

*Re Broadcast*

PROGRAM #13  
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, DECEMBER 7, 1952

CBS

4:00 - 4:30 PM EST

(TRANSCRIBED DEC. 4, 1952)

VR

ATX01 0183199

THE JACK BENNY PROGRAM  
SUNDAY, DECEMBER 7, 1952 (TRANSCRIBED DECEMBER 4, 1952)  
OPENING COMMERCIAL

DON: THE JACK BENNY PROGRAM ... transcribed and presented by  
LUCKY STRIKE! Nothing ... no, nothing - beats better  
taste!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

DON: Remember that, friends .. for real smoking enjoyment,  
nothing ... no, nothing beats better taste. And Luckies  
taste better..., cleaner, fresher, smoother. I'd like to  
explain just why that is. So let's start where Luckies do ..  
... with good-tasting tobacco. You just have to have  
Luckies' fine, light, naturally mild tobacco to begin with,  
or you'll never wind up with Luckies' better taste! And  
friends, remember this: Luckies are made better to taste  
better - to taste cleaner, fresher and smoother. That's  
the secret of real smoking enjoyment - Luckies' fine  
tobacco in a cigarette that's made better to taste better --  
to give you a cleaner, fresher, smoother tasting smoke.  
So, Be Happy - Go Lucky, and get the better taste you're  
entitled to. When you stop at a cigarette counter, stop  
and consider this: Nothing ... no, nothing beats better  
taste!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

(MORE)

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THE JACK BENNY PROGRAM  
SUNDAY, DECEMBER 7, 1952 (TRANSCRIBED DECEMBER 4, 1952)  
OPENING COMMERCIAL CONT'D

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike means fine tobacco -

Richer-tasting fine tobacco

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

MUSIC: (PROGRAM THEME UP AND DOWN)

DON: The Lucky Strike program starring....

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(FIRST ROUTINE)

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(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: THE LUCKY STRIKE PROGRAM, STARRING JACK BENNY...WITH MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSBY, THE SPORTSMEN QUARTET, 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. AND EVEN THOUGH THIS IS ONLY THE FIRST WEEK IN DECEMBER...JACK IS PREPARING TO MAIL HIS CHRISTMAS CARDS EARLY.

JACK: Now, let me see, Rochester, who else do I want to send a Christmas Card to?...Oh yes, put down Joan Crawford... Barbara Stanwyck...

ROCH: A LITTLE SLOWER, BOSS, I CAN'T WRITE THAT FAST.

JACK: Oh, <sup>oh</sup> I'm sorry.

(SOUND: PEN SCRATCHING)

ROCH: JOAN ... CRAW ... FORD.

JACK: Barbara Stanwyck.

(SOUND: PEN SCRATCHING)

ROCH: BAR...BARA.....STAN...WYCK.

JACK: Jascha Heifetz.

ROCH: JASH...A....BOSS, DO YOU SEND A CHRISTMAS CARD TO JASCHA HEIFETZ?

JACK: Well, certainly. After all, we have a lot in common <sup>you know</sup> As a matter of fact, last year Mr. Heifetz sent me a string off the violin he used when he gave a concert in Carnegie Hall.

ROCH: OH YES, I REMEMBER.

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JACK: By the way, Rochester, what did I do with that string?  
ROCH: YOU PUT IT IN YOUR PAJAMAS.  
JACK: Oh yes. Tonight, remind me to put some rosin on it, the knot slips....Now let's---Wait a minute, if the violin string is in my pajamas...where's the pajama string?  
ROCH: ON YOUR VIOLIN.  
JACK: Oh yes. Now let's get on with this list.  
~~ROCH: OKAY, BOSS, WHO ELSE DO YOU WANT TO SEND CHRISTMAS CARDS TO?~~  
~~JACK: Let me see...er...Jimmy Stewart....~~  
~~ROCH: JIM...MY .... STEW...ART.~~  
~~JACK: Ethel Barrymore.~~  
~~ROCH: ETH...EL .... BARRY...MORE.~~  
~~JACK: California Bank.~~  
~~ROCH: CAL...I....BOSS, YOU'RE GONNA SEND A CHRISTMAS CARD TO THE CALIFORNIA BANK?~~  
~~JACK: Yes, Rochester, they sent me the nicest calendar.~~  
~~ROCH: CAL...I....FORN...IA .... BANK.~~  
~~JACK: Marilyn Monroe ... Gee, I didn't realize I had so many friends. Now let's see ... who else...Oh...Charlie Bagby...~~  
~~ROCH: UH HUH.~~  
~~JACK: Frank Remley.~~  
~~ROCH: FRANK REM...LEY.~~  
~~JACK: King Farouk.~~  
~~ROCH: KING FAROUK?~~  
JACK: I met him at the casino in Monte Carlo. We were playing roulette. Imagine, Rochester, he put three hundred and sixty thousand dollars on the red...I put a dollar on the black.

