







All the actors were heroes in the wee Scottish town, but Joseph Tura, of course, hogged all the glory for saving the Warsaw "Underground."

# "To Be Or Not To Be"

Written Especially for Stardom  
By GUY ENDORE  
From the Ernst Lubitsch Screenplay

**B**EFORE we explain the code-message of love concealed behind this strange title, there is another little mystery to be cleared up. The mystery is how a short man in a trench-coat, a man with a small dark mustache and a lock of hair that keeps falling down over his forehead, comes to be walking along the streets of Warsaw, and this on a summer's day of August, 1939, when Poland is still independent and all Europe is at peace.

Adolf Hitler in Warsaw? Alone? Strolling along without a single guard? It's incredible! And yet there he is. Two policemen stand petrified: Should they arrest this dangerous individual who daily screams insults and threats at Poland over the radio? Or should they perhaps salute him?

As for Adolf, he walks casually over to Maslowski's delicatessen shop and looks in. Can it

be that this vegetarian who swallows countries like you or I swallow an oyster: gulp and it's off the map!—can he have taken a sudden liking for Maslowski's pastrami?

To clear up this mystery it will be necessary for us to sneak into a private office at the general headquarters of the dreaded Gestapo in Berlin. The Fuehrer's picture, surrounded by swastikas, makes up the decor. Behind a massive desk sits a colonel who is up to his neck signing death sentences.

His adjutant enters and bellows: "Heil Hitler!"

"Heil Hitler," mutters the overworked colonel listlessly and then catches himself up and out-bellows the adjutant: "Heil Hitler!"

"Colonel," says the adjutant, "we have a Wilhelm Kunze outside. I hope he will talk."

"He'd better," says the colonel. "If he doesn't enter, and after the usual 'Heil Hitlers!' the colonel gets down to business: 'I understand your father promised you a little tank to play with.'"

"Yes," says Wilhelm, "my father promised me a tank if I got a good report card, but he didn't keep his word."

"I'm shocked," says the colonel, and then he

## The Cast

Maria Tura ..... Carole Lombard  
(Warsaw's greatest actress)  
Joseph Tura ..... Jack Benny  
(Her husband and co-star)  
Lieut. Stanislaw Sobinski  
Robert Stack  
(Who completes a triangle)  
Greenberg ..... Felix Bressart  
Bronski-Hitler ..... Tom Dugan  
Prof. Siletzky ..... Stanley Ridges  
Col. Ehrhardt ..... Sig Ruman  
Rawitch ..... Lionel Atwill  
Producer Dobosh .. Charles Halton  
Actor-Adjutant Peter George Lynn  
Capt. Schultz ..... Henry Victor

**A ROMANE FILM**  
Presented by Alexander Korda  
Produced and Directed by  
Ernst Lubitsch

Released through United Artists  
Original story by Ernst Lubitsch  
and Melchior Lengyel. Screenplay by  
Edwin Justus Mayer. Rudolph Mate,  
A. S. C., Cinematographer.  
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adds slyly: "But our Fuehrer knows all about it and has decided to give you what you want." He opens a drawer in his desk and takes out a little tank. Wilhelm jumps up and down with glee. "Don't you think your father ought to like the Fuehrer better now?"

Wilhelm falls into the trap: "He certainly should."

"So he doesn't like him now, eh?"

"No, he doesn't."

"And sometimes he even says funny things about him?"

"My mother thinks they're funny."

"Oh, your mother?" The colonel exchanges a triumphant glance with the adjutant: a new victim! "Well, we all like to laugh. Tell me, what does your father say?"

"He says they named a brandy after Napoleon, and they made a herring out of Bismarck, and Hitler is going to end up..."

"As a piece of cheese," cries the adjutant excitedly.

"Yes," says Wilhelm.

The colonel turns to the adjutant and asks in a voice that is like steel: "How did you know?"

The adjutant mutters, aghast: "Well it's a natural thought."

"Natural thought!" the colonel echoes sarcastically.

Flustered, the adjutant pours out a torrent of words: "I hope you don't misunderstand... I always... that is, I mean..."

At this moment there is a growing reverberation of approaching "Heil Hitlers!" An officer opens the door, announces: "The Fuehrer!"

Everybody stands at attention, crying: "Heil Hitler!"

Hitler raises his hand stiffly: "Heil myself!"

At this "Heil myself!" a voice comes out of nowhere and cries: "Stop! That's not in the script!"

SO THERE'S part of our mystery cleared up: the office of the Gestapo is just a stage setting at the Teatr Polski in Warsaw, and the Teatr Polski Repertoire Company is rehearsing a play about Nazis. And the voice from nowhere is the voice of the producer, Dobosh, who, with script in hand, bears down upon the actor who is playing Hitler.

"That's not in the script, Mr. Bronski!" Dobosh cries angrily.

Mr. Bronski-Hitler pleads meekly: "But it will get a laugh."

"I don't want a laugh! This is a serious play."

Mr. Greenberg, a very minor actor, comes up and asks: "You want my opinion, Mr. Dobosh?"

"No, Mr. Greenberg, I don't want your opinion."

"A laugh is nothing to be sneezed at," Mr. Bronski observes and Mr. Greenberg supports him. Mr. Dobosh is furious and so are the rest of the actors, especially Joseph Tura, who plays the colonel and is the star of the company.

"Let's get on with this rehearsal," says Joseph Tura. "I have to play Hamlet tonight."

"That's right," says Dobosh, "let's get on. By the way, Tura, you were great in your scene."

"You really think so?" Tura asks with the modesty of an actor who has never failed to appreciate his own genius. But as Dobosh goes on to say: "... except for one little thing," a glint of murder appears in the eye of Tura.

"What little thing?" he asks in the same steely voice he used in his role as the Nazi colonel.

Dobosh explains: "When the piece of cheese..."

business comes up, you make too much of it. "It will get a laugh," says Tura. "But I don't want a laugh," Dobosh screams in exasperation.

Maria Tura, who is Joseph Tura's wife and stage and his competitor for the honor of Warsaw's greatest performer on-stage, wearing a magnificent evening gown, figure serves the gown to the fullest.

Now Dobosh really loses his temper: "Is what you are going to wear in the concentration camp scene? What do you expect to do, rhubarb with the guards?"

Tura comes to the defense of his wife only in order to defy his producer, for Dobosh leaves, Tura says to Maria: "Sweetheart, the dress stinks."

"You're only afraid I'll run away with the scene."

"I? Afraid?" Tura asks haughtily. "Should I be afraid?"

"Oh, of course you are the greatest actor in the world," Maria scoffs. "Everybody knows that, not excepting you!"

These endless squabbles irritate Dobosh. When he turns upon Bronski-Hitler and him to get himself a better make-up, Bronski rebels and of course is supported by his friend Greenberg.

"Now see here," says Bronski. "I'm a noble and I have to take a lot. But I know I look Hitler and I'm going to prove it. I'm going on the street and see what happens..."

So there's the explanation of the rest of the mystery: Hitler walking about the streets of Warsaw, without his guards. It's a sensation. The streets are jammed. Buses and cars stop. How Bronski enjoys his triumph! Until a girl breaks through the crowd with a paper and a pencil: "May I have your autograph, Mr. Bronski?"

At that, the Teatr Polski's Hitler signs his name and walks away, a disheartened man.

Now let's look into that mysterious message in the title of our story: "To Be or Not to Be."

If you had a magnifying glass you might find the name of William Shakespeare on the poster that advertises the appearance of Joseph Tura in "Hamlet." There isn't really much room for anything else on a poster after Joseph Tura insists how big the letters of his name must be.

Inside, the theatre is packed. Behind the stage manager calls for Greenberg and Bronski. "On stage!" he yells. And Greenberg and Bronski, dressed in armor and carrying spears, come out of the extras' dressing-room.

Bronski says sadly: "I thought that being Hitler in an anti-Nazi play would be the beginning of my real career."

"Don't worry, Bronski," says Greenberg. "Greenberg talent like yours cannot be kept down forever."

"Nor yours," says Bronski, returning the compliment. "Some day you will yet play Shylock."

Greenberg is inspired at once: "Have we not eyes?" he recites. "Have we not hands, organs, dimensions, senses, affections, passions?"

With the same food, hurt with the same weapons, subject to the same diseases, healed by the same means, warmed and cooled by the same summer and winter? If you prick us, do we not bleed? If you tickle us, do we not laugh? If you poison us, do we not die?"

Both actors are in tears as Greenberg finishes Shakespeare's magnificent defense of the Jews. How sad that two such marvelous performers should be condemned to carrying spears!

Maria and Joseph Tura meet outside the dressing-rooms: "The audience is pretty cool tonight," Joseph declares.

"Not to me," Maria retorts.

"I know I'm giving a rotten performance," Joseph admits. "I always do when we quarrel. And boyishly he begs her to say something nice to him."

Maria kisses him with real affection: "You were never better."

Tura beams, but as Maria opens her dressing-room door her husband sees a huge bouquet of flowers, and cries: "Who is your admirer?"

"I don't know," says Maria innocently. "Probably just one of those poor boys up in the theatre who loves the theatre..."

"Sure," Tura scoffs, "one who hasn't the..."

When Joseph Tura, that great, great Polish actor, played Hamlet, his recitation of the "To be or not to be" monologue became a love-code to his wife and co-star, Maria. But Joseph had to thwart the Gestapo to learn what it meant—and by the time he found out it wasn't important!





a ticket, but inherited a lot of flowers." he cry "On stage, Mr. Tura," resounds and eph is once again a helpless boy: "Maria," pleads, "I'm going into my big scene . . . I swear I don't know who it is," says Maria. ereupon she kisses Tura on the forehead. anks darling," he says and leaves quickly. ut if Maria didn't know just then about the ver-sender, she knows a moment later by the ple process of opening a note which her maid es her. The note is from a Lieutenant Stanis- Sobinski, an aviator in the Polish air corps. s dying to see Maria, if just for a minute. I'm very busy," Maria writes, "But if it's really matter of life and death, then come to my ssing-room when Hamlet goes into his mono- ue: 'To be or not to be.'"



onski-Hitler parachuted to a thatched of, where a Scot dashed over, mut- ring, "First Hess—and now this one!"

ts the greatest insult of his career. Just as he egin his famous monologue a dashing young ficer stirs up a big commotion by squeezing is way out of the second row. He finally reaches e aisle and goes toward the exit.

Tura, infuriated, takes fresh control of him- self and begins again: "To be or not to be, that the question . . ."

Stanislav is madly in love with Mrs. Tura, nd at the same time, deeply respectful. All he ants is to give Maria the things she desires: farm and a bowl of goldfish. Maria is com- pletely at sea until she remembers the phony at interviews that were published about her and eople, who loathed the artificiality of the the- tre and wanted nothing so much as to bury herself amidst the beauties of nature.

Maria really loves her husband, but she has a penchant for children, particularly for such a handsome boy as Stanislaw, whose feelings she kisses him and promises to fly over Warsaw in his bomber, and even to have lunch with him.

A moment after Stanislaw has left, Tura en- voice he moans: "It happened—what every actor logue." Somebody walked out on my mono- logue."

"It must have been because he was sick," Maria says kindly. "Perhaps he would have died if he had stayed."

"Darling, you're so comforting," says Joseph. embracing her. "No doubt he is dead already."

A FEW days later, while the cast is having its final rehearsal of the anti-Nazi play, a Mr. Dobosh appears and very politely informs permit the opening of the play. No amount of argument will shake the official, not even the at that very moment threatening the existence ment official says firmly. And that's that. So the poster outside the theatre is changed and once more reads "Hamlet." And again Tura reaches the famous monologue scene. And down takes place: a young officer squeezes his way

out, making a dozen people stand in the process. With venom in his voice, Tura begins again: "To be or not to be . . ."

Stanislav has reached that point in his love where he insists upon an understanding with Maria's husband. He must rescue Maria from the stage, give her the quiet life and the gold- fish she craves.

Maria, who has admittedly enjoyed lunching with the handsome lad, tries to let him down kindly: "Don't you understand that I truly love my husband?"

Loftily Stanislaw replies: "You're an angel. And you feel sorry for him. That's all. Now you just leave it to me." And he sits down, saying: "This is a situation between men."

Maria is deeply upset. What shall she do? Heaven seems to intervene to save her. Or at least bombs drop from the sky. Germany has just invaded Poland and an air-raid is in prog- ress. In the wild confusion that ensues, Stanis- lav says a quick goodbye to Maria and rushes off to engage the enemy. Tura comes running off the stage: "It's a conspiracy," he cries, "a foul conspiracy!"

"It's more than that," cries Dobosh. "It's a crime!"

"You're right," says Tura. "absolutely right. Walking out on my monologue for the second time!" His wails are drowned out then by the explosions all around the theater.

WHEN Poland has been crushed under the tread of innumerable Nazi tanks, Stan- islav, the aviator, escapes to England to join the rising forces that will some day topple the little man in the trenchcoat. And within strangled Poland itself, there remain forces, underground, hoping for the day when they too can rise.

And now a new mystery develops, concerning a strange man who seems to have a charmed life—for he can be killed and yet go on living.

The solution of this new mystery requires a visit to the messroom of the Polish squadron of the Royal Air Force, somewhere in England. The boys are having a gay time, singing to the tunes that Stanislaw bangs out on the piano. They are giving a farewell party to that sterling Polish patriot, Professor Siletzky, a dignified gentle- man with a noble beard, who is leaving on some secret mission.

The professor is mighty close about where he is going and the purpose of his mission, but somehow he lets the boys wheedle some infor- mation out of him; for example, that he is go- ing to Warsaw.

The flyers grow thoughtful as they think of their native land. "I'd give my soul for just one hour with my old mother in Warsaw," says one. Another speaks of his family, from whom he has had no news since the war broke out. The up- shot is that the professor takes down their names and addresses and promises to get in touch with all of them.

Stanislav also appeals to the professor: "There's a lady in Warsaw . . ." he begins.

Professor Siletzky smiles: "Ah . . . a lady?"

"Yes," says Stanislaw, "a beautiful lady. I would appreciate it if you could tell her some- thing . . . but while her husband is not around. Just say: 'To be or not to be.'"

"A code message, eh? What is the name of the beautiful lady?"

"Maria Tura," says Stanislaw proudly and awaits the effect it will have on Siletzky. But the latter shows no signs of surprise. It seems in- credible, but the professor has never heard of Warsaw's most popular actress.

After the professor has gone, Stanislaw re- mains deep in thought. "Can you imagine," he says to a comrade, "Professor Siletzky never heard of Maria Tura?"

"What's the difference?" the flyer remarks. "Probably Maria Tura never heard of the pro- fessor."

Stanislav agrees: "That's right. And further- more she hasn't got a beard!"

But he is still puzzled, and the beard brings him to a decision. Off he goes to see the British Intelligence. At first they are inclined to take his story about Professor Siletzky's not knowing Maria Tura very lightly. But then someone thinks of asking: "How did you know the professor was going to Warsaw?"

"He told us he was. (Continued on Page 43)



The confusion centered around Maria for in love with her were (top to bottom): Lieut. Sobinski, of the Polish air force; Prof. Siletzky, the Gestapo spy, as well as her husband, Joseph, who became a hero because Maria seemed to make men so very human.



## "To Be or Not to Be"

Continued from Page 33

That's why we gave him the addresses of our relatives."

"If these addresses were to fall into the hands of the Gestapo, terrible reprisals would be taken against all your families."

Another officer points out that Siletzky carries instructions to the Warsaw Underground and is thus in a position to destroy it.

Turning to Stanislaw, the major says: "Lieutenant, how soon can you fly to Warsaw?"

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OVER Warsaw, German anti-aircraft batteries attack the plane that Stanislaw is flying. He hands the controls to his co-pilot, shakes hands with him and leaps into the snowy landscape of mid-winter Poland.

And now we come to still a further mystery, but one which will not be difficult to solve. Why does Maria Tura go to a certain bookshop in Warsaw and say: "I'd like to buy a copy of 'Anna Karenina.' " And when the clerk gives her the book, why does she turn to page 105 and slip a photograph of Professor Siletzky into the book? And why does she write on the back of the picture: "Professor Alexander Siletzky. Watch railroad station for him. Must never reach Gestapo. Otherwise catastrophe."

Well, the explanation is simple: Stanislaw has reached Maria's apartment—and fortunately her husband is out at the moment—so no long-winded explanations are needed. Stanislaw is exhausted, but the Underground is in danger, so Maria must get Siletzky's picture to them.

While Maria is off to take care of this matter, Stanislaw flings himself down on Joseph's bed.

Two Gestapo men ring the hall-bell, but Stanislaw is so fast asleep that he doesn't hear them. When Maria comes into the hall and sees them, she rushes up breathlessly, hoping to keep them from discovering Stanislaw.

But it is Mrs. Tura whom the guards want. They take her to the Gestapo headquarters, and there stands none other than the original of that photograph!

"I am Professor Siletzky," he says, and kisses her hand.

Maria decides that charm will be her best weapon. "When a man wants to see a lady so badly that he backs up his invitation with bayonets—it's rather flattering," she says archly.

"A flyer in England gave me a message for you," says the professor. "The message is: 'To be or not to be.' "

The phone rings and Siletzky picks up the receiver. From the conversation it is evident that he is making an appointment with a Colonel Ehrhardt of the Warsaw Gestapo. "Very well, at ten o'clock in the morning at Gestapo headquarters, unless I hear from you tonight. Agreed!"

Maria knows now why Siletzky reached Warsaw so soon, and she realizes too that this man must be destroyed before ten the next day.

After he hangs up, Siletzky tells Maria that Nazism is not what some people think it is. "We Nazis just love to sing and dance. We admire beautiful women and sometimes we are very—very human." And, trembling, the professor takes her hand.

Maria pretends to have become very human, too, and to have forgotten all

about a certain young flyer in London. Yes, she will gladly have dinner alone with the professor, only she must change her dress. The one she is wearing is so unromantic. And the professor lets her depart.

MEANWHILE Joseph Tura returns to his apartment and is amazed to find a young man sleeping on his bed. He seems to recognize this young man. A horrible thought comes to him: could it possibly be . . . ?

He decides to try a little experiment. Striking a pose like that which he assumes when he is Hamlet, he begins: "To be or not to be . . ."

Half asleep, Stanislaw stirs, rises like an automaton, slips his feet into Tura's slippers and takes a few steps. Tura demands: "How did you get here?"

"Parachute," Stanislaw explains. "Parachuted into my bed?"

In the midst of this, Maria arrives, highly excited: "Siletzky is already here," she says, "but he hasn't yet seen the Gestapo."

"We have to get him even if we have to blow up his hotel," Stanislaw cries.

"Who is this man?" Tura asks severely, pointing to Stanislaw.

Sobinski introduces himself. "How did he get here?"

"What does it matter?" Maria exclaims irritably. "Siletzky's here!"

Tura loses his temper: "This is unbelievable!" he shouts. "I come home and find another man in my slippers and my wife says: 'What does it matter?'"

"Siletzky wants me to have dinner with him," says Maria. "I suppose I'll have to kill him myself."

"Our best chance," Stanislaw agrees. Tura objects: "A husband should be consulted about whom his wife kills."

"Don't you realize that Poland is at stake?" Maria cries, and Stanislaw adds: "Have you no patriotism?"

