

PROGRAM #39  
REVISED SCRIPT

*As Broadcast*

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, JUNE 7, 1953

CBS

4:00 - 4:30 PM PDST

(TRANSCRIBED MAY 27, 1953)

BB

ATX01 0183857

THE JACK BENNY PROGRAM  
AMERICAN TOBACCO CO.  
JUNE 7, 1953 (TRANSCRIBED MAY 27, 1953)

-A-

OPENING COMMERCIAL

WILSON: The Jack Benny Program...transcribed and presented by  
Lucky Strike! (PAUSE) 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.

WILSON: This is Don Wilson...Tell me, have you smoked a fresh  
cigarette lately? You have -- if you've smoked a Lucky  
Strike. For Luckies are definitely fresher - and it  
takes real freshness to bring you deep-down smoking  
enjoyment -- to prove that to yourself just light up a  
Lucky! You'll find that Luckies taste better -- not only  
fresher but cleaner and smoother, too. That's because  
they're made of fine, light, naturally mild tobacco...and  
because they're made better - every Lucky is made round  
and firm and fully packed, to draw freely and smoke  
evenly...and every pack of Luckies is extra tightly sealed  
to bring you that fine tobacco flavor in all its freshness.  
So be happy -- go Lucky! Get the better taste you want  
in a cigarette -- and get it fresh!

BB

ATX01 0183858

THE JACK BENNY PROGRAM  
AMERICAN TOBACCO CO.  
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-B-

OPENING COMMERCIAL (CONT'D)

COLLINS: Luckies taste better

CHORUS: Cleaner fresher, smoother

Lucky Strike...Lucky Strike

MUSIC: (PROGRAM THEME UP AND DOWN)

BB

ATX01 0183859

(FIRST ROUTINE)

-1-

(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, FOR THE LAST TIME THIS SEASON WE BRING YOU A MAN WHO FOR THE PAST THIRTY-NINE WEEKS HAS EITHER ENTERTAINED OR BORED YOU WITH HIS COMEDY.

JACK: Hmm.

DON: A MAN WHO MANY OF YOU WILL HATE TO SEE LEAVE THE AIR... AND AN EQUAL NUMBER WILL JUMP FOR JOY.

JACK: Don, look.

DON: SO HERE HE IS, FOLKS...A MAN THE WHOLE WORLD IS ANXIOUS TO HEAR...BUT ON THE OTHER HAND --

JACK: Never mind...JACK BENNY, APPLAUSE!

(APPLAUSE)

JACK: Thank you, thank you, thank you...hello, again, this is Jack Benny who thrills or nauseates you, as the case may be...talking...And just think, Don, this is the last time this season you'll be putting your blue-eyed boss on the pan.

DON: That's right, Jack, time certainly flies.

BB

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JACK: It sure does...what a season I've had...radio every week, television once a month...stage appearances...Gosh, Don, I'm so exhausted I can hardly stand up. If I didn't have starch in my underwear, I'd fall right over...What a season!

DON: Well, Jack, we younger members of the cast feel the strain, too.

JACK: Wait a minute, Don...what do you mean, you younger members of the cast?...I'm not much older than you are.

DON: What did you say, Jack?

JACK: I said I'm not much older than you are.

DON: Jack, you must be because I remember when I was just a child in Denver, my mother used to take me to the Orpheum theatre to see you.

JACK: Well, Don, that doesn't prove anything...when I started out in vaudeville, I was just a baby...I was a child prodigy.

DON: But you walked out on that stage wearing a tuxedo.

JACK: I DON'T CARE, THERE WERE DIAPERS UNDERNEATH...But we sure had a lot of fun this year...There was <sup>that show we did</sup> ~~that show we did~~ in San Diego and <sup>then</sup> ~~that~~ week-end we spent in Tijuana.

DON: <sup>OK</sup> Speaking of Tijuana, Jack, didn't you borrow five dollars from me during our visit there?

