

PROGRAM #31
REVISED SCRIPT

"As Broadcast"

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, APRIL 11, 1954

CBS

4:00 - 4:30 PM PST

(TRANSCRIBED, APRIL 7, 1954)

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ATX01 0019661

THE AMERICAN TOBACCO COMPANY
"THE JACK BENNY PROGRAM" #31
APRIL 11, 1954 SUNDAY 7:00-7:30 PM PST
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: This is Don Wilson. Friends, think back for just a minute
to that last cigarette you smoked. Wasn't the taste of
that cigarette the thing that you really enjoyed? Of course
it was. Smoking enjoyment is all a matter of taste. And
many millions of smokers will tell you that Luckies taste
better. Cleaner, Fresher, Smoother. One reason is fine
tobacco. You know LS/MFT -- Lucky Strike means fine
tobacco. Tobacco that is light, naturally mild,
good-tasting. And another, Luckies are made better. Made
to draw freely. Made to smoke evenly. Made to give you
what you want from your cigarette. Better taste! So, for
all the real deep-down smoking enjoyment you want, ask for
the cigarette that definitely does taste better. Lucky
Strike. Get a carton - and Be Happy -- Go Lucky!

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

ATX01 0019662

(EXTRA SHOW)

-1-

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

DON: 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, TONIGHT JACK BENNY DOES ANOTHER
TELEVISION PROGRAM WITH HIS GUEST STARS GEORGE BURNS AND
GRACIE ALLEN...BUT RIGHT NOW WE HAVE A RADIO SHOW TO DO
....SO I'D LIKE TO TAKE YOU BACK TO YESTERDAY'S
REHEARSAL RIGHT HERE IN THIS SAME STUDIO.

(ORCHESTRA DOES LAST FEW BARS OF SOME HOT MUSICAL NUMBER WITH A
BIG FINISH)

JACK: Hey, that was great, just great. Wasn't it, Don?

DON: Yeah, that's what I call a real hot band number.

(SOUND: RAPPING OF BATON)

BOB: (UP) OKAY, FELLOWS, YOU JUST HEARD THAT LES BROWN RECORD,
NOW LET'S SEE IF YOU CAN DO IT HALF AS GOOD...HERE WE
GO...A-ONE...A-TWO --

JACK: No, hold it, Bob...Hold it...that's enough band rehearsal
for now.

BOB: ALL RIGHT, BOYS, YOU CAN RELAX A FEW ^{minutes} ~~minutes~~.

(SOUND: FEW CHAIRS SCRAPING)

JACK: Say, Bob.

BOB: Just a second, Jack...I'll take these ear plugs out..
There, that's better.

JACK: Bob, I hate to keep picking on the orchestra, but can't
you do something about the way they dress? ^{you} look at those
red ties.

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BOB: *Will* What's the matter with 'em?

JACK: Nothing, but they look ridiculous without shirts...and another thing, Bob, we ~~we~~ just got to have a little more discipline around here. From now on when we hold band rehearsals, I don't want the boys having guests up there on the stand with them.

BOB: Guests?

JACK: Certainly..Who's that fellow sitting next to Remley?

BOB: *Will* ~~he~~, he's not a guest, Remley's handcuffed to him,

JACK: You mean he's a policeman?

BOB: Yeah, and you better get used to him. He'll be with us for the next thirty days.

JACK: Thirty days....What did Remley do?

BOB: Nothing, he's just building up credit for the summer.

JACK: Well, he'll probably need it...Now come on, everyone, let's get on with rehearsal. As soon as Mary and Dennis get here, we'll read through the sketch. *Oh Don,* when you introduce me on the show tomorrow, I'd like something fresh and topical for a change.

DON: I've got just the thing, Jack, I wrote it myself.

JACK: Good...let's hear it.

DON: Okay. ..(CLEARS THROAT)...LADIES AND GENTLEMEN, THIS IS THE MONTH OF APRIL AND ALTHOUGH APRIL SHOWERS BRING MAY FLOWERS I BRING YOU A MAN WHO LOOKS LIKE THE LAST ROSE OF SUMMER...JACK BENNY. (LAUGHS IT UP)

JACK: Don...