Dramatically Tura declares that if anyone has to be killed for Poland's sake, then he himself will do the killing; but he warns his wife and Stanislaw that after committing this murder he will demand an explanation.

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MARIA, in evening gown, is admitted to Professor Siletzky's hotel suite.

"I ordered a buffet," says Siletzky significantly. "We don't want to be interrupted by orderlies."

"Naturally not," says Maria with a subtle smile.

"How about starting with champagne? Shall we drink to a blitzkrieg?"

Maria drinks and is in bliss: "I prefer a slow encirclement," she declares. Professor Siletzky feels that his hour of joy is approaching. But at this moment there is a knock at the door and with a "Heil Hitler," in jumps the actor who played the adjutant at the Teatr Polski.

The actor-adjutant exchanges secret glances with Maria while saying to Siletzky: "I am from Colonel Ehrhardt's office. There's been a last-minute change in the Colonel's plans. He would like to see you at once."

Siletzky has no choice but to obey the wishes of his superior. He takes a briefcase out of a locked trunk and leaves.

As soon as he is gone, Maria rushes

Fitzgerald  
amazing

PEPSODEN  
make  
TWICE AS

"CHECK"

says Bernice,  
radio  
network  
accountant



"We used to dare teachers and friends to tell us apart. But that was before we made a tooth powder test. Lucky me! We flipped a coin and I won Pepsodent. Bernadette chose another well-known leading brand."



"Seeing Was Believing! Nothing but Pepsodent for Us!"



For the safety of your smile . . .



out. But as she reaches the staircase, a sergeant stops her: "Hey! Just a moment there. Who were you with?" "Professor Siletsky."

"The professor left no instructions about your leaving; you'll have to stay here until he gets back."

There is a look of terror on Maria's face as she realizes that if all goes according to plan, Professor Siletsky will never get back!

A car driven by an actor-chauffeur takes the actor-adjudant and Siletsky to a dark street back of the theatre. Just inside they see a Jew, namely Greenberg, roughly handled by two actor-Gestapo men. Siletsky laughs as he passes this so-typical scene; it makes him feel quite at home.

When they have passed, Greenberg whispers to Bronski: "It wasn't much of a part, but it did get a laugh."

Dobosh's office has been decorated with swastikas and the usual portrait of Hitler. Tura is once more playing his colonel role and sits at the massive desk. An orderly announces the arrival of Siletsky. Dobosh begs Tura not to overplay his part. "Think of the fate of Poland being in the hands of a ham," he moans as he goes out with Stanislaw, just before the door opens to admit Siletsky.

"I'm delighted to see you here," says Tura, with double meaning.

"It's good to breathe the air of the Gestapo again," Siletsky declares, and with a smile he informs the colonel that he is quite famous in London, as "Concentration Camp Ehrhardt."

Siletsky opens his brief-case and hands a sheaf of papers to Tura: "Here is the report," he says, "and this means the end of the Underground." Tura conceals his triumph under a business-like demeanor, but Siletsky adds: "I'm sending the duplicate to Berlin in the morning."

"Duplicate, of course, of course. I suppose you have it in safe-keeping."

"In my trunk at the hotel."

"Fine," Tura declares. "Now to get the machinery started."

He goes out to where Stanislaw and Dobosh are waiting, and informs them quickly that he can't kill Siletsky because the duplicate set of papers about the Underground will thus fall into the hands of the Gestapo in any case. Dobosh orders: "Get back in there and keep him, until we figure out something."

"But I've run out of dialogue!"

"All right, then," says Dobosh. "Take this gun and accompany the professor to his rooms. There you kill him, and destroy his duplicates."

"Just a minute," says Tura. "What happens to me? They'll kill me."

"We'll be keeping our fingers crossed," Dobosh assures him.

"How about your taking the gun," Tura asks, "and me keeping my fingers crossed?" And he rushes back to his office crying: "Think of something better, boys."

Siletsky is standing with his hand on the door and is plainly determined to let nothing stop him from leaving.

"So they call me 'Concentration Camp Ehrhardt,' eh?" Tura stalls, laughing nervously.

Siletsky doesn't even smile. "Colonel, unless there is something urgent—I would like to relax a little."

"Oh, yes, of course, Mrs. Tura."

Siletsky is amazed. "You see, Tura enjoys his triumph: 'You see, my Gestapo men are very efficient.'"

Siletsky hastens to assure the colonel that he took up with Mrs. Tura only because he thought she might make a very useful Nazi spy.

"Hasn't she a husband?" Tura asks.

"Isn't that great, great Polish actor, Joseph Tura, her husband? Surely you've heard of him?"

"No," says Siletsky. "I never have." But this insult to Tura's *amour propre* is balanced by Siletsky's following remark: "I never even heard of Maria Tura until I met a young Polish flyer in England. He asked me to deliver a message to her."

Tura's eyes open up very wide indeed as Siletsky continues: "They seem to have worked out some kind of love code. Mrs. Tura understood it at once. The message was 'To be or not to be.'"

Tura leaps to his feet: "To be or not to be?"

"But colonel, that's nothing alarming. It's only Shakespeare."

"That's what you think!" cries the colonel. "I'm going to arrest this Maria Tura." He rushes toward a door. It is locked.

Siletsky has not failed to notice the locked door. Nor has he missed the colonel's peculiar reactions. There can be only one answer to such a fuss over Maria Tura's love code.

Tura, realizing that he has acted suspiciously, hastily tries to make light of the unfortunate situation: "So they call me 'Concentration Camp Ehrhardt'?" he laughs.

Siletsky says: "It seems to me that the only person who should be so deeply concerned about Mrs. Tura is that great, great Polish actor, Joseph Tura." He has drawn his gun as he speaks and now he commands: "Raise your hands! Now face the wall!"

Siletsky quickly lets himself out of the door, firing as he leaves. But Tura hasn't even been scratched.

Meanwhile the others, waiting outside, have heard the shots and have started to give chase to Siletsky, who has disappeared in the dark theatre.

A stage-hand mans the spotlight and the beam soon has Siletsky cornered. Thereupon the professor leaps to the stage and slips behind the curtain.

Stanislaw jumps from the box and is after him. Stage-hands start to raise the curtain just as a series of shots are heard. The curtain goes up on the familiar Hamlet scene. With this difference: a bearded man is collapsing with "Heil . . ." on his dying lips.



"Yeah—but how long would she last in this country in nothing but a sarong?"

THE buzzer rings in the room where Maria is awaiting her certain doom. The buzzer rings again and again before Maria can summon enough courage to answer it. A captain of the Gestapo enters and asks Tura for Professor Siletsky. When Maria tells him that the professor is not in, he asks: "Do you expect him back?" And Maria, who thinks that by this time the professor is certainly dead, answers: "Yes, of course."

And she is right, for the door opens and Professor Siletsky walks in. Maria stares at him unbelievably.

"Professor Siletsky?" the captain asks.

"Yes," says Siletsky and now Maria recognizes her husband's voice. Tura has copied the professor from his beard to his walk, but his voice remains the voice of Joseph.

"Ah, Mrs. Tura . . ." says Siletsky brightly and he kisses Maria's hand.

"And how is our dear professor?" Maria asks.

"Dead, absolutely dead," Tura-Siletsky answers, offering the captain a drink. In spite of the danger of the moment, with a captain of the Gestapo in the room, Tura cannot resist playing all his cards. While acting the host to Mrs. Tura and the captain, he speaks of his pleasure at meeting so delightful a woman as Mrs. Tura, so soon upon his arrival in Warsaw. "This is due," he goes on, "to a strange code-message which I agreed to deliver to Mrs. Tura."

The captain pricks up his ears at the words code-message, while Maria realizes that her husband knows all.

"It's nothing that would interest the Gestapo," Tura assures the captain, and he whispers to him, but in a voice loud enough to reach Maria: "It's just a tiny little secret—but one which would cause her husband to murder her if he should find out."

The captain reciprocates Tura-Siletsky's intimacy by promising that "if this Mr. Tura won't be reasonable, we'll get him down to Gestapo headquarters."

"That won't be necessary, I'm sure. By the way, he is that great, great Polish actor, Joseph Tura. You've probably heard of him?"

"No, I haven't," says the captain.

of the situation. "This mental approach is my specialty."

The door opens and Tura-Siletsky, smoking a cigarette, appears.

"Colonel, I don't wish to seem to be hurrying you, but I'm getting bored trying to open a conversation with that dead friend of yours."

They all enter the living-room and gather around the dead Siletsky.

"I have a terrible suspicion, colonel," says Tura, "that this resemblance between your dead friend and myself is no mere coincidence. One of us must be an impostor."

"I hope you won't think it impolite of us," the colonel replies, "but the general feeling among us seems to incline toward suspecting you."

"Would you mind if I did a little detective work and solved this puzzle?"

"Go right ahead," says the colonel. Tura examines the coat of the dead man and finds a London label.

"That fits," the colonel remarks. "The real Siletsky came from London."

"Looks bad for me."

"Terrible," the colonel confirms.

In fact the situation looks even worse and worse as Tura uncovers one bit of evidence after another. But the actor remains chipper and goes on with his investigation. Finally Tura raises this question: "Could an impostor have found time in the few hours that Siletsky has been dead to have grown a luxuriant beard? One beard or the other must be false."

Just in sport, one of the officers pulls the dead man's beard. With a cry of stupefaction he finds the beard in his hand.

"I don't know how to apologize," the colonel cries: "I beg you not to tell the Fuehrer."

"I shan't say a thing," Tura promises. "What is important is that I should get to London with all possible speed. With Mrs. Tura."

"Certainly," says the colonel and picks up the phone to call the airport.

It is at this moment of Tura's triumph that Dobosh's company of actors chooses to "rescue" their Tura. In they come, playing Nazi generals and adjutants to the hilt.

"I am General von Seidelman," one of the actors cries. "I am in charge of the Fuehrer's Safety Squad. I arrive with the Fuehrer this morning and what do I find? A plot against his life." And gesturing towards Tura, he cries: "Arrest this man!"

Six actor-guards jump upon Tura and pin his arms behind him, while the colonel protests that the man cannot possibly be an impostor. The head of the Fuehrer's Safety Squad smiles at the colonel's innocence. With a single sweeping gesture he yanks off Tura's false beard.

The colonel is so flabbergasted that he simply slumps into a chair, where the company leaves him, with Tura unable to restrain a single derisive shot: "Piece of cheese!"

LATER, at Dobosh's, Tura is furious at having been "saved," and the rest of the troupe is indignant at Tura's refusal to be properly grateful. The quarrel is only stopped when Maria calls attention to the fact that they are all in danger of their lives.

Dobosh advances a plan: "Do you remember our play: 'Murder at the Opera House,' that we put on two years ago?"

"It may flop again," Dobosh concedes, "but it's our only chance. To-

night Hitler will sit in the Royal Box of our theatre, and the situation is similar. All we need is something to distract the Gestapo."

That night, amid wild "Heil Hitlers!" as the Fuehrer is escorted to the Royal Box, the Dobosh troupe, decked out as Nazi officers, slips into the theatre. A couple of Gestapo guards, stationed in the corridor, near the ladies' lounge, are puzzled by the suspicious opening and closing of the door. It is Greenberg on the lookout for his cue. As Bronski, dressed as Hitler, comes down the corridor followed by an escort of actor-guards, Greenberg leaps out of his hiding place and gestures like a madman. He is seized at once.

Tura, now playing the role of General von Seidelman, the head of the Fuehrer's Safety Squad, takes charge of the situation at once: "How did you get here?" he thunders.

Greenberg says firmly: "I was born here." And he addresses himself at once to Bronski-Hitler, crying passionately: "Have we not eyes? Have we not hands, organs, dimensions, senses, affections, passions? Fed with the same food, hurt with the same weapons . . . ?"

During this amazing Shakespearean defense of the Jew, Bronski-Hitler listens with a stern unchanging countenance. When Greenberg has concluded the great scene of his acting career, Tura calls two of his actor-lieutenants and orders them to take charge of the man and bring him to headquarters.

Tura turns to his Fuehrer and says

ONCE in a plane it is necessary to get rid of the Nazi pilots and let Stanislaw take over the controls. This is accomplished in the most elementary manner. Tura tells the two Nazis that Hitler wants to see them personally. They turn over the plane to Stanislaw and step back into the interior, broad smiles expanding on their faces as they anticipate the great moment of their lives.

In the interior of the plane the door from which parachutists leap is open and Bronski-Hitler has but one word for the two pilots:

"Jump!"

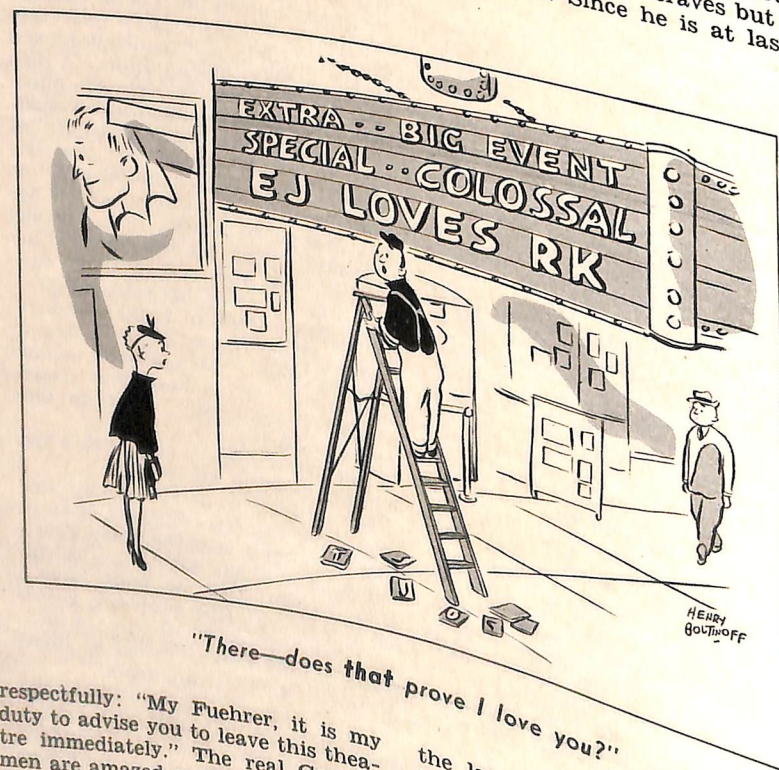
The pilots have no parachutes on, but they do not hesitate for a moment. "Heil Hitler!" they cry and obedience.

"Now," says Bronski-Hitler, "on to England!"

But when they reach Britain anti-aircraft guns go after them. It soon becomes necessary for all of them to leave the plane by parachute. And men see Hitler come tumbling out of the sky and onto their thatched roof.

"First Hess," says one Scotsman, "now him!"

But soon all is explained and the whole company of actors is the sensation of the little neighboring town where they are interviewed by reporters. Tura, of course, hogs the credit for saving the Warsaw Underground. Modestly, however, he craves but one small reward: Since he is at last in



"There—does that prove I love you?"

respectfully: "My Fuehrer, it is my duty to advise you to leave this theatre immediately." The real Gestapo men are amazed as Hitler stands immovable for a moment and then walks toward the staircase.

As soon as Hitler reaches the street an officer opens his car for him. Tura and Mrs. Tura, the "Nazi spy," enter the car with Hitler while the other actors enter the car behind.

"To the airport," says Tura.

Escorted by a motorcycle guard, Hitler and his Safety Squad drive off. On the way a terrific detonation is heard. It is the railway station that has just gone up in smoke. Bronski and Tura are delighted: "The Underground is still alive!"

the land of Shakespeare, he would like to play Hamlet again.

And thus we come to the final mystery of this affair. We're in a London set for Hamlet. Once again Tura is about to go into his great monologue. And once again Stanislaw is seated in the second row.

"To be or not to be . . ." Stanislaw doesn't budge beneath the withering glance of Tura. But two rows behind him, a tall and handsome naval officer rises and starts to squeeze his way out.

Tura and Stanislaw look at each other in amazement.

So many mysteries have been cleared up that we'll just let Maria keep this last one all to herself.



THE buzzer rings in the room where Maria is awaiting her certain doom. The buzzer rings again and again before Maria can summon enough courage to answer it. A captain of the Gestapo enters and asks for Professor Siletsky. When Maria tells him that the professor is not in, he asks: "Do you expect him back?" And Maria, who thinks that by this time the professor is certainly dead, answers: "Yes, of course." And she is right, for the door opens and Professor Siletsky walks in. Maria stares at him unbelievably.

"Professor Siletsky?" the captain asks.

"Yes," says Siletsky and now Maria recognizes her husband's voice. Tura has copied the professor from his beard to his walk, but his voice remains the voice of Joseph.

"Ah, Mrs. Tura . . ." says Siletsky brightly and he kisses Maria's hand. "And how is our dear professor?"

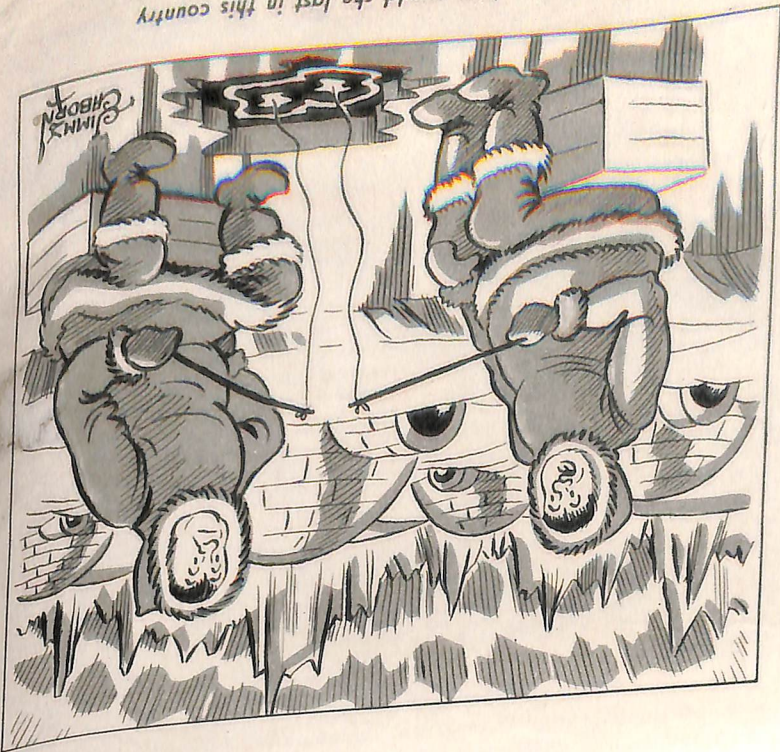
"Dead, absolutely dead," Tura-Siletsky answers, offering the captain a drink. In spite of the danger of the moment, with a captain of the Gestapo in the room, Tura cannot resist playing all his cards. While acting the host to Mrs. Tura and the captain, he speaks of his pleasure at meeting so soon upon his arrival in Warsaw. "This is due," he goes on, "to a strange code-message which I agreed to deliver to Mrs. Tura."

The captain picks up his ears at the words code-message, while Maria realizes that her husband knows all. "It's nothing that would interest the Gestapo," Tura assures the captain, and he whispers to him, but in a voice loud enough to reach Maria: "It's just a tiny little secret—but one which would cause her husband to murder her if he should find out."