JACK: And <sup>there</sup> ~~there~~ was <sup>that</sup> ~~the~~ wonderful time we had in New York and Boston and --

DON: I said didn't you borrow five dollars from me during our visit to Tijuana?

BB

JACK: *And* Then the three weeks we just spent in San Francisco...

Gosh, what a city.

DON: I said didn't you borrow five dollars from me in Tijuana?

JACK: Yes, and as soon as I get some Mexican money, I'll pay you back.... *I never saw such...* Oh, hello Mary, am I glad to see you.

MARY: *Jack* Hello *Jack*. what are you yelling at Don for?

JACK: Well, in the first place, I didn't like the introduction he gave me...let me ask you something Mary, do I bore people?

MARY: Certainly, who said you didn't?

JACK: Nobody said I didn't, *Don.* he said I did.

MARY: Oh...say, Jack, I'll bet you're glad we're going off the air tonight...you really look worn out.

JACK: I am tired Mary, radio is a pretty tough grind.

MARY: It's tough for all of us.

JACK: But it's tougher on me...All the problems fall on my shoulders...Thank goodness, next week I can take it easy.

DON: By the way Mary, what are you planning to do this summer?

MARY: Well, my sister Babe is coming to visit me and we're going to spend a couple of weeks at Catalina.

JACK: Oh, that's nice...you'll both get a good tan.

MARY: I'll get a tan, Babe dives for abalone.

JACK: Oh yes...with her feet, she doesn't need swim-fins...

Oh, hello Dennis.

DENNIS: Hello...Say, Mr. Benny, this being our last program--

JACK: How...how do you feel, kid?

DENNIS: Oh, I'm doing as well as can be expected.

BB

JACK: What do you mean?

DENNIS: Well, who expects anything of me?

JACK: Nobody, believe me...now what were you going to ask me, Dennis?

DENNIS: Well, this being our last program, I thought I'd ask you for the ten dollars you owe me.

JACK: What ten dollars?

~~DENNIS: The ten dollars you borrowed from me in Boston...do you want to pay it?~~

~~JACK: Well--~~

~~MARY: You'll have to wait till he gets some Massachusetts money.~~

~~JACK: He'll have to wait till I remember I borrowed it...Now, Dennis, when did I ask you for that ten dollars?~~

~~DENNIS: Don't you remember? You said if I loaned you ten dollars, you'd take me to the burlesque show.~~

JACK: Dennis, I never took you to a burlesque show.

DENNIS: I know...after I gave you the money, you told me I was too young to go. *see it.*

JACK: Oh, that's right. *well* I'll give you the ten after the show, kid. Now how about *your* singing your song?

DENNIS: Okay.

JACK: Oh, hold it a second, Dennis. When I got here, there was a message for me to call Rochester...I better do it before I forget...it may be important.

DENNIS: That's okay kid, go right ahead.

(SOUND: RECEIVER UP..CLICKING FADING TO BUZZING  
OF SWITCHBOARD)

BEA: Say Mable...

BB

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SARA: What is it, Gertrude?

BEA: Mr. Benny's line is flashing.

SARA: Yeah, I wonder what "Head of Wax" wants now.

BEA: Let him wait.

SARA: ~~Yeah.~~ *Say*, Gertrude, I saw you come in with a lot of packages. Were you shopping?

BEA: Yeah and my feet are killing me...but it's my own fault for buying such small shoes.

SARA: *well* What size did you get?

BEA: Nine.

SARA: Oh, for heavens sakes.

BEA: What's the matter?

SARA: Getting your foot in a size nine shoe is like docking the Queen Mary in a Lily Cup.

BEA: Well, look who's talking...get a load of your shoes.

SARA: They're not so big.

BEA: They're not!...Last year when we went on our vacation, every hotel we stopped at pasted labels on 'em.

SARA: Well, it's a natural mistake, because my shoes are genuine cowhide.

BEA: Cowhide?

SARA: Yes.

BEA: From the way your toes stick out, it looks like milking time.

