Charlie, that's Seventh Heaven.

FARRELL: Everything's a little higher in Palm Springs.

JACK: Oh well, I wouldn't know, I'm on Mountain Time...Anyway,
Charlie, what did you interrupt for? We're about to start

our sketch.

FARRELL: That's what I want to talk to you about. I've been sitting out in the audience waiting for this.. Every year you come down here to Palm Springs and do a play called "Murder At the Racquet Club" and it's giving my joint a bad name.

JACK: Why, Charlie, that's ridiculous. It's all done in fun.
Nobody believes it.

FARRELL: That's where you're wrong. Only last week some people from

New York were staying at the Racquet Club and they came

over to me and wanted to know where the body was lying.

Really?

Fortunately, Phil Harris was there so I could show them FARRELL:

one.

JACK:

Oh. Well Charlie, after all, it doesn't make any

difference. It's just a play.

But it's ridiculous, Jack. We've never had a murder at FARRELL:

the Racquet Club... We have a suicide every day, or so, but

no murders.

JACK:

Suicides?

FARRELL:

Yeah, when people get their bills, it sounds like the

are stapped in the middle of the sentime Fourth of July.

JACK:

its all night --

FARRELL:

Anyway, Jack, as a favor to me, I wish you wouldn't do Murder At the Racquet Club.

JACK:

Okay, Charlie, if you feel that way about it, we we wan's she murdu as the Rangus Club in the scene somewhere else.

FARRELL:

Thank you, Jack.

JACK:

Take it, Don.

DON:

LADIES AND GENTLEMEN, TONIGHT WE ARE DOING A BRAND NEW PLAY

ENTITLED, "MURDER ON THE DESERT" .. OR .. "THE SUN WENT

DOWN AT THREE FIFTY-NINE AND THE BODY WAS COLD AT FOUR."

...CURTAIN..MUSIC.

(MUSIC)

(SOUND: SCRATCHING OF PEN ON PAPER)

JACK:

(FILTER) MY NAME IS CAPTAIN O'BENNY...I AM THE RETIRED

CHIEF OF POLICE OF PALM SPRINGS ... AT THE MOMENT, I AM IN

MY CABIN OUT ON THE DESERT WRITING MY MEMOIRS .. THIS IS

EASY FOR ME AS I HAVE A PEN THAT WRITES UNDER SAND...A
RETIRED POLICE CHIEF HAS MUCH TO REMEMBER AND...

(SOUND: PHONE RINGS)

JACK: (REG. MIKE) Oh darn, always interruptions. I'll never get my memoirs written.

(SOUND: PHONE RINGS.. RECEIVER UP)

JACK: Hello?

MARY: (OOMPHY) Hello.. Is this former Chief O'Benny?

JACK: Speaking.

MARY: Good. I'd like to report a murder.

JACK: But I'm retired. Why call me?

MARY: I tried to get Sam Spade, but he's on another network.

JACK: Oh..well, what do you want? What's wrong?

MARY: Well, I don't like to spoil your day..but my husband has just been murdered.

JACK: Oh he has, eh?...Do you know who murdered your husband?

MARY: No.

JACK: Well...er...Have you got any ideas?

MARY: (REAL COMPHY) Now that he's dead, yes.

JACK: Well, 111 get the police and come right over.. Goodbye.

MARY: Goodbye, Chiefie.

(SOUND: RECEIVER DOWN)

(FILTER) A SECOND AFTER WE HAD HUNG UP, I REALIZED I HADN'T ASKED THIS GIRL WITH THE FRIENDLY VOICE HER NAME, ADDRESS, OR PHONE NUMBER.... I WAS REALLY RETIRED... I KNEW I'D NEED ALL THE POLICE HELP I COULD GET ON THIS CASE, SO I WENT TO THE PHONE.

(SOUND: RECEIVER UP..DIALING FOUR TIMES..BUZZ..

CLICK OF RECEIVER UP)

DON:

Hello, Palm Springs Police Station.

JACK:

Let me speak to the new Police Chief.

DON:

Yes sir. (CALLS) On Chief. . It's for you.

DENNIS:

(IRISH) How do you do..sure and begorrah and faith and macushlah, it's a pleasure to throw the blarney with you, Police Chief O'Day himself speaking.

JACK:

O'Day, this is former Captain O'Benny.

DENNIS:

(STRAIGHT) Oh, I thought you were a tourist, they expect us policemen to be Irish.

JACK:

Now listen, O'Day, there's been a murder committed.

DENNIS:

Well, come on over. Me and my men will help you solve the crime.

(SOUND: RECEIVER DOWN)

JACK:

(FILTER) I HUNG UP THE PHONE AND RUSHED OVER TO THE POLICE STATION...I DIDN'T HAVE A CAR..THERE WERE NO TROLLEYS OR BUSSES..AND I COULDN'T GET A CAB, SO I DECIDED TO WALK...

THIS WAS THE LONGEST WALK I HAD TAKEN SINCE I SHAVED THIS

MORNING..FOR THE NEXT FOUR HOURS, WE QUESTIONED EVERYBODY...

OUR SEARCH EVEN TOOK US OUT INTO THE DESERT. THERE I SAW

AN INDIAN SITTING BY HIS FIRE...I DECIDED TO QUESTION HIM

USING HIS BLANKET TO WIFE AWAY THE SMOKE SCREEN OF FALSE.

Talk
OCATMS...I WALKED OVER TO HIM AND SAID.

JACK: (REG. MIKE) Are you an Indian?