The captain reciprocates Tura-Siletsky's intimacy by promising that "if this Mr. Tura won't be reasonable, we'll get him down to Gestapo headquarters."

"That won't be necessary, I'm sure," Polish actor, Joseph Tura. You've By the way, he is that great, great Polish actor, Joseph Tura. You've probably heard of him?"

"No, I haven't," says the captain.



"Yeah—but how long would she last in this country in nothing but a sarong?"

"Isn't that great, great Polish actor, Joseph Tura, her husband? Surely you've heard of him?"

"No," says Siletsky. "I never have." But this insult to Tura's *amour propre* is balanced by Siletsky's following remark: "I never even heard of Maria Tura until I met a young Polish flyer in England. He asked me to deliver a message to her."

Tura's eyes open up very wide indeed as Siletsky continues: "They seem to have worked out some kind of love code. Mrs. Tura understood it at once. The message was 'To be or not to be.'"

Tura leaps to his feet: "To be or not to be?"

"But colonel, that's nothing alarming. It's only Shakespeare."

"That's what you think!" cries the colonel. "I'm going to arrest this Maria Tura." He rushes toward a door. It is locked.

Siletsky has not failed to notice the locked door. Nor has he missed the colonel's peculiar reactions. There can be only one answer to such a fuss over Maria Tura's love code.

Tura, realizing that he has acted suspiciously, hastily tries to make light of the unfortunate situation: "So they call me 'Concentration Camp Ehrhardt'?" he laughs.

Siletsky says: "It seems to me that the only person who should be so deeply concerned about Mrs. Tura is that great, great Polish actor, Joseph Tura." He has drawn his gun as he speaks and now he commands: "Raise your hands! Now face the wall!"

Siletsky quickly lets himself out of the door, firing as he leaves. But Tura hasn't even been scratched.

Meanwhile the others, waiting outside, have heard the shots and have started to give chase to Siletsky, who has disappeared in the dark theatre. A stage-hand mans the spotlight and the beam soon has Siletsky cornered. Thereupon the professor leaps to the stage and slips behind the curtain. Stanislaw jumps from the box and is after him. Stage-hands start to raise the curtain just as a series of shots are heard. The curtain goes up on the familiar Hamlet scene. With this difference: a bearded man is collapsing with "Hell . . ." on his dying lips.

out. But as she reaches the staircase, a sergeant stops her: "Hey! Just a moment there. Who were you with?"

"Professor Siletsky."

"The professor left no instructions here until he gets back."

There is a look of terror on Maria's face as she realizes that if all goes according to plan, Professor Siletsky will never get back!

A car driven by an actor-chauffeur takes the actor-adjutant and Siletsky to a dark street back of the theatre. Just inside they see a Jew, namely Greenberg, roughly handled by two actor-Gestapo men. Siletsky laughs as he passes this so-typical scene; it makes him feel quite at home.

When they have passed, Greenberg makes him feel quite at home.

opens to admit Siletsky.

"I'm delighted to see you here," says Tura, with double meaning.

"It's good to breathe the air of the Gestapo again," Siletsky declares, and with a smile he informs the colonel that he is quite famous in London, as "Concentration Camp Ehrhardt."

Siletsky opens his brief-case and hands a sheet of papers to Tura: "Here is the report," he says, "and this means the end of the Underground." Tura conceals his triumph under a business-like demeanor, but Siletsky adds: "I'm sending the duplicate to Berlin in the morning."

"Duplicate," Tura mutters. "Oh yes, pose you have it in safe-keeping."

"In my trunk at the hotel."

"Fine," Tura declares. "Now to get the machinery started."

He goes out to where Stanislaw and Dobosh are waiting, and informs them quickly that he can't kill Siletsky because the duplicate set of papers about the Underground will thus fall into the hands of the Gestapo in any case. Dobosh orders: "Get back in there and keep him, until we figure out something."

"But I've run out of dialogue!"

"All right, then," says Dobosh. "Take this gun and accompany the professor to his rooms. There you kill him, and destroy his duplicates."

"Just a minute," says Tura. "What happens to me? They'll kill me."

"We'll be keeping our fingers crossed," Dobosh assures him.

"How about your taking the gun," Tura asks, "and me keeping my fingers crossed?" And he rushes back to his office crying: "Think of something better, boys."

Siletsky is standing with his hand on the door and is plainly determined to let nothing stop him from leaving. So they call me "Concentration Camp Ehrhardt," eh?" Tura stalls, laughing nervously.

Siletsky doesn't even smile. "Colonel, unless there is something urgent—I would like to relax a little."

"Oh, yes, of course, Mrs. Tura."

Siletsky is amazed.

Tura enjoys his triumph: "You see, my Gestapo men are very efficient. Siletsky hastens to assure the colonel that he took up with Mrs. Tura only because he thought she might make a very useful Nazi spy."

"Hasn't she a husband?" Tura asks.







Wednesday, November 1, 1950

# JACK BENNY SHOW

With Jack Benny, Eddie (Rochester) Anderson, Don Wilson, Sportsmen Quartet, Artie ("Mr. Kitzel") Auerbach, Mel Blanc; music conductor, Mahlon Merrick; guests, Dinah Shore, Ken Murray

Producer: Hilliard Marks

Director: Dick Linkroum

Writers: Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry

45 Mins.; Sat., 8 p.m.

AMERICAN TOBACCO CO.

CBS-TV, from New York

(BBD&O)

No question about it — Jack Benny is as big a video click as he has been on top of the radio heap for so many years. With that conclusion established unequivocally, the rest of his CBS-TV premiere is a matter of degree. (Actually this is not his video debut, Benny having done an all fresco stint on the Coast last year on KTTV and at the time it was far from a signal bow through faulty makeup and a general haphazard production technique; or rather lack of it).

For CBS-TV, under his Fort Knox deal, Benny proved himself a very worthy asset. He has poise, pace and polish. His debut vehicle of what was announced a once-every-eight-weeks' series was insured by his writers through re-incorporating the trademarked Bennyisms — the close-student-of-the-dollar guy, including all the props that ran the gamut from 8c for an autograph (bus-fare type joke) to the coin phone, Bendix laundromat and coin-vending cigarette machine in the parlor. Not forgetting the garrulous polly who snitches on Rochester; the latter's references to his boss' asthmatic motor vehicle; the goodlooking vis-a-vis who dates Eddie Anderson via a phone bit. The Ameche is again well utilized for a telephonic "audition" by Dinah Shore of "I'm Yours." The songstress took her camera angles very flatteringly throughout "Tess's Torch Song" and her finale duet with Benny, "I Oughta Know More About You"; per usual, of course, she handled her vocal chores in big league manner.

The cohesiveness which usually distinguishes Benny's AM shows came through on his TV debut with an ear-pulling bit for the LSMFT commercial (first with Don Wilson, on cue, and later as a more affectionate bit with Miss Shore); the Sportsmen Quartet's outlandish parody rhapsodizing of the commercials ("No Business Like Show Business," and later, in tails, with Miss Shore in "Oughta Know More About You").

In excellent composure, Benny attacked the new medium with such kidding-on-the-square asides as "I'd give a million to know how I look" and "I wasn't nervous; it was just that my sponsor didn't have the nerve." His monolog, as he pondered the pattern of his new adventure into TV, accented "I'm not stingy," and from there on the bits and scenes gave lie to the premise by continuing his trademarked radio characterization, such as checking up on Rochester's banana-swiping, and the rest.

While this first show was essentially a transmutation of his AM format into TV, there's a funny bit with Mel Blanc, as the video technician who came onstage to expose some of the back-of-the-camera stuff. The mike boom was utilized as a conveyor for a prop pack of Luckies for the Don Wilson commercial which the rotund announcer handled well. It was here that Benny reprised another radio-familiar running gag — the Warners and "Horn Blows At Midnight." Rochester's scene was a good pace-changer for a song-and-dance to "Blue Heaven," and the "Mr. Kitzel" bit, well foiled by Artie Auerbach, likewise proved a solid interlude.

Ken Murray and Anheuser-Busch, his beer sponsor, who relinquished this Saturday-at-8 slot got a commercial credit, and Murray came on for an effective comedy bit, including what probably was a genuine cue that time was running out. As it developed, Benny could have done the full hour solidly but for some reason the comedian picked on a compromise 45 minutes as more "right" for him on TV. That's fielder's choice although, from the network's viewpoint, it permitted Sam Levenson to hitch-hike importantly for that comedian's own 15-minute premiere.

For the finale Benny pompously essayed "Love In Bloom" on the fiddle to a walkout audience and the usual finaleing commercials.

One salient emerges from the Benny show. It is common to all the topflight comedy programs — and that is the necessity for instantaneity of telecast. This may not militate, as much as it sounds,

against the video prognosticators that film, eventually, will constitute the bulk of TV programs because there are many voids and off-hours to be filled. But for the top shows, particularly the comedy, variety and revue shows, the knowledgeability that all the obvious little nervousness habits, the fluffs, and the uncertainties of coming out on the button, make for an important common denominator in the audience reflex. It's like seeing Saturday gridcasts as they're happening, or the Friday night fights — after you know the winnah the film versions are relatively road companies of the original cast. If you know the score there's something lacking; and while we've gotten to accept taped AM shows, somehow for a long time TV had better adhere to the live technique in order to preserve that human equation of maybe the jokes won't come out as scripted. But when they do it's that much more boffo.

The back-of-the-camera credits are generously apportioned to all. Mahlon Merrick did a good music accomp but what is there about video bands, when they get their innings, they want to make sure they're heard? It's probably more the director's fault in not using the music fader to maintain volume balance with the dialog. In short, the ear is attuned to the comedy but give the average TV orchestra half a chance and they go into high and blast the looker's eardrums. This has been a noticeable shortcoming on almost all networks, and usually with comedy programs, as if the maestros resent having been held in check as mere musical accompaniment.

But Benny won't blast anybody away from the video screen. If New York is such a magnet to the comedian he's a cinch to accelerate that once-in-eight-weeks' schedule. He should. Benny is bigtime looker-inning. Abel.

## JACK BENNY PLUGS VENDERS

NEW YORK, Oct. 28.—The vending machine business got a couple of plugs on Jack Benny's television debut show (see review in TV dept. this issue) on the CBS-TV network. In one bit Benny, at home, was asked for a cigarette by Artie (Mr. Kitzel) Auerbach. He led Auerbach to a Rowe cigarette machine, concealed behind a drape, and had Auerbach buy the smokes thru the machine.

In another spot an elderly lady came into Benny's home with a basketful of laundry. Said Benny: "Oh, Mrs. Callahan, use the last machine in the row, number 15, the others are out of order."

If you unfortunately rushed over to your television set last Saturday night at the end of the Jack Benny show and turned to another station you missed one of the finest shows to be seen on local screens.

It was the 15-minute Sam Levenson epic that came on unheralded but ended up with being the talk of the TV world. It proved one thing to me—a video program is just as good as its material.

While I thought the Jack Benny program seen at 8 on KTTV (11) had its jolly moments, Sam's show was strictly for laughs, one piling atop the other. One of his finest cracks was about TV itself. He says before television the kiddies used to be afraid of the dark—now they're afraid of the light.



Jack Benny

Unfortunately the show was a one-shot affair. Audrey Weston at KTTV informs me it hasn't been rescheduled. For my money Sam could be on every night. He's a natural. Benny, incidentally, rang up a 45.6 rating on his first show. This means 324,000 sets were tuned to Channel 11 with about 1,500,000 persons, concentrating on this show.

## JACK BENNY PROGRAM

With Mary Livingstone, Phil Harris, Eddie (Rochester) Anderson, Dennis Day; Sportsmen Quartet; Alan Young, guest; music, Mahlon Merrick; Don Wilson, announcer

Producer: Hilliard Marks

Writers: Sam Perrin, Milt Josefsberg, George Balzer, John Tackaberry

30 Mins.; Sun., 7 p.m.

LUCKY STRIKE

CBS, from Hollywood

(BBD&O)

The Jack Benny & Co. return to the air Sunday (10), marking the comic's 19th season on the ether, was grade-A fun and radio. There was the same format; the same characterizations, the same exasperated Benny, the same warmth and good spirit—and it made for good entertainment. A few of the jokes were thin, and some of the business seemed directed at the studio rather than the home audience. But the overall good gagging and horseplay made up for the few sags, to indicate that Benny would again be a factor to be reckoned with on AM.

Program was largely devoted to getting the gang ready to go back on the air, with Benny and Rochester discussing their London tour, and Rochester getting in a couple of hilarious cracks in this connection. Phil Harris had an amusing takeoff on the Guy Lombardo style of music (Lombardo was Benny's summer replacement), and Dennis Day, aided by the Sportsmen Quartet, gave a surefire rendition of the ballad, "Goodnight Irene."

Latter part of the program, though a little familiar, was still good fun, as Benny and his troupe vainly sought out a studio at CBS for their initial broadcast. All, of course, had been taken over for TV, and Benny worked this vein to good advantage, even to treading on trade grounds by bearding a CBS vice president and being told to check with NBC for room. The TV business could have been a trailer for Benny's forthcoming four shots on tele for Luckies, but it had its humor, too.

The Lucky commercials rate a nod for their catchy quality and flavor. Opening and closing "Be Happy, Go Lucky" jingles were smart and tuneful, while the mid-commercial, done in martial rhythm to the "American Patrol" theme, roused the studio audience to wide applause and deserved it.

Bron.

## Luckies' 'Comm'l Must Go On' Vexes Benny As TV Finale Is Scissored

Jack Benny was irked at Lucky Strike sacrificing what he thought was more important—an inaugural first show—in order to get in a finale commercial by The Sportsmen Quartet with Dinah Shore. The comedian said so in an after-piece which included Miss Shore singing another song, the comedian telling some off-beat stories which went so well that he observed "television would be a cinch if I could use this kind of material," and a personal by film star George Montgomery.

Montgomery is Miss Shore's husband, and the surprise topper was to have been Montgomery's appearance on the show, chiding Benny for trying to date his wife (Miss Shore), who had just done a double-vocal with Benny, "Oughta Know More About You."

The Bennys (Mary Livingstone) and the Montgomerys flew back to the Coast Sunday night (29) to tape a few more shows before Benny and Miss Shore fly to London for the Variety Artists Federation "Command Performance" Nov. 13. He does his next TV show from New York on Dec. 11, this time cutting down to 30 minutes and preempting the 7:30-8 period currently occupied by the Lucky Strike-sponsored "This Is Show Business." Thereafter he's slated to fly to Korea to entertain the GIs around the Xmas holidays.

## 1.5 Million See Benny

A special Tele-Que rating of the Jack Benny TV show, kinecast here on KTTV Saturday night, gave the comedian a 45.6 with an estimated audience of 1,500,000.

**MAY THIS DAY** be rich with blessings for all who have birthday or wedding anniversaries today, including Sophie Tucker, George P. McCoy, George Ansbro, Fred W. Hoeler, Thomas Stewart, Billy Butterfield, the Jack Bennys and, better late than never, Marva Jane Gale.



## Benny Set for TV With No Place to Go? CBS-TV May Have to Pre-Empt Time

It was the 15-minute heralded but ended up me—a video program is just as good

While I thought the Jack (11) had its jolly moments, one piling atop the other, TV itself. He says before afraid of the dark—now they're afraid of the light.

Unfortunately the show was a one-shot affair. Audrey Weston at KTTY informs me it hasn't been rescheduled. For my money Sam could be on every night. He's a natural. Benny, incidentally, rang up a 45.6 rating on his first show. This means 324,000 sets were tuned to Channel 11 with about 1,500,000 persons concentrating on this show.

Seen as an important factor in whether or not Jack Benny listens to the blandishments of NBC (and from all accounts he's been doing plenty of listening), is the ultimate fate of his current capital gains bout with the Treasury Dept. The situation is now coming to a head, Benny having filed his March 15 tax returns on the basis that he's entitled to a capital gains consideration. If the Internal Revenue boys mix it, Benny has the right to appeal.

If Benny takes the rap for the full tax count (rather than the 25% capital gains nick), on the basis that he's paying as an individual and not as a corporate package, it's figured he might lend an ear to NBC's pleas by pulling up stakes and start afresh, with new writers, as an NBC video personality.

For in that event it would mean Benny breaking loose from Phil Harris, Dennis Day, his four scripters and the other component parts of the package which CBS bought for \$1,000,000 as part of Amusement Enterprises. CBS would still have the "Jack Benny Show"

It's a question whether Benny—in the event he can't get to first base with the tax boys—will decide that the CBS deal doesn't make sense if he's got to fork over as an individual.

**STEVE ALLEN SHOW**  
With Allen, Jack Benny, Groucho  
Marx, Eve Arden, Ilene Woods;  
Johnny Jacobs, announcer  
Producer-director: Al Span  
30 Mins.; Sun., 6:30 p.m.  
**COLGATE**  
CBS, from Hollywood

For approximately three minutes (at the very opening), the new Steve Allen show on CBS gave promise of developing into big-time comedy kilocycle fare. It was in those three minutes that Jack Benny and Groucho Marx stepped in for transcribed quickies to help launch Allen as Cogate's summer replacement for the Eve Arden show, "Our Miss Brooks."

But when Allen went at it on his own, as CBS' newest entry among standup comics, it deteriorated into pretty feeble stuff. Miss Arden was around for most of the show, too, for Allen's kickoff, but it didn't help much.

For some months Allen had been doing a glib emcee job on a CBS audience participation show called "Earn Your Vacation," his off-the-cuff banter with the participants giving the show a pleasant and often hilarious comedy hypo.

In his present role as a standup comedian, Allen tries to inject the same ad libbed casualness (agency and network, in fact, claim there are no writers on the show). But he was pretty obvious on last Sunday's (4) premiere that, bereft of that audience participation crutch, Allen could use a couple of slick writers. He has a good delivery. You could easily warm up to him. But without material he was in a bad way.

Aside from the Arden-Benny-  
larx assist, Ilene Woods was in  
for a pleasing chorus of "Be-  
itched."  
Rose.

The night before we saw the kinoscope of Jack Benny's first TV show. Now Benny is Benny whether on TV or radio or stage. His is a great talent that has won him the top radio position for years. However, on TV, the show itself was good, but Jack looked so horrible, Dinah Shore was completely washed-out with the lights and camera, and the sets were small and meagre. So the fine entertainment that Benny and his troupe and writers put together for this TV debut was offset by the one great imperfection that's holding television back—the thing its cameras do to the physical aspect of the players, and the cheap, small sets built to harbor the play of the program.

It would seem to us, with all the millions that are going into TV, they would have, long ago, overcome the technical difficulties that make the players look like a lot of zombies, thereby greatly defeating much of the entertainment.

Comedian Jack Benny will give troops in Japan and Korea something to laugh about at Christmas week.

Benny said yesterday he had received permission from the Defense Department to take about a half-dozen entertainers with him.

**I**t's come a long way from Marconi, but TV's still got a long way to go. Perhaps it'll make the distance this fall, for TV's almost over the talent-trouble hurdle. All the big shining names on these pages will be video star personalities this season, many of them for the first time. Television still has no long-term contracts with film stars, but this lack will be barely perceptible in view of its successful raid on radio.