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ROCH: ~~ONE, THREE HUNDRED AND SIXTY THOUSAND DOLLARS ON ONE TURN~~  
~~OF THE WHEEL.~~

JACK: ~~Yeah...he was almost as nervous as I was.~~

ROCH: ~~BOSS, LET'S GET BACK TO THE CHRISTMAS CARDS.~~

JACK: Yes yes...Let me see...Oh, there's one Christmas card I must  
send out...to General Eisenhower.

ROCH: DO YOU KNOW HIS ADDRESS?

JACK: ~~Er...no...er...~~Oh, I know...I'll address the envelope this  
way...General Dwight D. Eisenhower...Washington, D.C...  
Care of Harry Truman -- Please hold....I'll send one to  
President Truman, too...Mark that one "Please Forward"....  
Now let's see...who else should I ---

(SOUND: DOOR BUZZER)

JACK: Rochester, was that the front door buzzer?

ROCH: YES SIR.

(SOUND: LONG PAUSE...DOOR BUZZER)

ROCH: THERE IT GOES AGAIN.

JACK: Well, go answer it!

ROCH: OH OH OH, THAT'S RIGHT, YOU MADE THE BEDS THIS MORNING.

JACK: Yes yes, I did. *He's your turn* Now answer the door, *now*

ROCH: YES SIR.

(SOUND: DOOR BUZZER)

ROCH: COMING!

(SOUND: FOOTSTEPS ... DOOR OPENS)

ROCH: OH HELLO, MISS LIVINGSTONE...HELLO, MR. CROSBY..

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MARY & BOB: Hello, Rochester.

(SOUND: DOOR CLOSES)

MARY: Is Mr. Benny in?

ROCH: OH YES. HE'S IN THE DEN...HE'S BEEN WORKING ALL DAY  
ADDRESSING CHRISTMAS CARDS.

BOB: Sold that many, eh?

ROCH: OH, THESE ARE HIS PERSONAL CARDS....THE ONES HE'S SENDING  
TO HIS FRIENDS.

MARY: Am I on the list?

ROCH: OH YES, MISS LIVINGSTONE...AND NEXT TO YOUR NAME IS A  
NOTATION...WRISTWATCH.

MARY: Hmm, a wristwatch, huh?

ROCH: AND NEXT TO MR. CROSBY'S NAME IS "GOLD CUFF LINKS".

BOB: (EXCITEDLY) Hey, Mary, isn't that wonderful...a wristwatch  
next to your name and gold cuff links next to mine.

MARY: Bob, don't get excited. Jack is just trying to guess what  
he's gonna get from us.

BOB: ~~What?~~

MARY: ~~That's why he took us all to the movies last night.~~

BOB: Well, that <sup>blue</sup> blue-eyed fox!

MARY: Come on, Bob, let's go into the den.

BOB: Okay.

(SOUND: FEW FOOTSTEPS ... DOOR OPENS)

MARY: Hello, Jack.

JACK: Huh?....Oh hello, Mary.

BOB: ~~Hi~~ Hello, Jack.

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JACK: Hello, cuff links...I mean...Hello Bob.

BOB: What are you doing?

