

PROGRAM #9
REVISED SCRIPT

"As Broadcast"

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, NOVEMBER 8, 1953

CBS

4:00-4:30 PM PST

(TRANSCRIBED NOV. 5, 1953)

ATX01 0184336

THE JACK BENNY PROGRAM #9
NOVEMBER 8, 1953
OPENING COMMERCIAL

-A-

WILSON: THE JACK BENNY PROGRAM....transcribed and presented by
LUCKY STRIKE!

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: Friends, after all is said and done, the reason you or
anybody else smokes a cigarette can be summed up in one
word: enjoyment. And certainly the enjoyment you get
depends entirely on the taste of a cigarette. Put it this
way. Smoking enjoyment is all a matter of taste. Well,
the fact of the matter is Luckies taste better. Cleaner,
fresher, smoother. Here's why Luckies taste better.
First, they're made of fine tobacco. Lucky Strike means
fine tobacco -- fine, naturally mild, good-tasting
tobacco. Second, Luckies are actually made better -- made
round, firm, fully-packed -- to always draw freely and
smoke evenly. Yes, fine tobacco in a better made cigarette
gives you better taste, every single time. After all,
smoking enjoyment is all a matter of taste. And the fact of
the matter is Luckies taste better. You'll know that's true
the minute you light up a Lucky. So next time you're
shopping for cigarettes get the carton with the red bullseye
-- Lucky Strike!

ATX01 0184337

THE JACK BENNY PROGRAM #9
NOVEMBER 8, 1953
OPENING COMMERCIAL (CONT'D)

-B-

SPORTSMEN
QUARTET: Be Happy -- Go Lucky
(LONG
CLOSE) Get Better Taste Today!

RTX01 0184338

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE...MUSIC UP AND DOWN)

DON: AND NOW LADIES AND GENTLEMEN, I GIVE YOU THE STAR OF OUR SHOW, A MAN WHO FOR YEARS HAS WON THE HIGHEST ACCOLADE OF CRITICS AND PUBLIC ALIKE...

JACK: Oh, please, Don.

~~DON: A MAN WHOSE SUAVE, SOPHISTICATED HUMOR HAS TICKLED THE FUNNYBONE OF LITERALLY MILLIONS...~~

~~JACK: Don, there's really no need to~~

DON: A MAN WHOSE UNIQUE ABILITIES HAVE BROUGHT HIM TO THE PINNACLE OF SUCCESS AND WHOSE -- Oh, I can't read this *stuff*.

JACK: You'll read it and like it...Now go ahead.

DON: A MAN WHOSE TALENT IS EXCEEDED ONLY BY HIS MODESTY... AND HERE HE IS, JACK BENNY.

(APPLAUSE)

JACK: Thank you, thank you, thank you...Hello again, this is Jack Benny talking. And Don, I don't see why it should be so hard for you to say a few nice things about me...but I'm happy you managed to struggle through that introduction.

DON: ^{*Jack*} Well, the only reason I did was because I was afraid you'd fire me.

JACK: Don, I couldn't fire you.

DON: Why not?

JACK: Because this happens to be National Save Your Fat Week... that's why, Don.

DON: Oh, come ^{on} now, Jack...There hasn't been a National Save Your Fat Week since 1944.

JACK: Don...Edward R. Murrow can be topical, I have to be funny ...Anyway, you know what today is, don't you?

DON: ^{Yes} Yes, I do. It was exactly twenty years ago today that I agreed to go on your show.

BOB: ^{Oh} Gosh, Jack...have you and Don really been together that long?

JACK: We sure have, Bob. And right from the start it was a wonderful association...no arguments, no bickering, no lawyers.

DON: That's right, ^{Bob}...he just tattooed the contract on my stomach and let it go at that.

JACK: And every year there's been room for new clauses...
~~believe me.~~

BOB: Speaking of contracts, Jack...I...Well...I'm still being paid by the week, aren't I?

JACK: Yes, Bob, that's the way I pay all the members of my cast.

BOB: Well, I sort of hate to mention it...but this is our ninth show this season and I'm a little behind.

JACK: Oh well, Bob, sometimes there are slight, unavoidable delays...the mail is late...or the accounting department slows up a little. How many checks have you gotten?

BOB: Two.

JACK: Only two checks all season?

BOB: That's right.

JACK: Bob, I don't know what to say...This is terribly embarrassing. You should call my business manager immediately.

BOB: I already did. I told him I've received two checks this whole season.

JACK: What did he say?