Until now, radio top-flight-  
ers, enjoying the relatively

easier life of mike-without-camera, have been reluctant to admit that TV is here to stay. Many have compared their situation to that of the silent screen stars at the advent of talkies. Only last year Benny said the medium was not developed enough for him to try it, and Fred Allen quipped that only a person sitting on the floor watching it could look up to television.

But now it can't be dismissed with a joke—not with 7 million sets in use, 100,000 more sold each week. And not with the money offered. Hope's shows lead at \$100,000 each. If all the stars pictured performed in a single evening, it would be a \$1,000,000 night.

Jack Benny is tentatively scheduled to tee off a regular television series for Lucky Strike in late October but, as of this week, CBS-TV has not figured where to slot the program. Comedian, hopes to do a full hour's comedy-variety show on Sunday nights one week out of every eight. Web, however, is completely sold out Sunday nights in the fall from 7 to 11 p.m., so that the only way it can open up the time for Benny is to pre-empt the hour from one or two of its other sponsors.

Benny declared in N. Y. last week before returning to the Coast that he would prefer the TV show to follow immediately after his CBS radio airer, which will resume its Sunday night 7 to 7:30 period. That would put the video program from 7:30 to 8:30. Luckies currently has the 7:30 to 8 slot sewed up for "This Is Show Business" and probably would okay Benny's usurping that half-hour once every two months. But the 8 to 9 slot is now occupied by Ed Sullivan's "Toast of the Town," sponsored by Lincoln-Mercury, and it is half of that time which CBS would have to pre-empt for the Benny program. If this plan, still in the earliest talking stages, goes through, it would mean Benny would be directly bucking the big Colgate show on NBC. Latter is to have Eddie Cantor, Fred Allen, Dean Martin and Jerry Lewis and a revue-type program produced by Max Liebman rotate every four weeks.

**Benny Format**  
Benny described the projected format as hitting somewhere between his radio program and a vaudeo presentation featuring top

## Continued from page 31 =

guest stars. He said he hopes to do the first one Oct. 29 and will fly to N. Y. for each of the programs in order to do them live. As a result, he plans to tape his radio show in advance the Sunday night in every eight that he appears on TV. He also plans to use one of his radio cast on each of the TV shows, with the possibility that Eddie (Rochester) Anderson might be a permanent member of the TV staff.

As recently as last year, Benny decided definitely against entering video, claiming the medium had not been sufficiently developed at that time. Last week, however, he declared, "I think I have to get into television now." He predicted the time might come when he would abandon radio in favor of concentrating on TV exclusively. That, he said, will depend on how fast TV develops, particularly as to networking facilities; on the wishes of his sponsor, and if TV overshadows radio. "Even when that time comes," he said, "I would not want to do more than a half-hour show once every two weeks." Comedian also predicted a number of top radio artists eventually will head into daytime AM in order to do video shows at night. If that ever happens, however, he said, he himself would prefer to give up radio entirely.

Benny returned last week from Europe, where he played a repeat stand at the London Palladium and also vacationed. Before heading back to the Coast Friday (18), he scouted some of the CBS-owned or leased theatres in Manhattan to determine which would best fit his projected TV show.



**Benny**

# TV SWITCH

**JACK BENNY PROGRAM**  
With Mary Livingstone, Phil Harris, Eddie Day, (Rochester) Anderson, Dennis Day; Sportsmen Quartet; Alan Young, Guest; music, Mahlon Merrick; Don Wilson, announcer; Hillard Marks, Milt Josephson; Perrin, Milt Josephson; Balzer, John Tack-

Producer: Sam  
 Writers: George  
 Berry, George  
 30 Mins.; Sun., 7 p.m.  
 LUCKY STRIKE  
 CBS, from Hollywood  
 (BBD&O)  
 Jack Benny & Co.  
 Sunday (10), m  
 season on  
 and rad  
 amat, sa

The Jack Benny Show, the air Sunday comic's 19th season, was grade-A fun and characterizations, the same as the previous years. Benny, and some of the good spirit, and some of the jokes were thin, directed at the business rather than the home audience. But the overall good gagging and horseplay made up for the few gains, to indicate that Benny would gain on AM.

Program was largely devoted to the gang Benny and Roches, with their London tour, getting in a connecting air, with Benny's amusing style. Tracks had an amusing Lombardo style, and Benny's was Penn's version of "The Ballerina".

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**Luckies' 'Comm' Must  
Go On' Vexes Benny As  
TV Finale Is Scissored**

Jack Benny  
Strike sacrificial  
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men Quartet with Dinah Shore  
The comedians said so in an after-  
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peared on the stage his wife  
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peared on the stage his wife

[illegible]

1.5 Million  
A special TV show  
every day right  
Saturday night  
from 8:00 to 11:00  
THIS DAY

MAY 1911  
weddings for  
Miss George  
the Jack



## JACK BENNY SHOW HAS VIDEO DEBUT

Comedian Transposes Radio  
Format to the New Medium in  
Program Carried by C. B. S.

By JACK GOULD

Jack Benny came to television Saturday night. Over the facilities of the Columbia Broadcasting System, which a couple of years ago took out a mortgage to snare him from the National Broadcasting Company, the comedian quickly confirmed that his droll and easy-going style is going to be ideally suited to the needs of the camera. But his show as a whole, particularly after the inevitable advance ballyhoo, was something of a let-down. It had too much familiar radio and not enough original video. As erstwhile patrons of the Palace Theatre will recall, there is no match for Jack when he strolls out on the stage, and the opening moments of his TV show made it seem like old home week. Leisurely and diffidently, he ran through his patter, with his uncanny sense of timing as deft and sure as ever. Here was the master trooper in a demonstration of underplaying that was made to order for television.

But though Jack's premiere had

a number of diverting moments and unquestionably enjoyed novelty interest, the major part of the presentation was largely a revival of one of Jack's favorite radio format—the program devoted to telling how the program is going to be done.

Mr. Benny brought to the screen some of his more durable radio characterizations, with himself, of course, as the amiable miser against whom all the gags are bounced. Also present and accounted for were Don Wilson, the announcer; the Sportsman's Quartet with their singing commercials; Artie Auerbach as Mr. Kitzel and Eddie Anderson as Rochester.

Although many viewers, including this one, might be of the opinion that the exploits of Jack's radio family have been so thoroughly told as to jeopardize the success of a further cycle of the same on television, Mr. Benny may be right in essaying a situation comedy of sorts.

Certainly, the review formats followed by most other top TV comedians already are beginning to become repetitious. But Jack is not going to achieve his end if he does not think much more in visual terms than he did on Saturday and develop a second joke that has nothing to do with penny-pinching. The setting for most of the show was the living room in Jack's home in California. There was Rochester tidying up the place and, as a con-

## Radio-TV Notes

Macy's Thanksgiving Day parade will be televised by WJZ-TV, A. B. C. on Thursday, Nov. 23, from 10 to 11:30 A. M. Bert Parks will serve as grand master and greet the procession from the marquee of the store at Thirty-fourth Street. Negotiations are on to secure the services of Bob Hope for the event.

A new half-hour program to be known as "Hour of Decision" will begin on Sunday at 2 P. M. over the A. B. C. system, featuring Dr. Billy Graham, the Evangelist. The sponsor will be the Billy Graham Evangelistic Foundation of Minneapolis. The first program will originate from Atlanta, Ga., and thereafter from the other sites of Dr. Graham's campaigns.

cession to video, doing something of a dance. In due course Jack could be heard, but not seen, driving up in his battered car, with the sound effects taking place off-stage.

Mr. Kitzel paid a call and he and Jack sat crowded together on a divan as they talked. Both Rochester and Jack had separate conversations on the telephone, which in Jack's house, of course, was a coin box. Visually, there was just very little excitement and the thin story line got thinner as the show progressed.

As the opening guest star, Dina

Shore was her usually charming and talented self. Her rendition of "I'm Yours" was particularly effective.

Mr. Benny, who undoubtedly did as much as any comedian to make radio a household institution, obviously has the personality and delivery for TV, which in itself makes his first show well worth the effort. But on his second show—which is not scheduled for some eight weeks—he should give himself and his supporting cast a better opportunity by digging into some bona fide comedy situations.

## Jack Benny Show

Reviewed Saturday (28), 8-8:45 p.m. EST, via CBS-TV. Jack Benny, Dinah Shore (guest), Eddie Anderson, Don Wilson, the Sportsman's Quartet, Artie Auerbach, Mel Blanc, Ken Murray. Producer, Hilliard Marks; director, Dick Linkroum; musical director, Mahlon Merrick; writers, Sam Perrin, Milt Josefsberg, George Balzer and John Tackaberry. Sponsor, American Tobacco Company. Agency: Batten, Barton, Durstine & Osborne.

Benny's long-awaited video bow suffered to some extent the same shortcomings which have marked the TV debuts of other long-established showbiz toppers, notably Fred Allen and Eddie Cantor. These, of course, are (1) an understandable nervousness, and (2) a reluctance to depart in any substantial measure from the pattern of their many and consistent triumphs in all other phases of entertainment, particularly radio. Thus Benny, obviously because of a slight case of jitters, was just a little off on his normally unsurpassed timing and delivery, and the scripters based virtually the entire forty-five minutes on the Benny-pinches-pennies theme. The first of these shortcomings on the preem show should prove of little concern, for Benny is too seasoned a performer to be bothered with the heebie-jeebies in any medium for very long. The second is considerably more of a problem. After a half dozen sight gags demonstrating that Benny is one of the all-time great students of a dime, it becomes a little wearisome. Even on a single show. As the sole theme for a series (even one spread eight weeks apart, as the Benny show will be) it just doesn't figure to build a Benny package into the super-topper it could easily be.

Missing from the Benny AM cast were Mary Livingston, Dennis Day and Phil Harris, for one reason and another, and they probably will be missed by Benny's long time radio devotees. Present, however, and contributing solid bits were announcer Don Wilson, Eddie (Rochester) Anderson, Artie (Mr. Kitzel) Auerbach, Mel (Polly) Blanc. Wilson played his AM role with cameras satisfactorily. Rochester's stooging for Mr. B was in the usual standout vein, but his *My Blue Heaven* parody and dance were pretty much in the nature of stage waits. Auerbach's bit was certainly everything the Benny fans expected, and a parrot couldn't do the polly nearly as well as the multi-voiced Blanc.

Dinah Shore, no doubt one of TV's most gilt-edged gueststars, did *I'm Yours*, *Tess's Torch Song* and (with Benny, then the Sportsman) an *I Oughta Know More About You* parody, and made them all sound greater than they are. If price is what's keeping Dinah from a steady video show of her own we wish she'd take a few bucks less and get on. She's fine, altho some of the profile shots on this segment did her little good appearance-wise. Nor did the Merrick-conducted ork help too much on accompaniment. Lacked the beat. Ken Murray also guested long enough to permit Benny to thank him for relinquishing his regular time.

Benny easily has the potential to top the ratings in video as he did so long in AM, but he'll have to do more than an on-camera version of the radio version to make it. As it stands (fans and habit being what they are) he'll no doubt hit a healthy Hooper, but there's so much more that could be done.

The Be Happy, Go Lucky commercial is still probably the best around at the moment. It was used as the opening commercial, with the middle and end plugs in the familiar Benny-and-cast handling, which proved so successful in AM.

Joe Csida.

Mary Lee Fairbanks spent their first night in town dining with Doug's mother, Mrs. Jack Whiting, before she took off for Washington where Jack is making a government film for the Navy. Doug told me that on the eve of his departure from London, he went to a buffet supper hosted by Linda and Tyrone Power for Clifton Webb and it looked more like a process shot of Charlie Morrison's Mocambo than Park Lane, because the guests included Jack Benny, Ray Milland, Monty Clift, Marlene Dietrich and Gloria Swanson.

Frank Sinatra's on-again-off-again London debut at the Palladium has now finally been set, following Jack Benny, and don't be too amazed if his wife, Nancy, accompanies him. The recent reunion with his three children seems to have brought Frankie to his senses again and made him realize that it must have been some "black magic" that made him think he could break up his family circle. Incidentally, after watching Frankie and Bill Paley in a huddle at Jack Benny's Stork Club party, I won't be the least bit surprised either to see Frankie switch to CBS for both radio and teevee next season.

## Off Mike (Personalities)

### Christmas in Korea

Jack Benny will spend Christmas in Korea entertaining the American soldiers in the fighting zone. The event will mark the comedian's fifth trip outside the United States to entertain the troops.

To make this overseas trip possible, Benny will tape-record two or possibly three of his CBS radio programs. By doing this he can spend at least two weeks entertaining in army camps and hospitals in Korea and Japan. He has made arrangements to take several top performers of radio and films along with him so he can present complete shows at each stop.

During World War II, Benny presented shows in behalf of the Red Cross and the War Bond campaign, and toured the United States and Canada to play for the troops at camps and hospitals. In the summer of 1943 he entertained the fighting men in Africa, the Persian Gulf, Tunisia, Sicily and Italy. In 1944 he appeared before G.I.'s in New Guinea, Australia, the Marianas, the Marshall Islands, the Gilberts, the Solomons, the Kwajalein Atoll and Hawaii. In 1945 he went into Germany and Czechoslovakia.

In 1948, when he had concluded an engagement at London's Palladium, Benny spent two weeks doing shows for the occupation forces in the American zone of Germany.



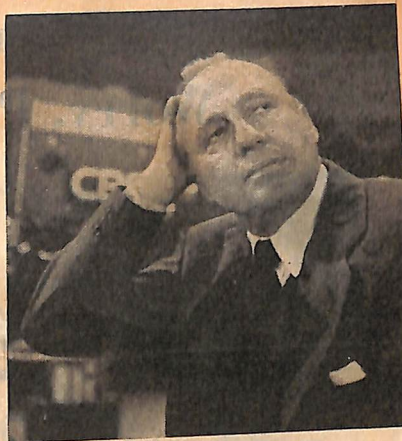
## RADIO-TELEVISION

### Same Old Benny

Jack Benny chose to make his first major television performance last week in the odd time of 45 minutes. "A half hour," he explained, "is too short when I'm on so seldom [four times this season], and in an hour I'd have to bring on a lot of isolated stuff." For worry wart Benny in his TV debut clung to his nineteen-year-old radio format. "I thought that is what the audience would expect," he said, allowing that his radio program left no room for television's endless fillers of ballets and dog acts.

The happy result was a smooth, fresh, and funny TV show (CBS-TV, Saturday, 8-8:45 p.m. EST) served by Benny, Eddie Anderson as Rochester, Artie (Mr. Kitzel) Auerbach, Don Wilson, the Sportsmen Quartet, and guest Dinah Shore. As often in radio, most of the program took place in the Benny living room, which turned out to be comfortably decorated with, among other items, a parrot, pay telephone, and coin cigarette machine. Benny was his usual buffeted, penurious self and the rest of the performers gave the audience the feeling of meeting old pen pals for the first time.

Benny had fretted for a month before he stepped into video. He trusted mainly in his regular radio crew, bowing to TV's novelty only in the hiring of a television director. It was a tribute to the know-how of his crew that the show clicked, since Benny was cut to a day and a half of rehearsal by a cold acquired when he hit New York. On TV-Day minus one, Benny was normally pessimistic. "It is a great show," he said, "on paper. If it is not so good on the air, I'll know how to fix it up next time [Dec. 10]." As things stood, Benny has little fixing to do, other than to introduce such remaining regulars as Phil Harris, Dennis Day, and Mary Livingstone—none of whom fitted into the first tight 45 minutes.



Benny fretted as usual

### Benny's Next 2 on Kine

Jack Benny and his sponsor, Lucky Strike, have reached an agreement on his two remaining TV shows for the season (he's committed to four for the '50-'51 period).

Benny had done two thus far, both of them originating live out of New York. However, the following two will be kinned on the Coast, with the excessive coin poured into the initial brace of shows (said to be approximately \$80,000 on each) one of the major factors cuing the decision.

### Benny Returns From Gotham Video Debut

Jack Benny trains in tomorrow from NY where his video debut was acclaimed by the critics. He'll tape his radio show Friday night for next week and do his Sunday program live so he can get away for the Command Performance in London.

He will do another videocast for Luckies on CBS before showing off for Korea to entertain the troops. Accompanying Benny on his Coast return are Mary Livingstone, Dinah Shore and George Montgomery.

## Television Notes

### Benny Passes Fretful Week Cramming a 45-Minute Show Into Half an Hour

By GORDON ALLISON

Jack Benny blew into town last week to rehearse for his second television show, which will be seen tonight from 7:30 to 8 o'clock on CBS-TV, and this department hustled right around to see him.

Found him in a plush suite at the Sherry-Netherland—a very different Benny from the skinflint of radio fiction who puts up in a basement room of a third-rate theatrical hotel called the "Acme Plaza" whenever he hits New York. He was smoking a big, expensive cigar and wore a blue dressing gown that matched his big blue eyes. He was surrounded by a platoon of writers, managers, handlers and exercise boys, all of whom have been passing a fretful week helping the boss squeeze a forty-five-minute television show into half an hour.

Mr. Benny's television premiere on Oct. 28 was a forty-five minute program, but since then, it seems, C. B. S.'s Sunday night time has been booked solidly. All that was available was his own sponsor's (Lucky Strike) half-hour period, devoted weekly to "This Is Show Business." Mr. Benny will occupy that slot this evening.

Mr. Benny is tickled pink with the 7:30-8 slot ("Best time and best outlet for live TV there is"), but he is disturbed by the briefness of the program. This is because Mr. Benny is a firm believer in the effectiveness of the forty-five-minute TV show, so much so that a certain element in the trade has come to regard him as the inventor of three-quarters of an hour.

### Maybe a Genius

"Maybe you won't believe this," he said, "but I've been told I'm a genius for just thinking of it."

While making no personal claims in support of this point of view, Mr. Benny is none the less convinced that, for him, a forty-five-minute program is wonderful.

"If you do an hour show it gets cluttered up with ballets and isolated bits that have nothing to do with your kind of entertainment. You spend the whole time introducing people. On the other hand, if you do a half-hour show it only seems like fifteen minutes."

He paused and gazed out of his window at Central Park.

"You know, the greatest thing about television is that I have to come to New York to do it. I love New York. But this time it feels as if I came all the way from California to spend only fifteen minutes here. And the audience wants to see you longer. That's why forty-five minutes is just perfect. I got only one complaint after the last show. A perfect stranger walked up to me and said, 'You were lousy.'"

Mr. Benny's radio show will be heard tonight, as usual, from 7 to 7:30. It was taped a week or so ago in Hollywood to enable him to come here and prepare for the TV show, on which Frank Sinatra and Faye Emerson will appear.

### Benny's Second TV Show Here Feb. 11

Jack Benny does his second TV show in New York next Sunday, and the kinescope will be seen here on Feb. 11.

Frank Sinatra, Faye Emerson, Rochester and Frank Fontaine are to be on the video program with Benny.

8-C—Akron Beacon Journal Sunday, September 10, 1950

## AUDIO AND VIDEO

# Benny Back, Cantor TV Debuts

### Jack Will Have His Usual Cast

YOU'RE IN for laughs tonight.

Jack Benny returns to radio and Eddie Cantor makes his TV debut.

The Benny show, at 7 on WADC, will have the usual cast of Mary Livingstone, Phil Harris, Rochester, Dennis Day, Don Wilson and the Sportsmen Quartet.

