

PROGRAM #16
REVISED SCRIPT
"A Broadcast"

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, DECEMBER 27, 1953 CBS 4:00 - 4:30 PM PST

(TRANSCRIBED DEC. 23, 1953)

BR

ATX01 0184543

-A-

THE AMERICAN TOBACCO COMPANY

"THE JACK BENNY PROGRAM" #16

7:00 - 7:30 PM EST

DECEMBER 27, 1953

SUNDAY

OPENING COMMERCIAL

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: This is Don Wilson, friends...You know, your enjoyment
of a cigarette depends on its taste. That's true.
Smoking enjoyment is all a matter of taste. And the fact
of the matter is -- Luckies taste better. Cleaner,
Fresher, Smoother. Now there are two mighty good reasons
for that. The first one you already know: LS/MFT, Lucky
Strike means fine tobacco...light, naturally mild,
good-tasting tobacco. And second, Luckies are made to
taste better -- made round and firm and fully pecked to
draw freely and smoke evenly.

(MORE)

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THE JACK BENNY PROGRAM
DECEMBER 27, 1953

-B-

OPENING COMMERCIAL (CONT'D)

WILSON: So, friends, if you want all the real, deep down smoking
(CONT'D) enjoyment, you can get from a cigarette -- Be Happy --
Go Lucky! Because smoking enjoyment is all a matter of
taste. And the fact of the matter is -- Luckies taste
better! Next time, ask for a carton of Lucky Strike!

COLLINS: Luckies taste better!

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

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ATX01 0184545

(FIRST ROUTINE)

-1-

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE...MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN, IMMEDIATELY AFTER THIS PROGRAM, JACK BENNY DOES ANOTHER OF HIS TELEVISION SHOWS, OVER THE CBS NETWORK. BUT MEANWHILE, LET'S GO OUT TO JACK'S HOUSE IN BEVERLY HILLS. AT THE MOMENT, ROCHESTER IS AT THE TYPEWRITER WHILE OUR LITTLE STAR IS DICTATING.

JACK: Dear Claudette --

ROCH: DEAR..

(SOUND: TYPING)

ROCH: CLAUDETTE...

(SOUND: TYPING)

JACK: It is with deep gratitude...

ROCH: IT IS WITH DEEP GRATITUDE...

(SOUND: TYPING...STOP)

JACK: ...that I express my...

ROCH: ...THAT I EXPRESS MY...

(SOUND: TYPING ...STOP)

JACK: ...appreciation..

ROCH: ...APPRECIATION...

(SOUND: TYPING...TYPING...TYPING...TYPING...

TYPING. CONTINUES OVER JACK'S LINE)

ER

ATX01 0184546

JACK: Rochester...Rochester...wait a minute...hold it...
Rochester!

(SOUND: TYPING STOPS)

JACK: Let me see that...Oh, for heaven sakes,. A, P, Q, R, V,
W, Y, O, Q, F, J, K, Z, T --- Rochester, don't you know
how to spell appreciation?

ROCH: WELL...I WAS NEVER SURE WHETHER IT HAD ONE "P" OR TWO
"P'S."

JACK: ~~Oh~~, For heaven sakes, appreciation has two "p's." But
if you weren't sure, why did you put in all those crazy
letters?

ROCH: BOSS, IF I SPELLED IT WITH ONLY ONE "P", I'D LOOK STUPID.

JACK: So?

ROCH: THIS WAY THEY'LL THINK THERE'S SOMETHING WRONG WITH THE
TYPEWRITER.

JACK: What?

ROCH: WHEN I HAVE TO SPELL ALBUQUERQUE, I THROW IN A FEW NUMBERS.

JACK: That I can believe. You must be murder in a Scrabble game.
~~Now~~ let's get on with the "thank you" notes. Let me see...
where was I...(READING) "It is with deep #gratitude that
I express my appreciation ...to you...

ROCH: TO YOU.

(SOUND: TYPING)

JACK: ...for thinking of me during this Christmas season.

(SOUND: TYPING) *during*

ROCH: FOR...THINKING...OF ME...THIS...CHRISTMAS...SEASON.

