

PROGRAM #37  
REVISED SCRIPT

*"As Broadcast"*

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, MAY 23, 1954

CBS

4:00 - 4:30 PM PDT

(TRANSCRIBED MAY 12, 1954)

RP

ATX01 0019825

-A-

THE AMERICAN TOBACCO COMPANY

"THE JACK BENNY PROGRAM" #37

7:00 - 7:30 PM EST

MAY 23, 1954

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. Why do you smoke  
cigarettes? Think it over a minute and you'll  
agree that you smoke simply to enjoy the taste of a  
cigarette. Sure - smoking enjoyment is all a matter  
of taste. And the fact of the matter is Luckies  
taste better. Cleaner, fresher, smoother. Luckies  
do taste better, and for two important reasons. One,  
Lucky Strike means fine tobacco....light, naturally  
mild, good-tasting tobacco. Second - Luckies are  
actually made better - made round and firm and  
fully-packed to draw freely and smoke evenly. Yes,  
fine tobacco in a better made cigarette will give you  
better taste every single time.

(MORE)

JP

ATX01 0019826

OPENING COMMERCIAL (CONT'D)

WILSON:  
(cont'd)      So if you go along that smoking enjoyment is all a  
matter of taste, then Be Happy -- Go Lucky ...because  
the fact of the matter is Luckies taste better. Get  
a carton of Lucky Strike and see for yourself.

COLLINS:      Luckies taste better!

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

JP

ATX01 0019827

(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 SHOW WITH HIS GUEST STAR, BOB HOPE..BUT RIGHT NOW WE'D LIKE TO TAKE YOU BACK TO YESTERDAY TO THE OFFICE OF A PROMINENT DENTIST. SITTING IN THE DENTIST'S CHAIR, EVEN AS YOU AND I, IS OUR LITTLE STAR, JACK BENNY.

(SOUND: DRILL GRINDING ON TOOTH)

JACK: For heavens sake, Doctor..how much longer will you have to use that drill?

HY: I'm almost done, Mr. Benny.

JACK: Thank goodness.

(SOUND: DRILLING RESUMES FOR FEW SECONDS..THEN STOPS)

HY: There we are, all finished...Now let's slip them in your mouth and see how they fit.

JACK: ...Okay, ~~isn't~~ <sup>isn't</sup> there some way you can make this removable bridge permanent?

HY: *Oh* I'm afraid not...Why, don't you like removable bridges?

JACK: Oh, they're all right..but sometimes I sneeze, <sup>you see</sup> and it comes loose.

HY: ~~That's too bad.~~

JACK: I don't mind so much if it happens during one of my radio shows, but on television, it's murder...It's awful when I'm smiling on one camera and my teeth are on another.

HY: Well, we'll fix it next time...Say, I just read in one of the papers that Bob Hope is going to be your guest star on your T. V. show.

JACK: That's right.

HY: You know, Bob is one of my patients..And so is Bing Crosby.

JACK: Really?

HY: Yes..as a matter of fact, I had quite an unusual experience with Bing the last time he was here.

JACK: What happened?

HY: I was drilling on one of <sup>his</sup> ~~his~~ molars and struck oil.

JACK: ...(LAUGHING) Say, that's a funny joke.

HY: I know, one of your writers is a patient of mine, too.

JACK: One of my writers..how can he afford to come to an expensive dentist like you?

HY: He can't..that's why he gives me jokes.

JACK: Oh.

HY: Now let's see...about your next appointment..How about <sup>June 14</sup> ~~two~~ in the afternoon June Fourteenth?

JACK: <sup>June 14</sup> Oh..I can't come on June Fourteenth.

HY: Why not?

JACK: Well...Doctor, have you any patients out in your waiting room? <sup>waiting?</sup>

HY: Yes..quite a few.

JACK: Good...open the door <sup>will you</sup> to the waiting room.

HY: (PUZZLED) Well...all right.

(SOUND: COUPLE FOOTSTEPS...DOOR OPENS)

JACK: I CAN'T COME HERE ON JUNE FOURTEENTH BECAUSE THAT'S THE DAY I OPEN MY PERSONAL APPEARANCE TOUR AT THE STATE FAIR AUDITORIUM IN DALLAS, TEXAS...

(SOUND: LOUD DOOR SLAM)

JACK: There's no sense wasting the plug, doctor, one of your patients may be in Dallas at the time <sup>you are...</sup>. I'll call you when I get back.

HY: Okay...Goodbye, Mr. Benny.

(SOUND: DOOR OPENS)

~~JACK: Remember, June Fourteenth, folks.~~

(SOUND: LOUD DOOR SLAM..FOOTSTEPS, SUSTAIN IN B.G.)