This establishes something of a record for long association in a day when most radio programs constantly are changing cast and format.

Mary starts her 19th year on the show, Harris, 15th; Rochester, 13th; Day, 11th; Wilson, 17th, and the Sportsmen, fifth. Also returning are Artie (Mr. Kitzel) Auerbach for the sixth year and Mel Blanc for the tenth.



Mary Livingstone and Jack Benny return to the airwaves tonight at 7 on WADC. This will be Benny's 19th consecutive year in radio.



# Be Happy- See Benny!

ON TV TONIGHT!



JACK  
BENNY

Don't miss this famous, fabulous,  
funny man and his great guest stars  
on television's most hilarious half-hour!

★ FRANK SINATRA ★

★ FAYE EMERSON ★

DON WILSON ★ FRANK FONTAINE  
(AS JOHN L. C. SILVONEY)

Be Happy-  
Go Lucky!

KSD-TV Channel 5 6<sup>30</sup> P.M.

Jack Benny trains out tonight for NY with two of his writers, rest of the staff to fly out Thursday. They'll be gone two weeks, all in the interests of putting Benny's first TV show on the air. Dinah Shore, meanwhile, is recording a week's worth of programs ahead of time in order to guest with Benny on the show. It'll be her fourth major TV appearance of the season. Also meanwhile, Jerry Fairbanks completes today the filming of three special TV trailers plugging the show. End Benny items.

Frank Sinatra will only croon one song on Jack Benny's teevee show Sunday night — it will be a gag commercial for his alma mater, Lucky Strike! Immediately following this second N.Y. showcase, Jack will rush over to the 46th St. Theatre for the Damon Runyon special performance of "Guys and Dolls" and I'm sure the biggest kick he will get out of this hit musical is watching Vivian Blaine stop the show cold with her soloing of "Adelaide's Lament." It was Jack, you recall, who chose Vivian to tour with him during his concert engagements last season and it was playing in skits opposite him that taught her so much about the timing that is now bringing her such plaudits as Broadway's newest comedy "doll." No wonder that for Vivian Jack will always be her good luck Benny!

Jack Benny's second eastern video try Sunday (28) on CBS failed to provide any surefire indication of the comic's tele potential. On the time preempted by the one-week bowout of "This Is Show Business," Benny had his radio personality and cast wired for sight. The results were generally pleasant, but lacked the punch that might have been delivered had Benny obtained material designed specifically for the new medium.

Benny's material, per se, was disappointing. The gags about his penuriousness, hotel accommodations, age, etc., were framed in lines that had an all-too familiar twang.

Nonetheless, it's fairly evident that Benny could fill a video slot creditably. His easy delivery and mild modus operandi offered a punching style standard with most comedy sessions. This comic's timing was probably among the best, and his handling of lines was excellent.

There were a couple of spots which indicated that Benny could be among the toppers in video with suitable scripting. The finale with Frank Sinatra and Faye Emerson, guesting, was funny, despite its familiarity to theatregoers. The session had Sinatra demonstrating to Benny how a love scene should be played. It's still a funny bit, although a bit frayed around the edges. Other good spot was with Frank Fontaine who carried over his John L. C. Silvoney characterization. Although Fontaine is essentially a funny chap, it was Benny's straightening that gave the lift to this segment. Rochester performed with his usual ability and his usual lines and Don Wilson's single appearance gave authority to the integrated commercial.

One of the more arresting facets in this session was the fact that Benny played more to the audience than to the cameras, a carry-over from radio and theatres, no doubt, but not advisable for tele, since the majority of the viewers happen to be in the living room.

Sets and production were highly sparse indicating that the budget for Benny and his guests left little for dressing.

## Jack Benny

CBS-TV, Sunday (28)

The second video stint by Jack Benny showed that the comic has great TV potentials. This also was amply demonstrated in his initial outing. However, the realization of his talent in tele remains dependent upon putting some muscles into his material. The first half of his show limped along and, only the final portion, embodying a skit with Frank Sinatra and Faye Emerson, made for any real merriment.

Basic problem is that Benny's scripters are grinding out material of radio genre and not stuff which has any major degree of visual appeal. The show's opening, in which Jack did a stand-up monolog in front of the curtains, contained all the usual stock references to himself and his cast, with special stress on his alleged age and miserliness. True, it was in character, but it would appear that all the possible gags on this foundation have long since been milked. At any rate, despite Benny's masterful delivery and timing, nothing happened.

An interchange of quips between Benny and Sinatra added little, the pay-off being another gag on the comic's tightwad proclivities. A Sinatra rendition of *Take My Love* charged up Frankie's fans.

### Rochester Last

Rochester (Eddie Anderson) had precious little to do, but squeezed the most out of his lines. Frank Fontaine, playing the dull-witted John L. C. Silvoney, was a good foil for Benny, but his characterization could hardly be epitomized as tasteful humor.

The Benny-Emerson-Sinatra sketch, itself a twist on an oldie, stood up well mainly because, at last, the material was visual. It embodied one of the longest clinches in TV annals between Faye and Frank, while Benny made like a pendulum with Faye's limp arm before getting out his magnifier to inspect the quality of her jewelry.

Considering the budget on this show and the lengthy intervals between the star's TV appearances, it would seem possible for some lively, fresh material to await his tele shots. He deserves it, as he proves when the stuff is there for him to deliver.

Sam Chase.



JACK BENNY AND FRANK SINATRA TALKING OVER PLANS FOR BENNY'S SECOND TELEVISION SHOW AT 6:30 THIS EVENING ON KSD-TV IN PLACE OF THE ALDRICH FAMILY. BESIDES SINATRA, BENNY'S GUESTS WILL BE FRANK FONTAINE, THE COMEDIAN, FAYE EMERSON, THE TV STAR, AND DON WILSON.



# TV and Radio

## BIG BARGAIN FROM WAUKEGAN

**L**-S-M-F went TV last week. Although the American Tobacco Company's buyers obviously don't know the first thing about bidding for tobacco at auctions, because they admit they pay the highest prices for the stuff, their head salesman, Jack Benny, came up in his TV debut over CBS with the best bargain in comedy that television has produced so far.

In the first place, it was an hour show marked down to forty-five minutes.

In the second place, it was a forty-five minute show instead of a half hour.

Whichever way you look at it, it took the Benny premiere to answer the big question which has been gnawing away at the top-flight comedians now appearing every month in TV's new one-hour formulas: "Is an hour too long?" The answer is found in an old vaudeville joke (circa early Burns and Allen) where the comedian asks the straight man to explain the Einstein theory. "The Einstein theory is like this," says the straight man. "If you kiss a beautiful girl for one hour it seems like one minute. If you sit on a red hot stove for one minute it seems like an hour." (The rest of the story, which has nothing to do with our problem, is the comedian's retort: "From this Einstein makes a living?")

The Jack Benny show, which was fifteen minutes short of the hour format, seemed over all too soon. And to be Frank, an hour show which followed the Benny program that same night seemed interminable. The difference lies not in the length of the show, but in the quality. For instance, there were no constant commercial interruptions on the Benny show; rather the commercials became part of the entertainment. There were also no dancing girls. I have seen several interpretive dancers on TV shows—Sheila Bond, to name a few. Miss Bond is an exciting blonde who always wears, it seems to me, a slinky black dress with a plunging midriff. I have tried to interpret her interpretive dances. It's always the same story—there are two fellows who want her but she doesn't want them; then when she wants them, they don't want her, so she dances up to the top of a lamp post—or some weeks it's a park bench—and jumps off. One of the fellows catches her either by her shapely legs or by the bare mid-



Jack Benny—an hour marked down.

riff—luck plays a big part here—and the other fellow, as a consolation prize, winds up clutching the lamp post or the park bench as the case may be.

These goings-on and others which will be more fully detailed in a later essay all go to fill out the allotted hour of a TV show. There were no such goings-on on the Benny show. Jack has spent twenty years in radio, during which time he had built up quite a backlog of props, which now could be doled out to the millions who had only seen them on the two-inch screen of their imaginations. In the forty-five minutes which had been allotted to him for his first show Jack doled out only a few of these props. There was the parrot for instance—there was a pay telephone in his home—there was a cigarette-vending machine—there was a reference to, but not pictorially depicted, the laundromat which he operates in his home. His Maxwell was heard off screen bringing him home. We have yet to see his assortment of toupees, his vault where he hoards his money, and a thousand other radio props which in this new medium may now make a personal appearance. So, you see, Jack has so many things to show his listeners and so many genuinely good jokes to tell that he can't afford the time out for the so-called "relief" of a comedy show—the dancing girls, for instance, which TV has yet to figure out a way to present on the average twelve-inch screens of the sets across the country.

I was amazed at a couple of the reviews which the gentlemen of New York's critical press gave the Benny show. There was one in particular—*The Daily News*. This is the gentleman whose cry is always, "It needs action—if there is no action, it's not television; it's radio." His review this time was a study in paradox. He liked Jack Benny standing there, as he used to stand on the stages of the Orpheum circuit theatres throughout the country, calmly doing a monologue. He did not like the visual things—the pay telephone—the parrot, etc. He did not like Rochester's dancing and dusting the living room of the Benny home. He did like Mr. Kitzel sitting quietly with Benny on a couch telling jokes.

*The New York Times's* reviewer amazed me even more. The Benny show to him was a letdown. In the first place, he says, he believes that the Benny radio exploits have been done for so many years on radio that he would be foolish to continue these same gimmicks on television. In other words, Jack Benny on radio is one thing, but for television there should be a new Benny—a new personality to suit this new medium. He suggests Jack do a situation comedy of some sort.

**I** THINK I have listened to as many Benny shows as the next masochist and somehow or other I got the idea he was doing a situation comedy all these years. I may be as wrong about this as I am about my interpretation of the interpretive dances on TV, but I have an over-all feeling of Jack Benny each week being in some sort of a comedy situation, be it an argument with his sponsor, a fight to become a movie star, a hassle with his neighbors, the Ronald Colmans, a struggle to rehearse his next week's radio show, a college try to get a guest star cheap, and hundreds of other comedy situations which have been pointed up by the most consistently good gags in the business. Certainly the Benny show on TV was no variety show in the Milton Berle sense of the word. Certainly it was no vaudeville show. It was no mystery. It was no opera. It was no musical. It was no quiz. It was nothing but a situation comedy, as it has been for years on the radio. This time it had a third dimension—we saw the Benny home and the characters who people it.

For me the Benny show was the first TV comedy presentation which will help me pay the November installment on my set with a smile. As for its length, forty-five minutes seemed, if anything, a little tight. And in the frugal Benny manner that seemed quite appropriate.

—GOODMAN ACE.



# Gimbels

Jack Benny, America's greatest comedian,  
is in New York for his second  
big television appearance  
this Sunday evening.







The character is familiar—from 1932 (when he almost was 39).

## Jack Benny

JACK BENNY has only to say "Hmm" and his audience chortles. In fact, a real Benny fan, conditioned by 19 years of listening to Jack's radio program, begins to laugh about two beats before the well-timed "Hmm." Jack's comedy key is not surprise but familiarity, and he's been using the same basic routine since 1932. Benny's professional character is by now so well established that TV audiences had only to see his first set—with coin phone and cigaret machine installed in his living room—to know what was coming. What comes is natural and likable. For 57-year-old Benny, who was playing Waukegan circuits at 17, it's the payoff of a lifetime in show business.



Jack Benny, left, will have Frank Sinatra on the guest list for his second television show tonight at 7:30 on C.B.S.-TV.

CHAIN BREAKS . . . JACK BENNY HAS HIS OWN IDEAS about what he likes to do in television but he's in a bit of a quandary on how to please all his fans. Personally he liked best the show he did with his radio cast while his mail would indicate many preferred the situation piece he did with Claudette Colbert, Bob Montgomery and Basil Rathbone. To try and meet all demands he is considering a rotation of the two formats until he strikes a happy medium, a fusing of the best features of both.

### Looks Like

Jack Benny's second TV stanza will be seen here the last of January, probably the 27th or 28th.

Jack Benny's television show is being reduced from forty-five minutes to a half hour at the request of Benny himself.

Peeping at People: 'Twas very exciting to be on the rehearsals of such important new teevee shows as Jimmy Durante's for NBC and Jack Benny's for CBS. Jack had been ill until the day before his show was to be telecast for the first time, and rehearsals were frantic. George Montgomery and Mary Livingstone sat huddled together out in the audience section of the theatre comparing notes while their mates put in long, tiring hours trying to prepare their performances in time. Every so often, Dinah Shore would scoot out in her pretty red dressing gown to give George a hug, and Jack would square his shoulders, on stage, and proceed.



March 30, 1951

JACK BENNY, LEFT, BELOW, WAUKEGAN'S GIFT TO THE WORLD, debuted his own TV show during 1950. Lovely lady of song DINAH SHORE was his special guest. The comedian was seen on KTTV as a CBS TV offering



# Jack Benny Returns

By coincidence, Jack Benny also returned to C. B. S. over the weekend, giving the second of his irregularly scheduled programs at 7:30 last night. His show ran for a half hour and, except for one funny sketch with Faye Emerson and Frank Sinatra, it was a rather uninspired presentation.

Mr. Benny suffered seriously from the lack-luster quality of his material. He had only some of the standard gags about his age, his hotel accommodations and his miserliness, etc. Rochester was used to very poor advantage, while Frank Fontaine, playing John L. C. Silvoney, labored through a long routine that was hardly worth the effort.

What saved the half hour was Miss Emerson in a bit about the art of being a screen lover. After Jack had failed to make the grade, Mr. Sinatra came along to join her in what must have been the long-

est stage kiss since Garbo retired. Mr. Benny's reaction was real comedy.

**PRACTICE:** Jack Benny, who made the trip from Hollywood to New York for his first TV show and again for his second appearance tonight, may do his third program from the West Coast. Mr. Benny is convinced that the quality of video recordings has improved to the point that will enable him to prepare his next TV program in Hollywood and let kinescopes carry it around the country.

A factor in the decision reportedly is the success enjoyed by Burns and Allen, who started their series "live" and -since have switched to kinescopes. The third Benny program probably will be in March.

The comedian's associates also report that he now thinks he has the "feel" of television. For his first program he put in a whole week of rehearsal—tonight's show was prepared in three afternoons.

## LADY'S PRIVILEGE

Claudette Colbert had no intention of doing television until her old pal Jack Benny told her that he needed her on his March 18 show in New York. She'll be there. The Ronnie Colmans used to shudder when radio was mentioned until Jack lured them into going on the air with him. Now they're radio enthusiasts. The same thing could happen to Claudette, as far as television is concerned.

## Rathbone for Benny Show

Basil Rathbone has been signed for Jack Benny's next TV program, which will be telecast live from New York April 1. Rathbone replaces Vincent Price, who had to back out of the program because of his motion picture commitments. Claudette Colbert and Robert Montgomery guest star on the program, as announced previously.

Jack Benny is due in from NY tomorrow. The nine of his third TV show airs on KTSL Sunday night.

New York reviews on the Jack Benny TV show last Sunday night are excellent. You can see it here next Sunday.

Claudette Colbert goes to New York with Jack Benny next month to appear on his TV show—her first television stint

Benny is having a tough time trying to talk Mary into appearing on his TV show.

## "The Jack Benny Show"

Sunday, 7:30 p.m.  
CBS-TV, KTSL, Channel 2

In his third TV appearance, Jack Benny brought his audience a perfectly polished show that amazed and delighted not only because of the excellent conversion of the Benny humor, but also because he managed to sustain it solely on the strength of his own inimitable situation, was adequate but not overwhelming, so the videoing was a strict Benny victory.

In his attempts to convince first his sponsor, then Montgomery, then Miss Colbert that they should use his great dramatic talents as a replacement for Basil Rathbone in a play that the stars were planning, Benny fortified himself with heavy doses of "sandwich-in-the-pocket" type jokes. His most hilarious sequence occurred when, like a small boy making a bid for attention, he began cracking walnuts during the romantic portion of rehearsal which he had wormed his way into at Claudette's house. He not only failed to get into the act, but also managed to oust Rathbone, Claudette and Montgomery, all of whom gave up in disgust, leaving Benny to complacently fill his pockets with walnuts and retire with his "great dramatic talents" still unused.

Benny's acting was a masterpiece of naturalness and certainly proved that any permanent switch he might make from radio to video would require no deviation from his basic appeal.

Miss Colbert demonstrated in her TV debut that a good actress can be at home in any medium. Rathbone and Montgomery also added their excellent talents with not the slightest change in the qualities for which they have become famous.

The most excellent kinescoping we've seen on any television to date added to this superior-in-every-respect program. Evidently CBS technicians are developing improved methods of television transcribing, for the show had all the clarity of a live presentation.

Benny plans one more TV appearance this season, in the "This Is Show Business" time spot which he takes over every sixth week. Let's hope that we can look forward to "TV Benny" riding the channels more frequently next season.

Jack Benny's third TV try had some moments which indicated he was coming into his own in that medium, but overall effect was a few notches below complete acceptance. Sunday's (20) show over CBS points up the difficulty in transferring purely radio situations to tele. Most of the writing was based on the comic's radio exploits, some of which were aired in AM. It gave the viewer the feeling that he'd been through all this previously.

This illusion was heightened by the fact that Benny used a pair of personalities who are steadies on his radio airer. Mary (Mrs. B.) Livingstone made her TV debut in a role that was too small to indicate her video potential but what she did was OK. She also looked well. Rochester has previously worked with Benny on teevue and that rasp-voiced comic further heightened that familiar feeling.

It was a carefully planned and well-produced show, despite the fact that Benny was cut off before he was through. The major sets, those of Benny's home and the Hillcrest golf course, were effective. There were a minimum of fluffs and the script was good—for radio.

A surprisingly facile performer was golf-champ Ben Hogan, who recited his lines well. Hogan seemed relaxed before the cameras and his comedy contribution in the scene in which Benny attempts to teach him the proper swing were well done. Another good contribution was by Bob Crosby who did a single song and chimed in with comedy.

There was not enough contrast in the script. Benny only waxed irascible in a mild way. Unbilled laugh was Crosby's fluff of one line reading which Benny handled well, as was the case also with Miss Livingstone.

For a lesser comic, it would have been a good show, but viewers have a right to expect something unusual from this top-Nielsensened comic. In this respect, the show was disappointing.

TONIGHT ON TV

# It's BENNY in Bloom

...with a garden full of stars!



MARY LIVINGSTONE



BOB CROSBY



Golf Champion BEN HOGAN



ROCHESTER



Be Happy-Go Lucky!

KTSL Channel 2, 7:30 P.M.



Claudette Colbert flew East on American Flagship to be Jack Benny TV guest.



## Italian Actress Boasts Stanwyck Lost Robert Taylor When He Saw Her



### A FRIEND IN NEED . . .

Barbara Stanwyck and Jack Benny are shown at Mocambo last night where Jack took her because "it's a tough night for the kid to be alone." Earlier, she had divorced Robert Taylor. Jack's wife, Mary, had suggested that Jack take Barbara night clubbing. Meanwhile, in Rome, Italian Actress Lia de Leo, rumored Taylor's "big love," said she isn't surprised by Taylor-Stanwyck breakup.

## Stanwyck

### Actress Goes Clubbing But Sad at Divorce

Even the nation's No. 1 comedian, Jack Benny, wasn't getting any laughs from Barbara Stanwyck last night.