JACK: Sincerely yours, Jack Benny.

(SOUND: TYPING)

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ROCH: SINCERELY YOURS...JACK...BENNY.

JACK: Well...that's the last one, eh, Rochester?

ROCH: YES SIR...WE FINALLY REACHED THE BOTTOM OF THE LIST.

JACK: You know, Rochester, every year it's the same thing. I have to write "thank you" notes to all my friends.

ROCH: WELL, BOSS, WHEN THEY BUY THEIR CHRISTMAS CARDS FROM YOU, THAT'S THE LEAST YOU CAN DO.

JACK: I guess so. Now, Rochester, get them in the mail as soon as you can and enclose a sample of my Easter selection.

ROCH: HEE HEE HEE HEE --

JACK: What are you laughing at?

ROCH: REMEMBER LAST YEAR?...YOU SOLD CARDS COMMEMORATING AUGUST THE EIGHTEENTH?

JACK: Yeah.

ROCH: TWO HUNDRED PEOPLE BOUGHT CARDS BEFORE THEY FOUND OUT THAT AUGUST THE EIGHTEENTH WAS JUST AUGUST THE EIGHTEENTH.

JACK: It's more than that. August the Eighteenth happens to be Ground Hog Day in Venezuela...Anyway, see that you get all those letters mailed, and --

(SOUND: DOOR BUZZER)

JACK: I'll get the door, Rochester, you straighten up the desk.

ROCH: YES SIR.

(SOUND: FOOTSTEPS)

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JACK: Gee...Christmas has come and gone...and in five more days
it'll be New Years...another year will have gone by and
everybody else will be a year older.

(SOUND: FEW MORE FOOTSTEPS....DOOR OPENS)

BOB: Hello, Jack.

JACK: Well, Bob. Come on in.

(SOUND: DOOR CLOSES)

JACK: ~~Well~~, Bob, I haven't seen you for a few days. Did you and
your family have a nice Christmas?

BOB: ^{Oh} We ~~sure~~ ^{certainly} did, Jack. It was really wonderful.

JACK: That's good. What did you do?

BOB: Well, on Christmas Eve we all sat around the tree..and at
the stroke of twelve...Santa Claus came down the chimney...
he gave the cutest little doll to Maless..roller skates to
Robert and Steven...~~a~~ bicycle to Chris and Cathy...^{and} a
beautiful coat to June...and I got two tickets on the
fifty yard line for the Rose Bowl game.

JACK: Bob, you got two tickets for the Rose Bowl game from Santa
Claus?

BOB: For forty bucks, he was doing a little scalping on the
side.

JACK: Bob, something tells me you made ^{up} this whole thing ^{up}.

BOB: (LAUGHS) Yeah.

ROCH: OH SAY, BOSS, I GOT ALL THE ENVELOPES SEALED AND -- OH,

HELLO, MR. CROSEY.

BOB: Hello, ^{wife} ~~Rochester~~ ^{my} By the way, what did Mr. Benny give you
for Christmas?

BR

ROCH: WELL..IT'S A LONG STORY. LAST YEAR FOR CHRISTMAS MR.
BENNY TOOK A TEN DOLLAR BILL AND TORE IT IN TWO... THEN
HE GAVE ME ONE HALF AND HE KEPT THE OTHER HALF.

BOB: Well, what happened this Christmas?

ROCH: WE EXCHANGED GIFTS.

JACK: I just did that for a gag. But, Bob, getting back to what
you said about spending Christmas with the wife and kids...
That's really the way to do it...You know, I'll never
forget one Christmas when I was a kid...The ground was
covered with snow and as I looked out the window, in the
distance I could see someone dressed in red. Suddenly
there came a patter of hoof-beats...and a knock on the
door....

ROCH: WHO WAS IT, BOSS.

JACK: It was Santa Claus...and Rochester, you'll never guess
what Santa Claus gave me.

ROCH: WHAT?

JACK: A violin.

ROCH: THAT SWEET OLD MAN DID THAT?

JACK: ~~Certainly~~. By the way, Bob, not that I'm looking for
gratitude...but, you didn't mention anything about the
gift I sent you.