JACK: Gee, it'll be fun <sup>making</sup> a personal appearance in Dallas.. <sup>see</sup> ~~from~~ <sup>lets see</sup> there) I go up north to Portland, <sup>and</sup> Vancouver, and Seattle... ~~and~~ then I'm going back to my home town, Waukegan. I'm not making a personal appearance there but they're having a testimonial in my honor. They're naming a sewer after me...It was supposed to be a subway but the plumber hooked it up wrong...Oh, well...

(SOUND DOOR OPENS...STREET NOISES AND TRAFFIC NOISES...FADE TO B.G.)

JACK: Gee; it's such a nice day I think I'll walk home. <sup>so lovely</sup> <sup>and</sup>

(SOUND: FOOTSTEPS)

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JACK: (SINGS) FAIRY TALES DO COME TRUE  
IT CAN HAPPEN TO YOU  
IF YOU'RE YOUNG AT HEART  
YOU CAN HAVE A GOOD TIME  
IF YOU STAY THIRTY-NINE  
AND YOU'RE YOUNG AT HEART  
I CAN GO TO EXTREMES  
WITH IMPOSSIBLE SCHEMES  
THINK OF MARILYN MONROE  
THOUGH IT'S ONLY IN DREAMS  
I'D LIKE TO HUG AND KISS HER EVERY SINGLE DAY  
UNLESS DI MAGGIO IS THERE OR ON HIS WAY

*Geen* That's a great record Frank Sinatra made of that song.

*Hel* I'll never forget the first time I heard Sinatra on a record. He looked so comfortable lying there between the grooves.

DON'T YOU KNOW IT IS WORTH  
EVERY TREASURE ON EARTH  
TO BE YOUNG AT HEART  
FOR AS RICH AS YOU ARE  
IT'S MUCH BETTER BY FAR  
TO BE YOUNG AT HEART...(That's silly)  
AND IF I SHOULD SURVIVE  
TO A HUNDRED AND FIVE  
I'LL BE JUST FIFTY-THREE  
BUT SO GLAD I'M ALIVE  
AND HERE'S WHAT'S SO FUNNY  
I'LL STILL HAVE MY MONEY  
DA DA DA, DADA, DA DUM,  
DA DA, DA DUM,

(SOUND: FOOTSTEPS CONTINUE WITH TRAFFIC NOISES  
IN B.G.)

JACK: Gee, I've been walking fast..I'm almost to Beverly Hills..  
I'm glad I live here..Beverly Hills must be the classiest  
community in the <sup>whole</sup> world...Yep..there's the sign.."You Are  
Now Entering Beverly Hills."....

(SOUND: EIGHT FOOTSTEPS ON CEMENT..THEN COMPLETE  
SILENCE FOR SEVERAL SECONDS)

JACK: .....Gee, these rugs on the sidewalks are nice....I  
think Howard Hughes lives around here...Oh yes, there's  
his house... <sup>gosh</sup> his yard looks beautiful...(SNIFFS) Ahhh,  
~~that~~ <sup>that</sup> smells good, too...I wonder why it smells so --  
Oh yes, now I remember... He waters his lawn with My Sin  
....Gosh, Beverly Hills must have the classiest  
residential district in the whole --

(PIANO PLAYS FEW BARS OF PIANO CONCERTO)

JACK: There goes the Good Humor Man...~~the three most popular~~  
~~flavors in Beverly Hills are Strawberry, vanilla, and~~  
~~Caviar. Beverly Hills is so classy that~~ <sup>I don't know -</sup> sometimes I - I  
think ~~that Beverly is so classy that~~ ---

DENNIS: Hello, Mr. Benny.

JACK: Huh? Oh hello, Dennis.

DENNIS: I was just over ~~the~~ your house, but you weren't home.

JACK: I know, I was at my dentist's.

DENNIS: Gee, what a coincidence.

JACK: Oh, were you at ~~your~~ <sup>the</sup> dentist's today?

DENNIS: No, my optometrist's.

JACK: ~~Hi~~ <sup>Oh</sup> Dennis, <sup>are</sup> are you getting eyeglasses?

DENNIS: Yes sir.



