

PROGRAM #26

(REVISED SCRIPT)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"In Broadcast"

SUNDAY, MARCH 7, 1954

CBS

7:00 - 7:30 PM EST

(TRANSCRIBED FEBRUARY 25, 1954)

(NEW YORK CITY)

ta

ATX01 0184821

-A-

THE AMERICAN TOBACCO COMPANY

"THE JACK BENNY PROGRAM" #26

MARCH 7, 1954

7:00 - 7:30 PM EST

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 .. You know, there are three
words that pretty well sum up why millions of
smokers prefer Lucky Strike. Those three words are,
"Luckies taste better." "Taste that's the
key to complete smoking enjoyment. For, smoking
enjoyment is all a matter of taste. And the fact of
the matter is Luckies taste better. Cleaner, fresher,
smoother. Here's why. First, LS/MFT, Lucky Strike
means fine tobacco, naturally mild, good-tasting
tobacco. (MORE)

ATX01 0184822

THE JACK BENNY PROGRAM
MARCH 7, 1954

OPENING COMMERCIAL (CONT'D)

WILSON:
(CONT'D)

Second, Luckies are made better to taste better.
You can see for yourself they're round, firm,
and fully-packed, to draw freely and smoke evenly.
You'll get more enjoyment from smoking if you
remember, smoking enjoyment is all a matter of
taste. And the fact of the matter is Luckies
taste better. So, Be Happy -- Go Lucky. Get better
taste. Next time ask for Lucky Strike.

COLLINS:

Luckies taste better!

CHORUS:

Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

ta

ATX01 0184823

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: FROM NEW YORK CITY, THE LUCKY STRIKE PROGRAM, STARRING
JACK BENNY...WITH MARY LIVINGSTONE, ROCHESTER, DENNIS
DAY, BOB CROSBY, AND "YOURS TRULY", DON WILSON

(APPLAUSE:..... MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN...THIS IS JACK BENNY'S SECOND WEEK
IN NEW YORK, AND RIGHT NOW WE'D LIKE TO TAKE YOU TO
JACK'S ROOM AT THE WALDORF ASTORIA HOTEL... UNFORTUNATELY,
HE'S NOT STAYING THERE, SO WE TAKE YOU TO HIS ROOM AT
THE ACME PLAZA...~~IT IS RAINING, AND ROCHESTER IS BUSY
PRESSING THE SUIT THAT JACK WORE LAST NIGHT.~~

ROCH: (SINGS) EAST SIDE, WEST SIDE,

ALL AROUND THE TOWN...

(Applause)

~~LONDON BRIDGE IS FALLING DOWN~~

*Dog gone, long time Mr. Benny comes to New York,
(SOUND: DOOR OPENS) he swings, stops at this broken*

~~ROCH: (SINGS) BOYS AND GIRLS TOGETHER -- down hotel.~~

JACK: Good morning, Rochester.

ROCH: OH, GOOD MORNING, MR. BENNY

(APPLAUSE)

ROCH: DID YOU HAVE A GOOD NIGHT'S SLEEP?

JACK: Yeah. By the way, what kind of weather are we
having today...is it raining?

ras

ATKO1 01B4824

ROCH: I DON'T THINK SO.

JACK: Oh, is it sunny out?

ROCH: I'M NOT SURE.

JACK: Maybe it's cloudy and drizzly?

ROCH: COULD BE.

JACK: On the other hand, it might be clear and cold.

ROCH: BOSS, IF YOU'D ONLY GET A ROOM WITH A WINDOW, WE
COULD STOP PLAYING TWENTY QUESTIONS.

JACK: *Never mind*
~~No, thank you, Rochester..~~

ROCH: SAY, LOOK WHAT TIME IT IS, I BETTER GET ~~ME~~ YOUR
BREAKFAST IN A HURRY... YOU'VE GOT THAT TEN O'CLOCK
APPOINTMENT WITH YOUR DENTIST.

JACK: No, no, Rochester...I went to the dentist yesterday
and I'm all finished.

ROCH: GOOD...WELL, I'LL ORDER YOUR BREAKFAST.

(SOUND: COUPLE OF FOOTSTEPS...RECEIVER UP...
BUZZ...CLICK)

JENNY: Room service.