BOB: Well, Jack, this is really embarrassing...but...well...
with all my kids around, when I opened my Christmas
packages, there was so much confusion, ^{that - I got} I got the cards
all mixed up, and I don't know who gave me what.

JACK: Oh.

BR

BOB: I received a ring with a blue sapphire, ^{and a} diamond stick pin, a gold cigarette case, ^{and} platinum cuff links, and a handkerchief. Now, Jack, which one of those gifts came from you?

JACK: Well ...

BOB: Was it the ring with the blue sapphire?

JACK: ~~Er...er...~~ No...

BOB: ^{Well,} Was it the diamond stick pin?

JACK: Diamond stickpin?... ~~Er...~~ ^{No, no, Bob.}

BOB: Well, I know it wasn't the gold cigarette case.

JACK: Oh yesh?... ~~Well,~~ ^I if you're so smart, what makes you think I didn't give you the gold cigarette case?

BOB: Because on the inside was engraved, "Love to the father of my five children".

JACK: Oh.

BOB: ~~Now,~~ Jack, there are only two things left, the platinum cuff links and the handkerchief. Now, which one did you ^{give me}

(SOUND: DOOR BUZZER)

ROCH: I'LL GET IT.

JACK: No you don't, I'll get it, I'll get it.

ROCH: ^{But} BUT, BOSS, I'M YOUR BUTLER.

JACK: I don't care. This is my house and I can answer the door if I want to.

BOB: ^{Yeah,} But, Jack, you still haven't told me which ~~one~~

JACK: Excuse me, Bob, I have to answer the handkerchief -- I mean the door.

(SOUND: FADING FOOTSTEPS)

BR

JACK: When will people learn that at Christmas time it's not
the gift, it's the thought.

(SOUND: DOOR OPENS, OFF)

JACK: ^{Hi} Hello, Dennis.

DENNIS: Hello, Mr. Benny.

JACK: Come on in.

(SOUND: DOOR CLOSES)

JACK: Hey, Bob, it's Dennis.

BOB: ^{Hi} ~~Hello~~, kid. ^{Hi} I haven't seen you in a couple of weeks.

DENNIS: I know. I didn't come home when you fellows did...I spent
Christmas at the Palm Springs Biltmore.

BOB: Oh.

JACK: Say, that's really a beautiful hotel. I understand the
rooms are great, too.

DENNIS: Yeah, and you should have seen the sunken bathtub...sixty
feet long and forty feet wide.

BOB: Dennis, that wasn't the bathtub, that was the swimming
pool.

DENNIS: It was?

JACK: Certainly.

DENNIS: Ooooh....so that's why everyone else was wearing a bathing
suit.

JACK: Oh, fine.

DENNIS: I had to go down fourteen feet to get the soap.

JACK: Look, Dennis.

DENNIS: When, I went down, the life guard jumped in and saved me.

JACK: Dennis --

BR

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DENNIS: I thought he was there to scrub my back.

JACK: Now cut that out!...And, Dennis, if you must come over here and open that silly mouth of yours, the least you can do is thank me for the Christmas present I sent you..

DENNIS: Gee, Mr. Benny, this is embarrassing...but while I was opening all my Christmas packages, I got the cards mixed

JACK: ^{up}
~~Now~~ isn't that a coincidence. You and Bob had the same accident.

DENNIS: Mine wasn't an accident.

JACK: What?

DENNIS: I did it on purpose, I didn't want my mother to know you sent me a lousy handkerchief.

JACK: Hmm.

BOB: ^{Now} Wait a minute, Jack, then you didn't give me the platinum cuff links. You must have sent me that --

JACK: Bob, how can you be so rude, talking while Dennis is getting ready to sing a song.

DENNIS: I am?

JACK: Certainly. Go ahead.

DENNIS: Yes sir.

JACK: What a fuss ^{Bob} ~~he~~ makes about a present.

(APPLAUSE)

(DENNIS'S SONG -- "EBB TIDE")

(APPLAUSE)

BR

(SECOND ROUTINE)

JACK: That was very good, Dennis. And by the way, I went to ^{Dennis} congratulate you on your television show. I saw it last Monday night, and it was excellent.