SARA: Gertrude, the next time you talk to me like that, I ~~will~~ *tell ya* --  
(SOUND: CLICKING OF RECEIVER) *for good*

JACK: OPERATOR...OPERATOR...  
(SOUND: PLUG IN)

BB



BEA: Yes, Mr. Benny.

JACK: Well, it's about time Gertrude, didn't you hear me buzzing?

BEA: *Yeah* but I've only got two hands.

JACK: *Well* Congratulations...now if it isn't asking too much, will you ring my house?

BEA: Yes, sir.

(SOUND: PLUG OUT)

BEA: You know, Mabel, I never saw a man like Mr. Benny...he has such a split personality...on the radio he's one type of person, and in real life he's an entirely different type of person.

SARA: Yeah, I don't like either one of 'em.

BEA: I know what you mean. That man is such a pest. Every time we're out together, all he wants to do is go up on Mulholland Drive and look down at the lights of the city.

SARA: Well, that's romantic.

BEA: Romantic, nothing. He owns stock in the electric company.... Oooh, how he hates Daylight Saving Time.

*Operator* (SOUND: CLICK, CLICK)

JACK: */* Operator, did you get my house?

BEA: Yes, but the line is busy...I'll call you *later* ~~when it's not busy~~.

JACK: Thank you.

(SOUND: RECEIVER DOWN)

JACK: *Leave* Dennis, I couldn't get Rochester...so you'd better sing your number.

DENNIS: Okay, but I'm warning you...it's the last time this season.

JACK: Sing, sing, already.

(APPLAUSE)

(DENNIS' SONG - "ALL BY MYSELF")

(APPLAUSE)

BB

(SECOND ROUTINE)

JACK: That was Dennis Day singing "All By Myself"...and very good too, Dennis.

DENNIS: Thank you, Mr. Benny, and before I go on my vacation, I'd like to take this opportunity to tell you how much I've enjoyed working with you the past thirty-nine weeks and I'll be looking forward to being with you again in the fall.

JACK: Well, Dennis...~~that's~~ <sup>— that's —</sup>very sweet of you.

DENNIS: So long, Mr. Benny.

JACK: Dennis, the show isn't over yet. What's your hurry?

DENNIS: I can't stand it here any longer.

(SOUND: DOOR SLAM)

JACK: (CALLING) Dennis..Dennis..come -- oh, let him go..what a silly kid. *I ought to call him back*

MARY: *Jack forgot it* Jack, ~~that's not a nice thing to say.~~ After all, it is our last show of the season.

JACK: I can't help it, Mary. Nobody on this show has any respect for me. Bob Crosby is the only one I can get a civil answer from..(CALLS) Oh, Bob...Bob, come over here. *will you*

BOB: You called me, sir? *you*

JACK: Yes, Bob.. (ASIDE) *See, Mary..* sir, yet...Well, Bob, you've finished your first season, *and* you've worked for me for thirty-nine weeks now...how do you feel?

BOB: Hungry. *Lie*

JACK: ~~Bob, that answer doesn't sound like you...I'll ask the question again...How do you feel?---~~

BOB: ~~Hungry, sir.~~

JACK: *will* ~~That's better...~~ but wait a minute, Bob...are you trying to infer that, *that* I don't pay you enough?

BOB: *Well* Jack, you might not believe this, but I had a better year  
in ~~1944~~ 1943

JACK: Who were you with then?

BOB: *The Marines*  
~~Uncle Sam, I was drafted.~~

JACK: Drafted? *The Marines?*

BOB: *Yeah* You're not the first one *that* I've said "sir" to.

MARY: That's tellin' him, Bob.

JACK: Be quiet, Mary.

MARY: Yes, sir.

JACK: Oh, stop...by the way, Bob, what are you gonna do this  
summer?

BOB: Well, I'm waiting for my brother Bing to end his season ~~and~~  
then he and I are going to Catalina for the summer.

JACK: *Say!* Oh...you'll both get good tans.

BOB: Bing will, I dive for abalone.

JACK: Oh.

MARY: Well, if a big fish swims by, say hello, it may be my  
sister Babe.