ROCH: HELLO, THIS IS ROCHESTER...I'D LIKE TO ORDER SOME
BREAKFAST FOR MR. BENNY.

JENNY: What'll he have this morning, farina, oatmeal, mush,
or cream of wheat?

ROCH: ...HAM AND EGGS, HE CAN CHEW AGAIN.

ras

ATX01 0184825

JENNY: Oh, that's good... it will be nice to have him smile at me for a change... Now, what else please?

ROCH: BUTTERED TOAST AND COFFEE.

JENNY: Coffee?

ROCH: YES.

JENNY: The management of the Aome Plaza Hotel, requests that we make this announcement to our guests... due to the recent increases in the cost of wholesale coffee, we are forced to raise our prices.

ROCH: YOU'VE RAISED YOUR PRICE IN COFFEE?

JENNY: Yes, it's five cents a cup now.

ROCH: WELL, SEND IT ALONG.

(SOUND: RECEIVER DOWN)

ROCH: YOUR BREAKFAST WILL BE ALONG SOON, BOSS.

JACK: *OK*, Thank you...

ROCH: BY THE WAY, BOSS, CAN I HAVE TONIGHT OFF?

SOME FRIENDS OF MINE ARE GIVING ME A FAREWELL PARTY.

JACK: No, Roch~~man~~. I have a lot of things for you to do.

ROCH: CAN I HAVE TOMORROW NIGHT OFF?

JACK. No.

ROCH: WELL, HOW ABOUT TUESDAY NIGHT?

JACK: ~~Yes~~ Yes, Tuesday night sounds all right. Where are you going Tuesday?

ras

ATX01 0184826

ROCH: THE SAME PARTY. IT'LL STILL BE ROLLING.

JACK: I should have known. Well, Rochester ---

(SOUND: KNOCK ON DOOR)

JACK: ~~Oh, that must be room service...~~ I'll get it.

(SOUND: COUPLE FOOTSTEPS...DOOR OPENS)

DON: *Oh*, Hello, Jack.

JACK: Oh, hello, Don. *Don, how are you?*

(APPLAUSE)

JACK: *Don*, Turn yourself sideways and come in... I didn't expect you.

DON: ~~Well~~, I ^{just} thought I'd drop by, I have a little surprise for you.

JACK: Surprise?

DON: Yes, I was out with your sponsor last night, and he told me how happy he is with your radio and T.V. programs.

JACK: Oh, that's nice.

DON: And to show his appreciation he's buying tickets for all of us to see a Broadway show tomorrow night.

JACK: Which one?

DON: LSMFT and Sympathy.

ras

JACK: Oh yes...I hated to tell him that Deborah Kerr wasn't Dorothy Collins.

DON: Not only that, Jack, but your sponsor is having a party Saturday night and he wants you to come.

JACK: I'll certainly be there.

DON: Oh, and he said to be sure to bring your violin.

JACK: Oh, darn it....I hate to get up and entertain when I'm a guest.

DON: He didn't say anything about your being a guest.

JACK: Good, good...that means I'll get paid. ^{But} Tell me, Don, how are you enjoying ---

(SOUND: KNOCK ON DOOR)

JACK: Oh, that's probably my breakfast.

DON: Jack, it could be the singing group from the Hit Parade.

JACK: Oh, yes...you told me they wanted to audition for me. ^{while we're here in New York}

Well, COME ON IN, FELLOWS.

(SOUND: DOOR OPENS)

JACK: *Don,* Are they going to sing a song from the Hit Parade.

DON: Jack, they're going to do a Lucky Strike Extra -- something from the All Time Hit Parade. - Go ahead, fellows.

ta

QUARTET: You better wake up, wake up, you sleepy head
Get up, get up, get out of bed
Cheer up, son it's time ^{that} you were rising
When the Red Red Robin comes Bob Bob Bobbin along
along
There'll be no more sobbin
When he starts throbbin^a his old sweet song
Wake up, wake up, you sleepy head
Get up, get up, get out of bed
Cheer up, cheer up, the sun is red
Live, love, laugh and be happy
What if I've been blue
Now I'm walkin' through fields of flowers
Rain may glisten
But still I listen for hours and hours
I'm just a kid again
Doin' what I did again, singing a song
When the Red Red Robin
Comes Bob Bob Bobbin along
And now how about a commercial
~~You mean~~
We've gotta have a commercial
We didn't have one at rehearsal
Makes no difference we've gotta have it now
Well, let me think, now let's see
There is no no nothing

