

*la Broadcast*

PROGRAM #20  
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, JANUARY 25, 1953      CBS      4:00 - 4:30 PM PST

(TRANSCRIBED JAN. 22, 1953)

ES

ATX01 0183392

-A-

THE JACK BENNY PROGRAM  
JANUARY 25, 1953 (TRANSCRIBED JANUARY 21, 1953)  
OPENING COMMERCIAL

DON: THE JACK BENNY PROGRAM...TRANSCRIBED AND PRESENTED BY

LUCKY STRIKE!

You know, friends ... nothing -- no, nothing - beats better  
taste! And remember...

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

Lucky Strike ... Lucky Strike!

DON: This is Don Wilson with an important word for you cigarette  
smokers. A great big word, spelled t-a-s-t-e ... the very  
basis of your smoking enjoyment. Yes, for real, deep-down  
smoking enjoyment, nothing - no, nothing - beats better  
taste. And Luckies taste better -- cleaner and fresher and  
smoother. The famous Lucky Strike taste begins with the  
fine, light, mild tobacco that goes into every single Lucky.  
You know, LS/MFT - Lucky Strike means fine tobacco. Yes,  
and the true rich taste of that fine tobacco comes through  
to you because Luckies are made better ... made round and  
firm and fully packed, to draw freely and smoke evenly. So  
friends, get the better taste that spells greater smoking  
enjoyment. Be happy -- go Lucky - Make your next carton  
Lucky Strike!

BE

ATX01 0183393

THE JACK BENNY PROGRAM  
SUNDAY, JANUARY 25, 1953 (TRANSCRIBED JANUARY 21, 1953)  
OPENING COMMERCIAL (CONT'D.)

-B-

COLLINS:        Luckies taste better!

CHORUS:        Cleaner, fresher, smoother!

                Lucky Strike ... Lucky Strike!

MUSIC:        (PROGRAM THEME UP AND DOWN)

DON:            The Lucky Strike program starring ....

(FIRST ROUTINE)

(AFTER COMMERCIAL)

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

(APPLAUSE..MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN.....IMMEDIATELY AFTER THIS RADIO PROGRAM, JACK BENNY WILL DO HIS REGULAR MONTHLY T.V. SHOW OVER THE C.B.S. TELEVISION NETWORK...BUT FIRST LET'S GO BACK TO LAST THURSDAY...IT IS LATE MORNING AT JACK'S HOME IN BEVERLY HILLS.

(SOUND: AFTER A FEW SECONDS OF SILENCE, WE HEAR THE PHONE RING...PAUSE...RINGS AGAIN..RECEIVER UP)

JACK: Hello?.....The telephone company?....You want to install a phone here this afternoon?.....Are you sure you have the right address?.....Yes, this is 366 North Camden Drive, but there must be some mistake.....Oh, the phone is for Rochester Van Jones.....Hmm...well, let me find out about it and <sup>call</sup> you back...Goodbye.

(SOUND: RECEIVER DOWN)

JACK: Hmm...I wonder why....OH, ROCHESTER...ROCHESTER.

(SOUND: DOOR OPENS)

ROCH: DID YOU WANT ME, BOSS?

JACK: Yes, Rochester...<sup>er</sup> ~~that~~ was the phone company calling..What's this about you ordering a phone in your name?

ROCH: WELL..I FIGURED THAT IT WOULD BE MORE CONVENIENT IF WE HAD TWO PHONES IN THE HOUSE.

JACK: But that's silly....my phone should be enough...I talk on it very little, ~~and~~ you can use it whenever you want to.

BB

ROCH: I KNOW...BUT I THOUGHT IT MIGHT BE A GOOD IDEA TO HAVE  
ANOTHER PHONE IN CASE OF EMERGENCIES.

JACK: But why?...suppose there is an emergency <sup>you can call</sup> my phone is here.

ROCH: YEAH, BUT SUPPOSE THE HOUSE IS BURNING DOWN AND I HAVEN'T  
GOT ANY CHANGE.

JACK: Gee, I never thought of that.

ROCH: AND BESIDES, I'LL BE USING THE PHONE A LOT FROM NOW ON.. IT'S  
THE ONLY WAY I'LL BE ABLE TO TALK TO MY GIRL FRIEND, SUSIE.