BOB: "Congratulations, I only got one."

JACK: Well, Bob, sometimes we do get a little behind, but sooner or later everyone gets paid up.

BOB: Well.....

DON: Jack's right, Bob....You can ask Kenny Baker, he's still getting checks.

JACK: I stopped with him last year...But Bob, you don't have to worry because I'll personally take care of this first thing in the morning.

~~BOB: I wish you would.~~

~~Jack: Don't come in.~~ (SOUND: DOOR OPENS)

JACK: ~~Now we'd better get on with the~~

MEL: (MOOLEY) (OFF) TELEGRAM...TELEGRAM FOR MR. BENNY.

JACK: Over here, Boy.

(SOUND: RIP OF ENVELOPE)

JACK: Hey, it's from Dennis.

DON: ~~Is~~ Anything wrong?

JACK: Let me read it...."DEAR MR. BENNY...I MAY BE A LITTLE LATE FOR THE SHOW TODAY AS I HAVE TO GET MY SHOES SHINED AND MY CAR WASHED. ~~AND~~ I'M ALSO ELOPING TO NIAGARA FALLS..."

Dennis: Eloping to Niagara Falls?.....What a crazy kid.

DM

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BOB: I didn't even know he had a girl.

JACK: Out of a clear blue sky ^{Dennis} he elopes... ~~He~~ Couldn't get married like everyone else....with a ceremony...and guests...
...and a nice violin solo...Oh, well, if Dennis ~~is~~ going to be late, we'll have to fill in with something. Bob, maybe we ought to have the boys in the band do a number.

BOB: Sure, Jack....what would you like them to play?

JACK: You mean I have a choice?

BOB: Of course...."The Pagan Love Song", "Ramona"....or "Stay on the Light Side with Eastside."

JACK: Hmmm.

BOB: They're even working on a newer one.

JACK: Newer?

BOB: Yeah...(SINGS) Paper Mate Flasks are leakproof....use the Paper Mate flask.

~~JACK: Say, that's pretty cute....And Bob, I must say --~~

MEL: Duh, pardon me, Mr. Benny.

JACK: Oh, are you still here?

MEL: ~~Yes~~ I hate to mention it, but when one delivers a telegram, it's customary for one to get a tip.

JACK: Oh, oh....of course ^{yes}...How much do you usually get?

MEL: Well, that's up to you. I wouldn't want to influence you in any way.

JACK: Well, let's see --

DH

ATK01 0184342

MEL: Uh....do you mind if I use your phone a minute?

JACK: No, go ahead.

(SOUND: RECEIVER UP....DIALING)

MEL: Hello, Martha....this is Herman. How's Grandma? ^{oh}...Not any better, huh? (STARTS TO SNIFFLE) ...Well, what can we do? We can't afford medicine for the baby either. But ~~but~~ ^{but} Martha, if we spend that money on medicine, we won't be able to buy any food...(STARTS TO CRY) ^{what?} The landlord was over?....What did he say?....He's only gonna give us two more days, eh?....Well, I'll ^{oh} try to see what I can do, Martha....Keep up your courage ... Goodbye.

(SOUND: RECEIVER DOWN)

MEL: (KEEP SOBING)

JACK: Control yourself, control yourself...Here! ^{well} I've got a tip for you.

MEL: ^{oh} Gee, thanks, Mister, I -- Oh, no, no!!

JACK: What's the matter?

MEL: ~~What's the matter!~~ For a lousy dime I just wasted a routine I could have used on Strike It Rich.

JACK: Look, that's all the change I have for a tip. Anyway, I'm doing a radio program now....so why don't you wait ~~til~~ --

DENNIS: ^{oh} Hello, Mr. Benny.

JACK: Dennis....what are you doing here? I thought you were eloping.

DENNIS: Oh, that's all off.

DH

JACK: All off? What happened?

DENNIS: ^{was} This morning ~~when~~ ^{and} I was about to propose to the girl, I really saw her for the first time.

JACK: You mean --

DENNIS: She's got long stringy hair, beady eyes, bad complexion, a mean face, and she's ^{so} big as a horse.

JACK: Gee, she sounds like a mess.

DENNIS: Yeah...boy am I glad she turned me down.

JACK: ^{come} She turned you down?

DENNIS: ¹ I don't care, I'll marry her twin sister.

JACK: Oh, fine.

DENNIS: You should see her twin sister....she's got a figure like Marilyn Monroe....legs like Betty Grable...hair like Rita Hayworth....and a face like Ava Gardner.