DON: (KEEPS LAUGHING)

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JACK: Don, *Laughing boy!*
DON: (SUBSIDING) Yes, *Yes* Jack?
JACK: Don, I've been called the last rose of summer before,
but never by the pot...What an introduction.
DON: But Jack, I stayed up half the night writing it.
JACK: Oh, you did, eh? Well, you should have stayed up the
other half looking through the Help Wanted column...Or
better still, Don, put in an ad yourself saying, "Have
stomach, will travel"....Now let's get on with the --
DON: *Oh,* Oh say, Jack.
JACK: What is it now?
DON: Since you brought up the subject of employment, I was *just*
wondering...well, it's probably just an oversight, but I
haven't received my contract for next season.
JACK: Oh, well, you know how that works, Don. I can't send you
your renewal until my sponsor renews me.
DON: ~~Don~~ Jack...this is the middle of April. Your sponsor
has always had you signed up by the end of March.
JACK: ...The end of March?...Say, that's right...Eh, they
probably got behind in their correspondence...Don't let
it worry your little head.
DON: It's not my little head that's worried, it's my traveling
stomach.
JACK: Well, believe me, Don, there's nothing to worry about, I
I'm sure we're all going to be back together *again* next season.
Anyway, I've been with Luckies for twelve years, and
they're not going to drop me now...~~And~~ that doesn't
reassure you, you can ~~say~~ -- Oh, hello, Mary.

BR

MARY: Hello, Jack. Hi, everybody.

CAST: (AD LIBS HELLO)

MARY: Sorry I'm late, Jack, but I was having my hair set at ~~Jane's~~ ^{Jane's} ~~McDonald's~~.

JACK: Oh, that's all right...We have to wait for Dennis anyway.

DON: Your hair looks very nice, Mary.

MARY: ^{Well} Thanks, Don. They do ^{do} a good job...but I'm so mad at that beauty operator. Every time I go in there, she tries to talk me into dyeing my hair.

JACK: Well, they're all doing it, Mary...What color does she want you to dye it?

MARY: Sort of an auburn...like yours.

JACK: Like mine? Mary, my hair isn't auburn.

MARY: What about the one you got for Christmas?

JACK: I bought that one myself. I thought I was going to be a guest on "Life With Father".

BOB: Say Mary, ~~McDonald's~~ ^{isn't} that ^{the} beauty parlor where all the movie stars go, ~~isn't it~~?

MARY: Well, there sure were a lot of 'em there today. Barbara Stanwyck, Claudette Colbert, Jane Wyman...Oh and Jack, I had a long talk with Alice Faye.

JACK: Oh, Alice was there, too? ^{huh?}

MARY: Yeah, she was waiting for Phil to get out ^{from under} the dryer.

JACK: Oh yes. Alice has to watch him...I remember once ~~he~~ ^{Phil} fell asleep under the dryer and it shrunk his head....Say, Mary, how is Phil, anyway?

MARY: Fine, ~~and~~ he was so excited...His sponsor just renewed him for next year.

BR

JACK: Already?

DON: We were just talking about that, Mary. Jack hasn't been renewed yet.

MARY: Not yet...But it's the middle of April! They're two weeks late!

JACK: Now Mary, don't you start worrying.

DON: I think Jack should call his sponsor, Mr. Lewis, and find out one way or the other.

JACK: Look, I'm not making a long distance call to New York for nothing.

MARY: But Mr. Lewis is right here in Los Angeles. I saw him on the street this morning.

DON: You see, Jack...he didn't even get in touch with you, I knew ^{there} ~~something~~ was wrong.

JACK: Nothing's wrong and there's nothing to worry about....
Mary, are you sure it was Mr. Lewis?

MARY: If you don't believe me, ask Bob Hope, he was with him.

JACK: (STUNNED)...Bob...Hope?

MARY: They were arm in arm.

JACK: Hmm.

MARY: Don's right, Jack. Why don't you call Mr. Lewis?

~~JACK: 1941?~~

~~DON: Yeah, don't you remember, Jack...Luckies were busy changing over their package, they were three weeks late renewing you, and you were a wreck.~~

~~JACK: I was not.~~

BR

MARY: ~~Oh, yes, Mr. Strike Green went to war and you went to the hospital.~~

JACK: ~~That was only a few days ago...~~ Now look, I'm not calling Mr. Lewis and make a fool of myself. They probably mailed the contract and it's waiting for me at home.

DON: Gee, do you really think so, Jack?

JACK: Certainly. Give me that phone. I'll call Rochester *and find out.* What a bunch of alarmists.

(SOUND: RECEIVER UP...CLICK CLICK OF RECEIVER)

JACK: Operator...Operator.

(SOUND: SEVERAL CLICKS OF RECEIVER, FADING TO BUZZ OF SWITCHBOARD.)