JACK: ~~I'm addressing some Christmas cards. I can finish them later. Say, Mary, how come you and Bob came over together?~~

MARY: ~~Oh, I was just out for a walk and Bob happened to drive by.~~

JACK: ~~Oh...~~

MARY: ~~Say, Bob, I meant to ask you -- did you really know it was me when you whistled?~~

BOB: ~~Certainly, Mary...You don't think I'd...wait a minute, did you know it was me when you smiled?~~

MARY: ~~Well, certainly, Bob.~~

BOB: ~~Then how come you got into the wrong car first?~~

MARY: ~~(LAUGHINGLY) I didn't know which one whistled.~~

JACK: ~~All right, all right, let's change the subject...Mary, do you think I oughta send a card to--~~

(SOUND: DOOR BUZZER)

JACK: Mary, do you think I oughta send a card to --

(SOUND: DOOR BUZZER)

MARY: Jack, that's the door buzzer.

JACK: So what? I made the beds this morning...ROCHESTER!

ROCH: OH YES .. COME IN.

JACK: Well, I could have done that.

(SOUND: DOOR OPENS AND CLOSSES)

DENNIS: (OFF) HEY, WHERE IS EVERYBODY?

JACK: In here, Dennis, in the den.

DENNIS: Oh.

(SOUND: FEW FOOTSTEPS)

VR



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

MARY: Hello, Dennis.

BOB: H'ya, kid.

JACK: Hello, Dennis.

DENNIS: ~~Mr.~~ Benny, I have a big surprise for you.

JACK: Surprise?

DENNIS: Yeah, I don't know whether you know it or not, Mr. Benny,  
but I'm a member of the Elks Club.

JACK: ~~did~~ I know that. *yes*

DENNIS: And every year we give an award to the one whom we select  
as the outstanding personality on radio and television!

JACK: Well!

DENNIS: And since I was the one who nominated you and campaigned for  
you, I felt I should be the one to come over here and tell  
you.

JACK: Certainly.

DENNIS: You lost.

JACK: I...I lost?

DENNIS: Believe me, Mr. Benny, the way it turned out, you don't have  
to feel bad.

JACK: I don't?

DENNIS: No. You didn't even come close.

JACK: Hmmm.

DENNIS: But you got one vote.

JACK: Well, thanks anyway, kid.

DENNIS: Don't thank me, I voted for Chef Milani.

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(SECOND ROUTINE)

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JACK: That was very good, and it will be fine on the program, kid.

DENNIS: Don't call me kid.

JACK: What?

DENNIS: I've been with you twelve years and you keep calling me "kid"

JACK: Well, what do you want me to call you?

DENNIS: Mr. Day.

JACK: You want me to call you Mr. Day?

DENNIS: Yeah...that's what my mother calls my father.

JACK: *Well* That's ridiculous...Why would your mother call your father  
Mister?

DENNIS: Since I was born they haven't been such good friends.

JACK: *Well* That I can understand ... Sometimes I think --

(SOUND: DOOR BUZZER)

JACK: COME IN.

(SOUND: DOOR OPENS)

JACK: Oh, *hello* Don.

DON: Hi kids.

GANG: (AD LIB HELLOS TO DON)

BOB: Say Don, where were you last night?

DON: Why?...What do you mean?

DENNIS: You should have been with us. *Well* Jack took us all to the  
movies...We went to the Pantages to see "The Happy Time".

JACK: That's right, Don, I treated the gang to dinner and  
everything.

DON: Dinner too? Gosh, where'd you eat?

DENNIS: In the theatre, he bought us popcorn.

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JACK: Oh stop...I suppose you think they give you those candy bars.

DON: Did you like The Happy Time?

BOB: ~~Yeah, it sure is a funny picture.~~

JACK: Uh huh....In fact, I liked it so much, I think we may do a sketch about it on our program.

DON: Well, <sup>Jack</sup> do you think our cast will fit the characters in the picture?

JACK: Oh they'd be marvelous, Don...You see the leading role in The Happy Time is played by Charles Boyer.

MARY: <sup>oh</sup> Yes, and he was <sup>just</sup> wonderful.

JACK: That's right...You see, Don, in this picture Charles Boyer is the father of a family...He's in show business and plays the violin...Come to think of it, <sup>I</sup> I probably would have fit the part much better than he did...Hmmm, I wonder why they didn't call me when they were casting the picture.

BOB: Maybe they didn't know you were available, Jack.

MARY: He's been available since "The Horn Blows At Midnight".