(MORE)

ta

ATX01 01B4B29

QUARTET:

Like puff puff puffin' a Lucky Strike

That's good
It's the best smoke yet

It's the cigarette you are sure to like

Light up, light up, and you'll agree

LS, LS dash MFT

Cleaner, fresher, and much smoother too

So be Happy Go Lucky

If you'll tear 'em

And then if you'll compare 'em ~~them~~ you'll say

They're really, really, really, really better

You'll be startin' in right

Go buy a carton tonight, they're okay

Let's light a Lucky Strike

Luckies have the taste you like

Let's light one now

'Cause you know there's nothin'

Quite like puffin'

Let's light a Lucky right now.

(APPLAUSE)

ta

(SECOND ROUTINE)

8

JACK: ²⁴That was swell, fellows.. It really sounded great...and

Don...(WHISPERS) Come here a minute.

DON: (WHISPERS) Yes, Jack?

JACK: (WHISPER) How much will they want for appearing on the program?

DON: (WHISPER) Their fee is a thousand dollars.

JACK: (SCREAMS) WHAT? (WHISPERS IMMEDIATELY) I mean what...A thousand dollars?

DON: (WHISPER) Yes, Jack.

JACK: (WHISPER) Well, you can tell them that they're not exactly what we had in mind.

DON: (WHISPER) But, Jack --

JACK: (WHISPER) Tell 'em, tell 'em.

DON: (WHISPER) Okay...(UP) I'm sorry, fellows, but you're not exactly what Mr. Benny had in mind...Thanks for coming over.

(SOUND: DOOR CLOSES)

DON: For heavens sakes, Jack, I don't know why you sent them away...What are you going to do for a commercial on your show?

ROCH: DON'T WORRY ABOUT THAT, MR. WILSON.

JACK: Of course not...Rochester, turn off the tape recorder... Now give the tape to my producer for the program we're going to --

fad

ATX01 0184831

DON: Jack Benny, that is without a doubt the cheapest thing
I've ever seen you do.

ROCH: WELL, STICK AROUND TILL HE TIPS THE WAITER FOR HIS
BREAKFAST.

JACK: Never mind...

DON: Say Jack, would you like to go to a show with me
tonight?

JACK: No, not tonight, Don...I've got a date.

DON: With whom?

JACK: Gisell MacKenzie..She ^{you know} sings on The Lucky Strike Hit
Parade, and she's a lovely --

(SOUND: KNOCK ON DOOR)

JACK: Come in.

(SOUND: DOOR OPENS)

MEL: Here's your breakfast.

JACK: Thanks.

MEL: There's the pepper and salt, and here's a whisk
broom.

JACK: A whisk broom. What's that for?

MEL: Coming down the hall I dropped your ham and eggs.

JACK: *Look* Look, I told you, you can forget the jokes.
This trip I brought my own writers.

MEL: Okay, okay.

jn

ATX01 01B4832

JACK: Give me the check, and I'll sign it....Here, boy,
and I wrote down the tip.

MEL: Hm...Say, Mr. Benny, wouldn't you like to erase the
tip and give me the same amount in cash?

JACK: Why?

MEL: Then nobody but the two of us will ever know.

JACK: Okay, here.

(SOUND: COUPLE OF COINS CLINKING)

MEL: Thanks.

(SOUND: DOOR SLAMS)

JACK: Say, Don, ^{you} care to have a little coffee with me?

DON : *Oh* No thanks, Jack, I've already eaten.

JACK: Good, good..Well, I better eat before it gets cold...
I've got a radio rehearsal this afternoon... and
tonight I ~~am~~ got to pick up Giselle MacKenzie.

(TRANSITION MUSIC SHOWING PASSAGE OF SEVERAL HOURS OF EASTERN STANDARD
TIME)

(SOUND: STREET AND TRAFFIC NOISES...FOOTSTEPS ...FADE
TO BACKGROUND)

JN

ATX01 01B4B33

11-12-13-14

JACK:

It
Gee, ~~it's~~ has been a nice day. I like to walk along Broadway and look at all the signs...look at all the new pictures that have opened up... "Beat the Devil" with Humphrey Bogart... "It Should Happen To You" with Judy Holiday... "Riot In Cell Block Eleven"... Oh yes, that's based on the life of Frank Remley... Gee, I thought the Hit Parade Studio was right around here somewhere, but I don't see it. I better ask somebody where it is... Excuse me, Mister.