JACK: Why..what's wrong?

ROCH: WELL..HER FATHER SEEMS TO HAVE TAKEN A DISLIKE TO ME.

JACK: But I thought you always got along so well with her family..  
what happened?

ROCH: THE OTHER NIGHT SUSIE AND I WERE SITTING IN THE DARK ON THE  
SOFA ~~IN HER LIVING ROOM~~ WATCHING TELEVISION WHEN HER FATHER  
CAME IN AND HE GOT AWFUL MAD.

JACK: Why should that make him mad?

ROCH: THEY AIN'T GOT A TELEVISION SET.

JACK: Oh, oh, oh.. Say, look what time it is .. I'm going out to  
the race track today and Miss Livingstone isn't here yet.

ROCH: BOSS, YOU'VE GOT PLENTY OF TIME, THE FIRST RACE DOESN'T GO  
ON TILL ONE O'CLOCK.

JACK: I know..but I go to the races so seldom I don't want to be  
late..~~I like to go around and look over the horses.~~ Only  
~~today I hope I don't lose like the last time I went to the~~  
~~rees...~~ What a surprise that was.

ROCH: ~~YEAH, WHOEVER THOUGHT UPSET WOULD BEAT MAN O'WAR.~~

ES

ATX01 0183396

JACK: I certainly didn't.

(SOUND: DOOR BUZZER)

JACK: *oh* That must be Miss Livingstone....COMING, COMING.

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS)

MARY: Hello, Jack.

JACK: Mary, you're late.

MARY: I'm sorry, Jack. I was leaving the house when I got a long distance call from Mama and Papa.

JACK: *oh* A phone call from your Mother and Father...*Like does* what did the Bad and the Beautiful have to say?

MARY: Well, Mama said that Cousin Sylvia eloped last night.

JACK: Sylvia...Married...Gosh, it seems like only last summer I ~~gave her a bottle, picked her up in my arms and burped her.~~ *she would have my leg*

MARY: It was last summer, she's a midget.

JACK: Oh, oh..So she got married, eh?

MARY: Yes, she married a man six feet two.

JACK: No kidding? Little Sylvia?

MARY: *oh* *Jack* But a terrible thing happened. Right after the ceremony, as they turned to go back up the aisle, she took one step and broke her leg.

JACK: How?

MARY: (LAUGHINGLY) She forgot she was standing on a box.

JACK: Oh, that's awful. That must've been a sad wedding.

MARY: (SINGS) HER MOTHER WAS CRYING...HER FATHER WAS CRYING..  
AND I ---

BB

ATX01 0183397

JACK: All right, all right...I had to ask her how, yet....Now come on, Mary, let's go to the races..I've got a hot tip in the sixth race...A horse named Our Fancy.

MARY: Our Fancy?

JACK: Yeah..and I hope I win, I can sure use the money.

MARY: Why, you've never used any before.

JACK: Mary, stop that. ~~Yes~~. Come on, let's get going.

MARY: Wait a minute, Jack..Isn't Dennis going with us?

JACK: Certainly.

MARY: Well, what are we supposed to do, pick him up?

JACK: No, no..he's here..~~he came over early, and to make sure he wouldn't annoy me, I made him go in the den and stay by himself...come on, let's get him.~~

(SOUND: FOOTSTEPS...DOOR OPENS)

JACK: That's funny...he was here....DENNIS...DENNIS...WHERE ARE YOU?

DENNIS: (OFF) ~~In~~ IN THE KITCHEN.

JACK: WELL, COME ON, MARY'S HERE AND WE'RE READY TO GO.

DENNIS: (OFF) OKAY.

(SOUND: FEW FOOTSTEPS)

DENNIS: Hello, Mary.

MARY: Hello, Dennis.

JACK: Dennis, we're all ready to -- Dennis, what's that you've got on your head?

DENNIS: A sandwich.

JACK: A sandwich on your head?

DENNIS: Yeah, everybody in Washington is wearing them.

JACK: Dennis, that's Homberg, not hamburg....Now take it off.

DENNIS: Okay.

JACK: ~~Now, let's see...~~ Oh, my goodness... Here I am all set to go to the races and I haven't got any money... I better go down to my vault and get some.. I'll be back in a few minutes.

