

PROGRAM #28  
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, MARCH 23, 1952

CBS

4:00 - 4:30 PM PST

AS DIRECT

BR

ATX01 0181899

THE JACK BENNY PROGRAM  
SUNDAY, MARCH 23, 1952  
OPENING COMMERCIAL

SHARBUTT: Lucky Strike presents the Jack Benny Program, but first here's an important message from the National Tobacco Tax Research Council. Everyone likes to talk about the high taxes he pays, but you cigarette smokers have a right to do some special fancy talking yourself. Because you cigarette smokers give nearly two billion dollars a year in cigarette taxes. Every time you buy cigarettes, you give your Federal Government eight cents a pack... and ... most of you give three or four cents more to City and State governments. That adds up to better than a fifty per cent tax on every cigarette you smoke. Yes ... in buying cigarettes ... over half your packs go for tax!  
(PAUSE) And now THE JACK BENNY PROGRAM ... presented by LUCKY STRIKE!

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky  
Be Happy -- Get Better Taste  
Be Happy -- Go Lucky  
Get Better Taste Today! (SHORT CLOSE)

(CONTINUED NEXT PAGE)

DH

ATX01 0181900

THE JACK BENNY PROGRAM  
SUNDAY, MARCH 23, 1952  
OPENING COMMERCIAL (CONT'D)

SHARBUTT: Friends, seeing is believing -- and you can see for yourself clearly and beyond any doubt that Luckies are made better to taste better! Just take a Lucky from a newly opened pack and remove the paper by carefully tearing a narrow strip straight down the seam, from end to end. In tearing, be very careful not to loosen or dig into the tobacco. Then, gently, lift out that cylinder of fine, mild tobacco. Now, in exactly the same way remove the tobacco from any other cigarette. Compare it with the perfect cylinder of fine, mild tobacco taken from the Lucky. See how round and firm and fully packed the Lucky is, with long strands of fresh, clean, good-tasting tobacco. See how free the Lucky is of excessive air spaces, hot spots that burn harsh and dry. There is your proof that Luckies are made better to taste better. To taste fresh and clean and smooth. And remember, in a cigarette it's the taste that makes the difference and Luckies taste better. So to enjoy the fresh, clean taste of fine tobacco Be Happy-- Go Lucky -- Make your next carton Lucky Strike!

DH

ATX01 0181901

(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 HOUSE IN BEVERLY HILLS. AT THE MOMENT, OUR LITTLE STAR IS SHAVING.

(SOUND: SCRAPING OF RAZOR)

JACK: Umm...my beard feels kind of tough this morning. I wish this was

~~the end of the month so I could put in a new blade...oh well,~~

~~I'll just put on a little more shaving cream and...Ummm...I wonder if I'd look good in a moustache...I don't know why not...~~

~~Errol Flynn has a moustache and he looks good. Robert Taylor~~

~~has one, too...So has Clark Gable...I think I'll take this~~

~~make-up pencil and see who I look like...Hum...Groucho!...But~~

~~I bet I would look good in sideburns. Charles Boyer has~~

sideburns. I can just see myself taking a beautiful girl in my arms and saying: (A LA BOYER) Ehhh, my darling...come with me to the cash drawer...I mean, Casbah. Eh...maybe I oughta just shave and forget it.

(SOUND: DOOR BUZZER)

JACK: That must be Mary.

(SOUND: FIVE FOOTSTEPS AND STOP)

JACK: ...I don't know why I want sideburns anyway. That fellow on television who calls himself the Continental doesn't have them. or a moustache either...and boy, is he romantic...That's the type I am...The Continental.

(SOUND: : DOOR BUZZER...FOUR FOOTSTEPS....DOOR OPENS)

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JACK: (A LA CONTINENTAL) Do not be afraid, darling, it is only a man's apartment.

PHIL: Jackson, open <sup>up</sup> your eyes. *Sally Alice.*

JACK: Oh, it's you, Phil...Who am I imitating?

PHIL: Do it again.

JACK: Do not be afraid, darling, it is only a man's apartment.

PHIL: Baron Leone.

JACK: All right, all right...Look, Phil, I'm in the midst of shaving so if you wanna talk to me, come in the bathroom.

PHIL: Okay...Where's Rochester?

(SOUND: FOOTSTEPS)

JACK: (OVER FOOTSTEPS) He went to the market...<sup>See.</sup> But Phil, what are you doing here so early, anyway?