JACK: Yes yes...for me, too.

DON: By the way, Jack, I meant to ask you. Who's gonna be our  
summer replacement?

JACK: Well, starting next Sunday at this same time and on the  
same stations, Lucky Strike will present Guy Lombardo.

DON: Who?

JACK: *(Boom)*  
Guy (BOOM) Guy (BOOM, BOOM) Guy Lombardo...Ladies and  
gentlemen, that was Sammy the drummer doing the boom-booms...  
we woke him up just for that.

MARY: Say, Jack --

JACK: What is it, Mary?

MARY: Dennis came back. Look, there he is standing over there in the corner all by himself.

JACK: I guess he feels sorry for the way he acted.

MARY: Why don't you go over and talk to him?

JACK: I will not...if he wants to talk, he'll come over to me.  
It's about time that kid --

(SOUND: PHONE RINGS)

JACK: Excuse me.

(SOUND: RECEIVER UP)

JACK: Hello.

BEA: I've reached your house, Mr. Benny, you may go ahead.

JACK: Thank you... (UP) Hello.

ROCH: HELLO, IS THAT YOU, BOSS?

JACK: *h* Yes, Rochester, I got the message to call you...what's up?

ROCH: I'VE GOT A BIG SURPRISE FOR YOU, BOSS...I MEANT TO TELL YOU LAST NIGHT BUT YOU WERE ASLEEP WHEN I GOT HOME.

JACK: What is it, Rochester?

ROCH: I'M GONNA GET MARRIED.

JACK: Married!

ROCH: YEAH...YOU KNOW HOW LONG CUPID'S BEEN SHOOTIN' THOSE ARROWS AT ME?

JACK: Yes.

ROCH: WELL, LAST NIGHT HE HIT ME WITH A SECRET WEAPON!

JACK: So you're going to get married, eh, Rochester? ...Well, tell me all about it...how did it happen?

ROCH: WELL...THE NIGHT BEFORE LAST I WENT TO A PARTY AND THERE SHE WAS...I MET HER AT TEN-FORTY AND AT TEN-FORTY-FIVE WE WERE ENGAGED.

JACK: That's pretty fast, isn't it, Rochester? You only knew her five minutes.

ROCH: WELL, IT'S AMAZING WHAT YOU CAN DO WHEN YOU MEET SOMEONE IF YOU DON'T WASTE TIME SHAKIN' HANDS.

JACK: Oh, I see. Well, Rochester, this must have been love at first sight...I never heard you talk this way before.

ROCH: OH YEAH, BOSS, SHE'S BEAUTIFUL.

JACK: Really?...Describe her to me, Rochester.

ROCH: WELL...BOSS, HAVE YOU EVER SEEN THE SUN AS IT SINKS MAJESTICALLY INTO THE WATERS OF THE TRANQUIL PACIFIC?

JACK: Yes.

ROCH: WELL, PUT A SWEATER ON IT AND THAT'S HER.

JACK: You know, Rochester, I feel a little sad about this... you've been with me all these years, and now you're going to get a wife and set up housekeeping for yourself.

ROCH: OH NO, MR. BENNY, DON'T LOOK AT IT THAT WAY.

JACK: What do you mean?

ROCH: YOU AIN'T LOSIN' A BUTLER, YOU'RE GAININ' A COOK.

JACK: Well, right now I sure could use one...anyway, good luck, Rochester, and I hope you'll be very happy.

ROCH: THANKS, BOSS...GOODBYE.

JACK: Goodbye.

(SOUND: RECEIVER DOWN)

JACK: How do you like that...Rochester ~~is~~ gonna get married...  
Oh well...~~now, kids, I --~~

MARY: Jack, Dennis is still standing there...why don't you go over  
and talk to him.

JACK: Mary, I told you I'm not going to --

DON: Wait a minute, he's coming over here.