JACK: Dennis, if the other girl is so ugly, how could her twin sister be so beautiful?

DENNIS: You and Ed Murrow can be technical, I have to be funny.

JACK: ~~Oh~~, Sing your song, will you?....That kid drives me crazy.

(APPLAUSE)

(DENNIS'S SONG - "E COMPARE")

(APPLAUSE)

DH

RTX01 0184344

(SECOND ROUTINE)

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JACK: That was very good, Dennis, ^{that was wonderful...} and now, ladies and gentlemen, for our feature attraction tonight, we are going to do our version of Universal-International's classic of the gridiron... "All American"... ~~Now I will~~ --

(SOUND: PHONE RINGS)

JACK: Excuse me.

(SOUND: RECEIVER UP)

JACK: Hello.

ROCH: HELLO, MR. BENNY, THIS IS ROCHESTER.

(APPLAUSE)

JACK: Rochester, I'm in the middle of my show... what do you want?

ROCH: WELL, BOSS, DO YOU REMEMBER THAT SWEET LITTLE OLD LADY WHO CAME BY HERE LAST WEEK?

JACK: Little old lady?

ROCH: YOU KNOW... THE ONE WHO SOLD YOU THAT FIFTY CENT RAFFLE TICKET ON A TURKEY.

JACK: Oh yes, now I remember.

ROCH: WELL, SHE'S BACK AGAIN.

JACK: Hmm... What does she want this time?

ROCH: A HUNDRED THOUSAND DOLLARS, SHE FELL DOWN YOUR STEPS.

JACK: Fell down my -- Rochester, she's suing me for a hundred thousand dollars?

ROCH: CHEER UP, BOSS, I GOT SOME GOOD NEWS FOR YOU, TOO.

JACK: What good news?

ROCH: YOU WON THE TURKEY.

JACK: Rochester, who cares about the turkey? I'm being sued for a hundred thousand dollars. Tell me, was the woman badly hurt?

ATX01 0184345

ROCH: SHE CLAIMS SHE SPRAINED HER ANGLE.

JACK: Sprained her ankle? Well, that's the most outrageous and unfair thing I ever heard of. You tell her nobody can collect a hundred thousand dollars for a sprained ankle.

ROCH: I DID, BUT SHE SAYS SHE LOOKED THROUGH THE COURT RECORDS AND FOUND A PRECEDENT FOR IT.

JACK: What precedent?

ROCH: THE CASE OF JACK BENNY VERSUS THE STREETCAR COMPANY.

JACK: That was different...I didn't fall, the motorman threw me off...Now look, Rochester, don't admit anything and get in touch with my insurance man, I'm covered for things like this.

ROCH: OKAY.

JACK: I'll see you later...goodbye.

ROCH: GOODBYE...OH SAY, BOSS.

JACK: Now what?

ROCH: CAN I HAVE THE NEXT TWO WEEKS OFF?

JACK: Two weeks off? Why certainly not.

ROCH: OH...WELL, CAN I HAVE TONIGHT OFF?

JACK: Tonight?...Yes, I guess so.

ROCH: THANKS.

JACK: Wait a minute, Rochester... why did you ask me for two weeks off?

ROCH: BECAUSE I HAD TO SOFTEN YOU UP TO GET TONIGHT OFF.

JACK: Oh, so that's ---

ROCH: GOOOOOOOOOOD BYE.

JACK: Goodbye, goodbye.

(SOUND: RECEIVER DOWN)

(APPLAUSE)

JACK: ~~Now where was I?...Oh yes, tonight we're going to do our~~
~~version of Universal-International's thrilling story of the~~
~~gridiron... "All American."~~

BOB: *My* Isn't that the one where Tony Curtis stars as a football
hero?

JACK: That's right...In fact, tonight I'm playing his role.

DON: *Oh* But Jack, Tony Curtis is ^{so young} just a kid...how can you even
think of taking a part ~~that~~ he played?

~~BOB: That's right, Jack...that role calls for someone of college~~
~~age.~~

~~DENNIS: Yeah, Mr. Benny, even I'm too old to play that part.~~

JACK: Look, there's no sense in arguing because I'm gonna play
the Tony Curtis part and nobody can stop me.

TONY: I can.

JACK: Who are you?

TONY: Tony Curtis.

(APPLAUSE) *Tony* --

JACK: Well, Tony Curtis...This is a surprise.

TONY: Well, Jack, I was at ^{the} ~~my~~ studio when I heard about you doing
this sketch tonight, so I ^{thought I'd get} ~~got~~ down here as fast as I could.