PHIL: Alice threw me out of the house.

JACK: Again?

PHIL: It wasn't my fault this time, Jackson, you see --

JACK: Just a minute, Phil. <sup>Wait a minute</sup> Now where's my razor..Oh, here it is.

~~Now~~ Phil, why did Alice throw you out of the house?

PHIL: ~~I~~ I don't know...they were having a parent-teachers meeting... you know, all the mothers and teachers were there...and they were deciding to make some sort of an outing for the kids in the third grade...they called it a nature study.

JACK: Oh yes, that's one of those hikes up in the hills.

PHIL: Well, they shoulda told me.

JACK: Why?

PHIL: When they said they wanted to study nature, I suggested the Burbank Theatre.

JACK: A burlesque show!....Well, I don't blame her for throwing you out of the house.

BR

PHIL: <sup>up</sup> I don't know why I always have to --

JACK: Phil, I wish you wouldn't stand behind me while I'm shaving.

PHIL: Why?

JACK: Every time I see the reflection of your eyes in the mirror,  
I think I cut myself.

PHIL: Okay okay, I'll move, *I'll move.*

(SOUND: DOOR BUZZER OFF)

JACK: Oh, there's somebody at the door.

PHIL: *Oh*, I'll get it, *Jackson.*

(SOUND: FOOTSTEPS)

~~PHIL: (SINGS) When you say I beg your pardon, then I'll come back  
to you... (Even with my voice that song is lousy.)...~~

(SOUND: FEW FOOTSTEPS...DOOR OPENS)

MARY: Oh. Hello, Phil.

PHIL: (A LA CONTINENTAL) Do not be afraid, darling, it <sup>is</sup> only a  
man's apartment.

MARY: What is that!

PHIL: I don't know, that's the way they answer the door around here.  
*But,* come on in, Livy. Jack'll be through in a minute, he's  
shaving.

(SOUND: DOOR CLOSES)

PHIL: Hey, <sup>look at her...</sup> that's a cute little dress you're wearing.

MARY: I'm glad you like it, Phil, I knitted it myself.

PHIL: Well, it sure fits you beautiful...The way it shows off your  
figure...I mean, it clings so snug around the hips, and....*and...*  
Wait a minute, you said you made that dress, how come there's  
a price tag on it?

MARY: I put that on myself...I wanted something for Jack to notice,  
too.

BR

PHIL: Oh. *oh.*

MARY: Phil, what are you doing over here so early?

PHIL: *well* They were having a parent-teacher's meeting over at the house...

MARY: And Alice threw you out.

PHIL: How did you know?

MARY: I took a wild guess.

JACK: (FADING IN) Well, I'm all through with my shave ~~and~~...Oh, hello, Mary, where did you get that forty-five dollar dress?

MARY: You see, Phil? ....I told you.

JACK: Told him what?

MARY: Nothing, nothing.

PHIL: Hey, Jackson, that's a new suit you're wearing, ain't it?

JACK: Yep, and I got a bargain, too. You know, walk up one flight and save ten dollars.

PHIL: Where did you buy that one, on top of old Smokey?

JACK: Phil, for a fellow who was thrown out of the house this morning you're certainly --

(SOUND: PHONE RING...RECEIVER UP)

JACK: Hello?

MEL: (MOOLEY) Hello, is this Jack Benny?

JACK: Yes.

MEL: Well, Mr. Benny, my wife and I are having a big argument and you can help us settle it.

JACK: Me?

MEL: *we*, We bought a copy of Look Magazine and your picture's on the cover.

JACK: That's right.

MEL: How old are you?

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JACK: Thirty-nine.

MEL: Thirty-nine?

JACK: Yes.

MEL: Well... (ASIDE) You win, Mable, them wrinkles must be in the paper.

JACK: What?

MEL: Goodbye.

(SOUND: RECEIVER DOWN)

MARY: Who was it, Jack?

JACK: I don't know...since I had my picture on Look I've gotten a lot of phone calls.

PHIL: I know what you go through, Jackson. You're not the only one who's had his picture on the cover of a magazine.

MARY: Phil, I've never seen your picture on a cover.

JACK: Neither have I.

PHIL: Well, that's because you kids don't subscribe to the Monthly Manual of the Amalgamated Society of the City Planning and Construction Engineers.