JACK: I've had offers since then, Sister.. As a matter of fact, I played a small but very important part in a picture called "Somebody Loves Me".. the life story of Blossom Seeley and Benny Fields.

DENNIS: <sup>I</sup> I saw that picture, Mr. Benny.. you appeared as yourself, didn't you?

JACK: Yes, Dennis, I played the part of Jack Benny.

DENNIS: I thought it was <sup>lousy</sup> bad casting. \*

JACK: Dennis, one more crack like that and I'm going to join the Elks... Now what were we talking about?

\* Jack: <sup>NR</sup> In here, it's bad. I don't know why he put <sup>him</sup> ~~him~~ in there. He put in anything he wants. He's not working for me, he's working for him.

DON: The Happy Time. You said you wanted to do it on radio.  
JACK: Oh yes.. Now Don, Boyer's wife in the picture could be Mary  
...and they had a twelve year old son who was very much like  
Dennis.

DENNIS: I'm older than that.

JACK: Physically, yes. ~~Now~~ Don, there were all sorts of wonderful  
characters in The Happy Time, including Uncle Louis....an  
eccentric who always goes around drinking from a water cooler  
filled with wine...Bob, do you think you could play that  
part?

BOB: Well, I don't know, Jack...You see, I don't drink.

JACK: But Bob, this is only wine.

BOB: *yeah, but* You can get stinkin' on that stuff, too.

JACK: I guess so. *don't forget he's a Frenchman. He's playing*  
over-act. *Frenchman*

DON: The characters sound fine...but what about the story...would  
that be appropriate for a sketch?

MARY: The story would be perfect, Don...You see...The Happy Time  
takes place in the year 1924 in Ottawa, Canada...The scene  
is the home of Jacques Bonnard and his family...The story  
opens up one day with Jacques practicing his violin.

(JACK PLAYS SEVERAL BARS OF VALENTINA)

MARY: (CALLS)(FRENCH) Oh Jacques....Jacques. *Jacques*

JACK: (A LA BOYER) What is eet, Marie?

MARY: *you* Your violeen, why are you practicing eet...I thought you woke  
up with zee headache.

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JACK: That is right, mon cherie...but the headache is all gone.

I feel betteh-eh-eh-eh-eh-eh.

MARY: Good...what did you take for eet?

JACK: (A LA BOYER) An Alka Seltzeh-eh-eh-eh-eh-eh.

MARY: Listen to him feezz.

JACK: (RESUMES PRACTICING)

MARY: Jacques, <sup>Jacques</sup> please stop practicing...eet ees driving me crazy.

JACK: But darling...if I do not practice, I will not be able to complete the symphony I am working on...I am going to call it...Kahn Voo Deetay Je Swees Afflesheh, Dan Je Reviendray Ah Twah.

MARY: What a lovely title, "When You Say I Beg Your Pardon, Then I To You Will Come Back."

JACK: Yes.

(GOES BACK TO PLAYING...HITS CLINKER...PLAYS SOME MORE...HITS ANOTHER CLINKER) Hmm...What is wrong with this violin?

MARY: Your pajama string she eez out of tune.

JACK: Oh-yes...By the way, Marie, where is grand-papa?

MARY: Your papa he ees sleeping late...he was out all night again.

JACK: Oh.

~~MARY: And Jacques, I have been meaning to talk to you about your papa. Zee way he stays out all night dancing and running around with zee women.~~

~~JACK: Yes, you are right about Papa...every night the same thing.~~

~~MARY: Do you not think for an old man such behavior is disgraceful?~~

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JACK: ~~Not disgraceful - phenomenal!...~~ Anyway, Marie, he does not mean any---

(SOUND: DOOR OPENS)

JACK: Ah, here he is now...Good morning, Papa...You were out late again last night, were you not?

MEL: (OLD FRENCHMAN) Oui oui.

JACK: You were <sup>out</sup> with a girl?

MEL: Oui oui.

JACK: Was she pretty?

MEL: Oui oui.

JACK: What was her name?

MEL: Fifi.

JACK: Fifi?

MEL: Oui oui.

JACK: Well Papa, I think tonight for once you do not go out...you go to sleep early.

MEL: But no, I must go out tonight...my girlfriend is giving me a birthday party.