DENNIS: ^{Will} Gee, thanks, Mr. Benny.

JACK: And, Dennis...have you been giving some thought to that suggestion I made...you know, about that fellow who plays the part of the janitor on your show -- Charlie Weaver?

DENNIS: Yes, but I'm gonna keep him, you're too old.

JACK: Okay, it was just a suggestion, ^{you know}

DENNIS: Well, I ~~we~~ got to be running along, Mr. Benny. I have to deliver a Christmas package, ^{anyway}.

JACK: A Christmas package?...But, Dennis, it's two days after Christmas.

DENNIS: I know. It's a locket for my girl and I had to have her initials put on ^{it} J.R.

BOB: J.R.?

DENNIS: Yeah. Jane Russell.

JACK: (AMAZED) Jane Russell is your girl friend? Dennis, for your information, Jane Russell is married to that famous football player, Bob Waterfield.

DENNIS: I found that out.

JACK: What?

DENNIS: When I went over to see her, he drop-kicked me sixty yards.

JACK: Well, I don't blame him. Were you hurt?

DENNIS: I would have been if Crazy Legs Hirsch hadn't caught me.

RM

ATX01 0184554

JACK: ~~Hum~~...Dennis, go home, will you?

DENNIS: Look Magazine picked me for the All American.

JACK: All American what?

DENNIS: The censor took it out.

JACK: Dennis, please go home!

DENNIS: Okey.

(SOUND: DOOR OPENS & CLOSSES)

JACK: What a silly kid. *kinda*

BOB: *hey* Jack, it's getting *late*. Hadn't you and I better get down to T.V. City for your television show?

JACK: Hey, we haven't too much time, have we? (CALLS)
Oh, Rochester --

ROCH: YES, MR. BENNY.

JACK: Rochester, get the car out of the garage, will you please?

ROCH: IT'S RIGHT OUT *on* ~~IN~~ THE STREET.

JACK: What! Do you mean to say you left my car out in the street all night?

ROCH: I TRIED IT AGAIN, BOSS, BUT NOBODY TOOK IT.

JACK: Hum.

BOB: *hey now* Wait a minute, Rochester, you mean you're actually trying to get somebody to steal Mr. Benny's car?

ROCH: I'M EVEN USING CADILLAC HUB *car -- car* CAPS FOR DECOYS.

JACK: You can stop with the jokes and drive us down to the studio. Come on, Bob.

(SOUND: DOOR OPENS & CLOSSES...FOOTSTEPS DOWN

FRONT PORCH STEPS...THEN ON SIDEWALK)

Bob: Wait a minute, Rochester, you mean that you're actually trying to get somebody to steal Mr. Benny's car?
RM Roch: I'm even using Cadillac hub caps for decoys.
Jack: Well get a joke over if we have to tell it right now.

BOB: You know, Jack, I've never ridden in your car. Everybody tells me it's a rickety old ^{hey} ~~it~~ Wait a minute -- Your car is supposed to be a Maxwell ^{and} on the side here it says "Lincoln".

ROCH: THAT'S HIS AUTOGRAPH!

BOB: ~~He~~ Autograph!

ROCH: HE WAS STANDING ON THE BACK SEAT WHEN HE MADE HIS GETTYSBURGH ADDRESS.

JACK: He was not. That's a sticker I got when I went through Lincoln, Nebraska. ^{now} Come on, let's get in.

(TRANSITION MUSIC)

(SOUND: MOTOR...LOUSY HORN)

JACK: Well, there's T.V. City. Rochester, pull into the parking lot.

ROCH: YES, SIR.

(SOUND: MOTOR..BRAKES..CAR DOOR OPENS)

BOB: ~~Will~~ I'm gonna run in, Jack. See you later, ^{huh?}

JACK: Okay.

ROCH: SAY, BOSS, ARE YOU GONNA BE HOME FOR DINNER TONIGHT?

JACK: No, I'm going out to that little restaurant again.

ROCH: THE SAME ONE?

JACK: Uh huh.