JACK: Oh.

TONY: Jack, you really don't intend to take the part I played in
the picture, do you?

JACK: *Well* Of course I do.

TONY: ~~But~~...don't you think it's a little ridiculous?

JACK: What's ^{what's} so ridiculous about it?

TONY: Jack, the picture happens to be "All American" not Early
American.

JACK: Look, Tony, I don't want to get into any argument about my age.

TONY: Neither do I...You'll wind up having me older than you are.

JACK: Well, someday you will be...And I don't care what you say, I still think I can be convincing as an All American quarterback.

~~TONY: Only if you cast Lionel Barrymore as the cheer leader.~~

JACK: Well ^{frankly} frankly, Tony, I don't understand your attitude at all. And it so happens that the producer of your picture, Aaron Rosenberg, is a very good friend of mine...If you don't let me play the part, you'll have to go back to the studio and face him. ^{mean} How would you explain it to him? ^{mean} What would you tell him?

TONY: Him drove me down here.

JACK: Oh...Well look, Tony, I'm gonna play the part unless you have a strenuous objection.

TONY: Well, I do...I think your playing the part of a college boy is incongruous.

JACK: Oh yeah...well let me tell you -- (WHISPER) Hey, Bob, ^{Bob,} come here a minute, ^{with me?} ~~with me?~~

BOB: (WHISPER) Yes, Jack.

JACK: (WHISPER) What ^{what} does "incongruous" mean?...Huh?

BOB: (WHISPER) ^{uh} I'm not sure...(UP) OH, REMLEY....

JACK: Never mind...Look, Tony....*Remley a fine fella to ask: his dictionary consists of Webster, Bowden, Webster, Miller & Henry - none work, Tony*

JO

ATX01 01B4348

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TONY: I'll tell you what incongruous means...It means
inappropriate...unbecoming...not harmonious in character
...inconsonant or inconsistent.

JACK: Oh.

~~TONY: If you were a college boy, you would've known that.~~

~~JACK: You don't have to be a college boy to be a great actor.~~

DENNIS: Well, I still don't understand it.

JACK: The meaning of incongruous?

DENNIS: No, how one twin can be so beautiful and the other one ~~so~~
ugly.

JACK: Dennis, we're not talking about that.

DENNIS: Well, I don't understand incongruous, either.

JACK: Look, Dennis...er...~~er~~...Explain it to him, Tony.

TONY: All right...I'll make it simple...Dennis, incongruous
means something that doesn't fit.

JACK: ~~That's right, Dennis...~~^{Certainly...you know}...something that doesn't fit...Now
Tony, you just sit down in the studio and watch me play
your part....I'm sure you'll enjoy it.

TONY: Okay.

JACK: TAKE IT, DON.

DON: AND NOW, LADIES AND GENTLEMEN, WE BRING YOU OUR VERSION
OF THAT THRILLING UNIVERSAL-INTERNATIONAL PICTURE "ALL
AMERICAN" ... A SAGA OF COLLEGE LIFE ON THE GRIDIRON.
CURTAIN...MUSIC....

(BAND PLAYS COLLEGE THEME)

DH

ATK01 0184349

DON: THIS IS THE STORY OF A POOR BOY WHO, BECAUSE OF HIS TALENT
ON THE FOOTBALL FIELD, WAS ABLE TO GO TO COLLEGE. RISE TO
THE TOP AND BECOME AN "ALL AMERICAN."

(ORCHESTRA STINGER...THEN OUT)

JACK: (FILTER) MY NAME IS NICK...NICK BONNAKRAZINSKA-VICHEL-
IKOFFSKY....IN MY FIRST YEAR AT MID-STATE UNIVERSITY, I
WAS THE STAR QUARTERBACK. I'LL NEVER FORGET THAT CRUCIAL
GAME FOR THE CHAMPIONSHIP. I CAUGHT THE OPENING KICKOFF
AND RAN IT BACK FOR A TOUCHDOWN...THE CROWD WENT WILD....
THE ROOTING SECTION STOOD UP AND BEGAN TO CHEER FOR ME.

QUART: BONNAKRAZINSKA-VICHEL-IKOFFSKY....
BONNAKRAZINSKA-VICHEL-IKOFFSKY.

BAND: (CHEERING IN UNISON) B O N N A K R A Z I N S K A
V I C H E L V I C H I K O F F S K Y.