MARY: Phil...Phil...your picture is on the cover of the Monthly Manual of the Amalgamated Society of City Planning and Construction Engineers?

PHIL: Sure...I've got a copy of it right here in my pocket...I'll show it to you...See?

JACK: That's a picture of the new Freeway.

PHIL: (PROUDLY) Yeah...but look who's layin' against the curb.

JACK: Well Phil, if that's you, this picture certainly has an appropriate caption: "Landmarks of Los Angeles."

PHIL: Yeah.

(SOUND: DOOR OPENS)

BR



JACK: How anybody can brag about --

ROCH: HERE I AM, BOSS, BACK FROM THE MARKET.

JACK: Good, good.

MARY: Hello, Rochester.

ROCH: HELLO, MISS LIVINGSTONE...MR. HARRIS.

PHIL: H'ya, Chester.

ROCH: SAY BOSS, BEFORE I PUT ALL THESE CANNED GOODS IN THE PANTRY,  
DO YOU WANT TO CHECK OFF THE LIST?

JACK: Yes, Rochester, I'll check 'em off as you put them on the table.

ROCH: OKAY...TWO LARGE CANS OF.

JACK: Two large cans of.

ROCH: TWO SMALL CANS OF.

JACK: Two small cans of.

ROCH: THREE MEDIUM CANS OF.

JACK: Three medium cans of.

ROCH: FOUR LARGE CANS OF.

JACK: Four large cans of.

MARY: Wait a minute...what kind of checking off is that? ....Two  
large cans of...three small cans of...cans of what?

ROCH: WE DON'T KNOW....WHEN THE LABELS ARE TORN OFF, YOU GET 'EM  
CHEAPER.

MARY: Oh, for heaven sakes...Imagine buying canned goods without  
labels on them.

ROCH: WHEN WE SIT DOWN TO DINNER, IT'S LIKE A MYSTERY PROGRAM.

MARY: (LAUGHING) A who done it?

ROCH: NO, A WHAT'S IN IT!

JACK: Rochester.

ROCH: ONE NIGHT WE HAD DRAINO FOR DESSERT.

BR

MARY: Well, now I've heard everything. Imagine ~~anyone~~ buying  
canned goods without labels on them. Isn't that silly, Phil?

PHIL: I wouldn't know, I'm a bottle man myself.

JACK: Rochester, just put the things away.

ROCH: OKAY, BOSS, AND I BOUGHT YOU A NEW PAIR OF WOOLEN MITTENS LIKE  
YOU ASKED FOR.

PHIL: Woolen mittens?...What's that for, Jackson?

JACK: Well, as soon as I get a chance I'm going up to Big Bear to  
do some more skiing. You know, Mary went up with me a few  
weeks ago.

PHIL: Jackson, I didn't know you could ski.

JACK: Are you kidding!....I've been skiing for years...of course I  
haven't got perfect form. <sup>You know...</sup> In fact, the last time I came  
down the slide, took off, and sailed through the air, I did  
flap my arms a little too much.

MARY: A little too much...a duck hunter took a shot at you.

JACK: Duck hunter. duck hunter.

MARY: (LAUGHINGLY) You'd still be out there if <sup>the</sup> ~~two~~ retrievers hadn't  
brought you back.

JACK: Oh, don't be so smart...if we go up in the snow again next  
week, I'll show you how good I --

(SOUND: DOOR BUZZER)

JACK: COME IN.

(SOUND: DOOR OPENS)

JACK: Well...Don...Dennis...Come on in.

DON: Go ahead, Dennis, you go first.

DENNIS: No no, Don, you go first.

DON: No, you go first, Dennis.

DENNIS: No no, Don, I'd rather you go first.

BR

JACK: Look, fellows --

DON: Dennis, please go first.

DENNIS: No Don, I insist that you go first.

JACK: Oh for heavens sakes, what's the matter with you guys? Why  
are you so polite to each other?

DENNIS: We both have two shows.

JACK: Well, that's the silliest thing I ever heard...Now come on in.

(SOUND: DOOR CLOSSES...FOUR FOOTSTEPS)

DENNIS: (WOLF WHISTLE) Oh boy, does that outfit bring out the curves..  
the way it clings around the hips!

MARY: Oh, you noticed it, eh, <sup>too</sup> Dennis?