FRANK
FONTAINE:

Huh, you talkin' to me?

JACK:

Yes, I -- ~~wait a minute~~ *Why* I know you... You're John L. C. Sivoney.

(APPLAUSE)

JAN

ATX01 0184834

JACK: *Yeah*, It's nice running into you again, Mr. Sivoney, *huh?*

FRANK: Wait a minute...who are you?

JACK: Don't you recognize me?... Here, I'll step under the light.. Now take a good look at me.

FRANK: Holy smoke, it's Jack Bennnyyyyyyyyyyy.

JACK: That's right...Mr. Sivoney, the last time I saw you was in Hollywood...what are you doing here in New York?

FRANK: Well, I'll tell you how it happened in a way...I was back in Hollywood...I was just hangin' around the house...just hangin' around the house...I wasn't doin' anything...I was just hangin' around ^{the house...}...I didn't feel like doin' anything...just hanging around ^{the house...}... I said to my wife... "Hey you." ^{she said} She said, "Who?"...I said, "You." She said, "Me?"...I said, "YAH!"...She said, "What?"...I said, "Answer the phone"...She said, "No"...I said, "Answer the phone."...She said, "No."...I said, "Answer the phone."...She said "No"...I said, Answer the phone. she said, "No."

JACK: Gee, ^{why} why/didn't she want to answer the phone?

FRANK: It hadn't rung yet. (LAUGHS)

JACK: Oh... Well, if the ^{well, if the} phone hadn't rung, why did you want her to answer it?

FRANK: Well, she was just hangin' around, she wasn't doin' anything.

JACK: Oh, I see.

mw

ATX01 0184835

~~FRANK: And when anybody beside me ain't doing nothing, it makes me so nervous.~~

~~JACK: I can imagine.~~

FRANK: Well, then the phone rings, and it's a quiz program, and I answered all the questions correctly.

JACK: ~~You answered the questions correctly...~~ well, ~~God, what a great...~~ what did they ask you?

FRANK: Well, first they asked me my name.

JACK: Naturally.

FRANK: They didn't stick me, I had it right ^{here} on my driver's license.

JACK: ~~What else? Oh..what else?~~ Oh..what else, did they ask you on this quiz program?

FRANK: Well, they told me that they had asked the same jack pot question of a lot of contestants..They asked me "How many legs does a horse have?" and I said, "Three," and I won.

JACK: Wait a minute, John...that's not the right answer.

FRANK: I know, but I was the closest.

JACK: Hmmm.

FRANK: ^{then} They /they announced on the radio that the winner of the two week vacation in Honolulu was John L. C. Sivoney and I said, "Holy Smoke, that's meeeeee." (LAUGHS)

on

ATX01 0184836

JACK: John...John...did you say you won two weeks in Honolulu?

FRANK: YAH.

JACK: Then what are you doing here instead?

FRANK: Well, I asked them if I could come here because I want to ~~give~~ tryout with the New York Giants.

JACK: *Well,* ~~John~~ John...you can't play baseball.

FRANK: With the Giants, that's an advantage...(LAUGHS)

JACK: I see what you mean... Well, John, it was nice running into you, but I've got to go now... I'm a little late for an appointment...by the way...do you know where the Hit Parade Studio is?

FRANK: *Yes,* ~~Yes~~...it's *just* ~~right~~ around the corner.

JACK: Well, thanks, ~~me~~ I better hurry... Goodbye.

FRANK: So long, *Mr. Benny*.

(APPLAUSE)

(SOUND: STREET NOISES UP AND FOOTSTEPS...THEN
FADE TO BACKGROUND)

Om

JACK: Gee, what a character...someone told him that peroxide would keep his hair blonde so he drank three bottles... Oh, here's the theatre.. ~~the~~ There's the stage door.

(SOUND: COUPLE FOOTSTEPS...DOOR OPENS..CLOSES
SOUND OUT)

JACK: Now let's see, where --

KRAMER: Hey you, where do you think you're going?