JACK: WHEN THEY FINISHED, WE WERE IN THE THIRD QUARTER...THE
REST OF THE GAME WAS ROUTINE TILL THE LAST FEW MINUTES WHEN
I MADE ONE SPECTACULAR PLAY....I KICKED A FIELD GOAL FROM
THE SIXTEEN YARD LINE. ~~THIS WOULDN'T HAVE BEEN UNUSUAL~~
~~EXCEPT THAT THE FULLBACK WAS STILL HOLDING THE BALL AS IT~~
~~WENT BETWEEN THE GOAL POSTS...~~THE CROWD WENT WILD AND THE
FULLBACK WAS A LITTLE SORE, TOO....AGAIN THEY STARTED TO
CHEER.

QUART: (PADING) B O N N A K R A Z I N S K A --

DH

JACK: IT WAS THEN THAT I DECIDED TO CHANGE MY NAME....I CHANGED IT TO BONELLI....NICK BONELLI...AT THE END OF THE SEASON, I MADE EVERY ALL AMERICAN TEAM. MY PASSING WAS PRAISED BY COLLIER. MY RUNNING WAS APPLAUDED BY LOOK AND MY DEODORANT WON THE GOOD HOUSEKEEPING SEAL OF APPROVAL.... BUT MID-STATE DIDN'T GIVE FOOTBALL SCHOLARSHIPS.. SO I TRANSFERRED TO SHERIDAN COLLEGE...AND THE NEXT FALL I FOUND MYSELF IN THE REGISTRAR'S OFFICE WHERE THE DEAN'S SECRETARY WAS FILLING OUT MY ENTRANCE APPLICATION.

BEA: Now let's see....Nick Bonelli....Nick Bonelli....Oh, here's your card....Now tell me, what is your height?

JACK: (REG. MIKE) Five foot eleven.

BEA: Your weight?

JACK: One seventy-three.

BEA: Color of your eyes...Oh, they're blue, aren't they?

JACK: Bluer than the toes of a barefooted field-goal kicker.

~~BEA: Now what career do you expect to follow upon graduation?~~

~~JACK: I'm going to be a psychiatrist.~~

~~BEA: What made you decide to become a psychiatrist?-~~

~~JACK: Last month my uncle died and left me a couch.~~

BEA: Well, that's all the questions and -- Oh, just a second.... You're here on a football scholarship, aren't you?

JACK: Yes, ma'am.

BEA: ^{will} In that case, you'll be provided with tuition, room and board, and you'll be given a hundred dollars a month to spend.

JACK: Do I have to spend it?

DH

Jack: Thank you.

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BEA: No, ^{now}..Now of course, you and all the other football players will have to earn ~~that~~ money.

JACK: I understand. What will my job be?

BEA: Well, in the Dean's office there is an eight day clock.

JACK: And I'm supposed to wind it?

BEA: No, the fullback winds it, your job is to see that he does.

JACK: (FILTER) UNDER THE BURDEN OF THIS ASSIGNMENT....I BEGAN MY FIRST YEAR AT SHERIDAN. I'LL NEVER FORGET THE DAY I MET OUR FAMOUS FOOTBALL COACH. I REMEMBER HOW HE WALKED INTO THE DRESSING ROOM AND SAID --

DENNIS: All right you men....I want all the linemen to go out and practice tackling....the ends brush up on pass receiving... Half-backs will put in two hours each bucking the line.... The full-backs will spend the whole day trying to kick field goals ... and you -- you're playing quarter, aren't you?

JACK: (REG. MIKE) Yes sir ... what shall I do?

DENNIS: Scratch my back.

JACK: (FILTER) THIS WAS A THRILLING MOMENT FOR ME ... AT LAST I HAD MET THAT GREAT COACH ... ITCHY DAY ... AS I STOOD THERE SCRATCHING HIS BACK, HE LOOKED AT ME AND YELLED --

DENNIS: (IN RHYTHM) DO IT AGAIN, DO IT AGAIN, HARDER, HARDER ... DO IT AGAIN, DO IT AGAIN, HARDER, HARDER ...

JACK: (REG. MIKE) Now wait a minute, Coach, I don't want to do this. I ^{was} ~~was~~ an All American at Mid-State.

DH

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DENNIS: Well, you're at Sheridan now and everybody starts from scratch.

~~JACK: -----~~

DENNIS: And another thing ... we observe strict training here.

JACK: Yes sir.

DENNIS: That means no parties, no dancing, and no dates with girls, *and* you'll take all your meals at the training table, you have to be in bed by nine, up at six, and we practice seven days a week.