MARY: ~~Now be nice, Jack,~~

DENNIS: Pardon me, Mr. Benny, ~~but I thought it over and I was~~  
~~wrong to leave so fast.~~

JACK: ~~Well...~~

DENNIS: ~~When I got out in the hall,~~ I realized that I won't be  
seeing you until next fall...that's three months, so I  
decided to come back.

JACK: And you want to apologize.

DENNIS: No, I want my ten dollars,

JACK: ~~Ham...~~ Dennis, I told you, I'd give you the money. Now sit  
down and be quiet...what an ungrateful bunch...I'll be  
glad to start my vacation.

BOB: *Says* Where are you going to spend the summer, Jack?

JACK: I don't know, I'd like to go to *London* Europe...~~take in the~~  
~~Generation...~~ *maybe* and then go on to Paris...Rome...Venice.

MARY: Jack, you wouldn't go to Venice after what happened the  
last time we were there.

BOB: What happened, Jack?

MARY: ~~You mean he never told you, Bob?~~

BOB: ~~No, and I'd sure like to hear about it.~~

JACK: Mary, it's not such a big thing.

MARY: Well, I'm gonna tell it anyway...*well* we were touring Europe...  
we'd been in Paris and then from Paris we went to Rome...

*Jack says* and while in Rome we decided to go to Venice.

BOB: *I'll bet* Gosh, those canals, *in Venice* must be fascinating.

*oh they're wonderful* *and* -12-  
MARY: ~~They are~~, Bob... Anyway, we arrived at night, ~~checked~~ into  
the Grand Dinelli Hotel... and the next morning I met  
Jack in the lobby.

(SOUND: ACCORDION MUSIC AND VOICES)

MARY: Jack, did you get the tickets for the sight-seeing tour?

JACK: Yes, Mary, and the gondola will leave in a few minutes...  
~~Gee, I'm sure looking forward to it.~~

MEL: (ITALIAN ACCENT) Signore Benny?

JACK: Yes.

MEL: I am the bell captain. The gondola for the sight-seeing  
tour she ~~is~~ *will be* about ready to leave.

JACK: ~~Oh good... we'll be right out.~~

MEL: ~~Grazie.~~

MARY: ~~Oh, bell captain...~~ *Are* we getting a nice gondola?

MEL: Very nice... there is one that leaves in an hour, but that  
one ~~she~~ is more expensive.

JACK: Why?

MEL: On that gondola the singer is Mario Lanza.

JACK: Oh, that's where he's working... (I must tell Dore)  
...Well, come on, Mary.

(ITALIAN TRANSITION MUSIC)

(SOUND: BABBLE OF CROWD... LAPPING OF WATER)

MARY: Gosh, Jack, what a thrill! *You know* This is the first time  
I've ever been in a gondola.

JACK: Yeah... I didn't know it held so many people... I'm sure  
glad we came on this sight-seeing tour.

MARY: Oh, Jack, the guide is getting up to point out the  
places of interest.

JACK: Yeah...come on, Mary. Let's get closer to him. ~~There~~  
~~are~~ <sup>So</sup> many interesting things in Venice, I don't wanna  
miss a word he says...Excuse me...excuse me...

MARY: Jack, you're close enough to him.

~~JACK: Just a little closer...excuse me...excuse me.~~

JAY: (LOUD AND FAST) DESIDERO MOLTO DESCRIVERE E FAMOSI E  
STORICI PALAZZI CHE CI CIRCONDANO, MA QUEST' UOMO HA UN  
PIEDE SUL MIO.

JACK: What'd he say...what'd he say?...Huh?...What'd he say?

~~JAY: IN VENTI ANNI CHE FACCIO IL GONDOLIERE NON HO MAI VISTO  
UN ANIMALE COME QUESTO, E ANCORA MI PESTA IL PIEDE.~~

JACK: What'd he say...what'd he say...huh?...huh?...what'd he  
say?...huh?...what'd he say...what'd he say?

JAY: SE LO BATTO SE ZLI' RAMPO IL NASO UN CONCCIOUSO VIA, E  
ANCORA UN PESTA IL PIEDE.

JACK: What'd he say...what'd he say?