BEA: Say, Mable?

SHIRLEY: What is it, Gertrude?

BEA: Mr. Benny's line is flashing.

SHIRLEY: Yeah...I wonder what Young at Heart wants now.

BEA: I'll plug in and find out.

(SOUND: PLUG IN)

BEA: Yes, Mr. Benny...Yes sir...Hold on.

(SOUND: PLUG OUT)

BEA: He wants I should get him Rochester.

SHIRLEY: Oh...I thought he was going to ask you for a date tonight.

BEA: Well, it's a good thing he didn't. Frankie Remley's taking me to the Coconut Grove.

SHIRLEY: Gee, that's a swanky place...I'd like to go, too. Do you think Remley could bring a friend?

BR

BEA: He has to.

SHIRLEY: He has to. I don't understand.

BEA: When we get up to dance you will...Anyway, I'm glad Remley is taking me out tonight. You know Jack never spends money on a girl.

~~BEA: Once a guy gave me flowers and Jack was furious. All these cheapies.~~

SHIRLEY: I know what you mean. Last summer he wanted me to go to Catalina with him.

BEA: Well, that's not so bad. It's a beautiful trip to Catalina on the boat.

SHIRLEY: What boat? When he knocked on my door, he was carrying a bucket of grease and two pair of swim fins.

BEA: Two pair of swim fins?...Oh, yeah, how would he know you have webbed feet.

SHIRLEY: Now look here Miss Gertrude Geershift...I'd rather have feet like mine than legs like yours.

BEA: And what's the matter with mine?

SHIRLEY: The last time I saw legs like yours they were spinning in a Rotisserie window.

BEA: Well, of all the *things I mean, in all my life*

(SOUND: RAPID JIGGLING OF HOOK)

JACK: Gertrude...Gertrude.

BEA: I'm sorry, Mr. Benny, but the line is busy.

JACK: Oh...Well, keep trying and ring me when you get Rochester.

(SOUND: RECEIVER DOWN)

DON: Did you get the house, Jack?

BR

JACK: The line was busy...and for heaven's sake, stop worrying
...there's nothing to worry about... Now let's get on
with our renewal -- I mean rehearsal. ^{First} First, let's take
the --

DENNIS: Hello, everybody. Are we all here?

JACK: Yes, and we've been here for an hour.

DENNIS: Oh.

JACK: Look, Dennis, every week you come strolling in whenever
you feel like it. I don't understand...why should
fourteen musicians, a sound man, an engineer, a producer,
and people like Mary, Bob, Don and myself have to sit
around week after week waiting for a stupid kid?

DENNIS: Because that stupid kid is talented.

JACK: Hmmm.

MARY: Jack, you're not going to let him get away with it, are
you?

JACK: What can I do, stupid is telling the truth...Now Dennis,
if it's not asking too much, how about letting me hear
your song for tomorrow?

DENNIS: Okay, and I'm sorry I was late.

JACK: Forget it.

DENNIS: I would have been on time but I got a speeding ticket
for going 45 miles an hour.

JACK: Oh.

DENNIS: Boy, was the cop unfair.

JACK: Why was ^{he} unfair?

DENNIS: How would he know how fast I was going. I ran over him.

BR

JACK: Dennis, don't be so silly. If you ran over him, how could he write you a ticket?

DENNIS: He had a Papermate Pen.

JACK: Now cut that out.... Dennis, you're making up this whole thing, aren't you?

DENNIS: Yeah, I had to have some excuse for being late.

JACK: Well, that's the craziest one I've ever heard. Anyway, you're here, so let's have your song.

DENNIS: (SINGS) Papermate ink is leak-proof....

JACK: Not that one....The one you're going to do on the program.

DENNIS: Yes sir.

JACK:What an imagination.

(APPLAUSE)

(DENNIS'S SONG -- "SECRET LOVE")

(APPLAUSE)

BR

(SECOND ROUTINE)

JACK: *"Secret" - Secret Love "sung by Dennis Day"*
That was, very good, Dennis, ~~and~~ I know it's going to

sound beautiful when you sing it on the show.

DENNIS: Don't be so sure.

JACK: Why not?

DENNIS: I'm having my tonsils out tonight.

JACK: Tonight? Dennis, are your tonsils infected?

DENNIS: No.

JACK: Well, has your throat been sore?

DENNIS: No.

JACK: Have you been catching colds?

DENNIS: No.