DENNIS: Yeah, Mr. Benny's wearing a new suit.

JACK: (SARCASTIC) Well, thank you very much...Now Dennis, before you  
get too silly, let me hear the song you're gonna do on the  
program.

DENNIS: Okay. <sup>at</sup> By the way, Mr. Benny, where did you get that suit,  
on top of old Smoky?

JACK: Now wait a minute, wait a minute...Phil Harris just said that.

DENNIS: That's funny, at rehearsal I had the joke, what happened?

JACK: I don't know how anything happens. Just sing your song.

(APPLAUSE)

(DENNIS'S SONG..."PLEASE, MR. SUN")

(APPLAUSE)

BR

ATX01 0181909

(SECOND ROUTINE)

JACK: That was very good, Dennis, very good..Don't you think so, Don.

DON: ~~Oh~~ Yes, Jack, and now I've got something I want you to hear..  
It's a very clever commercial.

JACK: In a minute, Don...Dennis, your song was so good that if you promise not to annoy me..I've got a nice surprise for you.

DENNIS: Surprise?

JACK: Yes, Next week Mary and I may go skiing up in Big Bear.. and if you're a good boy, we'll take you with us.

MARY: That's right, Dennis.

DENNIS: Gee, up in the snow?

JACK: ~~Yes~~ <sup>Jack,</sup> have you ever been up to Big Bear, kid?

DENNIS: I haven't, but a few weeks ago my mother went up there on a hunting trip.

MARY: Did she get anything?

DENNIS: No, but she took a shot at a blue-eyed duck.

JACK: Oh, she did, eh?

DENNIS: Yeah..and she couldn't understand it..her retriever came back ~~wearing~~ <sup>with</sup> a toupay.

JACK: Hm. Dennis, that duck your mother thought she was shooting at was me. Now Don, what's on your mind?

DON: Well, Jack, I have to leave, so I want you to hear a very clever commercial I've planned.

JACK: Okay, go ahead and--

(SOUND: PHONE RINGS)

JACK: ~~Oh~~ Pardon me, Don.

(SOUND: RECEIVER UP)

NT

ATX01 0181910

JACK: Hello?...Who's calling?...Sam's Super Market?...~~Oh...Oh...~~ *He did?*

~~Thank you.~~ *Oh well, thanks, thanks very much.*

(SOUND: RECEIVER DOWN)

JACK: OH, ROCHESTER--

(SOUND: DOOR OPENS)

ROCH: YOU CALL ME, BOSS?

JACK: YES. THE CLERK AT THE MARKET CALLED AND SAID THAT WHEN YOU WERE THERE, YOU LEFT "ONE LARGE CAN OF" ON THE COUNTER.

ROCH: SHALL I GO GET IT?

JACK: WELL, CERTAINLY, IT MIGHT BE SOMETHING WE LIKE.

ROCH: OKAY.

(SOUND: DOOR SLAM)

JACK: Now, Don, <sup>Don...</sup> what is this clever idea <sup>that</sup> you--

(SOUND: DOOR OPENS)

ROCH: OH, SAY BOSS..

JACK: Now what?

ROCH: WE'RE GONNA HAVE TO GET A PUPPY.

JACK: Why?

ROCH: THE LAST CAN I OPENED WAS IDEAL DOG FOOD.

JACK: Dog food?

ROCH: THIS TIME I FOUND OUT BEFORE I PUT THE POACHED EGG ON IT.

JACK: *Well,* Good good.

(SOUND: DOOR SLAMS)

JACK: Now Don, what's this idea of yours that you think is so clever?

DON: Well Jack, since everybody is talking about the Academy Awards last Thursday night, I made up a wonderful commercial about them.

NT

JACK: You did?

DON: Yes, and in it I have very cleverly worked in the names of the pictures and the stars who were up for Academy Awards.

JACK: Well Don, <sup>it</sup> better be subtle.

DON: Oh, it is, Jack. Listen to this...IF YOU'RE FEELING BLUE AND WANT TO FIND YOUR PLACE IN THE SUN..SMOKE A LUCKY STRIK

JACK: Hmm.

DON: YOU MAY HAVE THIS YEN FOR A LUCKY STRIKE ON A TRAIN OR IN A BUS, OR EVEN ON A STREETCAR YOU MAY GET THIS DESIRE.