JACK: Oh, that is right...this is your birthday...how old are you, Papa?

MEL: Thirty-nine.

JACK: Oh yes.

MARY: Wait a minute, Jacques...how old are you?

JACK: Thirty nine.

MARY: Jacques...how can you and your papa both be thirty-nine?

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JACK: You are right, Marie..It is ridiculous for Papa to say he is thirty-nine. I will talk to him.. Papa...deetay mwah pourquah news sum seeaycle maym?

MEL: Mon fils, j'arrive la' premier et il est le mien.

JACK: Oh.

MARY: What did papa say?

JACK: He says he got there first and it is his.

MEL: Well, au revoir...I have to be going.

JACK: Goodbye, Papa...don't stay out too late.

(SOUND: DOOR CLOSES)

JACK: (STARTS PLAYING VALENTINE AGAIN)

MARY: Jacques, ~~why~~ <sup>Jacques</sup> do you keep practicing that same song?

JACK: It is a new number we are going to do <sup>at</sup> the theatre.

MARY: A solo?

JACK: Not exactly...you see, I start on the violin and then a quartet joins in and--- Well, Marie, it will sound something like this.....

QUART: ON SE RAPELL

TOU-JOURS SA PREMIER

MAÎ TRESS-SE

J'AI GARDE D' LA MIENNE UN SOUV'NIR

PLEIN D'I VRESSE

UN JOUR QU'IL A VAIT PLU

TOU DEUX ON SÉ TAIT PLUS

EN SUITE ON SE PLUT DE PLUS EN PLUS

ELLE AVAIT

(MORE)

VR

QUART: DE TOUT PETITS TE'-TONS  
(CONT'D) VALENTINE VALENTINE  
ELLE AVAIT  
DE TOUT PETITS TE' TONS  
QUE JE TÂ TAIS À TÂ TONS  
TON TON TONTAINE  
ELLE AVAIT  
UN TOUT PETIT MENTE  
SMOKE A LUCKY  
SMOKE A LUCKY  
OUTRE SE PETITS PEONS SE PETITS  
TE TONS SON P'TIL MENTON  
ELLE E' TAIT  
TRES SEE COMME UN MONTON  
L S M, YES, L S M F T  
SMOKE A LUCKY  
SMOKE A LUCKY  
OUI OUI OUI, ZEE LUCKY EES FOR ME  
TRES BIEN JE SUTS PARIEE  
BE HAPPY AND GO LUCKY STRIKE  
IT HAS ZEE BETTER TASTE  
VALENTINE, VALENTINE  
FOR ZEE CLEANER, FRESHER, SMOOTHER SMOKE  
THAT'S HAVING NO LOOSE ENDS  
NO ROUGH PUFF  
CHERSEZ LA FEMME VINCENNES  
IN PAREE IT'S L S M F T

(APPLAUSE)



(THIRD ROUTINE)

JACK: Did you like it, Marie?

MARY: That was beautiful, Jacques.

(SOUND: DOOR OPENS)

JACK: Ah, here is Uncle Louis.

BOB: *Hello* (IRISH) Hello, Jacques...Marie...(SIGHS) Oh, what a day...  
where can I put my cooler of wine?

JACK: He used to speak French good but he spent Christmas in  
*Just 3 weeks now, we got here*  
Killarney...Louie, ~~put your cooler of wine on the table.~~

MARY: ~~Ah Louis.. why must you drink wine so early in zee day?~~

BOB: ~~I will tell you why....Do you know what wine is made of?~~

MARY: ~~Grapes.~~

BOB: ~~That is right, and everyone should have a little fruit in  
the morning.~~

JACK: Louis, I am curious...for years I have seen you carry that  
cooler around...Tell me, what kind of wine do you keep in it?

BOB: Mahnay.

JACK: Mahnay Bordeaux?

BOB: No, Mahnay-shevitz. *sheninity*

JACK: *sheninity* Mahnay-shevitz? *sheninity?*

BOB: Oui oui.

JACK: Louis, why do you not try to change...Why do you associate  
with people like...like that guitar player?

BOB: You mean Francois Rem-lee?