JACK: Oh...are you near-sighted?  
DENNIS: No.  
JACK: Far-sighted?  
DENNIS: No.  
JACK: Oh...then you have a -- you have -- a --  
DENNIS: Astigmatism?  
JACK: Yes.  
DENNIS: No.  
JACK: .....Then why in the world are you getting glasses?  
DENNIS: To keep my mother from hitting me.  
JACK: ~~Oh~~...You mean your mother's mad at you again?  
DENNIS: Uh huh.  
JACK: What happened this time?  
DENNIS: Well, on one of my television programs I'm supposed to be a magician...so I decided to practice up some magic tricks last week.  
JACK: What kind of trick were you practicing?  
DENNIS: <sup>you know,</sup> / The famous one where you make an elephant disappear.  
JACK: ~~But~~ Dennis...that trick takes years of practice...you can't make an elephant disappear.  
DENNIS: I know...and boy is our living room crowded.  
JACK: ...Dennis...~~there's~~...you have an elephant in your living room?  
DENNIS: Yeah...for six days.  
JACK: ~~There's~~...How can an elephant stay in a house that long?  
DENNIS: He brought his trunk.

EC

JACK: ...Hmmm...Dennis, come here a minute.

DENNIS: Yes, sir.

(SOUND: LOUD SLAP)

DENNIS: OUCH!

JACK: *Now*, Dennis, don't ever pull such an old corny gag on me...

I don't mind when you--

RUBIN: (SLIGHT IRISH) Sure now, what's going on here?

JACK: It's nothing, officer..nothing..Just a personal --

RUBIN: *Now*, Don't tell me it's nothing..I saw you slap the lad.

DENNIS: *Yes*, and for no reason..All I did was tell him *that* an elephant has been living at my house for a week.

RUBIN: *Oh-Oh*, Now wait a minute..How in the world could an elephant stay in a house for a week?

JACK: He brought his trunk.

(SOUND: LOUD SLAP)

JACK: OUCH, OFFICER.....You shouldn't have slapped me...~~that's~~ *He's the one that* ~~said~~ *said. that.*

RUBIN: Oh.

JACK: *Now*, Come on, Dennis, let's go.

(SOUND: FOOTSTEPS)

JACK: You're always causing trouble.

DENNIS: Do you want to hear the song I'm going to do on the program Sunday, Mr. Benny?

JACK: Not here on the street .. Anyway, I want to give you some advice.

DENNIS: Yes, sir.

EC

JACK: Dennis, since you apparently have so much time that you can walk around annoying people on the street...why don't you try to better yourself?

DENNIS: *Well* What do you mean?

JACK: *Well* Go to the library..get some good books..read the newspapers and magazines..find out what's going on in the world.

DENNIS: I don't have to waste my time reading magazines and newspapers.

JACK: *Well* Then how do you get information?

DENNIS: I dial 113.

JACK: Dennis, sing.

DENNIS: But you said not on the street.

JACK: I don't care what I said. I'd rather hear you sing than

*Dennis:* talk.. Now go ahead.

(APPLAUSE) *Yes, sir.*

(DENNIS' SONG - "AMORE")

(APPLAUSE)

EC

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(SECOND ROUTINE)

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(SOUND: FOOTSTEPS)

JACK: Dennis, that's a nice song.

DENNIS: I know..the people on the street applauded me.

JACK: I know...Imagine singing on the street. I was never so embarrassed in my life.

DENNIS: Then why did you pick up the coins?

JACK: I didn't want anybody to trip over them....Now, come on, I'll walk you home.

DENNIS: I'm not going home...I have to be down at Long Beach in an hour..I'm going for a ride on my friend's boat.

JACK: Oh...you have a friend who owns a boat?

DENNIS: Yeah...and he's the most beautiful boat I ever saw.

JACK: Well, I hope you -- what did you say, Dennis?

DENNIS: I said..he's the most beautiful boat I ever saw.

JACK: Dennis, you mean ...she's the most beautiful boat. You should know that.

DENNIS: You'll have to forgive me...my mother only told me about the birds and the bees.

JACK: What?

DENNIS: I guess she wanted my father to tell me about boats.

JACK: Dennis...all boats are she's...There are no he's.

DENNIS: Then where do the little --

JACK: THEY BUILD THEM, THEY BUILD THEM...For heaven's sakes.

DENNIS: Well, I better go now or I'll be late....Goodbye.

JACK: Goodbye, goodbye.

(SHORT TRANSITION MUSIC)

(SOUND: KEY IN LOCK....DOOR BEING OPENED)

GH

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ROCH: (OFF) WHO'S THAT?

JACK: It's me, Rochester.

(SOUND: DOOR CLOSSES)

ROCH: (COMING IN) OH....HELLO, MR. BENNY.

JACK: Hello, ~~Rochester~~...any phone calls for me?

ROCH: NO, BUT THERE WAS A SALESMAN HERE FROM THE APPLIANCE STORE  
AND HE LEFT A TELEVISION SET FOR YOU TO TRY OUT ON APPROVAL...  
IT'S IN THE HALL.