The actress, who was granted a divorce from Robert Taylor yesterday, marked the occasion by appearing at the Mocambo, escorted by her old friend, Benny, and looking anything but happy.

The comedian said his wife, Mary Livingston, had suggested he take Barbara nightclubbing because "it's a tough night for the kid to be alone."

Miss Stanwyck told Superior Judge Thurmond Clarke that it was Taylor's taste of "freedom" recently in Italy that caused the break.

"Shortly after his return from Italy last December," she said, "he came to me and asked for a divorce. He said he enjoyed his freedom in Italy and wanted to come and go as he pleased."

The couple were married 11 years ago.

Barbara Stanwyck's first date after her divorce was with Jack Benny. "I'm not asking you, I'm telling you," he telephoned her, "You are going to dinner with me at La Rue's."

A quick follow-up call came from Mary Livingston in Palm

Springs. "No arguments," said Mary, "You are going to accept Jack's invitation."

Barbara already has found a smaller house to replace the one that she just sold. She

takes possession in a month. She won't be entirely alone. "Uncle" Buck Mack, whom she has known since she was a child, also will live at the place. He's in his sixties now but, in the old days, he had his share of fame as part of the vaudeville team of Miller and Mack.

**Los Angeles Examiner**  
Mon., Feb. 26, 1951

Barbara Stanwyck has closed a deal for the purchase of a house in Beverly Glen. Everyone is glad that Barbara is being seen again. She was with Jack Benny at Mocambo (with Mary's permission), and the next night she went to a preview of "Ace in the Hole" with 150 other guests.



Mary Livingstone is her best friend; when Jack Benny's busy and Bob's locationing they take in the premieres together. The Taylors are begging their studios to let them co-star, hope to do a western.



Los Angeles Herald Express  
September 18, 1944

#### JACK BENNY TELLS NEED OF BOYS IN PACIFIC AFTER TRIP

"Those boys in the south Pacific feel that they have been a little forgotten and they need every bit of help and entertainment we can give them."

Thus Jack Benny radio and film comedian, characterized his impression after his return home from a 10-week tour of Pacific war zones.

Benny, together with Carole Landis, Martha Tilton, Larry Adler and June Brunner met with newsmen today at the Biltmore Hotel and gave details of their trip.

"Mail, movies, the armed forces radio service and live shows, in the order named, are the things the boys want most, Benny declared. "Their morale is terrific; you never hear them griping."

Miss Landis and Miss Tilton gave demonstrations of the "wolf call" with which they were greeted by the boys.

Benny declared; "Believe me, the native women are no temptation to our boys. Just forget all about those sarong pictures."

#### Jack Benny's 39 Turns Out 57

Waukegan, Illinois' 1894 Valentine Day gift to the entertainment world, Jack Benny, was 57 years old today.

But inasmuch as his "age 39" has been a running gag for years on his radio program he insisted he "truly" was 39. He and his wife for 24 years, Mary Livingstone, celebrated the event quietly at home.

Jack Benny is famous in show business for the aplomb, the sureness and the nonchalance with which he utilizes "the pause." This is an honored vaudeville trick which builds up tension for the next line. For instance, someone will bawl Jack out for his latest stingy habit, and in a crescendo of abuse, turn and leave.

Jack thereupon, apparently speechless, watches his abuser exit, then turns and looks long and silently at the audience, perhaps back again to the door through which the culprit escaped, and after this long stretch, drops a small comic bomb.

The audience will guffaw louder in this instance, it's been established almost by laboratory test, than at any other joke in the Benny repertoire. But occasionally it tries a person's patience.

Jack said the one person who was most affected by his pause was a balcony Britisher at the Palladium in London last year when the Benny troupe played that temple of two-a-day. He had indulged to the hilt another "pause." He stood on stage, the audience leaning forward almost on cue awaiting his next quip. The silence mounted and the tension increased. Suddenly it became too much for the gentleman on the shelf.

"For God's sake," he screamed, "say something!"...

#### NBC Bidding For Benny

Manie Sacks, RCA staff v.-p., indicated yesterday that NBC would clear time for Jack Benny if the comedian would return to the network on a TV basis. Sacks and Benny conferred over the weekend in Palm Springs, with Sacks pitching and Benny keeping the bat on his shoulder.

*MAY THIS DAY be rich with blessings for all who have birthday or wedding anniversaries today, including Jack Benny, George Saylor, Stuart Erwin and, better late than never, Sid Green and the Bob Dorfman.*

Jack Benny goes to his home town—you know where—Waukegan, Ill., on March 21 to stage a benefit. Hope he'll have as much fun as I had when I went back to Dixon.

Speaking of education, Jack Benny is resuming his collegiate career as a member of Zeta Beta Tau at UCLA. Jack was an Oxford student once, in "Charley's Aunt."

Jack Benny inducted into the Zeta Beta Tau fraternity at UCLA.

#### Radio Followup

Jack Benny turned in a neat job in a straight dramatic role on Auto-Lite's "Suspense" (CBS) Thursday (5). Yarn had the Lucky Strike comic cast as a henpecked piano-tuner, who discovered that a bank robber had switched valises with him—and he had the \$25,000 the crook tried to recover the loot, tools and the piano tuner was picked up by the cops.

Script by Richard Pedicini was a bit heavy on narration, but Benny handled it to good effect, with an assist from Bea Benadaret as his missus. Benny clicked with his straight characterization, with his only humorous note coming at the finale—when he wouldn't spend the nickel to phone his spouse, in penny-pinching. Elliott Lewis handled the production-direction chores slickly.

Thursday, February 15, 1951

#### Benny To Houston For UJA Award

Jack Benny will receive an Award of Honor from the United Jewish Appeal at the Southwest Regional Conference in Houston on this Sunday. Comedian will be honored for his humanitarian services through the years.

Benny will tape his Sunday broadcast tomorrow night, with the Ronald Colmans guest-starred, and plane out for Houston immediately after the broadcast.

Mon., Feb. 12, 1951

Mervyn LeRoy, who hasn't had a vacation in two years, goes with Kitty to visit the Jack Bennys at Palm Springs. Then they'll go on to La Quinta for two weeks.

cancel guest spots on two Arthur Godfrey (Chesterfield) shows because of his appearances on the Jack Benny (Lucky Strike) show. Frank Fontaine has had to

Vic Damone gifted Jack Benny with a set of golf clubs for the comic's 40TH BIRTHDAY tomorrow!

Jack Benny was made an honorary member of Zeta Beta Tau at UCLA and is now privileged to fraternize with Bernard Baruch, Felix Frankfurter and Henry Morgenthau, Jr., brother ZBT's.

Jack Benny has celebrated his tenth annual 39th birthday...



THIS IS

OFFICIAL ENTRY NO. 4



To George Jessel and Jack Benny, however, Jolson confided the truth. The dust and dirt of the Korean front had settled in his right lung and he was close to exhaustion. On October 17th, 1950, he had the first twinge of a heart attack and was warned by his Los Angeles doctor, Dr. Raymond J. Spritzler, to take a long rest.

"Okay, doc, I promise to rest," Jolie said. "I just want to clear up a few things first."

## FOREWORD

BY JACK BENNY

I've been asked to write a foreword to this biography of my friend Al Jolson. "Try to remember an incident," the editor told me, "that would bring out some of the fine qualities in Jolie." But all day long I've been thinking and all that comes to my mind is the last time I saw Jolie.

It was a Monday afternoon, just a few days before he passed on. We were sitting around at the Hillcrest Country Club, in Beverly Hills. I was planning to leave that night for New York for my television show.

"Jack," he said, "I hear you're going out to Korea to entertain the boys after you get back from your trip."

I told him that was my plan.

"Well, don't go without first talking to me. I'll tell you just whom to see in Korea, where to go, what those G.I.'s want to hear. It'll save you a lot of time and energy."

I promised Jolie I'd see him before I flew to Korea.

Then, at three o'clock in the morning that Friday, although I'd left a "Do Not Disturb" request at the hotel desk, my telephone rang. It was a reporter for International News Service.

"I know you didn't want to be disturbed, Mr. Benny," he apologized, "but I figured this is something special. Al Jolson just died and we'd like to have a comment from you."

Well, folks, I can't remember a word of my "comment" now. What keeps hitting me, though, is that "Do Not Disturb" request. Because the news of Jolie's passing was the most *disturbing* thing that happened to me—and to millions of people all over America—all over the world.

Too many of us, I guess, have that "Do Not Disturb" sign hanging out. It takes a jolt like Jolie's sudden death to knock that sign off our door.

I won't be seeing Jolie before I go to Korea. But when I'm there I know that somehow he'll be nearby, paving the way for a friend. And somewhere on a stage out there I'll probably have to resist using that famous line of his, "You ain't heard nothin' yet."

Jolie will always be with us. You can't be a great entertainer like Al without leaving a great void in the world about you.



Variety January 3, 1951  
1990 OR BUST by Jack Benny

For the past 39 years I have been a devoted reader of Variety. (All right. So my mother read it to me the first six years!) Not a week goes by but I must set aside enough time to read it. through from the first "buffo" to the last "literati."

Like all other young impetuous dreamers, I was thinking of the future the other day, and, more specifically about what Variety would read like 39 years from now, in 1990. (Gosh! I'll be 45 then.) I could see it clearly and here's what I saw.

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The Moon--Bob Hope, who spent 3 weeks here entertaining occupation troupes and visiting service hospitals, rocketed back to earth late yesterday for a p.a. at Loew's Kremlin. Hope said he planned to take his troupe next to Mars, if he could swing Government okay.

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Hollywood--Wald-Krasna are trying to lure Margaret O'Brien out of retirement to play title roll in "Getting Grandma's Garter."

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London--Sir Daniel Kaye is making his farewell appearance this week at the Palladium. His Lordship, most popular performer ever to play here, was gifted with New Zealand for his recent 4 week stand.

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New York--Advance sale for "South Pacific" is still at the half-million mark. No tix available for next four months. Insiders hear that Sally Martin, Mary's granddaughter, is being groomed for Nellie Flatbush role and will debut next month.

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New York--Radio listeners hear that NBC is readying a new 2-hour segment to buck CBS' strong Sunday lineup. Web reportedly will spend \$327,000 a week for trombonists alone! Effort, marking NBC's 73rd attempt to bust Paley's powerhouse, will use a choir composed of the Boy Scouts of America, 120 highschool banks, the Metropolitan Opera, the original cast of "Gone with the Wind," and 35 comedians, each of whom will tell four jokes apiece.

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New York--Television set manufacturers here admitted they were concerned about inroads being made by new wrinkle in entertainment field tagged "Bogelox". Unit, built into sweatbands of hats, carries audio part of TV. Instead of screen, a mirage is formed in front of viewer and will work indoors or out. Old line video personnel have hastily formed organization known as TOMPO to combat new medium, to prevent TV following fatal footsteps of vaudeville, legit, radio and midget auto races.

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South Bend, Indiana--Although all sporting events have been beamed into homes and theatres for the past 25 years, Notre Dame plans to break with tradition. U has got all radar-video-radio contracts. School has built structure called "a stadium" and only people sitting there will henceforth be able to view gridiron tussles. How this will affect programming has yet to be determined.



Hollywood-Walk-Krasna report their deal with Garbo is ready for inking. Famed silent Swede will star in "The Betty Hutton Story."

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New York--The Four Singing Crosbys, smash brother act, will be honored at a testimonial dinner at the Waldorf-Astoria next week to mark their 40th year in show business. Sentimental highlight of the event, which will be attended by top entertainment brass, will be appearance of their father, Harry Lillis Crosby, who will be flown East from his home in Pebble Beach. Old timers will recall Crosby pere as a popular singer in his day, sometimes nicknamed "Bing."

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Inside Studd-Pictures-- What film hero had breakfast with his wife in New York, jet-shipped to Hollywood for lunch and a meeting, rocketed to Hawaii for a run on the beach and ate dinner with a top femme vocalist and was back in New York to take his wife to the Stork that night-and she, none the wiser?

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Chicago--Darryl F. Zanuck's new production, "No Way Out of a Gentlemen's Agreement" broke the all-time record at the Emporium here for rainy Tuesdays between 2 and 2:30 p.m. In novel tieup with the Marshall Field, the 1,200 seater sold 800 tickets and 350 pairs of rubbers, 427 umbrellas during torrential downpour.

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Hollywood--Reversing the usual pattern for success, Wald-Krasna announce that in addition to movie interests they are also undertaking manufacture of aircraft. They have purchased the Huge Stool Co and will convert it to rocketship production.

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Inside Stuff-Television--New kinescope process is nearing point where it will look like film, according to release from the Amalgamation of Television Researchers. Predict west coast will soon quiet gripes about washed-out quality of New York-born shows.

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Des Moines, Iowa--Popcorn and candy manufacturers starting big push to cut out showing of films in their chain of 593 restaurants. Claim that latest crop of good flicks his caused eatery biz to dive, patrons being diverted from food by films.

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Hollywood--The Academy of Motion Picture Arts and Sciences has acquired the 10,000th sweater knitted by Joan Crawford. The gracious star made the special garment in gold lace to Oscar's dimensions, while sitting on the set of "Mildred Pierce, Girl Flapper."

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Hollywood--JACK BENNY ENTERS PIC PRODUCTION. First film produced by former comic will be "The Life of Walk and Krasna."





JACK BENNY and Rochester provide the laughs in the "Jack Benny Show," playing one performance Wednesday evening at the Pasadena Civic auditorium. Wiere Bros., Stuart Morgan dancers, also.



**'THEY'LL LOVE IT IN ST. JOE'**—The Los Angeles Chamber of Commerce found a new sign-posting recruit today. Little Jackie Benny, Cub Scout extraordinaire, who leaves on a 21 city personal appearance tour, told James F. Bone (right), manager of the Industrial Dept. of the Chamber, that he would post a "city limits" sign in each of the 21 cities he visits. The Benny troupe will try out in Pasadena tomorrow night, but Benny refused to post a sign there. "We've gotta live with those guys," he explained.

## Benny Kicks Off Tonight

Comedian Jack Benny and his troupe start their personal appearance tour tonight with a one night stand at the Pasadena Civic Auditorium. Show will wind up in New York's Carnegie Hall.

Cast includes Vivian Blaine, The Stuart Morgan Dancers, Wiere Brothers, Phil Harris and Rochester.



**JACK BENNY**  
Heads stage show at Pasadena Civic Auditorium, tonight.



**PASADENA WAS NEVER LIKE THIS!**—Three thorns in the Rose City tonight are Jack Benny, Eddie (Rochester) Anderson and Phil Harris, when Benny makes Pasadena Civic Auditorium first stop on his transcontinental and European tour with his big stage revue including Vivian Blaine.



## Benny Vaudeville Show Pleases at Pasadena

Jack Benny spread out his wares as a vaudevillian and m.c. for an interested and frequently enthusiastic assemblage of beholders Wednesday night at Pasadena Civic Auditorium. His show still needed editing in various departments, but it apparently had the essential elements for a popular hit.

The most striking feature is the amazing size of the orchestra, as contrasted with the very limited group of spotlighted entertainers, yet this all adds up to a surprisingly full evening of amusement. The show will probably be approved by the public throughout the country, where the name of Benny, with Phil Harris and Rochester as his associates, has become a legend through radio.

### Benny Drolleries

Benny uses all the droll devices of which he is master to keep the presentation moving. He will probably be even more topflight as his tour progresses following this tryout. He doesn't need words for expressiveness; his pained, defeated look when he is supposed to reflect disappointment is continually responsible for laughs.

As usual it is his violin, his appeal for feminine partners (or asserted lack of it) and other such issues which supply the inspiration for the deadpan performance. He always makes pantomime count, and he is easy in his style of talk. He could have more material for this show.

### Harris Scores

Harris is Benny's comedy foil, ribbing him thoroughly in their turns together. Harris sings those violent, speedy, dynamic numbers for which he is famous, and if you like them there is none to equal them in their polish and excitement. He scored a major hit, all but stealing the show.

Wiere Brothers occupied a headline spot as the climax of the first half of the program. Their grotesque dancing and monkeyshines with derby hats were uproarious. Their act, even though some of it is familiar, is immensely well organized.

### Day and Blaine

Benny and his Beverly Hillbillies wound up the official program, but the real climax came when Dennis Day made an unlisted appearance, and sang numbers which brought a veritable ovation.

Vivian Blaine was another star of song, well recognized for her vital method of putting over her numbers. Benny, Harris and she also exploited the issue of "appeal."

Rochester, apparently under strain, worked industriously and will find his way undoubtedly in his part of the entertainment. His personality is an essential. Stuart Morgan Dancers, with their tremendous adagio feats, are among the best in their category.

Benny will doubtless do very well with this show.

EDWIN SCHALLERT.

Jack Benny tries out his new personal appearance show with Phil Harris, Rochester, Vivian Blaine and other acts tonight at the Pasadena Civic Auditorium. His tour actually opens in Wichita on May 16, but Jack wants to iron out whatever kinks occur. The troupe will play Carnegie Hall on June 4 for the benefit of the Damon Runyon Cancer Fund and on June 19 will open at the Palladium in London...

DAILY VARIETY

## Jack Benny's Barnstormers Boff 'Em In Pasadena

Jack Benny's three weeks of one-niters, starting next Tuesday at Wichita, should be a mop-up in each of the 21 cities his troupe will visit. While there's plenty of tightening-up in order, the solid radio-and-nitery talent unveiled at Wednesday night's Pasadena Civic Auditorium break-in can be counted on to line 'em up in every situation. In addition to Benny, top-flighters who'll be making the tour are Phil Harris, Rochester, Vivian Blaine, the Wiere Brothers with Mildred Seymour, Stuart Morgan Dancers and the Juggling Peiros. Dennis Day filled in for the latter at the tryout but won't be on the trek. Laugh-laden layout, 139 minutes plus 15-minute intermission at the dress rehearsal, spots Benny as emcee, complete with the showman's long, dramatic pauses, the masterful timing, the meaningful inflections. His miserliness, his toupee, his resentment of Harris' way with the dames, his ill-concealed frustration when maestro Mahlon Merrick relieves him of the baton, his fiddle—all get a big play. He alone is worth the admission.

Company works in front of the band, which will dip from 27 to 20 for the tour, with no scene changes. Benny's spotted as first violinist, but the leader brushes him off for overture that ranges from "Love in Bloom" to choral on "No Business Like Show Business," with special lyrics about the star's penuriousness. Benny explains he's "appearing through the courtesy of the U. S. Treasury," cracks a passel of sock

gags, and introduces the Morgan Quartet, one of the greatest flash openers in the business. Adagio team of three men and a girl get 'em off their hands with a vengeance.

### TAUNTS TV, ALLEN

In again for some disparaging remarks about teevee and Fred Allen, Benny is joined by Harris, who provides his "boss" with some tips on how to achieve personal magnetism and get off big after his patter on "Preacher and the Bear," "Darktown Poker Club," "Let's Choo, Choo, Choo to Idaho," and — natch — "That's What I Like About the South."

Wiere trio, with Miss Seymour 88ing, provide a smash closer for the first half. As of yore, the brothers murder the language ("Sank Frinatra," "Glu Club," "Sift Fymphony," etc.), "The Immoral Chopin," etc.), balance their fiddles following a straight rendition of "Clair De Lune," flip their derbies, and beg off after a torrid terp-and-tumbler turn.

