

*As Broadcast*

PROGRAM #7  
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY,      OBER 26, 1952      CBS      4:00 - 4:30      EST

(TRANSCRIBED OCT. 23, 1952)

WR

ATX01 0183029

THE JACK BENNY PROGRAM  
SUNDAY, OCTOBER 26, 1952 (TRANSCRIBED OCTOBER 23, 1952)  
OPENING COMMERCIAL

DON: THE JACK BENNY PROGRAM ... TRANSCRIBED AND  
PRESENTED BY LUCKY STRIKE!

COLLINS: Luckies taste better!

CHORUS CHEER: Lucky Strike means fine tobacco ...  
Lucky Strike means fine tobacco ...  
Cleaner, fresher, smoother!  
Lucky, Lucky, Lucky!  
Lucky Strike means fine tobacco ...  
Lucky Strike means fine tobacco ...  
Cleaner, fresher, smoother!  
Better get a carton!  
Better get a carton!  
Better get a carton, today!

DON: Hello, friends ... this is Don Wilson. You know,  
that college cheer represents a lot of smoking cheer  
in campuses all over the country. Yes, indeed ...  
because a nation-wide survey, based on actual student  
interviews in 80 leading colleges, reveals that more  
smokers in these colleges prefer Luckies than any  
other cigarette. But that's not all. The survey  
also shows Luckies gained far more smokers than the  
nation's two other principal brands combined! More  
important still, the reason most often given by the  
students for smoking Luckies was ... Luckies' better  
taste.

GM

(MORE)

ATX01 0183030

THE JACK BENNY PROGRAM  
SUNDAY, OCTOBER 26, 1952 (TRANSCRIBED OCTOBER 23, 1952)  
OPENING COMMERCIAL (CONT'D)

DON: Yes, Luckies do taste better, because LS/MFT --  
Lucky Strike means fine tobacco ... fine, mild,  
good-tasting tobacco. And Luckies are made better  
... made round, and firm, and fully packed, to taste  
cleaner, fresher, smoother! So make your next  
carton Lucky Strike and you'll agree ...  
Luckies' better taste is something to cheer about!

CHORUS: Lucky Strike means fine tobacco ...  
Lucky Strike means fine tobacco ...  
Cleaner, fresher, smoother!  
Better get a carton!  
Better get a carton!  
Better get a carton, today!

ORCH: (THEME UP AND DOWN)

DON: The Lucky Strike Program, starring ...

GM

ATX01 0183031

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY...WITH MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSBY, AND "YOURS TRULY" DON WILSON.

(APPLAUSE ... MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN ... LOS ANGELES IS SO PROUD OF ITS CIVIC BEAUTY THAT THE LOCAL CHAMBER OF COMMERCE SUPPLIES VISITING TOURISTS WITH FREE SIGHT-SEEING BUSES...SO LET US TAKE A TOUR ON ONE OF THESE BUSES AND SEE WHAT IT'S LIKE.

(SOUND: BUS NOISES AND TRAFFIC NOISES UP FOR COUPLE OF SECONDS ... THEN DOWN AND SUSTAIN IN B.G.)

NELSON: Wellllllllllllll, here we are in Beverly Hills ... On the left, ladies and gentlemen is the residence of that very fine dramatic actor, Lionel Barrymore ... and to the right is the home of none other than Gary Cooper.

SARA: Gee, Gary Cooper...I sure could go for him.

MEL: (SLIGHT MOOLEY) <sup>Key</sup> Remember, Poopsy...we're on our honeymoon.

SARA: Yeah...we been married two days already.

GWEN: Nearly three days.

SARA: Quiet Momma or we'll send you home.

NELSON: YES, LADIES AND GENTLEMEN...WE ARE NOW IN THE HEART OF BEVERLY HILLS WHICH HAS MORE MOVIE STARS PER SQUARE MILE THAN ANY OTHER COMMUNITY.

SARA: Oh, look ... look ... there's Trigger.