MARY: ~~Say, Jack....do you still have that same man guarding your vault?~~

JACK: ~~Uh huh.~~

MARY: ~~Gee, I'd like to see him sometime.~~

BB

ATX01 0183399



JACK: ~~I'm sorry, Mary, but in all the years he's been down there, he's never come up and nobody goes down but me. I'll be right back.~~

(SOUND: COUPLE OF FOOTSTEPS ... DOOR OPENS ...  
STEPS GOING DOWN ... TAKING ON HOLLOW SOUND)

JACK: Hm ... The rain must be leaking in somewhere, the moat is so full ...

(SOUND: ~~COUPLE OF FOOTSTEPS ... THEN ON WOODEN BRIDGE ... THEN WE HEAR LOUD SPLASHING-- NOISES~~)

JACK: ~~Oh, isn't that cute ... the shark is rubbing noses with the crocodile ... And I was afraid they wouldn't get along...Hm, what's that sign floating along...City Limits, Redondo Beach...How do you like that?~~

(SOUND: FOOTSTEPS OFF BRIDGE...FOOTSTEPS STOP...  
RATTLE OF CHAINS...HANDLE TURNS...IRON DOOR  
CREAKS OPEN...FEW FOOTSTEPS...HEAVIER RATTLE  
OF CHAINS...HANDLE TURNS...HEAVY IRON DOOR  
CREAKS OPEN...COUPLE FOOTSTEPS AND STOP)

KEARNS: Halt, who goes there, friend or foe?

JACK: Friend.

KEARNS: What's the password?

JACK: Pos.

KEARNS: Oh, it's you, Mr. Benny.

JACK: That's right, Ed...Glad to see you're looking so well.

KEARNS: Thank you...how are things on the outside world?

JM

JACK: *Ed* Pretty exciting right now. *Ed* We just inaugurated a new president.

KEARNS: A...new president?

JACK: Yes.

KEARNS: Gosh, I can still remember the words of the last one...  
Four Score and seven years ago our fathers brought forth  
upon this continent a new--

JACK: No, no, *Ed, no, no, no* Ed, we've had many presidents since then *you know*.  
By the way, Ed, have I wished you a Merry Christmas?

KEARNS: Yes, and I want to thank you for the Christmas present...  
It was just what I wanted...a camera...You don't know  
how much I enjoy it.

JACK: But Ed, it's so dark down here...I can't understand why  
you'd want a camera...You can't take pictures.

KEARNS: I know, but the click breaks the monotony.

JACK: Oh.

KEARNS: On New Year's Eve I took a double exposure.

JACK: At midnight?

KEARNS: Who knows?

JACK: Well, excuse me, Ed...I've got to get some money...  
I'm going to open the safe.

~~KEARNS: Shall I stick my head in the crocodile's mouth?~~

JM

JACK: No no, Ed...just turn around...Now let's see..the combination is..Right to forty-five..(LIGHT TURNING SOUND)...Left to sixty..(LIGHT TURNING SOUND)...Back to fifteen...(LIGHT TURNING SOUND)...Then left to one-ten..(LIGHT TURNING SOUND)....There.

(SOUND: HANDLE TURNS..DOOR OPENS AND WE HEAR WHISTLES, BELLS, GONGS, HORNS, ETC., ENDING WITH B.O. WHISTLE)

JACK: *I guess* Well I'll take *about* fifty dollars..That'll be enough...Well, I've got to be going along now. So long, Ed.

KEARNS: Good bye, Mr. Benny.

JACK: Oh, I almost forgot...Ed, since this is a New Year, I brought you this Marilyn Monroe Calendar...Here.

KEARNS: Thanks...Gee, the colors are nice, but what is it?

JACK: Well...I'll explain it to you some other time, Ed... I'm in a hurry *just just* Hang it up.

KEARNS: Okay.

JACK: Good bye, Ed.

ED: Good bye, Mr. Benny.

(SOUND: FEW FOOTSTEPS)

JACK: Gee, I didn't have the heart to tell him, but he hung it upside down...Oh well, I better hurry.

(SOUND: FOOTSTEPS..DOOR OPENS)

JACK: *bed* Okay, I'm ready...let's go.