MEL: Ugh.

JACK: Do you live out here on the desert?

MEL: Ugh.

JACK: Have you lived out here on the desert long?

MEL: Ugh.

JACK: Now look, you, I'm gonna ask you some questions and I want the truth, see?

MEL: Si.

JACK: (FILTER) I FORGOT TO MENTION, THIS INDIAN HAD A LITTLE SPANISH BLOOD IN HIM.

JACK: (REG. MIKE) Now look, you, are you married.

MEL: Si.

JACK: Have you been married long?

MEL: Si.

JACK: Is your wife pretty?

MEL: Ugh.

JACK: Ugh?

MEL: Si.

JACK: Now look..there was a murder committed here in Palm Springs.

Where were you last night?

MEL: Me have perfect alibi for last night.

JACK: An alibi, huh? Well, all right, where were you?

MEL: You follow-um me. Me take-um you there.

(FILTER) I FOLLOW-UMMED HIM AND HE TOOK-UM ME THERE. I FOUND OUT LATER THIS WAS THE IROQUOIS VERSION OF COME ON-A MY HOUSE. HE TOOK ME INSIDE A PLACE THAT LOOKED VAGUELY FAMILIAR...THERE WAS A MAN STANDING IN THE SHADOWS. THEN THE INDIAN SAID--

MEL: Me was here last night...You ask that man there. Him prove my alibi no false claim. Apublic Talk.

JACK: (REG. MIKE) Okay, I'll ask him... Hey you... was this Indian here all last night?

FARRELL: Yes, he was running my projector, I was showing Seventh

Heaven.

AN April hims it should be Tenth Neaven, already.

JACK: Well, then I guess his alibi--

FARRELL: <u>Wait a minute...</u> Jack, you promised me that there wouldn't be any more murder mysteries here at the Racquet Club.

JACK: -Well, I can't help it, Charlie..this Indian led me here and I'll have to make an investigation..tell me the names of all the guests.

FARRELL: I don't know all their names..look in the register.

JACK: Okay, I will.

(SOUND: CASH REGISTER OPENING)

FARRELL: NOT THAT ONE.

HACK: (FILTER) I THOUGHT IT WAS PECULIAR THAT LINCOLN AND WASHINGTON SHOULD BOTH BE STAYING HERE.

JACK: (REG. MIKE) Now look, Farrell, you're going to answer some questions.

No, I'm not. you promised me to stay out of the Racquet FARRELL: Club.

JACK: But there's been a murder here. Now where's the body?

Here I am, Chiefie. MARY:

I mean the dead one h. Now Farrell, there's been a murder JACK:

committed here and I'm gonna find out who did it..I'm going

to question everybody in the place. First I'll go into

the bar.

(SOUND: FIVE FOOTSTEPS..DOOR OPENS) (GUADALAJARA TRIO STARTS SINGING JACK'S SONG IN SPANISH

(ON CUE) HEY CHIEF, CHIEF,

JACK: ---

DO YOU THINK ANYONE SUSPECTS THAT WE'RE IN LOVE AND -

YOU'RE THE ONE WHO MURDERED MY HUSBAND?

- NO, I DON'T THINK SO .. COME ON, LET'S DANCE. THEY'RE

PLAYING OUR SONG (JACK JOINS TRIO IN HUMMING HIS SONG)

(DAND-PICKS-UP-POR-FINICH)

(APPLAUSE)

Now listen, men -- I'm here to -- Mary - Mary - it's the JACK:

Guadalajara Trio and they're singing my song in English --

In English - keep it up boys. Keep it up.

(JACK JOINS TRIO IN SINGING HIS SONG)

(BAND PICKS UP FOR FINISH)

(APPLAUSE)

DON:

Ladies and gentelem, 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, DECEMBER 9, 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 the cigarette that tops all five principal brands for quality.

SHARBUTT: Yes, Luckies are made better -- that's a fact confirmed by leading laboratory consultants. For example, Froehling and Robertson, of Richmond, Virginia, reports --

MARTIN: It is our conclusion that Lucky Strike is the <u>best made</u> of these five major brands.

SHARBUTT: And always remember, better taste in a cigarette starts with fine tobacco and LS/MFT Lucky Strike means fine tobacco.

MARTIN: So enjoy the full, rich taste of fine tobacco in the cigarette that smokes smoother because it's <u>made better</u> - the cigarette that <u>tastes better</u> -- Lucky Strike.

SHARBUTT: And right now Luckies are available in bright, festive

Christmas cartons. So this year make it a happy -- go

Lucky Christmas! Give all your friends Christmas cartons

of Lucky Strike - the cigarette that tastes better.

## ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky

Be Happy -- Get Better Taste

Be Happy -- Go Lucky

Go Lucky Strike today!

DM

(TAG)

JACK:

Ladies and gentelemn, after my broadcast next Sunday, I will do my second television show of the season, so I hope you'll all be watching.

MARY:

JACK:

Jack, who's gonna be on your television show next Sunday?
Well, Mary I. I tried to get Barbara Stanwyck, but she told

me she had a headache..then I asked Danny Kaye and he told me he had a headache..Then I asked Claudette Colbert and wanted her to be an in the fact. She told me she had a headache..Then I asked Tyrone Power

hanf: and he told me he wanted five thousand dollars, so I told fast: 'fr, him I had a headache... But anyway, tune in next week, because we'll have twenty-nine minutes and thirty seconds of fun... Goodnight, folke. even body.

(APPLAUSE)

DON:

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