NELSON: THAT'S MY WIFE, SHE'S GOT ONE OF THOSE NEW HAIR-DOS...THE ~~HOUSE ON THE CORNER BELONGS TO IRENE DUNNE.~~

BB

SARA: Gosh, imagine us seeing all these famous places.  
MEL: Yeah..this was a wonderful idea for our honeymoon.  
SARA: Uh huh...Gee, I'm so thrilled ...Call me by my married name again.  
MEL: All right, Mrs. Pep.  
SARA: Gosh, it's so exciting...imagine me being married to one of the Pep boys...By the way, which one are you, Manny, Moe, or Jack?  
MEL: Herman, I'm the silent partner.  
NELSON: *And* NOW WE ARE TURNING INTO BEVERLY DRIVE..AT THE MOMENT WE ARE PASSING THE HOME OF JOHNNY RAY ... LOOK, THAT'S JOHNNY SITTING ON THE PORCH LAUGHING...THIS IS HIS DAY OFF.  
SARA: Gee, imagine....the home of Johnny Ray.  
MEL: Yeah..look at the lit-tul white cloud over it.  
NELSON: AND NOW FOLKS, IF YOU WILL LOOK TO THE RIGHT, YOU WILL SEE BARBARA STANWYCK'S HOUSE...NEXT TO IT IS THE RESIDENCE OF MR. AND MRS. RONALD COLMAN..AND NEXT TO THAT IS THE HOME OF JACK BENNY.  
JACK: This is where I get off, driver ... stop the bus.  
NELSON: DID YOU STOW AWAY AGAIN?  
JACK: Never mind, stop the bus.  
(SOUND: BUS STOPS)  
NELSON: Watch your step getting off.  
JACK: Thank you.  
NELSON: Forget the thanks, I don't want you to get hurt and sue the company again.  
JACK: Oh quiet.  
(SOUND: MOTOR UP)

BB

ATX01 0183033

NELSON: AND NOW LADIES AND GENTLEMEN, WE LEAVE BEVERLY HILLS AND  
DRIVE OUT TO SANTA MONICA..YES, FOLKS, BEAUTIFUL SANTA  
MONICA..

(SOUND: BUS DRIVES OFF..FOOTSTEPS..WHICH CONTINUE)

JACK: (~~HUMS~~)--~~WHEN YOU SAY I BEG YOUR PARDON, THEN I'LL COME~~  
~~BACK TO YOU...~~..If there's anything I hate it's a smart  
aleck bus driver..<sup>When You Say I Beg Your Pardon Then I'll Come Back To</sup>  
(HUMS ~~AGAIN~~) WHEN YOU ASK ME TO FORGIVE You  
<sup>can't you hear me callin when the rain am a fallin' -</sup>  
YOU, I'LL ~~RETURN~~...Gee, was I surprised when we passed  
<sup>so surprised when we</sup>  
Barbara Stanwyck's house..she's still using those same old  
curtains...(HUMS)

(SOUND: FOOTSTEPS STOP...DOOR OPENS AND CLOSES)

JACK: Hello, Rochester.

ROCH: HELLO, BOSS, YOU'RE A LITTLE LATE.

JACK: Yeah.

ROCH: THAT BUS MUST HAVE GONE TO SANTA MONICA FIRST TODAY.

JACK: No no, we came right to Beverly Hills...Any mail, Rochester?

ROCH: NO, BUT MISS LOUELLA PARSONS CALLED.

JACK: LOUELLA PARSONS?

ROCH: YEAH...SHE WANTS TO GET AN INTERVIEW ABOUT YOUR CAREER IN  
RADIO AND TELEVISION.

JACK: WELL!

ROCH: AND PICTURES.

JACK: PICTURES, TOO?

ROCH: I TALKED HER INTO THAT.

JACK: Good, good. <sup>Then</sup> When is she coming over for the interview?

ROCH: I TOLD HER THIS EVENING WOULD BE OKAY.

BB

JACK: This evening? Rochester, Louella can't come over here tonight...I invited my gang for dinner.

ROCH: THAT'S GOOD, BOSS.

JACK: Good? What do you mean, good?

ROCH: BE A BIG-SHOT...~~CALL HER UP AND TELL HER YOU'RE GIVING THE~~  
DINNER IN HER HONOR.

JACK: Say...Gee...You know Rochester, you really think fast.

ROCH: I WOULDN'T LAST LONG AROUND HERE IF I DIDN'T.

JACK: Well, you go in the kitchen and get things started, and I'll--  
(SOUND: DOOR BUZZER)

JACK: COME IN.

(SOUND: DOOR OPENS)

JACK: *sh* Hello, Mary.