JACK: Then why are you having your tonsils out?

DENNIS: A doctor friend of mine is coming over and I don't know
how else to entertain him.

JACK: What?

DENNIS: Last time he took out my appendix.

JACK: Dennis --

DENNIS: If he keeps coming over, there won't be anything left.

JACK: Now Dennis, I'm in no mood for these silly conversations
with you, so why don't you just sit down ~~and~~ --

(SOUND: PHONE RINGS)

JACK: Oh, that must be Rochester, I'll get it.

(SOUND: COUPLE FOOTSTEPS RECEIVER UP)

JACK: Hello.

BEA: (FILTER) I have your party, Mr. Benny. Go ahead.

JACK: Thank you...Hello..Rochester.

BH

ROCH: ~~IS~~ IS THAT YOU, MR. BENNY?

JACK: Yeah Rochester, was there any mail for me today?

ROCH: YEAH, QUITE A STACK, BOSS. I WAS JUST GOING THROUGH IT.

JACK: Well, keep on..I'm expecting something from the American Tobacco Company.

ROCH: OKAY..LET'S SEE...HERE'S ANOTHER LETTER FROM THE EDISON COMPANY AND THEY'VE ENCLOSED THAT ELECTRIC BILL YOU OWE.

JACK: You mean that one for seven dollars and 42 cents?

ROCH: ~~Yeah~~ BOSS..WHY DON'T YOU PAY IT?

JACK: Maybe you're right, Rochester. How old is that bill from the Edison Company?

ROCH: I DON'T KNOW, BUT IT'S SIGNED BY THOMAS ALVA HIMSELF.

JACK: Gee..I owe him for some phonograph records, too...What else is there, Rochester?

ROCH: LET'S SEE...OH, HERE'S A LETTER ON PINK STATIONARY..
(SNIFFS). IT'S GOT A WONDERFUL AROMA OF PERFUME.

JACK: (INTERESTED) Perfume?

ROCH: (SNIFFS) AAAAHHH...DOES THAT SMELL GOOD!

JACK: Well, Rochester, who's it from who's it from?

ROCH: I'LL SEE.

(SOUND: PAPER TEARING)

JACK: Rochester, ~~for heaven's sakes~~, who's it from?

ROCH: IT'S AN AD FROM THE VIGERO COMPANY. THEY ALWAYS TRICK YOU INTO OPENING IT.

JACK: Well, I'll be darned..Rochester, is that all the mail?

ROCH: YEAH, WERE YOU EXPECTING SOMETHING ELSE?

JACK: Yes, I was expecting my new contract from my sponsor. I should have had it already.

BH

ROCH: HOW LATE IS IT?

JACK: Two weeks.

ROCH: WANT ME TO RESERVE YOU A ROOM AT THE CEDARS OF LEBANON?

JACK: No no, wait a few days... Anyway, if a letter comes, call me.

ROCH: OKAY.. GOODBYE.

JACK: Goodbye.

ROCH: OH, SAY, BOSS.

JACK: Now what?

ROCH: I JUST REMEMBERED..I SAW YOUR SPONSOR THIS MORNING ON WILSHIRE BOULEVARD.

JACK: Mr. Lewis, my sponsor? Are you sure it was him?

ROCH: IF YOU DON'T BELIEVE IT, ASK EDDIE CANTOR, THEY WERE WALKING ARM IN ARM.

JACK: But Eddie Cantor is a personal friend of mine. He wouldn't try to take my job.

ROCH: I DON'T KNOW..HE WAS SINGING.

(SINGS) CANTOR IS FUNNY,

HE'LL WORK FOR LESS MONEY

NOW'S THE TIME TO MAKE A CHANGE.

~~JACK: Rochester, he must have been kidding.~~

~~ROCH: KIDDING OR NOT, I'M TALKING.~~

~~Rochester~~
JACK: Rochester, you don't have to worry. Even if I lose my job, I'll still keep you...Goodbye.

ROCH: GOOOOOOOOOOOBYE.

(SOUND: RECEIVER DOWN)

BH

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JACK: Hum.

DON: Bad news, Jack?

JACK: Well..the contract wasn't there.

~~DON:~~ ^{Well} Jack, why don't you call Mr. Lewis and find out once and for all.

JACK: Well..he's probably in his office at the American Tobacco Company...But ^{Don} ~~Mary~~, I just can't come out and ask the man if I'm fired. What excuse can I give for calling?

DON: You could tell him you'd like him to hear the new commercial we ~~we~~ got a dandy.