JACK: Don--

DON: SO, WHETHER YOU'RE AN AFRICAN QUEEN OR AN AMERICAN IN PARIS, BE LIKE FREDERICK..MARCH TO THE NEAREST STORE AND BUY LUCKIES.

JACK: Look, Don--

DON: YES, LUCKIES ARE SMOKED EVERYWHERE..IN ALL RESORTS... ESPECIALLY IN FLORIDA WHERE SHELLY WINTERS.

JACK: Where Shelly Winters?...Don, how clever can you get?

DON: I PERSONALLY HAVE TOLD ALL THE ACADEMY AWARD NOMINEES THAT I LOVE LUCKIES..I TOLD ARTHUR KENNEDY, I TOLD MONTGOMERY CLIFT, AND I EVEN TOLD MARLON THAT THEY'RE MY FAVORITE BRANDO.

JACK: Now Don, just a minute--

DON: SO NEXT TIME YOUR WIFE OR GIRL FRIEND OFFERS YOU A LUCKY STRIKE ~~CIGARETTE~~..SMOKE IT AND OSCAR FOR ANOTHER.

JACK: That did it! (MAD) Don, we're trying to sell Lucky Strikes and the next time you come in with such a corny idea, I'm gonna grab you by the seat of the pants--

NT

MARY: Jack--

JACK: ...and throw you right out of the--

MARY: *Jack* Jack, relax..control yourself.

JACK: Huh?

MARY: Don was only trying to help.

JACK: I guess you're right, Mary..Don, I'm sorry I flew off the handle.

DON: What?

JACK: I said I'm sorry I flew off the handle.

DENNIS: Well, that's normal for a duck.

JACK: Now cut that out!..Dennis, this is your last warning..If you open your mouth again, I'm gonna hit you over the head with a large can of..

DENNIS: Large can of what?

MARY: If he knew, he wouldn't be so liberal with it.

JACK: Yeah. *Jack*...

DON: Jack, I want to apologize if I upset you, but I thought you'd like an Academy Award commercial because you were there Thursday night.

JACK: What's that got to do with it? I was there and I took Mary with me.

MARY: Yes, but it's the last time I go with you.

JACK: What?

DON: Why, Mary, what happened?

MARY: Well --

JACK: Mary!

NT

ATX01 0181913

MARY: Quiet, Jack, I'm gonna tell him..(STARTS FADE)..Well Don, last Thursday evening Jack picked me up at my house. We drove down to Hollywood, parked the car, and were walking to the Pantages Theater.

(SOUND: STREET NOISES..FOOTSTEPS)

JACK: You know, Mary, I should have had Rochester drop us off at the theatre before he parked the car.

MARY: Oh, it's only a short walk, Jack..and besides, I want to talk to you.

JACK: What about?

MARY: Well, you've been taking me to the Academy Awards for many years now..and tonight when you go up to congratulate the winning actor, do me a favor.

JACK: What?

MARY: Just shake his hand..don't say, "Lucky for you, I didn't make a picture this year."

JACK: When did I ever say that?

MARY: You started with William S. Hart.

JACK: I did not.

MARY: Say Jack, I want to step into this drugstore and get a ~~couple of things.~~ *some cough medicine.* Have we got time?

JACK: Oh sure.

~~MARY: I want some cough drops .. and there was some medicine .. I wanted .. but I forgot what it is.~~

~~JACK: Well, let's go in .. you'll probably notice it when you .. look around.~~

(SOUND: DOOR OPENS .. TINKLY BELL ... DRUG STORE NOISES)

MARY: Let's see, where's the drug counter?

NT



JACK: Right over there ... Don't hurry, Mary, we have plenty of *time*.

SHELDON: Hiya, Bud, long time no see.

JACK: Huh ... oh hello... Come on, Mary.

(SOUND: FOOTSTEPS)

MARY: Jack, wasn't that the --

JACK: Yeah, *that* ~~the~~ tout from Santa Anita... I always run into him.

~~MARY: Gee, I wish I could remember that other thing I wanted.~~

~~JACK: You'll think of it.~~

~~(SOUND: FEW FOOTSTEPS)~~

~~JACK: (SINGS) When you say I beg your pardon, then I'll come  
back to you.~~

~~MARY: Thanks for reminding me, I wanted Tums.~~

~~JACK: What?~~

~~MARY: Jack, I'll be back in a minute.~~

JACK: Okay ... Say Mary, they have a fountain in *here* ~~the rear~~... I  
think I'll get a cup of coffee ... would you like some?