MARY: Hello, Jack, did the gang get here yet?

JACK: Not yet, but guess what...Louella Parsons is coming over tonight to interview me.

MARY: She is?

JACK: Yeah...(NERVOUS) Gee Mary, I want everything to be just right when Louella gets here...ROCHESTER, DON'T FORGET TO PUT FLOWERS ON THE TABLE.

ROCH: YES, SIR.

JACK: AND GO DOWN TO THE CELLAR AND BRING UP SOME WINE.

ROCH: THE CHEAP WINE OR THE IMPORTED STUFF FROM CUCAMONGA?

JACK: The imported wine, of course...Gee, Mary, imagine Louella Parsons coming to interview me...I hope everything goes along all right...OH, <sup>oh oh</sup> ROCHESTER.

ROCH: UH HUH.

JACK: DON'T FORGET TO PUT FLOWERS ON THE TABLE.

ROCH: I'M PUTTIN' 'EM, I'M PUTTIN' 'EM.

JACK: Oh..oh yes. <sup>oh</sup> yes.

MARY: Jack, what are you so nervous about?

JACK: I'm not nervous.

MARY: Then stop running your fingers through your hair..Put it on  
and relax.

JACK: All right, all right.

MARY: Jack, the curl goes in front.

JACK: That's not a curl, that's the loop I hang it up with...  
After all, there's nothing wrong with being neat. <sup>you know</sup> That loop  
is supposed to be in back.

MARY: Well tuck it in, you look like Fu Manchu.

JACK: Fu Manchu, Fu Manchu <sup>They might have a May Co. in</sup> Look Mary, you can stop with the jokes  
...Louella Parsons is coming over and I want to make a good  
impression.

*Come to your home. See you later tonight!*

LW



MARY: Well Jack, if you really want to impress her..when she comes in, compliment her.

JACK: Compliment her?

MARY: Yes..tell her how nice she looks and that she's much thinner than you thought she was. Women like to hear that.

JACK: Yeah. <sup>yeah</sup> that's a good idea.

MARY: You know, Jack, I can't understand why you're so excited. Didn't Louella interview you a few weeks ago?

JACK: Yes Mary, she wrote an article that appeared in a fan magazine about my twenty years in radio.

MARY: Was it a nice article?

JACK: Well, to tell you the truth, Mary, I never got a chance to read it.

MARY: Well, what are you going to do if Louella asks you about it?

JACK: I'll just have to change the subject, that's all..Anyway I want to- -..Oh, I just thought of something..ROCHESTER..

ROCH: UH HUH.

JACK: PUT SOME FLOWERS ON THE TABLE.

ROCH: BOSS, WHAT ARE YOU GONNA DO WITH MISS PARSONS, FEED HER OR BURY HER?

JACK: DON'T BE SO SMART AND DO WHAT I TELL YOU...Now Mary, come on out in the kitchen and help me get things ready.

(SOUND: DOOR BUZZER)

JACK: Whoops-- that must be Louella now.

MARY: <sup>oh</sup> Jack, it's too early for her.

JACK: Oh yes. <sup>yes</sup> COME IN.

(SOUND: DOOR OPENS)

LW

JACK: <sup>oh</sup> Oh, hello Dennis..come on in.

(SOUND: DOOR CLOSES)

DENNIS: Hello, Mr. Benny. Hello, Mary.

MARY: Hello, Dennis.

JACK: Dennis, I'm glad you came a little early, <sup>'cause</sup> I wanted to--

DENNIS: When do we eat?

JACK: That's what I wanted to talk to you about...Now look, Dennis,  
I don't want you pulling any silly stuff tonight...We're  
having Louella Parsons for dinner.

DENNIS: You promised us roast beef.

JACK: Dennis..we are having roast beef..Louella Parsons is the  
guest of honor.

MARY: The way prices are today, the roast beef should be the guest  
of honor.

JACK: You said <sup>a great line I had, wasn't it. you said</sup> it. <sup>it's like those party lines you show.</sup> Now look Dennis, when Louella gets here I  
think it would be nice if you sing a song.

DENNIS: Not me.

JACK: ~~Now~~ Dennis, don't be silly. If you sing for her, she might say  
something nice about you in her column.

DENNIS: That's what I'm afraid of.

JACK: What?