JACK: ~~That~~ that's an idea. Don, you get the quartet ready, I'll put the call in. ^{Are you} ~~Are you~~ sure that the commercial is extra good.

^{Just go in} ~~DON:~~ Okay..(FADING) ^{Come on, man} HEY FELLOWS..SPORTSMEN...

(SOUND: RECEIVER UP..CLICKS OF RECEIVER)

^{Jack:} ~~Operator~~ Operator. ^{Operator}

^{Bea:} ~~Bea:~~ ^{Bea. Mr. Lewis.}

JACK: Gertrude..get me Mr. Lewis's office at The American Tobacco Company. And be quick about it.

BEA: Keep your shirt on.

JACK: I may not have one...Now make it snappy.

DON: (OFF) Jack, I can't seem to find two of the Sportsmen.

JACK: Well, find 'em, find 'em, I ~~we~~ got the call in. ~~And~~ I want to impress the sponsor.

(SOUND: BUZZ AND RECEIVER UP AT OTHER END)

ELVIA: (FILTER) Mr. Lewis's office.

JACK: Hello..Is Mr. Lewis in?

ELVIA: Yes. Who's calling, please?

BH

JACK: Just tell him it's Jack Benny, his number one comedian.

ELVIA: You tell him, he'll slap my face.

JACK: Don't be funny, and get me Mr. Lewis.. (UP) Don, did you find the rest of the quartet?

DON: Not yet, Jack.

JACK: Oh, for heaven's sakes.

ELVIA: I'm sorry, Mr. Benny, but Mr. Lewis is very busy.

JACK: Well, he's never been too busy to talk to me before... What's he trying to do, give me the runaround?

ELVIA: *Oh*, I'm sure not, Mr. Benny, but on this trip Mr. Lewis has been very busy auditioning.

JACK: Auditioning... Oh my goodness, he's gotta talk to me, he's gotta.

ELVIA: (EMPHATIC) My dear man, Mr. Lewis doesn't gotta talk to anyone but Mrs. Lewis and she's on the other line, so goodbye.

(SOUND: RECEIVER SLAMMED DOWN)

JACK: Gee, he wouldn't even talk to me.. And he's auditioning already.. Kids, this is serious.

DENNIS: Kenny Baker was smart, he got out when the getting was good.

JACK: Oh, be quiet... I just can't understand it..

DENNIS: Yeah.. after ^{all} these years they drop you like a cold potato.

JACK: You mean hot potato.

Dennis
~~Jack~~: If you were hot, they'd keep you.

BH

ATX01 0019676

JACK: ~~Many~~, stop being funny...I ~~we~~ got to think.. I ~~we~~ got to
do something.

(SOUND: DOOR OPENS)

DON: (EXCITED) JACK, JACK...I ROUNDED UP THE SPORTSMEN.

JACK: It's too late.

DON: HIT IT, FELLOWS.

BH

QUART: LUCKIES TASTE BETTER
CLEANER, FRESHER, SMOOTHER
LUCKIES TASTE BETTER
CLEANER, FRESHER, SMOOTHER
FOR LUCKY STRIKE MEANS

FINE TOBACCO

RICHER TASTING

FINE TOBACCO

LUCKIES TASTE BETTER

CLEANER, FRESHER, SMOOTHER

LUCKY STRIKE, LUCKY STRIKE

JACK: Boy's don't waste your voices. *I-* I may not be with them..Bob
Hope might be with them.

QUART: THANKS FOR THOSE LUCKY
STRIKES
WE KNOW THAT YOU'LL AGREE
ON LSMFT
A FRESHER, CLEANER,

SMOOTHER SMOKE

JUST TRY ONE AND YOU'LL

~~AGREE~~

OH THANK YOU SO MUCH

THANKS FOR THAT BETTER

TASTE

WE HATE TO LEAVE YOU, JACK

DON'T WORRY YOU'LL BE BACK

A SHOW WITHOUT THOSE BIG

BLUE EYES

IS LIKE AN EMPTY PACK

OH THANK YOU SO MUCH.

Fellows.
JACK: Fellows, it's too late..

~~Don't~~..Don, it doesn't

matter anymore.. ~~Don't~~..Fellows.

My sponsor isn't on the phone.

d-d-
JACK: Look fellows, I'm not sure..

Bob Hope
I said ~~he~~ might be with

them...I'm not sure.

~~Don't~~ Don't jump to

conclusions.