ROCH: BUT, BOSS, YOU'VE BEEN GOING OUT THERE EVERY NIGHT THIS WEEK.

JACK: I know. They've got such a nice hostess there. She's so charming.

RM

ROCH: LOOK, BOSS, THOSE DIME TIPS AREN'T GONNA IMPRESS
ANYBODY THAT INHERITED SEVENTEEN MILLION DOLLARS.

JACK: Rochester, she's a charming girl, the money has nothing
to do with it.

ROCH: OH BOSS, COME NOW.

JACK: What?

ROCH: WHEN YOU READ ABOUT HER INHERITANCE IN THE PAPER, YOU RAN
TO THAT RESTAURANT SO FAST, YOU BROKE THE SOUND BARRIER.

JACK: Oh, stop, just perk the car, will you, please?

ROCH: YES, SIR.

DON: Oh, Jack -- Jack --

JACK: Oh, hello, Don. ^{hey} I didn't see you sitting in ^{the} ~~that~~ car.
We better get in the studio.

DON: ^{Just wait} ~~In~~ a few minutes, Jack..I'm waiting to hear a special
program on the radio.

JACK: A special program?

DON: Yes, Jack, it's commemorating the Fiftieth Anniversary
of the Wright Brothers first flight. It's transcribed
and the Sportsmen and I are on it..And if I do say so
myself, I did a beautiful job announcing it.

JACK: Well, Don, you don't have to convince me. After all,
you did win several awards for being the best announcer.

DON: I know ^{just}, but I ~~ve~~ never felt ~~that~~ I really deserved it
^{until} I made this transcription.

JACK: No kidding, Don? Well, that must be --

DON: ^{Shh} Shh, quiet, Jack ^{just}, It's going on now.

RM

ATX01 0184557

HY: (FILTER) AND NOW, LADIES AND GENTLEMEN, SINCE
THIS MONTH OF DECEMBER MARKS THE FIFTIETH ANNIVERSARY
OF THE INVENTION OF THE AIRPLANE BY THE WRIGHT BROTHERS
...AS A SPECIAL TRIBUTE, THE SPORTSMEN QUARTET WILL
SING "COME JOSEPHINE, IN MY FLYING MACHINE."
JACK: Don, that's not you, *talking*.
HY: (FILTER) AND HERE TO INTRODUCE THE SPORTSMEN QUARTET
IS RADIO'S FOREMOST ANNOUNCER, DON WILSON.
DON: (FILTER) Take it, fellows.

QUART: COME, JOSEPHINE, IN MY FLYING
MACHINE
GOING UP SHE GOES, UP SHE GOES
BALANCE YOURSELF LIKE A BIRD
ON A BEAM
IN THE AIR SHE GOES, THERE SHE GOES
UP, UP, A LITTLE BIT HIGHER,
OH MY, THE MOON IS ON FIRE
COME, JOSEPHINE, IN MY FLYING MACHINE
GOING UP ALONG GOODBYE

HY: AND NOW FOR A NEW MODERN, STREAM-LINED, JET PROPELLED
VERSION OF THE SAME SONG "ROCKETMAN".

DON: Take it fellows.

QUART: COME, MARY JANE, IN MY NEW
ROCKET PLANE,
THERE WE'LL GO,
THERE WE'LL GO.
STEP IN, JEANETTE, IN MY NEW
SUPER-JET
~~and away~~
~~THERE~~ WE'LL GO
WHAT A SHOW
UP, UP, AND THROUGH THE SONIC
BARRIER
MY BABY'S SUCH A FLYER
I GUESS I'D BETTER MARRY HER
TOGETHER WE'LL ^{start to} FLY
UP SO HIGH IN THE SKY
TO THE STARS WE'LL GO, GOODBYE.

JACK: Don, is that
all you say?
"Take it, fellows?"

DON: I have more
later.

*Jack: "What's so wonderful
about that announcement?"*

Don: "Listen Jack."

*Jack: "Take it, fellows!"
"Believe me I've
ever heard it heard."*

JACK: Don, you
said that
before.

DON: But Jack,
it's not what
I said, it's
the way I
said it.