DENNIS: I can just see the headline now.."Dennis Thrills Louella."

JACK: Look, kid--

DENNIS: If my girl reads that, she'll slap my face.

JACK: Dennis..unfortunately nobody is going to slap your face.  
Now you're gonna sing for Louella and let me hear the song  
now.

LW

-9-

DENNIS: Okay, but if my girl throws me over and marries King Farouk,  
it'll be your fault.

JACK: (PLEADING) Mary--

MARY: Dennis, sing.

JACK: Thanks.

(APPLAUSE)

(DENNIS'S SONG --"BECAUSE YOU'RE MINE")

(APPLAUSE)

BB

ATX01 0183039

(SECOND ROUTINE)

JACK: Dennis, that was very good..and I want you to sing it just that way when Miss Parsons gets here. It will be---Oh, I just thought of something...ROCHESTER.

ROCH: (OFF) I'M PUTTIN' 'EM, I'M PUTTIN' 'EM.

JACK: I didn't mean that....Look, Rochester..about dessert tonight.

ROCH: DESSERT?

JACK: Yes, I'd like to have Crepe Suzettes.

ROCH: SO WOULD I, BUT WE'RE HAVING CANNED PEACHES.

JACK: Why can't we have crepe suzettes..don't you know how to make them?

ROCH: OH, I KNOW HOW TO MAKE THEM ALL RIGHT...BUT WE HAVE NO BRANDY.

JACK: Wait a minute..what happened to those three bottles of brandy my sponsor gave me for Christmas?

ROCH: WHEN PHIL HARRIS CAME OVER TO SAY GOODBYE, HE DRANK A QUICK TOAST.

JACK: How do you like that.

(SOUND: DOOR BUZZER)

JACK: Whoops...That must be Louella now.

MARY: All right, Jack, don't get excited.

JACK: Who's excited?

(SOUND: DOOR BUZZER)

JACK: Rochester, answer the phone..I mean the door, *the door*.

MARY: Wait a minute, Jack..it'll make a better impression on Louella if you answer it..and be charming and gracious.

JACK: I will..I'll even bow.

(SOUND: DOOR BUZZER)

JACK: I'M COMING...COMING..

(SOUND: FEW FAST FOOTSTEPS..DOOR KNOB TURNS SLOWLY..

DOOR OPENS)

LW

JACK: (SWEETLY) Welcome to my humble abode.

BOB: *hey* What are you looking for, Jack, did you drop something?

JACK: Huh?...Oh, Bob, *Bob* Don...The Sportsmen..Come on in, everybody.

MARY, DENNIS

JACK, DON, &

BOB: (AD LIB HELLOS)

JACK: Well, this is quite a coincidence, all of you guys arriving at the same time.

BOB: *Well* Jack, I got here *about* ten minutes ago but I was out in the back yard looking at your swimming pool.

JACK: My swimming pool..why?

BOB: Well, *I've been about here. Jack, you know. But* I'm thinking of having one put in myself...and I thought I could pick up some pointers on it.

> MARY: Oh, that's nice, Bob. *Jack:* What size pool are you going to put in?

BOB: Just the normal size...twenty by forty. I can't afford a big one like Jack's..or my brother Bing's.

JACK: Well, *my pool* mine is pretty big, it's sixty by a hundred. How big is Bing's pool?

BOB: *Well* I don't know, but next week Florence Chadwick is going to try to swim it.

JACK: Bob, you mean that Bing's pool is that big?

BOB: Are you kidding? He can go from here to Elko by water.

JACK: Gee.

BOB: But Jack, what I want to know about is the upkeep...Is it very expensive to maintain a swimming pool?

JACK: Not too expensive..but there are certain costs that most people forget.

worry about it Bob. We've been doing that for years.

BOB: Boy I really think.

JACK: What were you saying?

BOB: I've been thinking of having one put in myself.

JACK: On it's yours - go ahead. >

BB

DON: That's what I've been <sup>trying to</sup> telling you, Bob..A pool twenty by forty requires about forty thousand gallons of water.

BOB: Oh, I don't have to worry about that, I'm filling my pool with Campbell's Soup.

JACK: What?

BOB: You haven't lived till you've jack-knifed into <sup>a whole pool of</sup> twelve feet of Chicken Gumbo.