*Jack: King! Look, it might
not be that Hope
I might be wrong
Don't. I don't know.*

(MORE)

Look it
JACK: Fellows, I don't ~~know~~. It might not be Bob Hope. It might be Eddie Cantor.

QUART: A LUCKY IS FRESHER
A LUCKY IS SMOOTHER
NOW'S THE TIME TO BUY A

JACK: Fellows, I'm not sure ~~what~~
~~Cantor~~. I'm not sure if
it'll be Eddie Cantor.

PACK

FOR REAL SMOKING PLEASURE.

THE SMOKE THAT YOU'LL

TREASURE

IS LUCKY STRIKE AND THAT'S

A FACT

SEE THAT FINE AND LIGHT

TOBACCO

THAT'S A REASON

LUCKY STRIKE IS BETTER

TASTING

AND SO PLEASING.

ONE PUFF AND YOU'LL BE

AGREEIN'

ISMFT'ING

NOWS THE TIME TO LIGHT

THAT GOOD OLD LUCKY

BE HAPPY AND GO LUCKY STRIKE

*Jack: Could be Frank Ramsey.
I don't know.*

*Jack: Locksberry. I don't
know who it'll be.*

*Jack: Maybe Alvy Khan and
don't know.*

CB

(THIRD ROUTINE)

-18-

JACK: *Don*, that was fine, but it's no use..Mr. Lewis wouldn't even talk to me. It's all over...finished.

DON: Well, Jack, it's still not definite.

JACK: Not definite, not definite..What do I have to do, wait for Bob Hope to come in and grab the script out of my hand?...~~that~~, you can all kid yourselves, I'm calling some of my former sponsors. They'll take me back in a second.

(SOUND: RECEIVER UP...JIGGLING OF HOOK)

Jack
~~BEA:~~ *Operator.*
Don
JACK: Gertrude...I have some important calls to make. First I want you to get me Bill Kramer..He's in charge of Jello at General Foods. And then you can also get the General Tire Company and the Canada Dry office.

BEA: What is this, old home week?

JACK: Never mind, just get 'em.

BEA: All right..hold on.

JACK: (SOTTO) Boy, will that Bill Kramer be glad to hear I'm available. When I left Jello, he was sick about it.

(SOUND: INNER BUZZ)

BEA: I have Mr. Kramer's office.

(SOUND: RECEIVER UP AT OTHER END)

BEA: Go ahead.

JACK: Is this Mr. Kramer?

HY: Yes.

BA

ATX01 0019680

JACK: (CUTE) Well, Jello again, this is Jack Benny talking.

HY: Oh, Jack!...How are you?

JACK: *O* Fine, Bill. Tell me ... How are things jelling at Jello
(SILLY LAUGH)

HY: Fine. What's on your mind, Jack?

JACK: Well, Bill. I don't know why, but just today I suddenly got to thinking about the wonderful association we used to have. What fun it was getting those great shows out week after week...and how we always got along so well....And you know, Bill, it really is a shame the way I left.

HY: Well, Jack, I didn't mean to kick you, it was just an impulse.

JACK: I know, I know...~~But Bill~~ to come to the point, I think I might be able to arrange it so I can come back to work for you people.

HY: *W/22* I'm sorry, Jack, but we're really not thinking along comedy lines these days. We're going in more for a different type of programming..you know, music and concert stuff.

JACK: Well, fine..I do concert work.

HY: You do?

JACK: My violin..I'll come right over and play it for you.

(SOUND: RECEIVER BANGED DOWN AT OTHER END)

JACK: MR. KRAMER! MR. KRAMER!

(SOUND RAPID JIGGLING OF HOOK)

JACK: Gertrude, Gertrude..can you get my party back?

BEA: I don't think so, he pulled the phone out, cord and all.

BA

JACK: Well, that's just great! What kind of a business is this? You don't work for people for years and they don't appreciate it.

BEA: Mr. Benny, I have your call to General Tire.

JACK: Hello, hello.

Shirley
JENNY: General Tire.

JACK: (SWEET) Hellooooo.

Shirley
JENNY: Yes?

JACK: Miss, this is Jack Benny. I'd like to talk to one of my nearest and dearest friends there...Is Mr. Randolph in?

Shirley
JENNY: No, he's not.

JACK: ~~Well, is there any way I can get in touch with him?~~

~~JENNY: He's right out of business, he's been dead for twenty years.~~

JACK: Oh...Well, then could I talk to whoever's in charge of advertising?