ROCH: OH MR. BENNY, WHILE YOU WERE DOWN IN THE VAULT THE C.B.S. PUBLICITY DEPARTMENT CALLED...THEY WANNA KNOW WHAT KIND OF TELEVISION SHOW YOU'RE GOING TO DO THIS TIME.

JM

JACK: Oh darn, ~~now~~ I'll have to call 'em back.

ROCH: NO, YOU DON'T, MR. BENNY..I TOLD 'EM THAT YOU WERE DOING  
A VERY GLASSY SHOW..WITH A SIXTY PIECE SYMPHONY ORCHESTRA.

MARY: A symphony orchestra, Jack?

JACK: Yes..it'll be wonderful...I even tried to get a world  
famous pianist <sup>like</sup> like Rubinstein.

MARY: Oh, he'd be great.

DENNIS: Yeah, he's almost as good as Liberace.

JACK: ~~Yeah..if he had the same dentist, he'd be even better...~~  
~~Now, Rochester, while I'm gone to the races, scrub the~~  
~~floors, clean up the living room and mow the lawn.~~

ROCH: ~~YES, SIR.~~

JACK: ~~Hmm...I mustn't forget my telescope.~~

MARY: ~~Jack, you use a telescope to watch the horses?~~

ROCH: ~~NO, TO WATCH ME..WHEN HE LEAVES THE HOUSE, HE WANTS TO~~  
~~BE SURE I KEEP WORKING.~~

JACK: Never mind..Now come on, kids, let's go..Dennis, where's  
your hat?

DENNIS: I ate it.

JACK: I don't mean that...All right, kids, I'll be ready in a  
minute.

DENNIS: ~~Mr. Benny~~ Mr. Benny, don't you want to hear the song I'm going to do  
on the program?

JACK: You listen to it, Mary, while I get the car out of the  
garage.

MARY: ~~Okay.~~

BB

ATX01 0183403

-9A-

DENNIS: Mr. Benny, while you're driving out there, can I run along side of your car?

JACK: Run along side of my car, why?

DENNIS: I'm practicing to be a Secret Service Man.

JACK: What?

DENNIS: Coming over here I ran along side of the bus.

JACK: Dennis, sing your song... Listen to it, Mary.

(APPLAUSE)

(DENNIS'S SONG.. "OUTSIDE OF HEAVEN")

(APPLAUSE)

BB

ATX01 01B3404

(SECOND ROUTINE)

-10-

(SOUND: CROWD NOISES UP AND DOWN)

MEL: (P.A.) LADIES AND GENTLEMEN .. THE FIFTH RACE WAS A PHOTO FINISH ... WE'LL HAVE THE RESULTS IN A MOMENT.

MARY: Jack, when are you going to make your bet? You let five races go by already.

JACK: I know, I'm only interested in the sixth race. Our Fancy can't miss. ~~Oh, for heaven sakes~~

MARY: What's the matter now?

JACK: I told you to hold Dennis's hand. Now he's lost again.

MARY: Jack, if Our Fancy comes in first, why don't you send it to Ripley.

JACK: Why?

MARY: Winning a race and losing Dennis on the same day.

JACK: ~~No---nobody would believe it~~ .. Say Mary, let's go get a---  
Oh, no .. look who's coming .. That race track tout.

MARY: Where?

SHELDON: H'ya, Bud, long time no see.

JACK: Hello, hello .. Come on, Mary, let's get away.

(SOUND: FEW FOOTSTEPS)

JACK: Mary, let's go get a hot dog.

MARY: But Jack, we're in the clubhouse .. Why not have lunch?

JACK: Well, all right ... OH WAITER .. WAITER.

NELSON: YESSSSS.

JACK: Hmm .. We'd like to get something to eat .. What would you suggest?

DH

ATX01 0183405

NELSON: Another waiter. I can't stand you.

JACK: I don't care whether you can or not ... Now what can we get in a hurry?

NELSON: Well, we have roast pork, corned beef, leg of lamb, sirloin tips, and bacon and eggs.

JACK: *Yum* Bacon and eggs sounds good ... Are the eggs fresh?

NELSON: Oooooooh, are they!

JACK: Oh .. well, I'll have that ... How about you, Mary .. would you like bacon and eggs?