JACK: Gee, if a guy goes down for the third time, he can get fat...  
~~Anyway Bob, you'll also have to buy a filtering system, a heater, cabana, and a barbed wire fence.~~

BOB: What do I need to put up a fence for?

JACK: If you don't, people will sneak in the pool for nothing...  
~~You've got to watch them.~~

BOB: But Jack, I'm just putting this pool in for my family...  
~~Although come to think of it, my wife has a little money and can afford it..and the kids all get allowances so they won't mind paying a little each time they go swimming.~~

MARY: (SHOCKED) Bob...Bob...you'd charge your own family?

BOB: How do you like that..I've only worked for Jack two months  
~~and some of it rubbed off on me already.~~

JACK: ~~Hmm..~~..Look fellows..Before I forget...I want you all to behave yourself tonight because Louella Parsons is coming here to dinner. She's going to interview me.

DON: I thought she gave you an interview a couple of weeks ago.

BB

ATX01 0183042

JACK: She did...And that's what I want to talk to you about..She did a big interview on me for a fan magazine and I didn't get a chance to read it...So if she mentions it, please change the subject.

DON: Okay.

JACK: In fact, a good idea would be not to talk about me at all..

*just - you know*  
get some other subject...Let's talk about politics...

Everybody's talking about politics now.

DENNIS: Politics?

JACK: Yes..for instance Adlai Stevenson *Adlai Stevenson* just visited Los Angeles.

..And *well* Eisenhower had a birthday party down in Texas *you know* We can talk about that.

BOB: By the way, how old is General Eisenhower?

JACK: Sixty-two.

BOB: Sixty-two, eh?

MARY: And Senator Nixon is Thirty-nine.

DON: That's right.

DENNIS: Gee, Mr. Benny, what a coincidence.

JACK: Yeah.

DENNIS: You and Eisenhower are the same age.

JACK: We are not....Now look, everybody..please remember that any time Louella brings up that fan magazine article she wrote about me, change the subject.

MARY: *oh* Jack, stop worrying..~~we will...We all know that--~~

(SOUND: DOOR BUZZER)

JACK: ~~Whoops!..That's her now.~~

LW

MARY: Now don't forget, Jack..Tell her how wonderful and slim she looks.

JACK: Yeah, I will, I will.

(SOUND: DOOR BUZZER)

JACK: COMING, COMING.

(SOUND: RUNNING FOOTSTEPS, THEN STUMBLES AND FALLS DOWN  
WITH LOUD CRASH)

JACK: Oh darn it, Rochester had to leave that footstool in the middle of the hall.

MARY: Well get up..and the loop goes in back.

JACK: All right, all right.

(SOUND: DOOR BUZZER)

JACK: JUST A MINUTE.

(SOUND: FEW FOOTSTEPS...DOOR OPENS)

JACK: (SWEETLY) Welcome to my humble...Oh, hello.

SARA: Hello, Mr. Benny, do you remember us?

JACK: (PUZZLED) Huh?

MEL: We were sitting on that sight-seeing bus with you.

JACK: Oh yes...yes...you're the honeymoon couple. What can I do for you?

SARA: Well...we saw the sign in front of your house.

JACK: Sign?

MEL: Yeah, we want to rent a room.

JACK: Well --

GWEN: What are the rates?

JM



SARA: Quiet, Mama.

JACK: I'm sorry, folks, but that sign should have been taken down  
...It was put up this summer when I was away.

MEL: Oh...well then, we better go somewhere else....Come on,  
Poopsy.

SARA: Goodbye, Mr. Benny.

JACK: Goodbye.

(SOUND: DOOR CLOSSES...COUPLE OF FOOTSTEPS)

DON: Where's Louella, Jack?

~~JACK: That wasn't her...it was...well...wrong house.~~ Now Dennis,  
don't forget, when Louella gets here, I want you to sing  
that song.

DENNIS: Okay.

BOB: Say Jack, the Sportsmen Quartet and I have been rehearsing  
a song we were going to do on the show. Would you like us  
to entertain Louella, too?

JACK: ~~Yes,~~ <sup>kinda</sup> that would be nice. What number did you prepare? <sup>5-6?</sup>

BOB: ~~We'll~~ <sup>can</sup> We'll let you hear it now. Come on, <sup>guys</sup> fellows, let's sing it  
for him.