Shirley
JENNY: Yes...I'll connect you with Mr. Hotchkiss.

Shirley
(SOUND: INNER BUZZ)

JENNY: Go ahead, sir.

JACK: Hello, Mr. Hotchkiss?

NELSON: YESSSS.

JACK: Mr. Hotchkiss, this is Jack Benny.

NELSON: Jack Benny?

JACK: Yes. I used to work for General Tire.

NELSON: Not since I've been in charge.

~~JACK: Now, Mr. Hotchkiss, the reason I called is...Well, there's a slight chance Lucky Strike might drop us.~~

~~NELSON: Say, I'd like to have the brief one on that one.~~

BA

JACK: Now let's not be sarcastic, Mr. Hotchkiss. I only called because I thought I'd give General Time a break.

NELSON: In the tire business we wouldn't call that a break, we'd refer to it as a complete blow-out.

JACK: (SARCASTIC) Very funny.

NELSON: I thought you'd get a bang out of that one.

JACK: Now cut that out. Look, Mr. Hotchkiss, listen to me...if you'd hire me, I'm sure I could give you a very good show.

NELSON: Not a chance, Benny, we're putting our entire advertising budget into a much higher class type of show than you do.

JACK: Oh, music and concerts?

NELSON: No, old movies and wrestling. Goodbye.

(SOUND: RECEIVER DOWN AT OTHER END)

JACK: Hmm...of all the nerve. I'll never work for them again.

(SOUND: JIGGLING OF HOOK)

JACK: Gertrude, Gertrude...where's my call to Canada Dry?

BEA: I'm getting it, but it won't do you any good.

JACK: Never mind...just get it.

BEA: But, Mr. Benny --

JACK: Don't argue with me, get my call.

BEA: (RESIGNED) Okay.

(SOUND: INNER BUZZ)

BEA: Go ahead.

JACK: Hello, is this Canada Dry?

NELSON: Yes, Hotchkiss speaking.

JACK: What?

BEA: You wouldn't listen to me.

JACK: Gertrude, you stay out of this... Now let me get this straight, Mr. Hotchkiss. Didn't I just talk to you at General Tire?

NELSON: That's right.

JACK: Then what are you doing at Canada Dry?

NELSON: I got thirsty.

JACK: Oh fine.

NELSON: Anyway, I'm in charge of advertising for both companies.

~~JACK: How come?~~

~~NELSON: Well, if you were thinking of calling Mr. Scholtz's, save your breath, I handle them, too....~~ Goodbye.

(SOUND: RECEIVER DOWN AT OTHER END)

JACK: But Mr. Hotchkiss, Mr. Hotchkiss!

(SOUND: JIGGLING OF HOOK)

JACK: Hmm...he hung up on me. I wonder who I should try now.

BEA: Shall I call Hollywood 9-⁵²⁶⁴0032.

JACK: Who's that?

BEA: I don't know but you may have better luck with a stranger.

JACK: Never mind.

(SOUND: RECEIVER BANGED DOWN)

JACK: How do you like that. All of a sudden, nobody wants me. Where'll I go...what'll I do..Mary, Don...Dennis...

DENNIS: Don't talk to me, you has been.

BA

JACK: Oh quiet..(MUTTERING) I can't understand it...I've worked so hard..I've been a big hit..~~and~~ suddenly when I'm in my prime, I'm cast aside like an old shoe.

(SOUND: DOOR OPENS)

JACK: That's gratitude..After all I've done ~~and~~---

DON: *OK*, Jack...Jack, look who's here..It's your sponsor, Mr. Lewis.

JACK: ..Mr. Lewis?

KEARNS: Hello, Jack.

JACK: (ALMOST TEARFULLY) Mr. Lewis, how could you do this to me? How could you fire me when I've given Luckies the best years of my life?

KEARNS: *W* Jack---

JACK: I've done great shows for you..I've sold the product on the air..and in my home, too...I've done everything that could be expected of me.

KEARNS: *W* Jack---

JACK: Maybe I made some mistakes..but show business is in my blood. I can't start all over again, I'm thirty-nine already.

KEARNS: Jack---

JACK: But if you wanted a younger man, why didn't you say something..I can be younger, too.

KEARNS: Jack --

JACK: And I'm not even so concerned about the salary..It doesn't have to be so big..just so a little comes in every week...~~and if you~~ *Look it over*

BA

KEARNS: WILL YOU SHUT UP!!

JACK: Huh?

KEARNS: Jack, you're not being fired.