MARY: Oooooooh, would I!

JACK: *Please* Mary ... Just bring us our orders, Waiter *just* as quickly as you can.

NELSON: Yes sir and I'll seat you at table Number One. That's right over there.

JACK: Thank you.

MEL: (P.A.) LADIES AND GENTLEMEN .. AS YOU ALL KNOW, THE LAST RACE WAS A PHOTO FINISH ... BUT YOU WON'T KNOW THE RESULTS TILL TOMORROW ...

JACK: That's strange.

MEL: THE PICTURE TURNED OUT SO GOOD THAT WE'VE DECIDED TO SHOW IT AT YOUR NEIGHBORHOOD THEATER.

JACK: ~~Imagine that.~~

MEL: ~~WE HOPE IT'S IN TIME FOR THE ACADEMY AWARD.~~

JACK: Now, Mary, let's look over that list of entries for the next race ... I wanta see if --

DH

ATX01 0183406

SHELDON: Hey bud ... bud.

JACK: Huh?

SHELDON: Come here a minute.

JACK: Me?

SHELDON: Yeah.

JACK: What is it?

SHELDON: Are you gonna eat here?

JACK: Yeah.

SHELDON: What table?

JACK: Table One.

SHELDON: Uh uh.

JACK: What?

SHELDON: Take Number Nine.

JACK: Why, what's wrong with Table One?

SHELDON: ~~Bad position, it's on the rail.~~

JACK: ~~Look ---~~

SHELDON: ~~Number nine is on the outside and you won't get boxed in.~~

JACK: Well look, I'm very happy with Table One.

SHELDON: Think it over, Bud ... Number one is a card table.

JACK: A card table?

SHELDON: Yeah .. if it carries too much weight, its legs will fold.

JACK: Gee, I never thought of that. So you think I oughta take

*number* table number nine?

SHELDON: Certainly ... Look at the breeding.

DH

BTX01 0183407



JACK: The breeding?

SHELDON: It's by Birdseye Maple out of Grand Rapids.

JACK: Gosh, I didn't think they even knew each other.

SHELDON: Get wise, Bud ... think it over. .

JACK: Look, I'm not gonna --- Wait a minute. This is the first time I've run into you at a race track. Why don't you give me a tip on a horse?

SHELDON: Who knows about horses?

JACK: What?

SHELDON: So long, sucker.

JACK: Hmm.

(SOUND: COUPLE FOOTSTEPS)

JACK: Mary, have you figured out yet what horse you're going to --

NELSON: Your bacon and eggs are ready ... I put them on Table Number One.

JACK: Number One! Do you think I'm a sucker ... We'll eat at Table Number Nine.

NELSON: Table Nine? ... The shiny mahogany one?

JACK: Yes.

NELSON: I'm sorry, but you can't eat at that table.

JACK: Why not?

NELSON: It was scratched.

JACK: Now cut that out! ... I don't know why you had to be our waiter ... you make me sick.

DH

ATX01 01B3408

NELSON: Well, you're not penicillin to me either.

JACK: Come on, Mary, we'll eat at the counter.

(SOUND: CROWD NOISES UP AND DOWN)

MEL: (P.A.) ATTENTION PLEASE .. WE HAVE A LATE CHANGE .. HORSE  
NUMBER SEVEN, LITTLE LADY, WILL NOT RUN IN THE NEXT RACE.  
AS SHE LEFT THE PADDOCK, SHE BROKE A LEG.

JACK: I wonder how that happened?

MEL: SHE FORGOT SHE WAS STANDING ON A BOX.

JACK: How do you like that.

MEL: (SINGS) THE JOCKEY WAS CRYING .. THE TRAINER WAS CRYING ...  
AND I WAS CRYING, TOO.

JACK: Come on, Mary, we'll eat at the counter.

(SOUND: CROWD NOISES UP AND DOWN)

RYAN: Who's next?

DON: I am. I'd like a hamburger.

MARY: Jack, there's Don at the counter.

JACK: Oh yes.

RYAN: Yes sir. One hamburger coming up.

DON: Hold it, Mister, hold it ... I want to tell you how to make  
it.

JACK: (Wait a minute, Mary, this I have to listen to.)