JACK: *That Francois Remlee*  
Yes...that fellow is one of the worst---

MARY: Wait a minute, Jacques...Francois Remlee ees not as bad as  
you think...Een fact, he ees quite zee gentleman...

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JACK: What do you mean, Mon Cherie?

MARY: Well, yesterday after zee rain, there was a big puddle of water on zee boulevard..and so that I would not get my feet wet, Monsieur Remlee let me step on his coat.

JACK: He did not let you, he just happened to be lying there... Tomorrow it could be Monsieur Bagbee. So do not think that he--

(SOUND: DOOR OPENS)

JACK: Ah, our son Denees is home <sup>is home</sup> from school.

DENNIS: (FRENCH) Hello mama, hello papa, hello Uncle Louie.

MARY: Hello, my son.

JACK: Hello, Denees. How did you do with your studies today, Denees?

DENNIS: Well....

MARY: Jacques you do not have to worry about how our son does een school...he ees...as the Americans say, pretty sharp.

JACK: Marie, mon cherie...it does not necessarily mean a boy is sharp because his head it come to a point...He is...as the Americans <sup>also</sup> say, a jerk.

DENNIS: Mercie boucoup, papa.

JACK: You are welcome.

DENNIS: Well, I am going into my room...I am making a handkerchief box for Mignonette.

BOB: Ho ho...the little boy is in love with the maid.

MARY: Denees een love with our maid...ees thees true?

DENNIS: Yes, mama.

VR

JACK: But son...you cannot be in love with zee maid...you are only twelve.

DENNIS: Mentally, yes.

MARY: Jacques...this ees serious....I theenk you should have a talk with zee maid.

JACK: Very well...where is Mignonette?

MARY: She ees een zee kitchen.

JACK: I weel go see her...Excuse me.

(SOUND: FOOTSTEPS)

JACK: Imagine my leetle boy Denees in love weeth the maid...Ah,  
~~I remember when I was twelve...sof I had been in love with~~  
~~our maid, my father would have broken my neck...He was so~~  
~~jealous...~~But I cannot blame Denees for being in love with  
Mignonette...She is not an ordinary maid...She used to be a  
dancer in the theater.

(SOUND: DOOR OPENS)

VEOLA: Oh, hello, Monsieur Bonnard.

JACK: Mignonette, put down those fans and get off the ironing  
board...I weesh to talk to you about my son, Denees.

VEOLA: Eest ees about time, Monsieur, you know he has zee puppy  
love crush on me.

JACK: ~~Well, I hope you have not taken him seriously...he is only~~  
~~a boy.~~

VEOLA: ~~I know, but between your son and your papa, they are driving~~  
~~me crazy.~~

JACK: ~~Oh...Well, there is no doubt my leetle boy is een love with~~  
~~you.~~

VR

VEOLA: I do not know why...I only kissed him once.

JACK: Wait a minute, Mignonette...if you kissed the boy, then you encouraged him.

VEOLA: (LAUGHING) Oh no, Monsieur...it was not a real kees...it was just a leetle one, like this. Here I will show you.

(VEOLA KISSES JACK...BUT GOOD AND LONG)

VEOLA: There, you see, it was not much.

JACK: No, <sup>it</sup> was nothing...help me down off the ironing board....  
Thank you...Mignonette, I do not know what <sup>to</sup> do about my son.

VEOLA: Monsieur Bonnard...your Dennees is growing up... you should have a talk with him and tell him the facts of life.

JACK: You are right, I shall go to his room and---

(SOUND: DOOR OPENS)

VEOLA: ~~There~~ There is no need to go...here he is now.

DENNIS: Hello, Mignonette...hello, Papa.

VEOLA: Dennees, your father weeshes to talk with you...I shall leave you two alone.

(SOUND: COUPLE FOOTSTEPS...DOOR CLOSSES)

JACK: Now Dennees, I weesh to have a talk with you...Mignonette told me that you kissed her.

DENNIS: That is right, papa----

JACK: Dennees, my boy, there are some things you should know about life.

DENNIS: Yes, Papa.

JACK: There comes a time in a father's life when he must have a man to man talk with his son.

VR

DENNIS: What is it, Papa?