JACK: ~~Oh~~ How can you
say "Take it, fellows?"
How many ways can
you say that?

RM

ATX01 0184559

HY: AND NOW IF THIS SONG WERE SUNG ON THE JACK BENNY LUCKY
STRIKE PROGRAM IT WOULD SOUND LIKE THIS.

DON: Take it, fellows.

QUART: COME JOSEPHINE

JACK: Don --

DON: Quiet, ^{and} Jack.

TRY MY CIGARETTE MACHINE,

BUY THE SMOKE YOU'LL LIKE, LUCKY STRIKE

light one & see
~~POLLY SELLS MATCHES~~

which she also scratches
~~WHICH SHE ALSO SCRATCHES~~

the the favorite hand throughout the show:
~~UPON THE FLOOR FOR TEN CENTS MORE~~

YOU'LL LIKE THE TASTE OF A LUCKY

CLEANER AND SMOOTHER AND FRESH FROM KENTUCKY

COME, JOSEPHINE, TRY MY CIGARETTE MACHINE

BUY A PACK NOW FROM JACK

BUY THE SMOKE YOU WILL LIKE,

LUCKY STRIKE.

(APPLAUSE)

(THIRD ROUTINE)

-16-

JACK: Don, do you mean to say that that program hired you just to say, "Take it, fellows."

DON: It was either me or Marlon Brando.

JACK: Well, they made a very wise choice. Now come on, Don, let's get in the studio.

DON: No, ^{no} Jack, if you don't mind, I'd like to stay here by the radio.. they're gonna play it again in a half hour.

JACK: All right, all right, stay by the radio.

(SOUND: FOOTSTEPS..DOOR OPENS)

JACK: Hello, Mac.

MEL: Hello, Mr. Benny. Doin' another television show today, huh.

JACK: That's right. Any mail from my fans?

MEL: Yep. Those two big sacks standing against the wall.

JACK: Hey, those are really big sacks. It'll take me a long time to read that.

MEL: That you don't read, you just spread it on your lawn.

JACK: What?

MEL: That pitch fork ain't no letter opener.

JACK: Oh, well...I shouldn't complain. Bob Hope gets nice letters, but his lawn looks lousy...See you later, Mac.

MEL: Oh..Oh, ^{no} Mr. Benny, I almost forgot. There was a long distance phone call for you from your sponsor.

JACK: A call from my sponsor?... from New York?

MEL: That's right.

JACK: Well, thanks for telling me.

(SOUND: FOOTSTEPS)

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JACK: *I wonder what my* Hmm...I wonder what my sponsor wanted...Maybe he wants to -- No..he wouldn't just call me on the phone to cancel my contract...He's too nice a fellow..He'd at least send me a singing telegram. I better go in my dressing room, call New York and find out what he wants.

(SOUND: DOOR OPENS..FOOTSTEPS)

JACK: *I* Better call him right now.

(SOUND: RECEIVER UP..CLICK CLICK..FADES OUT
THEN .. BUZZ BUZZ .. FADES IN)

BEA: Oh, Mabel --

SARA: What is it, Gertrude?

(APPLAUSE)

BEA: Mr. Benny's line is flashing.

SARA: Yeah..I wonder what "From Here To Security" wants now.

BEA: I'll plug in and find out.

(SOUND: PLUG IN)

BEA: Yes, Mr. Benny?

JACK: Gertrude, will you please get me my sponsor..Mr. Lewis..
in New York?..His number is..

BEA: I'm sorry, Mr. Benny, but there's a new ruling. We're not allowed to place any long distance calls on C. B. S. phones.

JACK: Oh.

(SOUND: CLICK)

SARA: Gertrude, why did you pull ~~out~~ *out* the plug, so fast?

BEA: I can't stand to hear an old man cry.

SARA: Well, he is emotional. Once he took me out..and when it was time to say goodnight, he puckered up..and, Gertrude, his lips quivered so much, I made him kiss me on the shoulder.

BEA: Why on the shoulder?

SARA: I got reumatism, I needed the massage.

BEA: Well, ain't he therapeutic?

SARA: Yeah.