DON: Before you put the hamburger on the grill, I want you to make  
the patty round and firm and fully packed.

-\*

DH

ATX01 0183409

JACK: (I have a feeling that this is leading somewhere)  
RYAN: With relish?  
DON: Yes and be free and easy on the catsup.  
RYAN: Onion?  
DON: Not if it makes hot spots that burn harsh and dry.  
JACK: (Say, that really is clever)  
RYAN: Lettuce?  
DON: Yes, but trim it, I don't want <sup>there</sup> any loose ends.  
JACK: (If Harry Von Zell ever heard about this, he'd kill himself.)  
RYAN: Now let me see if I've got it right. You want the hamburger  
round and firm and fully packed....free and easy on the  
catsup, and lettuce with no loose ends.  
DON: That's right.  
RYAN: Look, Mister, you don't want a hamburger, you want a  
package of Lucky Strikes.  
DON: That's exactly what I want.  
JACK: You see, Mary.  
DON: Because nothing, no nothing tastes better than Lucky Strike.  
JACK: That Don is ~~really a whizz.~~ Come on, Mary...

*a humdinger*

(SOUND: CROWD NOISES UP AND DOWN)

MEL: (P.A.) THE HORSES FOR THE SIXTH RACE ARE NOW IN THE PADDOCK.

MARY: Jack, are you still going to bet on Our Fancy?

JACK: Well, of course. That horse will not only win the race today, but he'll probably set a new track record.

MARY: How much are you going to bet?

JACK: I don't know ... I wonder how much weight Our Fancy is carrying ... and I wonder who the jockey is.

MARY: ~~You know~~, Jack, if you'd buy a fifteen cent program, you'd know.

JACK: *Well* I don't have to buy a program. I'll go over to the information desk and find out ... You wait here, Mary.

(SOUND: A LITTLE NOISES UP AND DOWN)

JACK: Pardon me, Mister, but how much weight is Our Fancy carrying?

RUBIN: I don't know.

JACK: Well, what is the name of the jockey?

RUBIN: I don't know.

JACK: Well, how long is the race going to be?

RUBIN: I don't know.

JACK: Well, for heaven sakes, if you don't know anything about the races, what are you doing behind that desk?

RUBIN: I had to get behind something, I lost my pants.

JACK: Of all the silly --

MARY: Jack -- Jack --

DH

ATX01 0183411

JACK: What is it, Mary?

MARY: ~~I found Dennis.~~

JACK: ~~That's all I need.~~

MARY: Did you get the information you wanted?

JACK: No, darn it ... I ~~come to the track and have all this trouble~~  
~~and Rochester isn't mowing the lawn.~~

MARY: ~~Jack, put down that telescope.~~

JACK: Anyway, I came to the track to bet on Our Fancy and that's  
what I'm going to do ... And Dennis --

DENNIS: Yeah?

JACK: This is your first time at the races, so take a tip from me.  
Put your money on Our Fancy.

DENNIS: Our Fancy? ... Let me see .. that's number eight.

JACK: That's right.

DENNIS: That's not for me. I already bet on Number Twelve.

JACK: Number Twelve? What's <sup>the horse's</sup> its name?

DENNIS: Who cares about his name, it's the number that's important,  
that's my system.

JACK: You've got a system?

DENNIS: Yeah, *sure*

JACK: Well Dennis, according to your system, how come you bet on  
Number Twelve?

DH

ATX01 0183412

DENNIS: Well...The horse is carrying a hundred and sixteen pounds... He's running in the Sixth race...so I added six to a hundred and sixteen, which gave me a hundred and twenty-two...This is 1953...nine and one is ten, plus five is fifteen...and three are eighteen...I added eighteen to a hundred and twenty-two which makes a hundred and forty...This is the Fourth week of the month, so I divided four into a hundred and forty and that makes thirty-five.

JACK: Uh huh.

DENNIS: Then I subtracted my age, which is 26...and 26 from 35 leaves 9.

JACK: Uh huh.

DENNIS: Then I added three and bet on Number Twelve.

JACK: Wait a minute, Dennis...I followed you all the way down to Nine....but why did you add three?

DENNIS: *Will* How else can you get to twelve?