MARY: No, *no*, you go ahead ...

JACK: Okay.

(SOUND: FOOTSTEPS)

JACK: (HUMS SONG) When you say I beg your pardon, then I'll  
come back to --

SHELDON: Hey bud...bud...

JACK: Huh?

SHELDON: Come here a minute.

JACK: Who ... me?

SHELDON: Yeah ... Where are you going?

JACK: Over to the fountain.

SHELDON: What are you gonna get?

JACK: Coffee.

NT

SHELDON: Uh uh.  
JACK: What?  
SHELDON: Get milk.  
JACK: But I want coffee.  
SHELDON: Coffee hasn't got a chance.  
JACK: Why not?  
SHELDON: Wet grounds.  
JACK: Oh ... Well, I don't care, I'm gonna get coffee.  
SHELDON: Don't be a sucker, take milk.  
JACK: Why milk?  
SHELDON: Look at the breeding.  
JACK: The breeding?  
SHELDON: Yeah ... Milk is out of Cow by Squeeze.  
JACK: I don't care, I don't want milk.  
SHELDON: Well, look Bud, if you don't let it get around, I got  
something ~~real hot~~ *really good*.  
JACK: What?  
SHELDON: Ovaltine.  
JACK: Why Ovaltine?  
SHELDON: It's a sleeper.  
JACK: Well, maybe I'll -- Hey ... wait a minute .. I know what  
I'm gonna get.  
SHELDON: What?  
JACK: (CONFIDENTIAL) Come here a minute.

NT

ATX01 0181916

SHELDON: Me?

JACK: Yeah ... I'm gonna get tea.

SHELDON: Why ... tea?

JACK: Because tea.. is in the bag.

SHELDON: Okay, it's your dough ... So long.

JACK: So long.

(APPLAUSE)

JACK: What a guy ... Why must I always run into --

MARY: (COMING ON) Okay Jack, I'm ready if you are.

JACK: Fine Mary, let's go.

(SOUND: COUPLE OF FOOTSTEPS .. DOOR OPENS .. LIGHT  
STREET NOISES ... FADE TO B.G.)

MARY: Did you enjoy your coffee?

JACK: I didn't have any.

MARY: Why not?

JACK: I didn't like the odds.

MARY: Jack, what are you talking about?

JACK: I don't know .. Come on, Mary, here's the theatre.

(SOUND: BABBLE OF VOICES UP AND FADE TO B.G.)

NT

ATX01 0181917

MARY: Gee, the lobby's crowded!

JACK: Yeah ...everybody in pictures seems to be here... ~~Danny Kay~~  
*Boy, these Academy Awards are really something - look who's at*  
*Danny Kay* ....Bette Davis...Marlon Brando...Irene Dunne...Joan  
*there's* Crawford...Arthur Kennedy....' *and*

MEL: (HORSE WHINNEY)

JACK: Gene Autry....Gosh, everybody is --

MARY: Look Jack, there's a radio commentator doing a broadcast  
right in the middle of the lobby...Let's go over and listen

JACK: ~~Sure.~~ *Oh yes.*

NELSON... .....AND SO TONIGHT, EVERYBODY WHO IS ANYBODY IN HOLLYWOOD  
IS GATHERED HERE FOR THE ANNUAL ACADEMY AWARDS....LADIES  
AND GENTLEMEN, I SHALL DO MY BEST TO BRING YOU SOME OF  
THESE CELEBRITIES....AH, HERE COME SOME FAMOUS ACTORS  
WALKING BY -- I'LL SEE IF I CAN GET THEM TO SAY A FEW WORDS  
..MR. JIMMY CAGNEY, WOULD YOU PLEASE SAY A FEW WORDS OVER  
THE AIR?

CAGNEY: I'm very happy to be here tonight, and I'm sure this is  
going to be another great occasion.

NELSON: Thank you, Mr. Cagney.

JACK: Gee, Mary, ~~remember~~ *remember* Cagney in Yankee Doodle Dandy?

MARY: Yeah.

NELSON: AND NOW, COMING UP TO THE MICROPHONE IS MR. LIONEL  
BARRYMORE.

BARRYMORE: This is really a great night for Hollywood and I know that  
the ones who win the awards will deserve them.