JACK: Huh?... Oh, I didn't notice you, Doorman... I'm going in to see Miss Giselle MacKenzie.

KRAMER: I'm sorry, no autographs till after the show.

JACK: But --

KRAMER: Out, out, OUT.

JACK: Now wait a minute, Doorman...you can't do this to me... Don't you know who I am?

KRAMER: Say, you do look familiar... Sure, now I recognize you.

JACK: That's better.

KRAMER: You're the guy who has the room next to me at the Aome Plaza.

JACK: Look, Mister --

KRAMER: If I get a raise one of these days, I'm gonna move outta that dump.

cm

ATX01 0184838

~~JACK: ~~Well, for your information, I'm Jack Henry, and Miss~~~~

~~MacKenzie is singing me~~

KRAMER: Oh, yeah...she left word for you to go right in.

JACK: Thank you.

KRAMER: You'll find her on the stage over there...and please
be quiet, she's about to rehearse her number.

JACK: (WHISPERS) Okay, okay.

(GISELLE'S SONG -- "YOUNG AT HEART")

(APPLAUSE)

mw

ATX01 0184839

(THIRD ROUTINE)

JACK: (OFF --YELLS) *Giselle just* Giselle, that was wonderful.

GISELLE: *oh,* Huh? Oh, it's you, Jack.

JACK: Yes, I came in just as you started your number.

GISELLE: Well, I'm all finished now, and we can go.

JACK: Good *good...* Is there any particular place you'd like to eat?

GISELLE: Well...how about the *Colony Club?* ~~Starline Club?~~

JACK: ~~How...~~ Well...

GISELLE: Twenty One?

JACK: Oh, I don't know.

GISELLE: How about El Morocco?

JACK: Well --

GISELLE: Say, I know just the place...It's a little French restaurant on 83rd Street...You'll love it...It's called "Le *Cuisine est parfaite* ~~Petit Moulin~~ Mais Le Prix Est Bien."

JACK: What does that mean?

GISELLE: The Food Is Lousy But The Price is Right.

JACK: ~~Good...~~ Sounds so nice in French.. ~~with pronunciation.~~
~~Let's go.~~

(~~SOUND! DOOR OPENS... TRAFFIC NOISES UP AND FIDE~~
~~TO D.C.~~)

G

ATX01 01B4840

— 2

JACK: You know, Giselle, I figured you'd suggest a French Restaurant...your name is ^{sorta} French, isn't it?

GISELLE: *Well,* Just my first name...MacKenzie is Scotch.

JACK: Ah, the Scotch...they're a great people.

GISELLE: Do you really think so, Jack?

JACK: Yes...both Phil Harris and I love them, but for different reasons...~~we~~ ^{we} turn this corner here, ~~there~~

GISELLE: *Oh,* Jack are we going to walk all the way?

JACK: Well..

GISELLE: (SEXY) Oh, come on, Jackie Boy..Wouldn't it be fun with just ~~the~~ ^{the} two of us in a cab?..Hmm?..Hmm?

JACK: (YELLS) TAXI! TAXI!

(SOUND: TAXI SCREECHING TO STOP)

BECK: You wanna cab, Mister?

JACK: Yes..Get in, Giselle.

(SOUND: DOOR OPENS...SCUFFLING NOISES...DOOR CLOSES)

BECK: Where you wanna go, folks?

GISELLE: Up Broadway to 83rd Street.

BECK: Okay.

(SOUND: RATCHET SOUND OF METER BEING PUSHED DOWN TO START)

G

RTX01 0184841

JACK: Gee, as soon as he pushed the meter down, it registered twenty-five cents... ^{then that noise then} What ~~was~~ ^{happened} to fifteen and five?... Oh well...

(SOUND: MOTOR DRIVING AWAY..AND METER CLICKING LIGHTLY...SUSTAIN THROUGHOUT)

JACK: Giselle...?

GISELLE: Yes?

JACK: Do you mind if I put my arm around you?

GISELLE: ...Well, no, Jack.