JACK: Yeah yeah..how else...Now come on, let's go over to the five dollar window and -- Hey, Mary...*Mary* look down there.

MARY: Where?

JACK: Down that aisle..Isn't that Mr. Paley?

MARY: Oh yes.

JACK: Well, come on, let's go over and talk to him.

MARY: Jack, he came to the track to enjoy himself. Now leave him alone.

BB

ATX01 0183413

JACK: But Mary, I'm a big star on C.B.S. and he's the head of the network...If he knew I was here and didn't stop to say hello, he'd be heartbroken...Come on.

(SOUND: FOOTSTEPS:...CROWD NOISES UP AND DOWN)

JACK: Mr. Paley...Mr. Paley.

JERRY: Huh?...Oh, hello, Jack...Hello, Mary.

MARY: Hello. *Mr. Paley.*

JACK: Hello.. Say, Mr. Paley, what horse are you --

(HUGLE BLOWS POST CALL)

MEL: (P.A.) AND NOW, COMING OUT ON THE TRACK ARE THE HORSES FOR THE SIXTH RACE.

JACK: Mr. Paley, have you picked your horse yet for the next race?

JERRY: Yes, Jack. I'm betting on Aviatrix.

JACK: Well look, Mr. Paley, forget about Aviatrix...put your money on Our Fancy. He'll win by eight lengths.

JERRY: Jack, my mind is made up. I'm going to play Aviatrix.

JACK: But look, Mr. Paley, it's silly to come out here and just bet on any horse...especially after driving six hours to get to the track.

JERRY: In my car it's forty minutes.

JACK: Gee....Look, Mr. Paley...I've been studying these horses all season and I know what I'm talking about...Our Fancy can't lose.

JERRY: I'm sorry, Jack, but I'm going to bet on Aviatrix.

JACK: Well, okay, Mr. Paley, it's your dough...but don't say I didn't tell you.

BB

MEL: (P.A.) THE HORSES ARE NEARING THE STARTING GATE.

JACK: Well, I'm going up to the window and make my bet...Five  
dollars on the nose.

(SOUND: FOOTSTEPS FADE OFF)

JERRY: Say Mary...

MARY: Yes, Mr. Paley.

JERRY: I've been thinking..If Jack is going to bet five dollars on  
a horse, he must know something.

MARY: *Hum* That's what I think.

JERRY: Yeah...I'm going to change my bet. I'm going to put a  
hundred dollars on Our Fancy.

MARY: Well, Mr. Paley, would you do me a favor. Put two dollars  
on Our Fancy for me.

JERRY: Okay. *Mary.*

(SOUND: CROWD NOISES UP AND DOWN)

MEL: (P.A.) THE HORSES ARE IN THE STARTING GATE.

JACK: *Gee I'm glad I got*  
Gee, ~~I hope I can get~~ to the window in time.

MEL: (P.A.) NOW THEY'RE ALL LINED UP IN THE GATE...THEY'LL START  
AS SOON AS THEY CAN QUIET SILVERADO...HE'S DANCING AROUND  
A BIT...SO IS BLUE READING.

JACK: Gee, both of them dancing?

MEL: IT TAKES TWO TO TANGO.

JACK: What?

MEL: (P.A.) AND THERE THEY GO!

(SOUND: HORSES AND CROWD NOISES)

MARY: MR. PALEY..MR. PALEY..COME ON...THE RACE HAS STARTED.

EB

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JERRY: HERE I AM, MARY.

MEL: GOING INTO THE FIRST TURN, IT'S WILD GLORY IN FRONT...  
COLORADITO IS SECOND...SILVERADO IS THIRD...AVIATRIX IS  
FOURTH, AND OUR FANCY.

JERRY: COME ON...COME ON, OUR FANCY.

MARY: I wonder what happened to Jack.

MEL: COMING AROUND THE FAR TURN, IT'S STILL WILD GLORY IN FRONT...  
COLORADITO IS SECOND...SILVERADO IS THIRD...OUR FANCY IS  
NOW FOURTH BY HALF A LENGTH, AND SIR FLAG.

JERRY: COME ON, OUR FANCY...OUR FANCY!

(SOUND: CROWD NOISES UP AND DOWN)

JACK: I PLACED MY BET AND HERE I AM.