MARY: (DISGUSTED) Jack!

JACK: Just a minute, Mary. Say, Mister, <sup>huh?</sup>...do you understand  
Italian?

HY: Yes, I do.

JACK: Oh, good, good. What'd he say?

HY: He said you're standing on his foot.

JACK: Oh...oh, I'm <sup>am</sup> sorry...I'll step back.

MARY: JACK -- !!

(SOUND: LOUD SPLASH)

JACK: (OFF) (COUGHS) MARY... (COUGHS) ...MARY!



HY: Oh, Miss, shall I help you get him back into the boat?...

or did you push him?

*Please! Will you*  
MARY: Please help me.

(SOUND: SPLASHING OF WATER)

MARY: *Here!*  
Here, Jack, take my hand.

HY: Easy does it, now...there we are.

JACK: *Thanks.*  
Thanks, Mister. Oh boy, am I wet.

JAY: (LOUD) IO PENSO IO PENDIO LO MA LUI DIETRO IN GONDOLA.  
UOMO GOCCIOLA MIA GAMBA.

JACK: What'd he say...what'd he say...huh?...what'd he say?

HY: He said you're dripping on his leg.

JACK: If he thinks I'm gonna step back again, he's crazy.

HY: Say...wait a minute, aren't you Jack Benny?

JACK: Yes...Io sono poogrande artista key il mondo sono vista.

HY: *Oh,* Wait a minute...I thought you couldn't speak Italian.

MARY: *Ad* What did he say?

HY: He said he was one of the greatest comedians in the world.

MARY: That he can say in Chinese.

JACK: Too hong wong poo ling ~~chow~~.

MARY: Oh shut up!

JACK: Mary, please.

JAY: NOI AVVICINANO IL PLAZA, CHE ES FAMOSO PERCHE SUC CANTANTE  
GONDOLIERES.

JACK: What'd he say...what'd he say?

HY: He said we are now approaching the plaza, which is famous  
throughout the world for its singing gondoliers.

JACK: Oh yes...look...

(ACCORDION MUSIC STARTS)

JACK: ...All those people sitting out on the pier...where else  
would you see anything like this?

QUART: STA SE RA NI NA MIO  
IO SON MON TA TO  
TE LO DI RO  
TE LO DI RO  
CO LA DOVE DISPET TIUM CORINGRATO  
PIU TAR NON PUO  
PIU TAR NON PUO  
CO LA COCENTEEIL  
TO CO MA SE FUGGI  
SO ROUND AND FIRM  
SO FULLY PACKED  
E NON TI CORRCAPPRESSO  
E NON TI STRUGGI  
THERE'S NO ROUGH PUFF  
NO PUFF THAT'S ROUGH  
LESTI, LESTI VIA MONTJAM SU LA  
SMOKE A LUCKY TRA LA LA LA LA  
FUNICULI FUNICULA, FUNICULI, FUNICULA  
BE HAPPY AND GO LUCKY  
TRA LA LA LA LA LA LA  
LESTI LESTI <sup>long</sup> WE KNOW YOU WILL AGREE  
LUCKY STRIKE MEANS LSMTT  
FUNICULI FUNICULA, FUNICULI, FUNICULA  
AH RIDI PAGLIACCIO  
*Do* BE HAPPY, GO LUCKY  
TEAR AND COMPARE AND YOU'LL <sup>discover</sup> DISCOVER TO  
BE HAPPY AND GO LUCKY STRIKE  
TRA LA LA LA LA LA LA LA  
BRAVE! *key!*  
(APPLAUSE)

CB

ATX01 0183874

(THIRD ROUTINE)

JACK: *Say* — *that was* That was wonderful, wasn't it, Mary?

MARY: *Certainly was* Yeah, Jack. And you better sit down, our gondola ~~is~~ starting to move again.

(SOUND: LAPPING OF WATER)

JACK: Gosh I wouldn't have missed this trip for anything. It's so picturesque here in Venice.

MARY: Oh, Jack, look at those signs along the side of the canal.