JACK: But what do we do for fun here at Sheridan?

DENNIS: On Tuesday night you play Scrabble with naughty words.

JACK: (FILTER) YES, COACH DAY WAS A STRICT DISCIPLINARIAN, AND WHEN IT CAME TO FOOTBALL, HE WAS A PERFECTIONIST ... WE HAD A GOOD TEAM BUT THE PLAYERS WEREN'T VERY BRIGHT SO COACH DAY HAD LITTLE RADIOS INSTALLED IN OUR HELMETS SO WE COULD LISTEN TO THE BORADCAST OF THE GAME AND FIND OUT WHO HAD THE BALL.....ONE DAY I TUNED IN THE WRONG STATION AND TACKLED JOHN'S OTHER WIFE....AFTER STARRING IN THREE STRAIGHT GAMES, I WAS THE TOAST OF THE CAMPUS. BUT I FOUND OUT THAT SHERIDAN WAS DIFFERENT THAN MID-STATE. THESE STUDENTS WERE SNOBS AND MY ROOM-MATE, ROBERT CARTER, WAS THE BIGGEST SNOB OF ALL, HE WAS ALWAYS NAGGING ME.

BOB: Hey, Bonelli.

JACK: (REG. MIKE) What is it, Robert?

BOB: How many times have I told you ... when you store things in the closet, keep your mothballs away from mine.

DH

ATX01 0184353

JACK: But how can you tell the difference?
BOB: Mine are monogrammed.
JACK: Oh... Robert, why can't we be friends?
BOB: I don't like riff-raff.
JACK: But, Robert, I'm so popular on the campus. All the fraternities are begging me to join.
BOB: Well, mine is the ritziest one and I'm sure ^{that} you won't get in.
JACK: Why not?
BOB: Because I'm the only member.
JACK: What?
BOB: And the only reason I got in is my brother owns the college.
JACK: (FILTER) LATER I FOUND OUT HIS BROTHER ALSO OWNED MINUTE MAID ORANGE JUICE, THE PITTSBURGH PIRATES, AND PITTSBURGH... BUT ROBERT SET ME STRAIGHT ON ONE THING.
BOB: Bonelli, you don't fit in here ... If you didn't play football, nobody at Sheridan would even talk to you.
JACK: (REG. MIKE) Oh yeah? They'd still like me for myself.
BOB: ^{O.} What makes you think so?
JACK: I'll tell you why ... Because I've got a winning personality muscles of steel that the fellows admire and respect ... and the kind of youth and good looks that make girls swoon.

(SOUND: LOUD DOOR SLAM)

DH

ATX01 0184354

JACK: (FILTER) THAT DOOR SLAM WASN'T ROBERT....IT WAS TONY CURTIS LEAVING THE STUDIO...BUT I DECIDED TO FIND OUT IF ROBERT WAS RIGHT. THE NEXT DAY I TURNED IN MY UNIFORM AND OVERNIGHT I BECAME THE MOST UNPOPULAR PERSON ON THE CAMPUS ... A FEW WEEKS LATER AT THE DANCE BEFORE THE BIG GAME, I SAT FOR HOURS IN A CORNER BY MYSELF. NOBODY CAME WITHIN FIVE FEET OF ME .. I WAS BEGINNING TO THINK GOOD HOUSEKEEPING MIGHT HAVE BEEN WRONG ... IT WAS THEN THAT I SAW HER.

VEOLA: (SEXY) Hello, Handsome.

JACK: SHE WAS BEAUTIFUL...AND I HAD A HUNCH SHE WAS POPULAR, TOO...SHE WAS WEARING A HUNDRED AND SIXTY-FOUR FRATERNITY PINS....NO DRESS, JUST FRATERNITY PINS.....SHE SMILED AND CAME JINGLING TOWARDS ME ... BEFORE I KNEW IT, WE WERE DANCING TOGETHER.

(BAND PLAYS SOFT DANCE MUSIC...SUSTAIN IN B.G.)

JACK: (REG. MIKE) What's your name?

VEOLA: Veola Ward.

JACK: I'm Nick Bonelli.

VEOLA: I know ... Gee, Nick ... dancing with you is different than dancing with the other college fellows.

JACK: It is?

VEOLA: Yes....they don't even know the minuet.

JACK: Gee, Veola, you're beautiful.

~~VEOLA: Thanks, Nick.~~

~~JACK: You're the most beautiful girl I've ever seen.~~

DH

VEOLA: Isn't it amazing?