(SOUND: BUZZ BUZZ BUZZ)

(SOUND: BUZZ BUZZ..PLUG IN)

BEA: Yes, Mr. Benny --

JACK: Look, Gertrude, I've got to talk to my sponsor in New York..so will you please let this long distance call go through?

BEA: I'm sorry, Mr. Benny, but rules are rules. ~~If~~ ^{if} you want to make a long distance call, you'll have to use the pay phone in the corridor.

JACK: Oh, yeah? ^{well}..Let me talk to Mabel.

BEA: Okay. (ASIDE) Mabel, quiver-lips wants to talk to you.

SARA: Okay.

(SOUND: CLICK)

SARA: Hello.

JACK: Look, Mabel, be a nice girl and put my call through to New York.

SARA: I'm sorry, but I can't break the rules, either.

JACK: You can't, ^{uh} ~~huh~~!..Well, let me tell you something, Mabel, we're through ...~~and~~ I'll never kiss you again.

SARA: Who cares, I bought a vibrator.

JACK: What?

(SOUND: CLICK)

JACK: Mabel--

(SOUND: JIGGLING HOOK)

JACK: ~~Mabel~~-- Mabel -- How do you like that, she cut me off.

(SOUND: RECEIVER DOWN...KNOCK ON DOOR)

JACK: Yes?

(SOUND: DOOR OPENS)

DON: ~~Let it~~ Say, Jack, we'd like to rehearse the opening of the show. Can you come out on stage?

JACK: I'll be there in a few minutes, ~~don~~.

DON: Okay.

(SOUND: DOOR CLOSES)

JACK: (TO HIMSELF) How do you like those operators..refusing to put my call through. My sponsor wouldn't have tried to reach me if it weren't important. Well, I'll just have to use the pay phone.

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

JACK: Oh, good, there's no one in the phone booth.

(SOUND: SLIDING PHONE BOOTH DOOR OPENS AND CLOSES...RECEIVER UP)

JACK: ~~Let me~~ See...what's long distance..Oh, yes.

(SOUND: DIAL THREE TIMES..INNER BUZZ..CLIC)

JENNY: Long distance.

JACK: ^{Oh} Operator, I'd like to place a call to New York. I'd like to talk to Mr. William Lewis, at 385 Madison Avenue.

JENNY: Mr. William Lewis, 385 Madison Avenue, New York. ~~And~~ who's calling, please?

JACK: Mr. Benny.

JENNY: Benny?..Is that "B" as in boy?

JACK: Thank you.

JENNY: One moment, please.

JACK: (~~see~~, It's nice talking to an operator who isn't fresh, ^{or anything})
(HUMS LOVE IN BLOOM) Da da da da da..da da..

JENNY: I have Mr. Lewis in New York, Mr. Benny.

JACK: Hello, Hello..Mr. Lewis --

JENNY: Not so fast.

JACK: What?

JENNY: Deposit three dollars and seventy-five cents, please.

JACK: (Three dollars and seventy-five cents.)

JENNY: That's fifteen quarters.

JACK: I know what it is.

JENNY: Well, ^{well start} start droppin' them in, kid.

JACK: Hmm..(fifteen quarters.)

(SOUND: PAUSE..WE HEAR QUARTERS DROP INTO
PHONE..BONG..BONG..BONG..BONG..BONG..BONG..
BONG..BONG..BONG..BONG..BONG..BONG..BONG..)

(AFTER THE SECOND QUARTER DROPS, WE HEAR "TAPS" MOUNFULLY PLAYED
ON A MUTED TRUMPET, AND STOPPING AFTER NEXT TO LAST QUARTER.)

JENNY: One more, please.

(SOUND: LAST QUARTER DROPS)

(TRUMPET FINISHES "TAPS")

JENNY: Go ahead, please.

JACK: Thank you. And, operator, I didn't think you were funny blowing that bugle.

KEARNS: Hello?

JACK: Hello?..Hello, Mr. Lewis, this is Jack Benny.

KEARNS: Oh, hello, Jack. I'm glad you called back. I've been very anxious to get in touch with you.

JACK: Look, Mr. Lewis, if there's anything wrong with the program, I'll be glad to fix it.