JACK: Why did he leave it out in the hall?

ROCH: BOSS, THIS IS THE NEW CROSLEY SUPER-V WITH A BUILT-IN  
ARIAL...IT'S <sup>you can</sup> SO LIGHT IT CAN BE CARRIED ANYWHERE IN THE  
HOUSE.

JACK: Say, that's quite a feature.

ROCH: YEAH...YOU CAN USE IT AT NIGHT IN YOUR BEDROOM....AND  
THEN BRING IT IN THE LIVING ROOM FOR THE CROWD WHEN  
THE GREYHOUND BUS STOPS HERE.

JACK: ~~That's right and it should be great during the summer....I~~  
~~can even take it out in my back yard.~~

ROCH: YEAH..THEN YOU'LL BE ABLE TO WATCH TELEVISION WHILE YOU'RE  
MILKING THE COW.

JACK: ~~Look Rochester, you don't have to make jokes just because --~~

(SOUND: DOOR BUZZER)

JACK: I'll answer the door...you get my lunch ready.

ROCH: YES, SIR.

(SOUND: FOOTSTEPS)

JACK: (HUMS YOUNG AT HEART OVER FOOTSTEPS)

(SOUND: DOOR OPENS)

GH

BOB: Hello, Jack.

JACK: *Oh*, Hello, Bob...Come on in.

(SOUND: DOOR CLOSES)

JACK: Bob, why didn't you call and let me know you ~~were dropping~~ --  
wait a minute, Bob..where did you get that wonderful  
sunburn?

BOB: *Oh*, The boys in the orchestra chartered a boat and we all  
went fishing yesterday. *and I*

JACK: Did you catch many fish?

BOB: Lots of them, Jack...I hooked a real big halibut ...and  
it put up an awful struggle...that's where the teamwork  
came in.

JACK: Teamwork?

BOB: Yeah...I hauled it in as close as I could, Remley breathed  
on it, and it danced right into the boat.

JACK: Well, I'll be darned..is that the way you landed all the  
fish?

BOB: Uh huh...Of course, we had to throw one back.

JACK: Too small?

BOB: No, he was under twenty-one.

JACK: *Really?*

BOB: Sammy the drummer won the Jackpot by landing the biggest  
fish, so I took a picture of it...Here *you want to take a*...look at it.

JACK: *Aw*, isn't that cute..the fish is holding Sammy up...  
Looks so cute with his fin around him.

BOB: Yeah.

GH

~~BOB:~~ Yeah.

JACK: You know, Bob...I guess it's hopeless...but I sure wish the boys in the band would settle down a little.

BOB: Oh, they have, Jack. <sup>Why</sup>In fact, Bagby the piano player has sworn off drinking...He's been on the wagon since last Saturday morning.

JACK: Bagby...on the wagon...what happened?

BOB: Well, he was supposed to go over to Dennis Day's house because Dennis wanted to rehearse a song.

JACK: Oh, and he wanted Charlie to accompany him on the piano?

BOB: Uh huh... ~~and~~ when he got over to Dennis's, he rang the bell, and an elephant answered the door.

JACK: ...Oh,...yes, I know about that...an elephant's been living there for the past seven days.

BOB: Now Wait a minute, Jack, you're kidding <sup>in the world</sup> ~~Mr.~~ How could an elephant live in a house for a week?

JACK: (AFTER 5 MINUTE LOOK AT AUDIENCE) Ask me that again, Bob.

BOB: <sup>Well</sup> Ask you what?

JACK: How can an elephant live in a house for a week?

BOB: He brought his trunk, I ran into Dennis, too.

GH

JACK: How do I always get trapped in these things?...Why does it always have to happen to me?...Once, just once I'd like to--

(SOUND: DOOR BUZZER)

JACK: (CALLS)...OH, ROCHESTER...WILL YOU ANSWER THE DOOR, PLEASE?

ROCH: (OFF) I CAN'T, I'M PREPARING THE LUNCH...I'M PUTTING THE WHIPPED CREAM ON THE STRAWBERRY SHORTCAKE.

JACK: Strawberry shortcake...Isn't that fattening?

ROCH: YEAH, MY DOCTOR TOLD ME TO PUT ON A LITTLE WEIGHT.

JACK: Oh...Well, I'll answer it....Excuse me, Bob.

(SOUND: DOOR BUZZER)

JACK: COMING, COMING.