JACK: I will explain...when I was a young man, I met your mama...  
I asked her to go out with me...I courted her...I got a job...  
she waited for me...I worked till I could afford a diamond  
ring...then I proposed to her...she accepted me...then we  
were married.

DENNIS: And then you got me.

JACK: Yes...it was hardly worth it.....But this is the way it is  
with love, son...even with the birds and <sup>the</sup> bees.

DENNIS: I think I understand, Papa.

JACK: Good. Now go outside and play.

DENNIS: Yes, papa.

(SOUND: DOOR OPENS AND CLOSES)

JACK: Well, I am glad that is over.. He is so young and  
impressionable, I am glad I was able to make him understand.  
He is a good boy.. and someday--

(SOUND: DOOR OPENS)

DENNIS: Papa, papa.

JACK: Dennis, my boy, what is the matter...your lips are all  
swollen.

DENNIS: You and your crazy bees.

JACK: That could only happen to my son Dennis.

(APPLAUSE AND PLAYOFF)

VR

ATK01 0183219

DON: Friends, last year, more than a quarter of a million homes were ravaged by fire ... thousands of Americans lost their lives! And most of these fires were caused by someone's carelessness. So, be extremely careful with fire. Replace all defective electrical wiring in your home ... don't smoke in bed ~~and~~ be sure that every match or cigarette is out. Remember, only you can prevent fires. *Thank you.*

(APPLAUSE)

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

VR

ATX01 0183220

THE JACK PENNY PROGRAM  
SUNDAY, DECEMBER 7, 1952 (TRANSCRIBED DECEMBER 4, 1952)  
CLOSING COMMERCIAL

DON: Jack will be back in just a moment, but first ...  
Nothing ... no, nothing beats better taste!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

DON: Yes, when it comes to your own enjoyment of a cigarette,  
nothing ... no, nothing beats better taste! And Luckies  
taste better ... cleaner, fresher, smoother!  
You can prove that yourself, when you smoke Luckies.  
Or, you can ask any lucky smoker. Or, take college  
students from coast to coast. A nation-wide survey  
in 80 leading colleges, based on actual student  
interviews, reveals that far more smokers in these  
colleges prefer Luckies than any other cigarette.  
And that's by a wide margin! What's more, Lucky Strike  
gained far more smokers in these colleges than the  
nation's two other principal brands combined!  
And the Number One reason the students gave for  
smoking Luckies was ... better taste!

ORCH: SNEAK IN "JINGLE BELLS", HOLD IN BACKGROUND

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THE JACK BENNY PROGRAM  
SUNDAY, DECEMBER 7, 1952 (TRANSCRIBED DECEMBER 4, 1952)  
CLOSING COMMERCIAL (CONT'D.)

DON: Yes, indeed ... and because Luckies do taste better,  
they'll make a wonderful gift for all the smokers  
on your Christmas list. Besides, you can now get  
Luckies in their bright and cheery new Christmas  
carton created by Raymond Loewy, the world-famous  
designer. You'll find it at any cigarette counter.  
So make it a Lucky Christmas ... give everyone a  
colorful Christmas carton of Lucky Strkie!

ORCH: (SEGUE TO SHORT VAMP)

SPORTSMEN: Be Happy -- Go Lucky

QUARTET: Be Happy -- Get Better Taste

Be Happy -- Go Lucky

For Christmas Gifts This Year!



(TAG)

JACK: Don, that will give you a rough idea of the picture "The Happy Time." But you oughta go see it...you'll enjoy it. There are a lot of characters that I didn't tell you --

(SOUND: PHONE RINGS)

JACK: Oh, the phone. I'll get it.

(SOUND: RECEIVER UP)

JACK: Hello...Yes, he's here...you want to talk to him?....What?...  
Yes...Yes...Yes, I'll give him the message....Goodbye.

(SOUND: RECEIVER DOWN)

JACK: Dennis --

DENNIS: Yes, Mr. *Benny. Papa.*

JACK: On the way to your Elk's meeting tonight, get some novocaine, a new member just joined...~~And don't be late, they're waiting for you.~~....Goodnight, folks.

(APPLAUSE AND MUSIC)

DON: The Jack Benny Program is written by Sam Perrin, Milt Josefsberg, George Balzer, John Takaberry and 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.