JACK: Signs?

MARY: Yeah...I'll see if I can read them as we pass...

Prendera un Poonta

Da uno kay conosco,

talia tuo barba

ma non tuo naso....Burma Shave.

JACK: Mary, where does it say Burma Shave?

MARY: On that last sign...Burmada Radere...that's Burma Shave.

JACK: Burmada Radere means Burma Shave?...Holy smoke, I better learn what these Italian words mean.

MARY: Why?

JACK: I had that on my strawberries this morning *And I liked it. I* *I'll just like it,* *well* have to---

MARY: *Jack* Jack, sit down, you're rocking the gondola...and we're getting into heavy traffic.

JACK: Yeah...just look at all these gondolas going in every direction...it's a wonder they don't bump into each other.

MEL: (MANIACAL LAUGH)

JACK: What was that?

CB

ATX01 0183875

HY: *oh*, It's that man sitting over there in that little boat. He used to work for the traffic department.

MEL: (OFF) (MANIACAL LAUGH)

JACK: Hmm. *Well* what's the matter with him?

HY: He went crazy trying to paint a white line down the middle of the canal.

JACK: err. *Well*, that is a problem...why didn't he try water colors? HA HA HA HA HA...

MARY: JACK...LOOK OUT!

(SOUND: LOUD SPLASH) .

JACK: (COUGHS) MARY... (COUGHS) ...MARY...

HY: Miss, are you sure you didn't push him?

MARY: Of course not...now help me get him in the boat.

HY: Okay.

MARY: *no* *no* Oh no, don't grab him by the hair...Here, Jack, here's my hand.

(SOUND: SPLASHING OF GETTING INTO BOAT)

JACK: (COUGHS) These boats are too narrow.

MARY: What do you mean too narrow? You even fell off the Lurline.

JACK: Only once...Gee, I'm cold...I think I -- I -- I -- I --  
(SNEEZE)

JAY: Fratturare un coscia.

JACK: Thank you.

HY: He said "Break a leg."

JACK: Gee, it/sounds so nice in Italian.

CB

*Look*  
MARY: Jack, why don't you just sit down and enjoy the ride like everybody else?

JACK: Okay...but gee, I'm so wet.

MARY: Well, it's your own fault.

JAY: ~~Signorinas e Signores no ora passi il famoso spacio far qualche spesa en Venice.~~

HY: ~~The guide just said we're passing the shopping center of Venice.~~

JACK: ~~Oh yes.~~

MARY: ~~Look at those little stores...right out on the water... Gosh, this is the only place in the world like this.~~

JACK: ~~Yeah...and Mary, look at that store on the end...it specializes in gondola accessories...Manny, Moe and Luigi. The place in Los Angeles must've stolen its name from this one.~~

JAY: ~~Græ, Signoinas e Signores, noi passi il famoso Americano ruinione spacio en Venice.~~

HY: ~~The guide just pointed out the famous American rendezvous in Venice called Harry's Bar.~~

JACK: ~~Oh yes, I've heard of that...that's where all the Americans in Venice come for cocktails.~~

MARY: ~~o-o-o-o-oh~~ We must go there, Jack.

JACK: ~~Yeah...~~ And say, Mary, *Mary* did I tell you the wonderful joke I made up about Frankie Remley. I'm gonna do it on our first broadcast next season.

MARY: Look, Jack, you're on *a* vacation...forget jokes...

OB

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JACK: No no <sup>no</sup> Mary, this ~~will~~ <sup>is on the program, he</sup> be sensational. <sup>Now</sup> get this... <sup>great</sup>  
I'm gonna say that when we were in Venice, Frank Remely  
went into Harry's Bar and sat down at a table with one of  
the natives...Remley took a drink and then the native took  
a drink...Then Remley took another drink and the native  
took another drink...they kept drinking and drinking till  
the native couldn't see any more...HA HA HA HA HA.

MARY: What's so funny about that?