(SOUND: FOOTSTEPS ... DOOR OPENS)

JACK: (AMAZED) Oh my goodness...how did this ever escape from Dennis's ~~study~~ -- Oh, it's you, Don, ~~come in~~, *Don on* ~~the~~ *in the world*

DON: Jack, what are you talking about?

JACK: *Oh*, Nothing, nothing...

(SOUND: DOOR CLOSES)

JACK: Let's go in the living room, Bob Crosby is there.

DON: Oh good, he'll want to watch it, too.

JACK: Watch what?

DON: ~~Yeah~~, The Sportsmen Quartet are doing a guest shot on television....Oh, hi, Bob.

BOB: Hello, Don.

JACK: What time does this program go on?

DON: *Oh*, ~~just~~ *now* just a few minutes, ...where's your television set, Jack?

Y DH



JACK: Right here....It's <sup>the</sup> new Crosley. I'm trying it out on approval.

DON: You've had me that way for the last twenty years.

JACK: Well, when you prove that you're good, I'll hire you....  
You know, sometimes ~~stutter~~ -- Ah...Abhhhh...(SNEEZES)  
ANHHCHOOO.

DON: Gesundheit, Jack.

BOB: ~~any~~, Don, when did you join the Elks?

JACK: Those are mine, darn that Dentist...Say, I better turn on the set and let it warm up.

(SOUND: CLICK)

ROCH: MR. BENNY, YOUR LUNCH IS READY.

JACK: Hold it a minute, Rochester....I want to watch something on television....Oh, there's the picture coming on now.

DON: Say, it's nice and clear.

JACK: Yeah....I'll turn up the sound.

MEL: (FILTER) AND NOW, LADIES AND GENTLEMEN, IT IS OUR PLEASURE TO PRESENT OUR SPECIAL GUESTS, THE SPORTSMEN QUARTET....AS YOU ALL KNOW, THE SPORTSMEN APPEAR EVERY WEEK ON THE JACK BENNY PROGRAM, SO PLEASE EXCUSE THE CLOTHES THEY'RE WEARING.

JACK: Hmmm.

MEL: AND NOW, THE SPORTSMEN WILL SING THAT BRAND NEW NOVELTY NUMBER "MONEY, MONEY, MONEY".

JACK: Gee.

DON: You know, Jack, I was thinking --

JACK: Quiet, Don, I want to hear this.

4. DH

(INTRO)

-15A-

QUART: DON'T WANT NO LOVIN'  
DON'T WANT NO KISSING  
DON'T WANT NO GAL TO CALL ME HONEY  
DON'T WANT MY NAME IN THE HALL OF FAME  
JUST WANT A BIG FAT PILE OF MONEY.

MARTY: GIVE ME THAT ALMIGHTY DOLLAR  
FOR THAT LETTUCE HEAR ME HOLLER  
GIVE ME BUCKETS FULL OF DUCKETS  
*And* LET ME WALK AROUND AND WALLER  
IN MAZUMA EL DINERO  
I WANT TO BE A MILLIONAIRE

QUART: GIVE ME MONEY, MONEY, MONEY, MONEY, MONEY

MARTY: I WANT THAT LONG GREEN AMMUNITION  
THAT'S THE STUFF FOR WHICH I'M WISHING  
FILL MY CLOSETS WITH DEPOSITS  
I'M A DEMON AT ADDITION  
GIVE ME SHECKELS GIVE ME PESOS  
LET ME SEE THEIR SMILING FACES

QUART: GIVE ME MONEY, MONEY, MONEY, MONEY, MONEY.  
I WANT TO GET ME A SUIT  
THAT'S MADE OUT OF LOOT  
AND WHISTLE THE WEARING OF THE GREEN

MARTY: I'VE GOT THAT  
*money - it is*  
LIKE TO BE JUST LIKE KING MIDAS

QUART: I WANT THAT GOLDEN TOUCH IS WHAT I MEAN

(MORE)

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MARTY: GIVE ME THAT OLD DOUBLE EAGLE  
WANT THAT TENDER THAT IS LEGAL  
AND FINANCIALLY SUBSTANTIALLY ANY SUM  
I CAN INVEIGLE  
WANT TO LIVE IN ~~LEGAL~~ SPLENDER  
WITH THAT LOVING LEGAL TENDER

QUART: GIVE ME ~~WANT~~ MONEY, MONEY, MONEY, MONEY, MONEY.

JACK: Gee, they're singing our song.