NELSON: THANK YOU, MR. BARRYMORE.

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JACK: Gee, he's a great actor.

NELSON: AND HERE WE HAVE MR. EDWARD G. ROBINSON. MR. ROBINSON,  
WOULD YOU SAY A FEW WORDS?

ROBINSON: Sure...I'm very happy to be here tonight, see...And I'm  
here to see that these actors get a fair shake, see...and  
don't forget it...Nnnnyh.

NELSON: THANK YOU, MR. ROBINSON.

JACK: *Say.*  
~~Gee~~, he's tough, *isn't he?*

NELSON: AND NOW...MR. GARY COOPER.

COOPER: Yup!

JACK: Gee Mary, I had no idea that Gary Cooper was that tall.

MARY: Neither did I.

JACK: And he's so distinguished....Look how gray his hair is.

MARY: Jack, that's snow.

JACK: Oh....he really is tall, *isn't he?*

NELSON: AH, LADIES AND GENTLEMEN, WE ARE INDEED FORTUNATE...COMING  
UP TO THE MICROPHONE IS ONE OF THE CANDIDATES FOR THE BEST  
ACTING HONORS....MR. HUMPHREY BOGART, NOMINATED FOR HIS  
SPLENDID PERFORMANCE IN AFRICAN QUEEN....TELL ME, MR. BOGAR  
DO YOU THINK THERE'S ANY CHANCE OF YOUR NOT WINNING THE  
AWARD TONIGHT?

( SOUND: LOUD SLAP)

NELSON: Oooo....I only asked.

JACK: Well, how do you like that?....Say Mary, I wonder if he's  
going to interview me, too.

MARY: Quiet, Jack, Jimmy Stewart is walking up to the microphone.

JACK: Jimmy Stewart?

NELSON: MR. STEWART, WOULD YOU PLEASE SAY A FEW WORDS TO THE RADIO  
AUDIENCE? LADIES AND GENTLEMEN, MR. ~~JIMMY~~ *James* STEWART.

EE

STEWART: Well....yes. I'm very happy to be here tonight.

NELSON: Mr. Stewart, before you go, I'd like to ask a few personal questions...Didn't you recently have twin girls?

STEWART: Well....yes, I did...That is, my wife did....And they're the cutest things....but so confusing.

NELSON: What do you mean confusing?

STEWART: Well....last week I bought them a little horse....and they take turns riding it....and it's kinda hard for me to tell which twin has the pony.

JACK: Oooh, what an awful joke.

MARY: Well, you better think of a better one, the announcer is motioning to you.

JACK: Oh yes....Come on, Mary...

(SOUND: FEW FOOTSTEPS....CROWD NOISES)

MARY: Jack, wait for me.

JACK: Take my hand, Mary..

(SOUND: FOOTSTEPS)

NELSON: WELL!- JACK BENNY!

JACK: Yes...yes.

NELSON: How do you do, Miss Livingstone.

MARY: Hello.

NELSON: It's a pleasure to have you with us.

JACK & MARY: Thanks.

NELSON: You've been coming to these Academy Awards for a long time, haven't you? *Mr. Benny?*

JACK: Yes, I certainly have.

NELSON: Tell me, Mr. Benny what are your future picture plans?

EE

JACK: Well....

MARY: He expects to see Quo Vadis tomorrow night.

JACK: Mary, please....this is an interview.

NELSON: Mr. Benny, the last picture you made was a western called "The Horn Blows at Midnight", wasn't it?

JACK: A western?

NELSON: Yes, I was at the preview and I remember hearing gun shots.

MARY: That was the Warner Brothers.

JACK: ~~Yes~~...Fortunately they missed each other.

NELSON: Now, Mr. Benny, would you care to make any predictions as to who will win the Oscars here tonight?

JACK: No...there are so many wonderful actors and actresses up for them...BUT....in the musical awards...if the song I wrote --

NELSON: Thank you, Mr. Benny.

JACK: What a song...(SINGS) When you say I beg your pardon --

NELSON: Mr. Benny, get away from the microphone.

JACK: Then I'll come back to you...When you ask me to forgive you, I'll ---

NELSON: MR. BENNY! MR. BENNY! MR. BENNY!

JACK: Return..Like the swallows at Serrano, return to Capistrano --

NELSON: GET AWAY FROM THIS MICROPHONE

JACK: STOP PUSHING...(SINGS) For you my heart will always always yearn.