(

(

JM

(INTRO)

BOB: I FELL IN LOVE WITH YOU  
FIRST TIME I LOOKED INTO  
THEM THERE EYES.  
YOU'VE GOT A CERTAIN  
CUTE WAY OF FLIRTIN'  
WITH THEM THERE EYES.  
THEY MAKE ME FEEL HAPPY  
THEY MAKE ME BLUE  
NO STALLIN', I'M FALLIN'  
GOING IN A BIG WAY FOR SWEET LITTLE YOU.  
MY HEART IS JUMPIN'  
YOU SURE STARTED SOMETHIN'  
WITH THEM THERE EYES  
YOU BETTER WATCH THEM IF YOU'RE WISE.  
THEY SPARKLE, THEY BUBBLE  
THEY'RE GONNA GET YOU  
IN A WHOLE LOT OF TROUBLE  
YOU'RE OVERWORKIN' THEM  
THERE'S DANGER LURKIN' IN  
THEM THERE EYES.

BB

QUART: WE FELL IN LOVE WITH YOU  
FIRST PUFF WE EVER DREW  
LUCKY STRIKE,  
YOU ARE THE PERFECT BLEND  
THAT'S WHY WE RECOMMEND  
LUCKY STRIKE,  
NOVEMBER, DECEMBER, THE WHOLE YEAR THROUGH  
THERE'S NOTHIN' BEATS PUFFIN'  
PUFFIN' ON A LUCKY, NO OTHER WILL DO

BOB: I KNOW A THING ABOUT  
SO I CAN SING ABOUT  
LUCKY STRIKE,  
THEY HAVE A TASTE THAT YOU WILL LIKE

QUART: MMMMM GOOD

BOB: ALL OTHER FORSWEAR 'EM  
YOU'LL KNOW THE REASON  
IF YOU TEAR AND COMPARE 'EM

QUART: THE FINEST CIGARETTE  
YOU'RE EVER GONNA GET  
LUCKY LUCKY STRIKE

(APPLAUSE)

(THIRD ROUTINE)

JACK: That was wonderful, Bob ~~...~~ I'm glad you and the boys thought of it. And Louella will love it.

(SOUND: DOOR BUZZER)

JACK: ~~Oh-oh. That must be her now ... Now remember fellows, I want everything to be perfect ... if she mentions the fan magazine article she wrote about me ... Change the subject.~~

DENNIS: ~~I'll tell her that you're the same age as Eisenhower.~~

JACK: ~~You will not ... Now remember kids.~~

(SOUND: DOOR BUZZER) JACK: Coming, coming  
(SOUND: Running footsteps, then stumbles and falls down with a loud crash)

> JACK: I'm coming, coming!

MARY: Jack, don't forget to tell her that's she's much thinner than you thought she was.

JACK: I'll tell her, I'll tell her.

(SOUND: COUPLE OF FAST FOOTSTEPS .. DOOR OPENS)

JACK: WELL, LOUELLA PARSONS, WHAT A SURPRISE.

LOUELLA: HELLO, JACK.

(APPLAUSE)

JACK: ~~Well~~ Come in, Louella.

LOUELLA: I would have been here sooner, but the bus went to Santa Monica first.

JACK: Huh? .. Oh yes, yes .. (ASIDE) Say Louella, don't put this in your column, but when you passed Barbara Stanwyck's house, did you notice those curtains?

JACK: Oh darn it ... Rochester had to leave that footstool in the middle of the hall

MARY: Well, get up - and the loop goes in the back.

SOUND: Door Byzzzer. >

DH

ATX01 0183048

LOUELLA: Oh yes, I have the same kind in my house.

JACK: WELL AREN'T THEY LOVE-LY? ... Come on in Louella, I want you to meet my gang.

(SOUND: DOOR CLOSES .. FEW FOOTSTEPS)

JACK: Right this way, they're in the other room.

(SOUND: STUMBLE AND TERRIFIC CRASH)

JACK: Oh darn that footstool.

LOUELLA: Well, don't stand there, pick me up.

JACK: Oh yes, yes, I'm sorry, Louella .. HEY FELLOWS, I GOT A SURPRISE FOR YOU ... LOUELLA PARSONS.

LOUELLA: HELLO, EVERYBODY.