JACK: ...There we are....Now as I was saying..Since I saw you last, I thought about you quite often, and not as a singer or entertainer, but as a beautiful (METER CLUNKS) thirty cents girl who I could be very fond of...As a matter of fact, during my many years in show business I've always thought of meeting a girl as sweet and intelligent as you. ^{You know,} Yours is the type of beauty that I've always admired..a gorgeous figure, dark flashing eyes, gleaming black (METER CLUNKS) thirty-five cents hair. And you know, Giselle, I'm not usually serious, but a date like this tonight could lead to another, and then maybe we could get engaged, and after a while, we'd even ^{get} be married..and ~~in~~ time.. well..you know how it is..we could even raise a family and (have) maybe one or two or even three (CLUNK) forty cents kids...(MORE)

G

ATK01 0184842

JACK:
(CTD)

Or maybe just, like in the song, a boy for you and a girl for (CLUNK) forty-five cents. WOOPS, THAT WAS A QUICKIE. *wasn't it?*

GISELLE:

Well, this is a Ricchochet Romance if I ever saw one.

JACK:
Mel:
~~ME:~~

Oh, Giselle, stop kiuding..I'm serious about this and--
Hey, buddy, you back there..ain't you Jack Benny?

G

JACK: Yes, yes, I am...You see, Giselle, I --

~~Mel:~~
~~BECK:~~ I thought I recognized you when you got in.

JACK: Thank you..You see, Giselle, I'm really fonder of you than any --

~~Mel:~~
~~BECK:~~ Say, Mr. Benny, I got a brother lives in Los Angeles..Name's Crowley..Joe Crowley...ever run into him there?

JACK: Crowley? No, I don't think so...Anyway, Giselle, every man must settle down sometime, and when a man feels that romance has come into his life, ~~he~~--

BECK: Funny, Joe's the kinda guy you'd pick out anyplace.

JACK: Well, I'm sorry, Driver, but I didn't see him..As I was saying, Giselle, ~~when~~ a man feels that romance has come into his life --

~~Mel:~~
~~BECK:~~ Cracks his knuckles a lot, funny you never heard him.

JACK: LOOK, DRIVER, THERE ARE NEARLY TWO MILLION PEOPLE ~~LIVING~~ IN LOS ANGELES. ~~AND~~ I ASSURE YOU I DON'T KNOW EVERYBODY. BUT JOE WEARS GLASSES.

JACK: Well, I'm sorry, I didn't see him.Now let's see, where was I?

GISELLE: Romance had come into your life and Joe was wearing glasses.

JACK: Oh yes...Now Giselle, as I was saying, there comes a time when every man (CLUNK OF METER)---HOLY SMOKE ~~LOOK~~ LOOK AT THAT METER...~~SIXTY~~ SIXTY CENTS NOW...DRIVER STOP THE CAB.

pf

Mel:
~~REAR:~~ But we ain't at 83rd Street yet.

JACK: I don't care, stop the cab, your meter's too fast.

Mel:
~~REAR:~~ Look, Mister, you can't get in my cab and say

I'm a crook.

JACK: I DON'T ~~CARE~~. YOU ~~CARE~~ THINK ~~I~~ *- you think that I'm - I'm* SOME TOURIST, YOU
CAN TAKE ME FOR A JOY RIDE AND PLAY ME FOR A

(CLUNK OF METER) sixty-five cents SUCKER...WELL,
YOU CAN'T *do that* ~~DO~~ STOP THE CAB.

(SOUND: BRAKES..DOOR OPENS)

JACK: Here's your money, *now* come on, let's go, Giselle.

GISELLE: But Jack..what about dinner?

JACK: Don't worry..he stopped right in front of your
apartment...~~come on~~, you must have something in
the refrigerator.

(APPLAUSE AND PLAYOFF)

pf

ATX01 0184845

CBS CITATION - AMERICAN LEGION

(AFTER PLAY OFF MUSIC & APPLAUSE DOWN)

DON: Oh, Jack, the CBS Radio and Television Networks, as well as your show, have been singularly honored by the American Legion, and here tonight is Dr. Frank Stanton, President of CBS.

JACK: Hello, Dr. Stanton, it's a pleasure to have you here.

STANTON: Thank you, Jack.

(APPLAUSE)

DON: And also, Jack, I ~~would~~ like you to meet Mr. James O'Neil, Publisher of the American Legion's National Magazine.

O'NEIL: Hello, Jack.