Miss Blaine opens the second half singing "It's Delovely," "It's Magic" and "It Might As Well Be Spring"—not too wise a selection. Blonde and brassy-voiced, she has never looked better, and something that impressed as first-night jitters is bound to be ironed out. Nervous chirping aside, she came through with a bang to foil for Harris' time-honored pointers to Benny on how to be a great lover.

### ROCHESTER HOOFES

Benny palavers pleasantly with Rochester about his paycheck and new grill friend, and the sepia stepper's travelling and soft-shoe on "Sunny Side of the Street" kills the customers. However, Rochester's routine with scat man Crothers, doing an unfunny female impersonation, could be eliminated, and small loss. Act winds with Crothers on guitar and Rochester grinding out "Waitin' for Jane."

"Jack Benny and His Beverly Hillbillies" is saved for next-to-closing, and wisely. Deadpan Washboard Band, rack up a Benny and his fiddle, rack up a volley with "You Are My Sunshine," "I Found a New Baby," "Fascinatin' Rhythm" and "Puttin' On the Ritz."

It's a shame Day won't be hitting the road. A better substitute for jugglers would be hard to find. For the record, he tenored "There's No Tomorrow" and "Clancy Lowered the Boom." Then he impersonated Sir Harry Lauder singing "Roamin' in the Gloamin'" — the bit that was lopped from 20th-Fox's "I'll Get By"—and Sophie Tucker doing "Some of These Days," and if the stubholders had their way, he'd still be singing.

## NO LIMIT TO WHAT BENNY WILL DO



JACK BENNY is one guy that will go along with a gag, and here is one dreamed up by a Chamber of Commerce publicity man. Jack is going to take L. A. city limit signs on his coming tour of the country and post them along the way. Shown here briefing Benny is James F. Bone (R), chamber executive.





*Presenting*  
IN PERSON  
**JACK BENNY**  
Phil Harris  
Rochester

*with*  
VIVIAN BLAINE  
THE PHIL HARRIS ORCHESTRA  
STUART MORGAN DANCERS  
Extra Added Attraction  
THE WIERE BROTHERS

WEDNESDAY, MAY 10  
PASADENA CIVIC AUDITORIUM



## BIOGRAPHY OF JACK BENNY

*And Brief History of the Benny Radio Program*

Jack Benny was born in Chicago, Waukegan, his home town, is a suburb of that city. Practically in swaddling clothes, he began taking violin lessons and at an early age, he was locally considered a child prodigy on the fiddle. While still in grammar school, he had an off hour job as an usher at a local theatre, and in a short time he became the only knickerbocker member of the pit orchestra there.

Shortly after the outbreak of the first World War, Jack enlisted in the Navy, Great Lakes Naval Training Station. This was the time when the Great Lakes Revue became in its own way, a fund raiser for the Naval Relief. The Great Lakes Revue is an important milestone in the Benny career because this marks him as a man who could talk as well as he could fiddle. His comedy became more important to an audience than his music.

After the war his progress as a single time, doing not only comedy, but acting in the manner of an emcee for whatever vaudeville he'd be playing. He was well known on Broadway, and before long he was appearing in several musicals for Earl Carroll and the Schuberts.

There followed a short period in Hollywood in which Jack, under contract to MCM, made several pictures; the most noteworthy being "The Hollywood Revue." But, Benny requiring activity thought that came too few and too far between. So he asked for his release and went back East to vaudeville and Broadway musicals.

Realizing that a new medium of entertainment had come about since the early 30's, namely radio, he decided that this would be his dish of tea.

He went on as a guest for Ed Sullivan in the first few months of 1932. His first words were "Hello folks! This is Jack Benny. There will be a slight pause for everyone to say 'Who Cares!'".

His self-confidence was justified for shortly afterwards he was requested to audition for Canada Dry Gingerale and he got the contract. He's been on the air consistently every season since then.

## PHIL HARRIS

Phil Harris, band leader and comedy stooge on the Jack Benny program, has been suffering the Benny insults for a long time now, but seems to thrive on them. This is his twelfth year with the Waukegan Wit.

Long before the handsome Harris became a character on the Benny program, he was a handleading personality who packed them in in dance halls, night clubs and theatres.

Despite Benny's quips about Phil's musical ability, Phil is really sharp about the flats. He began his musical career as a youthful drummer in Nashville, Tenn.

Phil was taught by his father, also a musician, and during school vacations played with him at theatre and carnival appearances. Later he organized his own orchestra in Nashville and the youngsters called themselves, the Dixie Syncopators.

The Dixie Syncopators went on a personal appearance tour with Ruth Stonehouse, silent screen comedienne, after which they barnstormed for a year before going into the Princess Hotel in Honolulu.

In 1932, Phil again formed an orchestra and was received with enthusiasm in places such as the Cocoanut Grove and Wilshire Bowl in Los Angeles, and the College Inn in Chicago.

In 1936, Phil joined Jack Benny and has been a highly successful member of the Benny gang ever since, except for a year as volunteer member of the Maritime Service.

## ROCHESTER

*(Real name, Eddie Anderson)*

Eddie Anderson was born in Oakland, California, but Rochester was born more than 30 years later when the Jack Benny program needed a character to play the part of a Pullman conductor in the script depicting one of Jack's western train trips from Chicago to Los Angeles.

Since then it has been no problem to keep Rochester alive with the public. But it hasn't been quite that simple to keep Eddie Anderson, himself, living happily in the bosom of his family, from losing his identity completely to that of Rochester. But with or without effort, both Anderson and Rochester continue happily in their joint and separate careers in the person of this one man sometimes known as the Mayor of Los Angeles' Central Avenue.

## PROGRAM

### ACT I

Overture: Buck Benny Rides Again

Jack Benny

Stuart Morgan Dancers

Phil Harris

Wiene Brothers

Accompanied by Mildred Seymour

### INTERMISSION

### ACT II

Jack Benny

Vivian Blaine

Rochester

Jack Benny and his

Beverly Hillbillies

Finale

★ ★ ★

## PASADENA CIVIC AUDITORIUM

300 E. Green • SYcamore 2-2473

*Owned and Operated by the City of Pasadena*

*This Auditorium, under normal conditions, with every seat occupied can be emptied in less than three minutes. Look around now, choose the nearest exit to your seat and, in case of disturbance of any kind, to avoid the dangers of panic, WALK (do not run) to the nearest exit.*

LADIES' LOUNGE—West end of Main Foyer.

MEN'S SMOKING ROOM—East end of Main Foyer.

LOST ARTICLES—Persons finding articles in the Auditorium will please leave them at the Manager's Office or with an Usher.

PUBLIC TELEPHONES—Are located on east side of Main Foyer.

SEATS FOR FUTURE EVENTS—May be reserved by phoning the Box Office, SYcamore 2-9473. Careful attention given to mail orders.

RADIO PROGRAMS—From this auditorium are broadcast over station KXLA.

ATTACHES—Every attache of this Auditorium is eager to lend every possible attention and courtesy to its patrons. Any information required will be cheerfully given.

CHIMES will ring in Foyer 2 Minutes before curtain time.

EMERGENCY CALLS—Physicians or others anticipating a call may leave their name and seat number at the Box Office, where it will receive careful attention.

CHECKROOM—To right of Foyer. Please do not smoke in carpeted areas.



Pasadena, May 10.

Company works in front of the band (27 sidemen here, 20 for the tour), with no scene changes. Benny is first violinist when the curtain goes up, but Merrick brushes

It's a shame Dennis Day was hitting the road. For the record, he tenored "There's No Tomorrow" and "Clancy Lowered the Boom," then mimicked Harry Lauder singing "Roamin' in the Gloamin'" and Sophie Tucker doing "Some of These Days." If the stubbleshooters had their way he'd still be singing. Mike.

Sylvester

Benny's OK

Miss Seymour has become used to her job and she earnestly continues her classical endeavors on stage, while the Wier Bros. go

happy about it.  
Miss Seymour has been earnestly continuing her job and she earnestly endeavors on her classical endeavors on stage, while the Wiere Bros. go

**DAILY NEWS, LOS ANGELES—MONDAY, MAY 8, 1950 . . 17**

Although they have played the smartest clubs and theater-restaurants throughout the country and in Europe, they are proud to accept the Jack Benny engagement. They respect him sincerely as an entertainer, but musically they comment, "If he is crazy enough to learn 'Clair de Lune,' from us, it's all right. We're crazy enough to play his arrangement of 'Love In Bloom.'"

enough  
of 'Love In Bloom.

MONDAY, MAY 8, 1950 . . 17



## Jack Benny's Show Scores Big Hit in Pasadena Bow

By WYLIE WILLIAMS

People in 21 cities across the country will probably be fighting for tickets to see Jack Benny and his troupe of entertainers if last night's Pasadena opening is any indication.

There may be funnier comedians in the business, but last night's audience which jam-packed Pasadena Civic Auditorium will be willing to argue the point.

From the moment Benny walked on stage to take his place in the violin section of the Phil Harris orchestra, (only to be thrown out moments later by Musical director Meylen Merrick!) until the closing curtain when he appears in red-flannel underwear and overalls, he held the audience in the palm of his hand.

But Benny, showman that he is, has realized that a mere traveling version of his radio show is not enough for the tour, so he has surrounded himself with a group of surefire acts.

The Stuart Morgan Dancers are among the best in the adagio field, with a petite blonde girl being thrown about the stage with apparent unconcern for life and limb.

Phil Harris comes on to bully "Dad" Benny and sing four of his inimitable songs including, naturally, "That's What I Like About the South."

The Wiere Brothers, probably the zaniest troupe in vaudeville go through their now familiar but still wonderful routines.

Vivian Blaine, new song sensation, opens the second half of the show with three songs and an hilarious "love lesson," done with Harris for Benny's benefit.

Eddie "Rochester" Anderson joins "the boss" in a gag routine and then does some sensational dancing.

Finale of the show features Benny and his Beverly Hillbillies, a troupe that garners guffaws as well as playing some excellent music—if you're a hillbilly fan.

Last night's audience got an

added treat when Dennis Day showed up and sang four songs. Audiences elsewhere, unfortunately won't hear Dennis.

But make no mistake, it's Benny's show from start to finish. He quips and gags his way through the entire evening. He's insulted and thwarted at every turn (he never does complete "Love in Bloom" although he tries all evening) — and the audience enjoys every minute of it.

## Two jugglers added to Benny lineup

Hector and Atilio Peiro, South America's most renowned jugglers have joined Jack Benny, Phil Harris, Rochester and the other top-flight entertainers for their comedy and music show at Pasadena Civic auditorium Wednesday.

The two-hour laugh program opens its coast to coast tour in Pasadena and will wind up at Carnegie hall in New York after which Benny, Harris and Rochester will embark on the Queen Mary for dates in England and Scotland.

Beautiful Vivian Blaine, song specialist; the Stuart Morgan dancers and the sensational Wiere brothers add variety to the program.

As part of his specially prepared comedy act, Jack Benny will "play" the violin, as it has never, and probably never will be "played" again.

## Jack Benny Sets Pasadena Record With \$11,800 Gross

Jack Benny troupe's Pasadena Civic Auditorium break-in last night for its 21-city tour starting next Tuesday at Wichita broke the spot's record for non-concert stands. Benny, in for flat 70 percent against 30 for the house, took \$7,756 as his share of the capacity \$11,800, after taxes. The 2,980-seater, scaled from \$2.40 to \$4.80, was a sell-out early yesterday afternoon. Benny's stand was exceeded only by Arturo Toscanini's last week, top for latter being \$7.20.

Comic's deal with each arena and auditorium, ranging in capacity

## BENNY SETS NEW BARNSTORMING HI IN PASADENA

(Continued from Page 1)

from 4,600 to 15,000, on his upcoming 21-day jaunt is \$10,000 guarantee against 60 percent of the gross. Take from the June 4 stint at Carnegie Hall, N.Y., will go to the Damon Runyon Cancer Fund. Trip winds in Scranton June 5.

Peiro Brothers, jugglers, were unable to join the comic for last night's "tryout." They'll be with him for the Wichita bow. Dennis Day subbed for them. Company, numbering 40, includes Phil Harris and ork, Rochester, Vivian Blaine, Wiere Brothers and the Stuart Morgan Dancers. This is Benny's first string of one-nights. Two years ago he played a series of one-week stands during his summer hiatus from radio. Pasadena promoters were Mutual Ticket Agency's Johnny Moss and the auditorium's Elmer Wilson. All bookings have been set by MCA, with localities promoting in each city.

Two Pullman cars had been chartered for the tour. Last night arrangements were on to charter a plane, with departure for Wichita on the Santa Fe's Super Chief Sunday night called off because of the railroad strike.



Jack Benny is shown here flanked by two of his celebrated performers, Rochester and Phil Harris. Jack has recently been voted the outstanding radio personality in the history of entertainment on the air by the radio editors of the nation. Jack also

won the Peabody prize, which is the "Oscar" for radio. Benny is bringing his show to the Arena Sunday, May 21. The Phil Harris band will handle the music. Jack used to play regularly in Milwaukee in the old vaudeville days.



adena  
Gross

ak-in last night  
broke the spot's  
percent against  
capacity \$11,800,  
80, was a sell-  
ceeded only by  
20,  
ing in capacity

# LUCKY STRIKE STARS OF THE JACK BENNY SHOW!

Coming to town—May 17

Good Luck to our Lucky Stars! We know you'll enjoy seeing Jack Benny, Phil Harris and Rochester as much as you do listening to them on the Lucky Strike radio program Sunday nights.

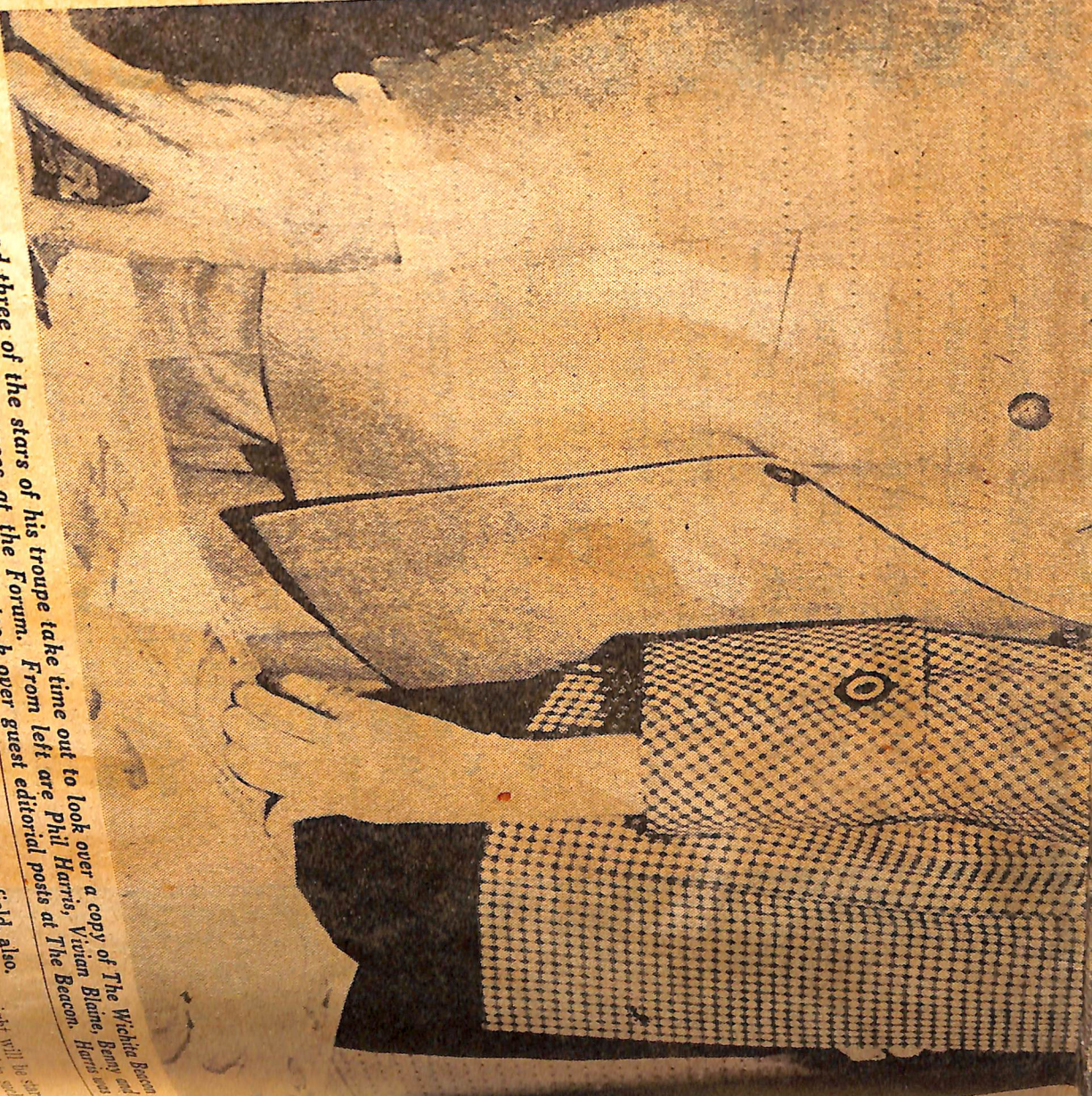


Remember: SCIENTIFIC TESTS PROVE LUCKY STRIKE Milder  
THAN ANY OTHER PRINCIPAL BRAND!

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**L.S./M.F.T. — Lucky Strike Means Fine Tobacco**





and three of the stars of his troupe take time out to look over a copy of The Wichita Beacon. From left are Phil Harris, Vivian Blaine, Harris' son, and guest editorial posts at The Beacon.

39-YEAR-OLD STAR  
OF STAGE, FILMS,  
RADIO SCORES HIT

**Rochester, Phil Harris and Vivian Blaine Appeared With Benny for Two Wichita Performances**

**With Benny, World Famous Violinist, will**  
**its Performances**

Jack Benny, 39-year-old world famous violinist, will appear in two stage of his Wichita and out-state fans will appear thousands of the incomparable where to hear the first appearance of the violin, which he throng to hear the first appearance with the violin, which he is the artistry with the violin, which he 40 enter- This is the artistry with the violin, which he 40 enter- in Wichita. His artistry with the violin, which he 40 enter- Benny in mastering program by a troupe of some 40 enter-

is expected to highly

over guest entrance  
hot field, also.

**developed talents in that**  
Sharing the spotlight with him were  
from Jack's radio show and other top-flight  
(as the irrepressible Phil Harris, the grave-  
(Rochester) Anderson and lovely  
screen. made an exception to his customary  
by agreeing to give two

Benny made an appearance at the personal appearances by agreement Tuesday night. Both are scheduled for both at 9:30 p. m. Seats for both well known field of

personnel. Both are 38, 7 p. m. and one at 9:30 p. m. Wichita. Both are well known as boundless field workers. The division of the boundless field workers who travel practically sold out by Wakefield.

**F**ranchise Jack's career division or anyone in his boyhood radio station—from his poll of radio nationwide personality in the first quarter of the recent national saying that no star had the greatest personality than back in the newsstand "Hello, my name is" and it goes without saying.