MARTY: AND WHEN THE TIME COMES FOR SMOKING  
YOU WILL KNOW THAT I'M NOT JOKIN'  
WHEN I SAY THERE'S REALLY NOTHIN'  
THAT CAN PLEASE MORE THAN PUFFIN'  
*not*  
*Want that cigarette that super*  
~~ON THAT CIGARETTE THAT IS TOASTED~~  
*It's a regular super super*  
~~ASOP THE OTHER KIND YOU TOASTED~~

QUART: GIVE ME LUCKIES, LUCKIES, LUCKIES, LUCKIES, LUCKIES

MARTY: I WANT A SMOKE ~~THAT OTHER NO WAY~~ *I know* IS CLEANER  
THAT ~~WANT~~ *is* KIND FOR WHICH I'M KEENER  
MAKE IT FRESH AND BETTER TASTING  
AND THERE'S ~~WANT~~ *nothing* THAT I'LL BE WASTING  
SO I'VE COME TO THIS CONCLUSION  
AND THE BRAND THAT I AM USING

QUART: IS A LUCKY, LUCKY, LUCKY, LUCKY, LUCKY.

I WANT A SMOOTH CIGARETTE  
THE BEST I CAN GET  
TOBACCO THAT'S ALWAYS LIGHT AND FINE

MARTY: THE ONLY SMOKE *for* WHICH I ~~AM~~ CARING  
I'VE BEEN TEARING AND COMPARING

QUART: IT'S AN LSMFT I'M CALLING MINE

(MORE)

MARTY: GIVE ME THAT DEEP DOWN SMOKING PLEASURE  
THAT'S A TREASURE I CAN MEASURE  
GIVE ME BETTER TASTING LUCKIES  
LET ME SMOKE ~~me~~ <sup>am</sup> AT MY LEASURE  
CAUSE ~~there~~ <sup>there</sup> REALLY ~~nothing~~ <sup>nothing</sup> FINER  
~~than~~ THAT SMOKE FROM CAROLINA

QUART: GIVE ME LUCKIES, LUCKIES, LUCKIES, LUCKIES, LUCKIES,  
GIVE ME LUCKY STRIKE

MARTY: NOW JACKSON IF YOU'LL BREAK THE SEAL  
ON THAT NEW PACK OF LUCKIES  
WE'LL GO ON FROM HERE.

(APPLAUSE)

(THIRD ROUTINE)

JACK: ~~Don-Don-That was~~ <sup>I'm</sup> Hey, ~~that~~ was wonderful, ~~Don~~. I'm glad you let me know the boys were on.

DON: I thought you'd want to see ~~them~~.

ROCH: HERE'S YOUR LUNCH, MR. BENNY.

JACK: Thanks, <sup>See</sup> That looks delicious..Oh, Rochester..you forgot something..get me a napkin.

ROCH: I'M SORRY, BUT I JUST WASHED THEM AND THEY'RE NOT DRY YET.

JACK: Oh...Well, get me a paper napkin.

ROCH: THEY'RE NOT DRY YET EITHER.

JACK: Oh, oh, oh. ~~oh~~... <sup>We'll be off the air in a couple of weeks and I wonder</sup>

BOB: Say Jack...where are you going <sup>for</sup> your vacation this summer?

JACK: Oh, I guess after I finish all my personal appearances...  
I'll probably go to Las Vegas for a <sup>couple of</sup> weeks ~~or more~~.

DON: <sup>Oh, now</sup> Jack, you wouldn't go back there ~~again~~ after what happened last time.

JACK: Look, Don ~~I don't want to hear about that~~.

BOB: Why, what happened last time?

JACK: <sup>Nothing</sup> Nothing happened.

DON: NOTHING! (LAUGHS)

BOB: Come on, Jack, tell me what it's all about.

JACK: <sup>I'm not... look</sup> Look, you can forget it. <sup>Now</sup> I'm going to eat my lunch.

DON: ~~Well~~, Bob, while he's eating his lunch, I'll tell you all about it. <sup>Jack: Oh!</sup> It was about four or five years ago...Jack and I drove up to Las Vegas together...It was late in the afternoon when we drove up to the Flamingo Hotel..I had already reserved my room by phone, but you know Jack..he always leaves everything for the last minute...

(TRANSITION MUSIC)

CL

JACK: Gee, <sup>etc</sup> ~~this is~~ a beautiful lobby, isn't it, Don?

DON: ~~It~~ Sure is.. ~~a~~ Lot of people ~~are~~ here, too.

JACK: Yeah... You wait here, Don, I'm going over <sup>and</sup> ~~to~~ talk to the room clerk...

(SOUND: FEW FOOTSTEPS)

JACK: This hotel really is --

MEL: May I help you, sir?

JACK: <sup>Yes</sup> Yes. I'd like to get a room here.

MEL: Well, it's quite an honor having you visit the hotel, Mr. Benny.