(APPLAUSE)

JACK: *Well* It's ^{— good to} good to see you, Mr. O'Neil.

O'NEIL: It's certainly nice to be here with Dr. Stanton and you, Jack... They say that when you put two Legionnaires together it doesn't take long to get a convention going, so ~~Legionnaire~~ Legionnaire Jack Benny of Post 264, Lake Forest, Illinois, we've got our own little convention underway with Dr. Frank Stanton as our guest of honor.

JACK: That we have.

pf

ATX01 0184846

O'NEIL:

Well, Dr. Stanton and Jack, as we ^{move along} ~~go into~~ ^{this} ~~the~~ new year ~~celebrations~~. The American Legion reviews the accomplishments of 1953 in the fields of Radio and Television and is privileged to present the CBS ~~Radio and Television~~ Networks with ^{these} ~~the~~ ^{Legion} ~~award~~ award. Dr. Stanton, as President of CBS, The American Legion commends you and your Radio and Television Divisions for maintaining a high level of clean entertainment ~~entertainment~~ ~~programming~~. We feel that the Jack Benny Show, sponsored by Lucky Strike Cigarettes typifies that quality. We also wish to cite the CBS ~~Radio and Television~~ Networks for their ~~consistent maintenance of~~ ^{public} unexcelled informational services, ~~to the American public~~. For these reasons I am very proud to have the privilege of presenting you with ^{these} ~~the~~ Citation, Dr. Stanton.

DR. STANTON: Thank you, Mr. O'Neil, and you too, Jack. Speaking for the CBS ^{CBS} Radio and Television Networks both of which, as you know, carry the Jack Benny program, let me say that we are deeply honored by the American Legion's recognition of our efforts. It has been our continuing objective over the years to bring ~~to~~ the American people the best entertainment and the most responsible news and public discussion within our power. (MORE)

ATX01 0184847

DR. STANTON: This latest testimonial by the American Legion can
(CONT'D)
only serve to give us renewed incentive in our
steady pursuit of this goal.
Thank you very much.

(APPLAUSE)

Thank you,
JACK: Thank you, Dr. Stanton and Mr. O'Neil. And ladies
and gentlemen, I'll be back in just a moment, but
first a word to cigarette smokers.

pf

ATX01 01B4B4B

THE JACK BENNY PROGRAM
MARCH 7, 1954

CLOSING COMMERCIAL

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

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!

ANNCR: You know friends, for a cigarette to really
taste good, it has to be fresh. And to be fresh,
the tobacco inside must have just the right
amount of moisture. Not too much -- or the
cigarette will burn too slowly -- and not too
little or it will taste dry. That's why the
makers of Lucky Strike constantly check
moisture content during every step of manufacture
-- to make sure that Luckies' fine tobacco comes
to you with all its good taste. (MORE)

pf

ATX01 0184849

CLOSING COMM'L (CONT'D)

-D-

ANNCR:
(CONT'D)

For smoking enjoyment is all a matter of taste.

And the fact of the matter is -- Luckies taste better.

Cleaner, Fresher, Smoother. First because --

LS/MFT, Lucky Strike means fine tobacco.

And second, because Luckies are made better --

made under hundreds of quality controls like

the tests for proper moisture content -- to make

sure that Luckies always do taste better. So,

friends, for better taste every time --

Be Happy -- Go Lucky -- make your cigarette --

Lucky Strike!

SPORTSMEN:

QUARTET: Be Happy -- Go Lucky

(LONG

CLOSE) Get Better Taste Today!

pf

ATX01 0184850

(TAG)

JACK: *Ladies + gentlemen* I want to thank Frank Fontaine for bringing us his character of John L. C. Sivoney. *once more...*

Giselle, I want to tell you how happy I am that you could appear on my radio show tonight.

GISELLE: *Well* Jack, it was a pleasure.. Tell me, are you going right back to Hollywood?

JACK: Oh no...I have a couple more things to do here in New York, and then on March ^{16TH} ~~15TH~~ I'm going to Washington, D.C., to say goodbye to an old friend.

GISELLE: Who?

JACK: My money... Goodnight, Giselle.. ~~goodnight, folks.~~

(APPLAUSE)

DON: The Jack Benny Show was written by Sam Perrin, Milt Josefsberg, George Balzer, 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.

jn

ATX01 0184851