JACK: What's amazing?

VEOLA: I've got a twin sister who's a dog.

JACK: Oh yes, Coach Day was going to marry her ... Look, Veola,
~~I'm crazy about you~~ ... Will you marry me?

VEOLA: I might if you changed your mind and played football again.

JACK: Oh, so that's it. Well, I wouldn't play football for
anything.

VEOLA: Not even if I kissed you like this?

(VEOLA GIVES JACK A SMALL KISS)

JACK: No.

VEOLA: Like this?

(VEOLA GIVES JACK A BIGGER KISS)

JACK: No.

Veola: I love you.
(VEOLA GIVES JACK AN EXTREMELY LONG KISS)

JACK: (FILTER) I HAD DECIDED TO PLAY FOOTBALL AFTER THE FIRST
KISS BUT I WASN'T FOOLISH ENOUGH TO TELL HER ... THE NEXT
DAY I WAS SITTING ALONE IN MY ROOM....AND FROM THE
STADIUM I COULD HEAR THE CHEERS OF THE CROWD AND THE GLEE
CLUB AS THEY SANG OUR SCHOOL SONG.

DH

ATX01 0184356

QUART: YOU'VE GOTTA BE A FOOTBALL HERO
TO GET ALONG WITH THE BEAUTIFUL GIRLS
IN SPITE OF ALL A MILLION DOLLARS CAN DO
A TACKLE OR TWO WILL MEAN MORE TO YOU
THE FACT THAT YOU ARE RICH OR HANDSOME
WON'T GET YOU ANYTHING IN CURLS.
YOU GOTTA BE A FOOTBALL HERO
TO GET ALONG WITH THE BEAUTIFUL GIRLS.
YOU GOTTA SMOKE THAT FINE TOBACCO
TO REALLY KNOW WHY A LUCKY IS BEST
ON EVERY COLLEGE CAMPUS THROUGHOUT THE LAND
THE STUDENTS DEMAND THEIR FAVORITE BRAND.
A LUCKY STRIKE IS BETTER TASTING
A LUCKY STRIKE WINS EVERY TEST.
YOU'VE GOTTA TEAR AND THEN COMPARE 'EM
TO REALLY KNOW WHY A LUCKY IS BEST.
LUCKY STRIKE MEANS FINE TOBACCO
LUCKY STRIKE MEANS FINE TOBACCO
CLEANER, FRESHER, SMOOOTHER
IS, IS MFT BETTER TASTING, YOU'LL AGREE
~~LIGHT 'EM, LIGHT 'EM TAKE A PUFF.~~
~~ISN'T THIS SOME CLEVER STUFF.~~
A LUCKY STRIKE IS BETTER TASTING
SO ROUND AND FIRM AND FULLY PACKED
A LUCKY STRIKE IS MADE MUCH BETTER
THAT'S NOT A CLAIM, NO SIR, THAT IS A FACT
ASK YOUR PROFESSOR
BE HAPPY AND GO LUCKY STRIKE.

(APPLAUSE)

ATX01 0184357

(THIRD ROUTINE)

-20-

JACK: (FILTER) I WAS NOT MADE OF STONE AND THE SCHOOL SPIRIT IN THAT SONG GOT ME... I RUSHED TO THE STADIUM AND SLIPPED INTO MY GOOD OLD UNIFORM... THE GAME WAS WELL INTO THE FOURTH PERIOD... SHERIDAN WAS TRAILING BY ONE POINT... AND AS I RAN OUT ONTO THE FIELD, THE CROWD WENT WILD.

BAND: B O N N A K R A Z ~~A N S E K A~~ ---

JACK: (YELLING ON REGULAR MIKE) I CHANGED IT, I CHANGED IT.
(FILTER) IN THE HUDDLE I CALLED MY FAVORITE PLAY... BUT IT WAS STOPPED COLD... THE OPPOSING TEAM HAD THE BIGGEST LINE IN FOOTBALL... HIS... NAME WAS DON WILSON... ONCE I RAN AROUND HIS END AND WAS OUT OF BOUNDS BY TEN YARDS... BUT ALTHOUGH HE WAS MY OPPONENT, I HAD TO ADMIRE HIS ABILITY.

JACK: (REG. MIKE) Nice tackle, Wilson:

DON: It was tough stopping you.

JACK: I like that football uniform you're wearing.

DON: Thank you.

JACK: I've never seen such big shoulders... what have you got them padded with?

DON: My stomach.