JACK: Mary, <sup>trav</sup> don't you get it? Remley is the first guy in the  
world ever to drink a Venetian Blind...HA HA HA HA HAH...  
Mary, don't you get it... Venetian --

(SOUND: LOUD SPLASH)

JACK: (COUGHS) MARY... (COUGHS) ...MARY! (Coughs)

HY: Here, Miss, I'll help you.

MARY: Never mind, this time I pushed him.

~~HY: Good, good...paddle-on, Gondolien.~~

JAY: (SINGS) OL SOLE MIO...OL SOLE MIO <sup>Leo</sup>

JACK: MARY... (COUGHS) ...MARY... (COUGHS)

(TRANSITION MUSIC)

(APPLAUSE)

JACK: Mary, you made up the whole thing...that's not what  
happened in Venice ~~at all~~.

MARY: Now, Jack, I didn't exaggerate at all. That's exactly  
what --

(SOUND: PHONE RINGS)

JACK: <sup>oh</sup> Wait a minute...

(SOUND: RECEIVER UP)

CB

JACK: Hello.

ROCH: HELLO, BOSS, I GOT SOME MORE NEWS FOR YOU.

JACK: What is it now, Rochester?

ROCH: THE WEDDING ~~IS~~<sup>I</sup> OFF, I AIN'T GONNA GET MARRIED.

JACK: Why, what happened?

ROCH: MY GIRL RAN OFF AND MARRIED ANOTHER FELLOW.

JACK: Oh, she didn't love you, eh?

ROCH: OH NO...SHE LOVES ME, BOSS, BUT SHE MARRIED FOR MONEY.

JACK: Oh, this other fellow's rich?

ROCH: NO, BUT HE'S GOT SOME.

JACK: Eh...oh...~~all~~ right, Rochester, so we won't have a cook...  
Goodbye.

ROCH: GOOOOOODBYE.

(SOUND: RECEIVER DOWN)

(APPLAUSE)

(PLAYOFF)

CB

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THE JACK BENNY PROGRAM  
AMERICAN TOBACCO CO.  
JUNE 7, 1953 (Transcribed May 27, 1953)

-C-

CLOSING COMMERCIAL:

WILSON: Jack will be back in just a moment, but first a word to  
cigarette smokers ... 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.

WILSON: In spite of all you hear about cigarette smoking today, one  
basic truth remains ... it's the taste of a cigarette that  
counts! Nothing -- no, nothing - beats better taste! And  
Luckies taste better ... cleaner, fresher, smoother. There  
are good reasons for it. Luckies are made better to taste  
better ... made round and firm and fully packed, to draw  
freely and smoke evenly. Naturally that will give you a  
better smoke. Then, too, better taste in a cigarette must  
begin with the tobacco. And -- LS/MFT -- Lucky Strike means  
fine tobacco ... fine, light, mild tobacco with it's own  
wonderful aroma and a taste that's even better. So remember,  
friends ... only fine tobacco, in a better-made cigarette,  
can give you Luckies' better taste. And only better taste  
can give you the real, deep-down smoking enjoyment you want!  
So ... be happy -- go Lucky! Next time...ask for a carton  
of ... Lucky Strike!

Sportamen Be happy -- go Lucky  
Quartet:  
(Long  
Close:) Get better taste today

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(TAG)

JACK: Ladies and gentlemen, since this is the last show of the season, I want to take this opportunity on behalf of my entire cast and my sponsors, the American Tobacco Company, to thank you for listening and I hope you'll all be with us again when we resume broadcasting September Thirteenth...In the meantime, starting next week, tune in at this same time and you will hear, Guy (BOOM) Guy (BOOM, BOOM) Guy Lombardo.....Goodnight, everybody.

(APPLAUSE & MUSIC)

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

Starting next Sunday at this same time and on this same station Lucky Strike will present Guy Lombardo Time. Tune in to hear Guy and the Royal Canadians play your favorite tunes each week, until Jack Benny returns in the fall.

And every Thursday over this same station, be sure to hear The American Way, with Horace Heidt for Lucky Strike.

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