JACK: Oh, <sup>you</sup> you know who I am?

MEL: Yes, yes, I saw you once in the movies.

JACK: You did?

MEL: Yes, you were sitting right next to me.

JACK: Oh... well, thank you... Now I'd like to get a room.

MEL: Yes, sir.. Now let me see.. Here's one.. two-fifty.

JACK: Two-fifty? Isn't that kind of expensive?

MEL: <sup>Well</sup> That's not the price, that's the room number.

JACK: Oh... oh... I see... It's on the second floor.

MEL: Yes sir. ~~It~~ has a beautifully decorated bedroom... ~~a~~ magnificently furnished sitting room... ~~a~~ luxurious dressing room, and a huge entry hall.

JACK: Well, that sounds nice...what's the rate on it?

MEL: Sixteen dollars.

DON: ~~(PAUSE) Clerk, I'll loosen his collar, you push him~~  
~~eyes back in.~~

JACK: <sup>Well, that I won't discuss at all...</sup>  
~~I'm all right, I'm all right.~~ Now look, clerk, I've had a..  
had a...

DON: (PAUSE) ...Jack, what are you staring at?

CL

JACK: That cash register. I've never seen anything so beautiful.

MEL: *Well* That's a slot machine.

JACK: A slot machine? *It* I've heard about them, but this is the first one I've ever seen. How do they work?

MEL: Well, you put in a nickel and pull the handle...and if two cherries come up, you get five nickels back.

JACK: Well, that's fair.

MEL: *And if* And if three oranges come up, you get eleven nickels.

JACK: Say, that's fine.

MEL: Now if three bells come up, you get eighteen nickels.

JACK: No kidding!

MEL: And if three bars come up, you get the jackpot.

JACK: Well, that's sensational..but supposing I put my nickel in and none of those things you mention come up?

MEL: *Well* In that case, you lose your nickel.

JACK: Well, that's ridiculous.. *■* Thing like that *■*ll never catch on.. Believe me.

DON: *Come on* Jack, let's go.

JACK: Just a minute, Don... Now look, Clerk, I'm willing to stay here if you'll lower the rates. *Let* Let me speak to the manager.

MEL: Very well..he's right here...Mr. Benny, this is Mr. Shiller, *the manager of the Flamingo.*

JACK: *Oh, I'm - I'm* Pleased to meet you, Mr. Shiller.

SHILLER: How do you do.

JACK: Look, Mr. Shiller, I want to get a room and get some rest. *here.*  
I just drove all the way from Beverly Hills to Las Vegas.

~~SHILLER: I make that trip frequently. It's a beautiful drive.~~

CL

JACK: ~~It is? I mean, yes, it is.~~

SHILLER: Well, Mr. Benny, if you'll give me the keys to your car,  
I'll have the bellboy park it.

JACK: It's that Maxwell right out in front.

SHILLER: Oh, is that your car?

JACK: Yes,

SHILLER: *Will* Then we owe you an apology, we ~~are~~ using it to mow the lawn.

JACK: Well, leave the grass in it. It'll make the seats softer...  
Now look, Mr. Shiller, I'm very anxious to stay at the  
Flamingo, but it seems that your clerk and I can't get  
together. He's so stubborn. ~~Imagine him trying to charge~~  
~~me sixteen dollars a week.~~

~~SHILLER: No, no, Mr. Benny, it's sixteen dollars a day.~~

JACK: ~~Well, that I won't discuss at all...~~ Don't you have any less  
expensive rooms?

SHILLER: Yes, we have some for five dollars and some for seven.

JACK: Five dollars and seven dollars... Gee, I don't --

JENNY: Oh, Mr. Shiller?

SHILLER: Excuse me, Mr. Benny...this is my secretary... What is it,  
Miss Eymann?

JENNY: I didn't want to interrupt you, but this is important.

SHILLER: Yes.. What is it?

JENNY: I think you better start being very nice to our dishwasher.

SHILLER: Why, is he going to quit?

JENNY: No, he just made twenty-eight passes and bought the place.

JACK: Gee.. then maybe I better talk to the dishwasher... Where is  
he?

SHILLER: I can handle this.

JACK: Oh.



SHILLER: I'm sorry, Mr. Benny, but there's nothing I can do for you.

You see, I have no authority to change the rates.

JACK: Well, there must be somebody I can talk to, *isn't there?*

SHILLER: *Well* Here's the General Manager... Oh, Mr. Chappel.

KEARNS: Yes.

SHILLER: Do you mind talking to this gentleman?

KEARNS: *Why* Not at all. How do you do.

JACK: *Well* How do you do.. I'm Jack Benny, star of stage, screen, and radio.