GANG: (AD LIB GREETINGS)

JACK: Yup, she's here for an interview.

MARY: How are you, Louella? ... I haven't seen you for a long time.

LOUELLA: I'm <sup>just</sup> fine, Mary, just fine.

MARY: Well, you look wonderful ... doesn't she, Jack?

JACK: Huh?

MARY: Doesn't she look wonderful, Jack? ... Huh?

JACK: Yes, yes .. You know Louella, you're not nearly as fat as I thought you were.

MARY: JACK!

JACK: I mean, I mean *Louella* ... you really look very slender.

DENNIS: That's because she's standing next to Don Wilson.

JACK: Dennis, behave yourself... Louella, you know *you know* everybody here don't you?

DH

ATX01 0183049

LOUELLA: *'cause I do* Oh yes. ~~A~~. By the way, Bob...you're new on Jack's show, aren't you?

BOB: That's right, Louella...this is my first season.

LOUELLA: ~~Well,~~ *Yes* how do you like working for Jack?

BOB: Oh, it's wonderful...we're such a happy gang...at rehearsals we laugh...during the show we laugh...when we get our checks we laugh..

JACK: Yes, yes.

MARY: When we try to cash them, we get hysterical.

JACK: Mary, please....By the way, Louella, when is this interview - *when is the interview* you're giving me going to appear in print?

LOUELLA: Next week, but first I'm going to tell all about it on my Luster Creme Shampoo radio program, Tuesday night on the CBS *radio* Network.

JACK: Oh, then you can do me a big favor. Would you mention that next Sunday, November Second, I'm going to do another television show. Dinah Shore is going to be my guest star and we're going to do Buck Benny Rides Again.

LOUELLA: *You know Jack anything I can do for you.* I'll be glad to mention it.

JACK: Thank you...Now, is there anything else you want to know, Louella?

LOUELLA: Yes, when do we eat?

JACK: Oh, I'm sorry...I almost forgot about dinner.

DON: I didn't.

JM

JACK: I know, I know.

ROCH: DINNER IS SERVED.

JACK: Come on, everybody, let's go in the dining room.

(SOUND: FOOTSTEPS, CHAIRS PULLED OUT...

RATTLE OF DISHES AND SILVER) *Every body, we're going to eat.*

JACK: *Now* Sit right here, Louella...Let me fill up your plate...

some roast beef...some green peas...and some mashed potatoes.

LOUELLA: *ew* Thank you, I just love mashed potatoes...By the way, Jack, how did you like the magazine article I wrote about you a few weeks ago?...Did you like where I --

JACK: Here Louella, have some more mashed potatoes...They're delicious.

LOUELLA: Thank you, Jack...Did you read the --

MARY: Here, Louella, have some more mashed potatoes.

LOUELLA: *you* Thanks *you* Mary...now as I was saying, I wrote a magazine article about Jack which appeared in the mashed potatoes -- I mean fan magazine.

JACK: Mashed potatoes? *ew* Sure Louella...have all you want.

LOUELLA: Now Jack...the main purpose of tonight's interview is to get your reactions to television.

JM

ATX01 0183051

JACK: *My reaction to*  
Television?

LOUELLA: Yes, Television is more difficult for the actor than  
radio, *now* isn't it, Jack?

JACK: *oh* That's right, Louella....television is very demanding...

*you see* An actor has to rehearse for hours....then he has to shave  
as close *as* possible....then the make-up department *you don't* spends  
an hour putting a base on him....then the first layer of *know what they have to go through with make-up*  
make-up....then the second layer of make-up....then they  
tweeze your eyebrows and rouge your lips.

LOUELLA: All that just to be squirted in the face with a seltzer  
bottle?

JACK: *oh* Yes, it's murder. *you know.*

LOUELLA: Well, I'll make notes of this for my new article....By the  
way, Jack, getting back to the other article I did about  
you....did you read --

DON: HERE, LOUELLA, HAVE SOME MORE MASHED POTATOES.

(SOUND: LITTLE RATTLE OF DISHES)

JACK: That was very thoughtful of you Don, wasn't it, Louella?...  
Louella.... LOUELLA, WHERE ARE YOU?

LOUELLA: RIGHT OVER HERE BEHIND THESE MASHED POTATOES.