JACK: I'm not..but the contracts?

KEARNS: Oh, that's just a formality with us, Here they are, I brought them over myself.

JACK: Hmm.. YOU SEE, DON..MARY...DENNIS...~~THE~~ ALL YOU WISE GUYS, I TOLD YOU THERE WAS NOTHING TO WORRY ABOUT... NOW LET'S GET BACK TO WORK.

KEARNS: Oh, Jack.

JACK: Yes, Mr. Lewis.

KEARNS: Jack, I've got someone here I want you to meet. He's our new head of advertising and from now on you'll be taking orders from him.

JACK: I will?

NELSON: OOOOHH, WILL YOU!

JACK: Mr. Hotchkiss..Oh no!

(APPLAUSE AND PLAYOFF)

BA

FUTURE OF AMERICA

-25-

JACK: Ladies and gentlemen, 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 with my guest stars George Burns and Gracie Allen, but first, here's a very important announcement. It deals with the Future of America.

Folks, a "depression psychology" could produce seriously harmful effects, regardless of whether the economic trend is up or down. An appreciation by all Americans of the opportunities created by our nation's growth would stimulate a confidence grounded on the facts needed for action toward a brighter future. So please remember:
The facts about America today are the best grounds for confidence in America's tomorrow.

Thank you.

(APPLAUSE)

JACK: I'll be back in just a minute. But first, here's a word from America's foremost authority on etiquette -- Miss Amy Vanderbilt.

DH

ATX01 0019687

FUTURE OF AMERICA

-26-

JACK: Ladies and gentlemen, I will be back in a minute to tell you about my television show which goes on at 7 P.M. over the CBS Network with my guest stars George Burns and Gracie Allen, but first, here's a very important announcement. It deals with the Future of America.

Folks, a "depression psychology" could produce seriously harmful effects, regardless of whether the economic trend is up or down. An appreciation by all Americans of the opportunities created by our nation's growth would stimulate a confidence grounded on the facts needed for action toward a brighter future. So please remember:
The facts about America today are the best grounds for confidence in America's tomorrow.

Thank you.

(APPLAUSE)

JACK: I'll be back in just a minute. But first, here's a word from America's foremost authority on etiquette - Miss Amy Vanderbilt.

DH

ATX01 0019688

THE JACK BENNY PROGRAM
APRIL 11, 1954

-C-

CLOSING COMMERCIAL

WILSON: Jack will be here in just a minute. But first, here's
(LIVE) a word from America's foremost authority on etiquette --
Miss Amy Vanderbilt.

AMY
VANDERBILT: Some of my friends tell me that in my new book on
(SOUND
TRACK) etiquette, I was a little hard on smoking. Actually,
I was hard on smokers. At least, some smokers. I
dislike thoughtless smokers. You know, the man next to
you at the dinner table who holds his cigarette so that *the*
smoke drifts into your eyes. I like considerate smokers.
For instance, I like to know that my husband is
considerate enough to carry my brand of cigarette....
Lucky Strike. In smoking, as in etiquette, it is after
all, all a matter of taste. I want a cigarette that
tastes better ^{to me} than any other. That's Lucky Strike.

WILSON: Amy Vanderbilt is right, friends -- smoking enjoyment
(LIVE) is all a matter of taste. And the fact of the matter
is -- Luckies taste better. Cleaner, Fresher, Smoother.
So ... Be Happy - Go Lucky ... next time you buy
cigarettes, ask for Lucky Strike.

COLLINS: Luckies taste better.

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

ATX01 0019689

(TAG)

-27-

JACK: Ladies and gentlemen, as I mentioned before, George Burns and Gracie Allen will be on my television show tonight ... and we think it's going to be ^avery --

(SOUND: PHONE RINGS .. RECEIVER UP)

JACK: *Gracie Allen* ✓ Hello... oh, hello, George ... what?...Gracie isn't at the T.V.Studio yet? Well, where is she? You ~~are~~ got to find her....without her, we've got no show. That just leaves you and me.. That's like two Abbotts and no Costello....George..you've got to find her...Goodbye.

(SOUND: RECEIVER DOWN)

DON: Will Gracie show up on time for the television show? Will she come in late? Is she there now? Tune in and find out.

JACK: Oh, good² now we'll get some mystery fans.

(APPLAUSE)

DH

ATX01 0019690

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
- a product of the American Tobacco Company ...
America's leading manufacturer of cigarettes.

DH

ATX01 0019691