KEARNS: Oh, Jack Benny...certainly...I saw your last picture.

JACK: Really, did you like it?

KEARNS: No.

JACK: Oh... Have you ever heard me on radio?

KEARNS: Yes.

JACK: *Well do* you like me?

KEARNS: No.

JACK: *Well* Have you ever seen me on television?

KEARNS: No.

JACK: Good good.. Now look, Mr. Chappel the reason I wanted to see you is because Mr. Shiller is trying to tell me that the lowest rate you have here is five dollars a day.

KEARNS: Mr. Benny, five dollars a day for a room is very reasonable.

JACK: Five dollars a day? But I intend to stay for *about* seven days.

KEARNS: Well, I'm sure you'd enjoy staying at the Flamingo. It cost six million dollars to build it.

JACK: Well, what're they trying to do, get it all back from me?

DON: *Come on* Jack, I'm leaving.. everybody in the place is looking at you.

JACK: Don, this won't take long.

KEARNS: Look, Mr. Benny, I'm a <sup>new</sup> busy man and I've got a lot of things to do...I'll give you a room for four dollars.

JACK: You're faded -- I mean, I'll take it.

KEARNS: Well, I'm sure you'll like it here.. You know, I supervised the complete furnishing of the Flamingo. I saw to it that all the rooms had telephones, full length mirrors, writing desks, beautifully carpeted floors, artistic pictures, unique lamps, tables, and dressers.

JACK: Gee.. are the beds comfortable?

KEARNS: Beds?

JACK: Yes.

KEARNS: Well, how do you like that, I knew I forgot something.

JACK: Well, don't worry about it, I brought an Army cot...I'll take the four dollar room.

KEARNS: Well, here's your key, Mr. Benny.

JACK: Thank you.

DON: Come on, Jack, let's go.

JACK: Just a minute, Don, I have a nickel here. I'm going to put it in the slot machine..I hope I win.

(SOUND: NICKEL IN MACHINE..HANDLE PULLED..THREE  
CLICKS AS MACHINE WORKS..THEN HUNDREDS OF  
COINS FALLING ON FLOOR)

JACK: *Don* - Don..look...look..

DON: Jack, you hit the super jackpot!

JACK: Yeah..Gee, Don, look at all those nickels..Just a minute, I'll put them in my pocket.

(SOUND: PICKING UP NICKELS)

*Now, come on.*  
JACK: Come on, Don, let's go.

DON: Jack, you forgot to tip the bellboy who brought your  
bags in.

JACK: You take care of it, Don, I haven't got any change...  
Come on, let's go.

(APPLAUSE AND PLAYOFF)

CL

THE JACK BENNY PROGRAM  
MAY 23, 1954 (TRANS. MAY 12, 1954)  
AMERICAN TOBACCO CO.

-23-

(NATIONAL)

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 star, Bob Hope, but first, a word from the Sweetheart of Lucky Strike!

(PACIFIC COAST)

JACK: Ladies and gentlemen, I will be back in a minute to tell you about my television show which goes on tonight at seven p.m. over the CBS Network with my guest star, Bob Hope, but first, a word from the Sweetheart of Lucky Strike!

CL

ATX01 0019852

THE JACK BENNY PROGRAM  
MAY 23, 1954

-C-

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, but first a word from the Sweetheart of Lucky Strike!

COLLINS: (E.T.) Hi, friends. This is Dorothy Collins. Y'know, I'll bet that if someone asked you why you smoked... what it was, exactly, you liked about a cigarette .. I'll bet the important word in your answer would be "Taste". Because, gee, isn't good "Taste" what everybody wants in a cigarette? Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better! And there are two good reasons why that's true. In the first place, LS/MFT -- Lucky Strike means fine tobacco... naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better. Made round, and firm and fully packed to draw freely and ~~smoke~~ smoke evenly. And that, friends, is the whole story. That's exactly why Luckies taste better. Because Luckies are made with fine tobacco...and because they're made better. Why don't you try a carton soon. Be Happy - Go Lucky. How 'bout it?

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!

GH

ATX01 0019853

(TAG)

-24-

JACK: Ladies and gentlemen, as ~~I said~~ <sup>mentioned before</sup>, tonight I'll be doing my last television show of the season and my guest star will be that very fine comedian, Bob Hope... also Rochester, the Sportsmen Quartet, and if there's room <sup>on the</sup> ~~stage~~ <sup>we're going to</sup> we'll put in Don Wilson... So we'll be seeing you. ~~soon~~... Goodnight, folks.

(APPLAUSE)

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.

CL

ATX01 0019854