ATX01 0184358

JACK: (FILTER) TIME WAS RUNNING OUT, BUT I KEPT COOL. I KNEW OUR CHANCE WOULD COME ... THEN WITH SECCNDS LEFT TO PLAY, I INTERCEPTED A PASS ... AND AS I WEAVED DOWN THE FIELD, SUDDENLY EVERYTHING WENT BLACK. I COULDN'T SEE A THING. MY HELMET HAD SLIPPED DOWN OVER MY EYES. IT DIDN'T FIT...IN OTHER WORDS, IT WAS INCONGRUOUS ... I THREW OFF MY HELMET AND CUT TO THE LEFT...I FAKED TO THE RIGHT ... I ZIG ZAGGED ... SUDDENLY I THOUGHT OF VEOLA, AND I FOUND MYSELF DOING THE MINUET ON THE TWENTY YARD LINE ... AS I STARTED RUNNING AGAIN, I REALIZED THERE WAS ONLY ONE MAN BETWEEN ME AND THE GOAL LINE ... BUT I COULDN'T GET BY HIM ... THEN I ^{noticed} ~~REALIZED~~ HE WASN'T EVEN WEARING A FOOTBALL UNIFORM AND I HOLLERED AT HIM.

JACK: (REG. MIKE) Why don't you let me get by?

MEL: (SAME MOOLEY) Duh, I'm still waiting for my tip!

JACK: (FILTER) BUT I DIDN'T GIVE HIM THE TIP. WHY SHOULD I? AFTER ALL, IT WAS TONY CURTIS AND NOT I WHO WAS THE ALL AMERICAN.

(APPLAUSE AND PLAYOFF)

MG

ATX01 0184359

JACK BENNY PROGRAM
NOVEMBER 8, 1953 (Transcribed Nov. 5, 1953)
ALLOCATION

WILSON: Friends, forest fires are one of our great national hazards. Today -- perhaps this very minute, a forest fire is raging because somebody was careless, somebody tossed away a lighted cigarette, forgot to put out a campfire, or was careless with matches. Forest fires ravage millions of acres of timberland, weaken America, take lives. So, please, be careful, be cautious - don't give fire a place to start.

Thank you.

(APPLAUSE)

WILSON: Jack will be back in just a minute. But first, here's
(LIVE) the voice of Pulitzer prize winning cartoonist, Rube Goldberg.

MG

ATX01 0184360

JACK BENNY PROGRAM
NOVEMBER 8, 1953
CLOSING COMMERCIAL

-4-

RUDE GOLDBERG: Hi folks, I've learned what some people think is
(TRANSCRIPTION) funny, others don't think is so hot. It's all a
matter of taste. And taste applies to a lot of
things including cigarettes. To me, Luckies taste
better, and taste is what I'm looking for and I
always find it when I smoke a Lucky. Now when I
buy my Luckies, if you'd pardon this terrible pun,
I buy 'em by the cartoon.

WILSON: (LIVE) Thanks, Rube Goldberg. Friends, smoking enjoyment
is all a matter of taste. And the fact of the
matter is -- Luckies taste better ... cleaner,
fresher, smoother. Luckies come by their better
taste for two reasons. First, they're made of
fine tobacco. The whole world knows -- LS/MFT --
Lucky Strike means fine tobacco. Then -- Luckies
are actually made better to taste better. So,
Be Happy -- Go Lucky -- buy a carton.

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

ATX01 0184361

(TAG)

JACK: Ladies and gentlemen, I want to thank Tony Curtis who appeared tonight through the courtesy of Universal-International, ^{Picture} and will soon be seen in his latest picture "Forbidden". *Goodnight, everybody. Give a little talk.*

~~TONY: Oh, Jack -~~

JACK: What is it, Tony?

TONY: That was very sweet of you, but you didn't have to give me that plug.

JACK: I know, Tony, but I wanted to, because I enjoy all your pictures.

TONY: Thanks, Jack. I enjoyed all of yours, too. I thought you were wonderful in "To Be Or Not To Be", "Charlie's Aunt", "George Washington Slept Here", and "Gone With The Wind".

JACK: Wait a minute, Tony, I wasn't in "Gone With The Wind".

TONY: Would you rather have me mention "The Horn Blows At Midnight"?

JACK: No, no, I was great in "Gone With The Wind". Goodnight, folks.

(APPLAUSE AND MUSIC)

DON: The Jack Benny Show tonight was written by Sam Perrin, Milt Josefsberg, George Balzer, John Tsekenry, Hal Goldman, Al Gordon 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.

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