KEARNS: Jack --

JACK: I've always been conscientious, and nobody works harder than I do.

KEARNS: Jack --

JACK: If you look at my rating, you ^{can} see that --

KEARNS: Jack, will you please let me talk?

JACK: Huh?

KEARNS: Jack, when I tried to get in touch with you, all I wanted to do was wish you a Happy New Year.

JACK: ^A Happy..New Year?...That's all you wanted to say to me?

KEARNS: Well, that's the least I could do to show my appreciation for that Christmas present you sent me. That's the most beautiful gold wristwatch I ever saw.

JACK: Gold wristwatch?

KEARNS: Yeah, and please thank Don Wilson for the handkerchief he sent me.

JACK: (PLEASED) ~~How~~..Mr. Lewis, when you opened your Christmas presents, did you get the cards mixed up?

KEARNS: ^{why} Yes..yes, I did..but I managed to get them back in their right places again. ~~But~~ ^{you know} how did you know?

JACK: Oh..~~er~~..with all the excitement, ^{you know} it happens to everybody.

^{Well}, Goodbye, Mr. Lewis.

KEARNS: Goodbye, Jack, ~~and~~ thanks again.

(SOUND: RECEIVER DOWN)

DON: Jack..Jack..

(SOUND: SLIDING DOOR OPENS)

JACK: ^{Oh} Here I am, Don.

DON: Jack, you're wanted on stage.

JACK: Okay, Don. I ^{was} just talking to ~~my~~ ^{our} sponsor, Mr. Lewis.

DON: Our sponsor?..Jack, did he mention anything about receiving a gold wristwatch?

JACK: Yes, yes, he did, Don. It was just what he wanted.

DON: Oh, good, then it worked out just fine. ^{he}

JACK: It sure did. Come on, Don, let's get on, ^{the} stage.

(APPLAUSE AND PLAYOFF)

NATIONAL

ladies & gentlemen

JACK: I will be back in a minute to tell you about my television show which goes on immediately after this program on the CBS network but first, a word to cigarette smokers...

PACIFIC COAST

JACK: I will be back in just a minute to tell you about my television show that goes on tonight at 7 PM over the CBS network, but first, a word to cigarette smokers...

THE JACK BENNY PROGRAM
DECEMBER 27, 1953

-C-

CLOSING COMMERCIAL

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, you may remember that last year a survey was made in leading colleges from coast to coast. This was a survey of smokers, and it showed that Luckies were the favorite cigarette in those colleges. Yes, Luckies were Number One. This year another nation-wide survey was made -- a representative survey of all students in regular colleges coast to coast. Based on thousands of actual student interviews -- this survey shows that Luckies lead again -- lead over all other brands, regular or king-size -- and by a wide margin. These students were asked why they smoked Luckies. The Number One reason given - this year, just as last -- was Luckies' better taste. After all, smoking enjoyment is all a matter of taste -- and the fact of the matter is ... Luckies taste better.

(MORE)

ATX01 0184569

THE JACK BENNY PROGRAM
DECEMBER 27, 1953

-D-

CLOSING COMMERCIAL (CONT'D.)

WILSON: They taste better because they're made of fine,
(CONT'D.) naturally mild, good-tasting tobacco -- and because
they're made better. That's why we're asking you
to Be Happy -- Go Lucky. Get yourself a carton of
Luckies the first chance you have.

SPORTSMEN Be Happy -- Go Lucky
QUARTET: Get Better Taste Today!

(LONG
CLOSE)

ATX01 0184570

TAG - NATIONAL

as I mentioned before
JACK: Ladies and gentlemen, in just 30 seconds I will be doing my television show over the CBS network and on behalf of my sponsor, cast and my entire staff, I want to wish you a very Happy New Year. Goodnight, folks -- see you in 30 seconds.

TAG - PACIFIC COAST

JACK: Ladies and gentlemen, tonight at 7 PM I will be doing my television show over the CBS network and on behalf of my sponsor, cast and my entire staff, I want to wish you a very Happy New Year. Goodnight, folks -- see you at 7:00, tonight.

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

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