MEL: (P.A.) DRIVING DOWN THE HOME STRETCH..IT'S SILVERADO IN  
FRONT..WILD GLORY IS SECOND...OUR FANCY IS THIRD...AND  
HERE COME CONTRIEUTION AND AVIATRIX!

MARY: COME ON, COME ON. *Our Fancy.*

MEL: AND NOW COMING INTO THE FINISH LINE, IT'S SILVERADO..  
CONTRIEUTION, AND WILD GLORY...AND COMING UP PAST ON THE  
OUTSIDE IS AVIATRIX...IT'S SILVERADO AND AVIATRIX..IT'S  
SILVERADO AND AVIATRIX...NOW AVIATRIX IS POUNDING HARD...  
THEY CROSS THE FINISH LINE AND IT'S AVIATRIX THE WINNER BY  
HALF A LENGTH.

(SOUND: CROWD NOISES DIE DOWN)

JACK: MR. PALEY...MR. PALEY..WE WON...WE WON!

JERRY: WHAT DO YOU MEAN WE WON?

JACK: I BET ON YOUR HORSE, AVIATRIX.

BB

JERRY: YOU WHAT? JACK, DO YOU MEAN THAT WHEN YOU LEFT HERE, YOU  
DIDN'T BET ON OUR FANCY?

JACK: NO, YOU TALKED ME OUT OF IT...MR. PALEY, WHAT ARE YOU SO  
UNHAPPY ABOUT?

JERRY: JACK BENNY, I BET ON THE HORSE YOU GAVE ME.

JACK: YOU DID? MR. PALEY, HOW COULD YOU BE SO SILLY?

(SOUND: LOUD SOCK AND BODY THUD)

JACK: Oooooooh!

JERRY: .....Mary, you shouldn't have done that, he's wearing  
glasses.

MARY: *Well, it serves him right.* *well now please*  
~~I don't care.....Come on, Mr. Paley, drive me home.~~

(APPLAUSE AND PLAYOFF)

-23-

JACK: Ladies and gentlemen, I'll be back in a minute to tell you about my television program which goes on immediately after this show...but first here's something I'd like to say... and it's really appropriate at this time...

~~Ladies and gentlemen,~~ this week is YMCA Week, a time to remember that our YMCA is always working for our youth... teaching boys love of God and country. Let's say thanks to our YMCA for the help they're giving us in raising our youngsters.

(APPLAUSE)

DON: Jack will be back in just a moment, but first a word to every cigarette smoker.....

BB

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THE JACK BENNY PROGRAM  
JANUARY 25, 1953 (TRANSCRIBED JANUARY 21, 1953)  
CLOSING COMMERCIAL

-C-

DON: You know, folks, nothing - no nothing - beats better taste.  
And remember...

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

For Lucky Strike means fine tobacco  
Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

Lucky Strike ... Lucky Strike!

DON: Obviously, friends, the better the taste of your cigarette,  
the more you enjoy it because nothing - no nothing - beats  
better taste and Luckies taste better...cleaner, fresher  
and smoother. Just listen to this and draw your own  
conclusions. 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 -  
by a wide margin, too. And the number one reason the  
students gave for smoking Luckies was...better taste! Now,  
friends, that same better taste..and the great enjoyment it  
brings you...is yours every time you light a Lucky.  
So be happy -- go Lucky. Next time .. ask for a carton  
of Lucky Strike!

BB

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THE JACK BENNY PROGRAM  
JANUARY 25, 1953 (TRANSCRIBED JANUARY 21, 1953)  
CLOSING COMMERCIAL (CONT'D)

-D-

SPORTSMEN

QUARTET: Be happy -- go Lucky

Get better taste today! (LONG CLOSE)

BB

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(TAG)

JACK: Ladies and gentlemen, I was gonna tell you about my television show, but we're a little late, so tune in and watch it.. Goodnight, ~~folks~~.

(MUSIC AND APPLAUSE)

DON: The Jack Benny show tonight was written by Milt Josefsberg, John Tackaberry, Al Gordon, Hal Goldman and produced and transcribed by Hilliard Marks.

Be sure to hear "The American Way"...with Horace Heidt for Lucky Strike...every Thursday over this same station. Consult your newspaper for the time.

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

BB

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