JACK: Oh....Well, dig a hole in the middle so I can see you....  
There, that's better....Now, Louella, rather than just  
having you ask me a lot of questions, I'll give you a brief  
story of my life.

LOUELLA: All right, Jack, go *right* ahead.

TC

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JACK: I was born in Waukegan, Illinois....After graduating grammar school, I took an interest in music....Later I went to Chicago where I studied the violin under Hugo Cortchak at the Chicago Conservatory of Music....After four years of intensive study, my professor took a personal interest in me and arranged for my first appearance at ----

DENNIS: EHHH, SHUT UP!

JACK: DENNIS! *er.* From that time on *Louella* my career grew by leaps and bounds....

(MUSIC STARTS SOFT)

JACK: In 1934, I was lured to Hollywood and pictures where I made Broadway Melody, *Hollywood* Hollywood Review, and To Be Or Not To Be.

LOUELLA: And, Jack, didn't you make a picture called "Man About Town"?

JACK: Yes, Louella,...then I made George Washington Slept Here, Lost Horizon, Gone With The Wind, A World In His Arms, The Snows of Kilimanjaro, Francis Goes To Anaheim, Azusa, and Cucamonga..The Thief..Ivanhoe....

(MUSIC AND APPLAUSE IN HERE)

JACK: ....The Great Caruso, Sudden Fear, Somebody Loves Me, and Samsom And Delilah.

(MUSIC UP AND APPLAUSE)

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JACK: Ladies and gentlemen, tomorrow, October 27th, is Navy Day.  
So let's join the Navy League of the United States in  
paying grateful tribute to the heroes of the Navy, both  
living and dead...Thank you.

(APPLAUSE)

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

TC

ATX01 0183054

THE JACK BENNY PROGRAM  
SUNDAY, OCTOBER 26, 1952 (TRANSCRIBED OCTOBER 23, 1952)  
CLOSING COMMERCIAL

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

COLLINS: Luckies taste better!

CHORUS CHEER: Lucky Strike means fine tobacco ...

Lucky Strike means fine tobacco ...

Cleaner, fresher, smoother!

Lucky, Lucky, Lucky!

Lucky Strike means fine tobacco ...

Lucky Strike means fine tobacco ...

Cleaner, fresher, smoother!

Better get a carton!

Better get a carton!

Better get a carton, today!

DON: You may not cheer right out loud like that when you first try Luckies. You may only whisper, "A-H-H-H ... Luckies do taste better!" And I'd like to tell you why. Luckies' better taste begins with fine, mild, good-tasting tobacco. LS/MFT -- Lucky Strike means fine tobacco. Then, too, Luckies are made better ... round, firm, fully packed ... to taste cleaner, fresher, smoother. No wonder so many college students are cheering about Luckies' better taste. You see, a recent nation-wide survey based on actual student interviews in 80 leading colleges reveals that more smokers in these colleges prefer Luckies than any other cigarette ... and by a wide margin!

GM

(MORE)

ATX01 0183055

THE JACK BENNY PROGRAM  
SUNDAY, OCTOBER 26, 1952 (TRANSCRIBED OCTOBER 23, 1952)  
CLOSING COMMERCIAL (CONT'D)

DON:  
(Cont.)

In addition, Luckies gained far more smokers than  
the nation's two other principal brands combined.  
And the number one reason the students gave for  
smoking Luckies was -- better taste. So enjoy  
Luckies' better taste yourself ... get a cleaner,  
fresher, smoother smoke. Yes, be happy -- go Lucky  
... make your next carton ... Lucky Strike!

SPORTSMEN  
QUARTER:

Be Happy -- Go Lucky  
Go Lucky Strike today! (LONG CLOSING)

GM

ATX01 0183056

(TAG)

JACK: Ladies and gentlemen, I want to thank Louella Parsons for appearing on my program tonight .. And next Sunday I'll be doing my second television show of the season, which will go on immediately after my radio show. I hope you'll all be listening and looking. Goodnight, everybody.

(APPLAUSE & MUSIC)

DON: The Jack Benny Program is written by Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry, and is produced and transcribed by Hilliard Marks.

The Jack Benny Program is brought to you by Lucky Strike, product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

ANNCR: Stay tuned in for the Amos 'n' Andy Show, which follows immediately....

~~This is~~ *over* the CBS RADIO NETWORK.

TO

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