NELSON: GET AWAY FROM THIS MICROPHONE OR I'LL PUNCH YOU RIGHT IN THE NOSE.

JACK: TAKE YOUR HANDS OFF ME!

(SOUND: SCUFFLING, CONTINUE)

-21- (REVISED)

JACK: WAIT A MINUTE...CUT THAT OUT...NOW WHAT ARE YOU DOING?

NELSON: I TOLD YOU TO GET AWAY FROM HERE.

JACK: I DON'T CARE WHAT YOU TOLD ME...

MARY: Jack, come on.

JACK: Okay, okay.

(SOUND: FEW FOOTSTEPS)

BLANCHE: OH, THERE HE IS GIRLS, THERE HE IS! MR. BRANDO, MR. BRANDO,  
MAY WE HAVE YOUR AUTOGRAPH?

JACK: I'M NOT MARLON BRANDO, THE ANNOUNCER JUST RIPPED MY SHIRT...  
COME ON, MARY, LET'S GO IN.

(APPLAUSE AND PLAYOFF)

ATX01 0181922



JACK: Ladies and gentlemen, we want to make certain that all children have a fair chance to be strong and healthy. And we can do this by giving to Easter Seals. Your contribution provides treatment-training centers, special schools, summer camps and curative work shops. Let's give generously to Easter Seals. Please send your contributions in care of your local Post Office. Thank you.

(APPLAUSE)

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

EE

(TAG)

(SOUND: FOOTSTEPS)

JACK: Gee, Mary, it was certainly exciting, wasn't it?

MARY: Yeah.

JACK: Arthur Freed winning the Irving Thalberg Award...And Johnny Green for the music...George Stevens for directing Place In The Sun....

MARY: And Vivian Leigh for the best actress..

JACK: *Yeah*, And Kim Hunter and Karl Malden for the best supporting roles....and ---

MARY: Oh Jack, there's Humphrey Bogart. Go over and congratulate him for winning the Oscar for his performance in African Queen.

JACK: Oh yes...Wait here, Mary.

(SOUND: FEW FOOTSTEPS)

JACK: Say, Bogey, congratulations and lucky for you I didn't make a picture this year.

(SOUND: LOUD SLAP)

JACK: Ouch!

(SOUND: FEW FOOTSTEPS)

MARY: Jack, who slapped you?

JACK: Lauren Bacall...If I want her, I can whistle, two of my teeth are missing....Goodnight, folks.

(APPLAUSE AND MUSIC)

EE

ATX01 0181924

THE JACK BENNY PROGRAM  
SUNDAY, MARCH 23, .952  
CLOSING COMMERCIAL

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky

Get Better Taste Today! (SHORT CLOSE)

SHARBUTT: Friends, seeing is believing and you, yourself, can see that Luckies are made better to taste better. From newly opened packs take a Lucky Strike and any other cigarette. Then carefully remove the paper from both by tearing a narrow strip straight down the seam, from end to end. Be very careful not to loosen or dig into the tobacco. Now look for the difference. Look at that perfect cylinder of fine, mild tobacco taken from the Lucky. See how round and firm and fully packed it is, with long strands of fresh, clean, good-tasting tobacco. See how free the Lucky is of annoying loose ends that spoil the taste. This is your proof -- Luckies are made better to taste better -- to taste fresh and clean and smooth. No doubt about it -- Luckies taste better! So to enjoy the fresh, clean taste of fine tobacco -- Be Happy -- Go Lucky -- Make your next carton Lucky Strike!

ORCH: (3 NOTE INTRO)

CHORUS: Be Happy-- Go Lucky

(REPRISE) Go Lucky Strike today! (LONG CLOSE)

DH

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DON: The Jack Benny Program is brought to you by Lucky Strike, product of the American Tobacco Company.....America's leading manufacturer of cigarettes....This is Don Wilson reminding you to listen to Your Hit Parade with Guy Lombard every Thursday night presented by Lucky Strike. Consult your newspaper for time and station.

~~The Jack Benny Program has been selected as one of the programs to be heard by our armed forces overseas through the facilities of the Armed Forces Radio Service~~

Stay tuned for the Amos 'n' Andy Show which follows immediately.

THIS IS THE C.B.S. RADIO NETWORK

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