And it goes more unexp<sup>t</sup> news:  
Sullivan's words;  
most words;  
light pause;

a radio career. Ed Sullivan first met him as a guest on "The Tonight Show," uttered those now famous words, "I am Jack Benny." Thereafter, he was appearing frequently on television. A few years ago, to say, "I'm back!"

one who was a fiddle player. He learned to play the fiddle in the early days of his life. He was a very good fiddle player and was very popular in the community. He was a very good fiddle player and was very popular in the community. He was a very good fiddle player and was very popular in the community.

THE  
H. B. S.

7210310414

Guest city editor, *Michigan Sports Editor*. The

radio show, and the tune, "Love in Jack's hands," auditions.

Deep-voiced, with Jack has a comedy approval.

Perennially the fault lies to be a hero, the laughable human weakness on the show here. Except in movies, life is only imaginary, it is so close to reality.

The radio star, professional usher, but later intimate, shaved, theater's

At 17 Jack went  
pianist partner. While  
War, he tried out fo  
twelve. Successful, he  
quins numbers and  
were written int





WICHITA BEACON  
LARGEST PAID CIRCULATION IN KANSAS  
WICHITA, KANSAS, THURSDAY, MAY 16, 1950  
International News Service and Chicago Tribune-New York Times News Service

JACK BENNY

SPECIAL



THE WICHITA BEACON

VOL. 98, NO. 188

Phone—3-2211

WICHITA, KANSAS, TUESDAY, MAY 16, 1950

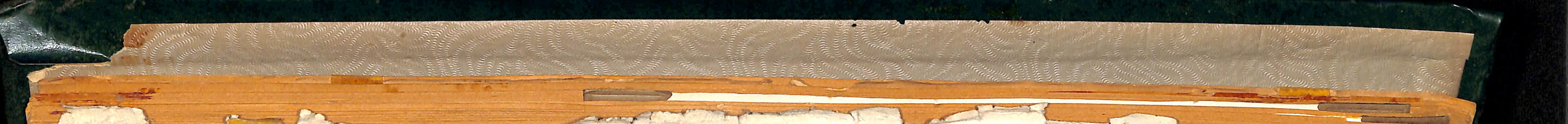
June-3-22

20 PAGE

WICHITA WELCOMES JACK BENNY  
Thousands Greet Famed Comedian and His Troup











Jack Benny and three of the stars of his troupe take time out to look over a copy of The Wichita Beacon before starting their two performances at the Forum. From left are Phil Harris, Vivian Blaine, Benny and Rochester. While in Wichita these four entertainers took over guest editorial posts at The Beacon. Harris was

## 39-YEAR-OLD STAR OF STAGE, FILMS, RADIO SCORES HIT

**Rochester, Phil Harris and Vivian Blaine Appear  
With Benny for Two Wichita Performances**

Jack Benny, 39-year-old world famous violinist, will appear in two stage shows Monday night at the Forum, where thousands of his Wichita and out-state fans will throng to hear the great virtuoso.

This is the first appearance of the incomparable Benny in Wichita. His artistic with the violin, which he began mastering while still in knee pants, will be supplemented on the program by a troupe of some 40 entertainers who accompany him.

The cigar-smoking fiddler, however, is expected to do more talking than music-making, due to his highly

developed talents in that field, also.

Sharing the spotlight with him tonight will be the first from Jack's radio show and other top-flight artists, as the irrepressible Phil Harris, the gravel-voiced Ed Sullivan (Rochester) Anderson and lovely Vivian Blaine of the screen.

Benny made an exception to his customary personal appearances by agreeing to give two shows in Wichita. Both are scheduled for Tuesday night at 7 p. m. and one at 9:30 p. m. Seats for both shows practically sold out a week ago.

Jack's career is probably as well known as that of anyone in any division of the boundless field of entertainment—from his boyhood in Waukegan, Ill., to recent nationwide poll of radio editors who named the greatest personality in the first quarter-century of broadcasting.

And it goes without saying that no star ever had a radio career more unexpectedly than did Benny, as a guest on Ed Sullivan's newscast back in 1935, uttered those now classic first words: "Hello, folks, is Jack Benny. There will be a slight pause for one to say, 'Who cares?'"

Shortly afterward, he was appearing at a Beach night club when a telegram asked him to start for a sponsored program. He flew back to New York the beginning of a meteoric and sustained career, the strata of America's laugh-making greats.

The fiddle, on which he saved sour patches



# Hollywood Tired of Playing Role of Whipping-Boy for Politicians



Jack Benny, second from right, is Guest Editor of The Wichita Beacon today. With him are his assistants, Phil Harris, left, guest city editor; Vivien Blaine, guest woman's page editor; and at right, Rochester, guest sports editor.

## An Editorial

(Guest Editor of The Wichita Beacon today is Jack Benny, famous comedian of stage, screen and radio, who brings the cast of his radio show to the Forum for two shows Tuesday night. Helping Mr. Benny with the task of editing The Beacon are Vivian Blaine, Woman's Page guest editor; Rochester, guest sports editor; and Phil Harris, guest city editor. Following is Mr. Benny's editorial):

By JACK BENNY

A great national pastime today is to point a finger at Hollywood and cry "Shame" in indignant, righteous and outraged tones. Well, Hollywood is tired of being chosen as the whipping boy by self-seeking politicians and other professional fingerpointers whenever they need a little personal publicity or a few sensational headlines.

It is unfortunate that Hollywood has been too diffident or too polite to fight back. Perhaps it has forgotten that there is no such thing as a gentleman in a street brawl. But, as a gentleman of the press for a day, I propose to take a poke at a few of the mud-conceptions about Hollywood.

1. Per capita, Hollywood has more married-only couples and more marriage-endurance records than any city its size in the world. Among the top producers, stars and directors there are many who have celebrated their silver wedding anniversaries and many more who have blissfully lived at least 20 years together. The isolated few whom the headlines have pummeled into public eyesores are microscopic compared to the numbers in other professions and social strata whose misbehaviors are blinked at and ignored in print.

2. More effort and money is contributed by Hollywood to national and local charities than by any single community in the United States. Furthermore, its stars and techniques are forever commandeered to help all sorts of causes in all sorts of places.

3. Many a theater wishes it could play to the standing-room-only crowds that Hollywood churches of every faith normally enjoy for worship.

4. Our jail is not as crowded as in dozens of other cities I could name, and only very rarely does a Hollywood personality in the true sense—i.e., somebody of consequence connected with movies or radio—ever land there. If they are from other walks of Hollywood life nobody even notices them.

Nevertheless, its the "Hollywood name" or any excuse for one that invariably makes the headlines, on the fallacious theory that anything about Hollywood is more scandalous than similar unimportant news about anywhere else.

Frankly, not only Hollywood, but millions of intelligent American readers are tired of it. That kind of blige is not a true picture, and it is less true of Hollywood than of many places in the world.

Hollywood can't deny that it has a few unhappy, unfortunate and divorced people. But they are no more representative of the great majority of its fine inhabitants than a similar element can be called typical of, for a concrete example, Wichita.

Why not headline the facts about Hollywood's overwhelming percentage of exemplary citizens, for instance, and their manifold contributions to the culture and welfare of the world? By higher standards that's far more important and newsworthy.

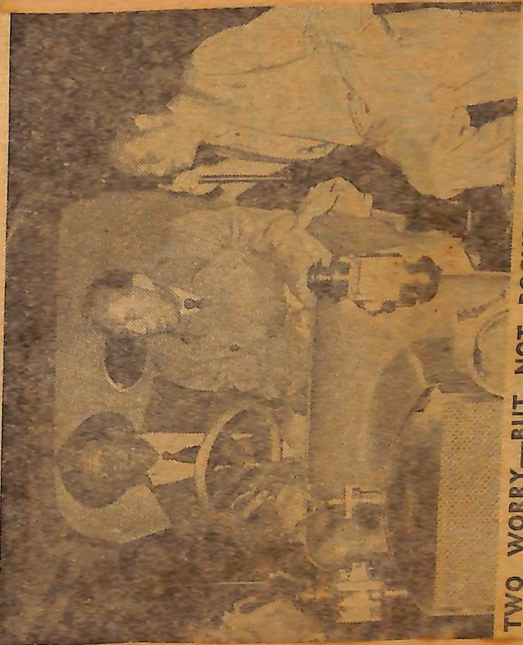
Instead, there are persistent efforts to distort the true Hollywood picture; there is the habit of headline-screaming about the defections of one or two of its "names" to the detriment of its vast majority of good people.

So the next time a headline screams out some other misrepresentation about Hollywood, promise me you'll scream right back at it.





**LOVE CERTAINLY MUST BE IN BLOOM**—Jack Benny, at the microphone, swings into "Love in Bloom," Monday following his arrival at Municipal airport with his troupe for performances at the Forum Tuesday night. Tom Bashaw, program director for station KFV, holds the mike for the Hollywood Heifetz, and Marjorie Shidler, at Bashaw's left, winner of the KFV Jack Benny talent show, gets pointers from the maestro.



**TWO WORRY—BUT NOT ROCHESTER**—Jack Benny, center, and Phil Harris, right, worry while Rochester beams, as the ancient Maxwell which was waiting for the Benny troupe Monday night at Municipal airport, sputters into action. — (Eagle Staff Photos.)

## Thousands to Greet Jack Benny Troupe

Thousands of Wichitans are expected to be on hand at the Municipal Airport at 6 p. m., Monday, when Jack Benny, one of the world's foremost comedians, and his troupe of 42 arrive here for performances to be given Tuesday night at the Forum.

This will mark the first time that Benny and his company have flown; but the current rail strike forced the famous comedian to charter a special TWA Constellation so he could continue his present personal appearance tour.

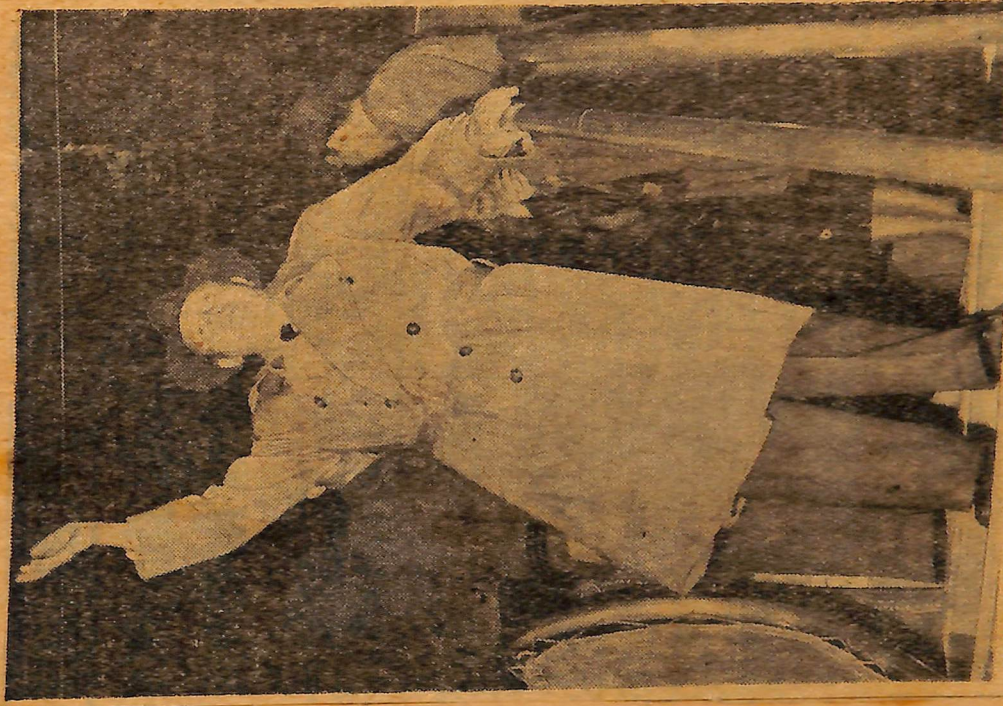
Included in Benny's troupe, to perform here at 7 and 9:30 p. m. Tuesday, are Phil Harris and orchestra, Rochester, Vivian Blaine, the Piero Brothers and the Wier Brothers.

Benny will play to capacity audiences; in fact, it is believed his two performances will set an attendance record for Wichita, Doves Tuesday.

of the Forum will open at 6:15 p. m. to ease the traffic problem.

Mayor Earl K. Duke, who has proclaimed Tuesday as Jack Benny Day in Wichita, will lead the welcoming party at the airport when the comedian and his troupe arrive.

Benny and his show are being brought here under auspices of Mrs. William Floto. A portion of the proceeds will go for the benefit of the Institute of Logopedics. Shows will be at 7 and 9:30 p. m. Tuesday.



**HELLO WICHITA** — Jack Benny waves to the more than 3,000 Wichitans at the Municipal Airport as the comedian debarks from the chartered plane which brought him and his troupe here from Hollywood.





**BENNY WELCOMED TO WICHITA**—Jack Benny, fourth from left, and members of his troupe are welcomed to Wichita shortly after their arrival Monday evening at the Municipal Airport by Max M. Levand, right, president of The Wichita Beacon. From left are Rochester, Phil Harris, Vivian Blaine, Benny and Levand.

## 3,000 Welcome Benny to City

### Met by KFH Group, Crowd at Airport

A crowd of 3,000 persons was on hand Monday at Municipal airport to greet Jack Benny and his troupe who will give two shows at the Forum Tuesday night.

City Manager Monty Jones, officials of radio station KFH, over which Benny's Sunday night broadcasts are heard, and other notables welcomed the comedian to Wichita.

#### Performs on Violin

As the T.W.A. Constellation trundled down the runway toward the ramp, the KFH Ark Valley Boys, who had been entertaining the crowd for a half hour prior to the arrival, swung into "Love in Bloom." Miss Marjorie Shidler, winner of the KFH Jack Benny talent contest, assisted them on the violin.

Benny was followed from the plane by singer Vivian Blaine, orchestra leader Phil Harris, and the star's radio handyman, Eddie "Rochester" Anderson.

"This is a marvelous crowd," Benny told the crowd, "and I hope you all come to the show."

To give them a sample of what to expect, he borrowed Miss Shidler's violin, played a few bars of "Love in Bloom" with his usual off-key notes, and, returning the instrument, asked the young lady to play the same piece.

#### Climb in Maxwell

"Now really, folks," he said after hearing a faultless rendition, "can you tell the difference?"

Phil Harris was greeted with applause and a chant from the bobby sox corner, "We want Phil!" and Rochester smiled broadly when he sighted the bright red Maxwell automobile parked on the ramp.

He climbed behind the wheel of the auto supplied by Cessna Aircraft company, and grasped it eagerly as the motor sputtered into action. Benny and Harris joined him to pose for photographers.

The stars were taken to the Lasen hotel with a police escort, to meet the press and get settled for their Wichita visit.



**EXTENDS GREETINGS**—Jack Benny, left, extends greetings to Dr. Martin Palmer, right, director of the Institute of Logopedics, shortly after the famous comedian and his troupe arrived Monday evening at the Municipal Airport. Looking on is Max M. Levand, president of The Wichita Beacon. A portion of the proceeds from Benny's performances at the Forum at 7 and 9:30 p. m. Tuesday will go for the benefit of the Institute of Logopedics.





**BENNY ENTERTAINS HOSPITALIZED VETS**—Jack Benny and Vivian Blaine are pictured Tuesday morning as the troupe performed for patients at the Wichita Veterans Hospital. In the background are members of Phil Harris' orchestra.



**BENNY TURNS ON CHARM**—Benny turns on the charm as he gazes into the eyes of lovely Vivian Blaine, his leading lady in the show which will be presented at the Forum at 7 and 9:30 p. m., Tuesday.



**COMEDIAN MEETS FRIENDS HERE**—Jack Benny, comedian, met Margo Baker, 227 South Poplar, here Monday night. Benny is a close friend of Miss Baker's father, Phil Baker, stage and radio star. She has visited the Benny home on the coast.



**TRIO OF ENTERTAINERS**—Soon after their arrival at Municipal airport Monday, Phil Harris, left, Vivian Blaine, center and Jack Benny posed for photographers. The three will take part in the Jack Benny show Tuesday night at the Forum.—(Eagle Staff Photos.) (Additional Pictures and Stories on Page 5.)





**BENNY WELCOMED TO WICHITA**—Jack Benny, fourth from left, and members of his troupe are welcomed to Wichita shortly after their arrival Monday evening at the Municipal Airport by Max M. Levand, right, president of The Wichita Beacon. From left are Rochester, Phil Harris, Vivian Blaine, Benny and Levand.

## Laughter Held Cure for World Ills

By JERRY MARKS

Most important thing in the world today is laughter to take people's minds off chaotic conditions prevailing in all corners of the earth, according to Jack Benny.

The famous comedian made his statement at his room at the Hotel Lassen shortly after he and his troupe of 42 arrived in Wichita Monday evening at the Municipal Airport.

Benny, who will present performances at the Forum at 7 and 9:30 p. m., Tuesday said it is vital for the American people to retain their sense of humor during these days of crisis.

What this nation needs, he added, is a man like Will Rogers, who could make the most critical situations comical.

Altho it has been two years since Benny made his last personal appearance tour, he said he enjoyed such ventures because it gave him an opportunity to meet his many friends and have personal contact with his tremendous radio audience in all portions of the United States.

Benny said he preferred playing on a nightly rather than weekly basis because there is less chance of people staying to see the show twice. He pointed out that he wanted to perform for as many



**EXTENDS GREETINGS**—Jack Benny, left, extends greetings to Dr. Martin Palmer, right, director of the Institute of Logopedics, shortly after the famous comedian and his troupe arrived Monday evening at the Municipal Airport. Looking on is Max M. Levand, center, president of The Wichita Beacon. A portion of the proceeds from Benny's performances at the Forum at 7 and 9:30 p. m., Tuesday will go for the benefit of the Institute of Logopedics.

## LAUGHTER CURE FOR WORLD ILLS

(Continued from Page 1)

persons as possible while on tour. He indicated that his current tour will take him cross-country and then to London.

Asked why Mary Livingston did not make the trip, he said, "I feel I am lucky to be able to talk her into playing with me on the radio program."

Benny said there are a large number of good comedy writers in Hollywood and New York. He also declared there are some top-flight comedians on the horizon who are going to provide the nation with its needed laughter. He especially lauded Alan Young.

The comedian said he was finished with pictures, but expected to enter television within the next year. He went on by saying that video requires preparation, but he already has made one program with his troupe for a California station.

Referring to his age, Benny said he has been "33 for the last 17 years."

had at the airport for the arrival of the comedian and his company shortly after 7 p. m. He came into the city with a 14 car caravan and a police escort, led by a 1903 vintage of the Maxwell.

Butts Cadillac-Oldsmobile, Inc., provided cars and trucks to take Benny, his troupe and luggage to the hotels.

Benny's appearance here is sponsored by Mrs. William Floto. A portion of the proceeds from his performances, to be presented at 7 and 9:30 p. m., Tuesday, will go for the benefit of the Institute of Logopedics.

Included in the troupe are Rochester, Phil Harris and Vivian Blaine, lovely movie actress.

Among the members of the welcoming party were M. M. Levand, president of The Wichita Beacon, City Manager Monty Jones and Chief of Police George Sheppard.

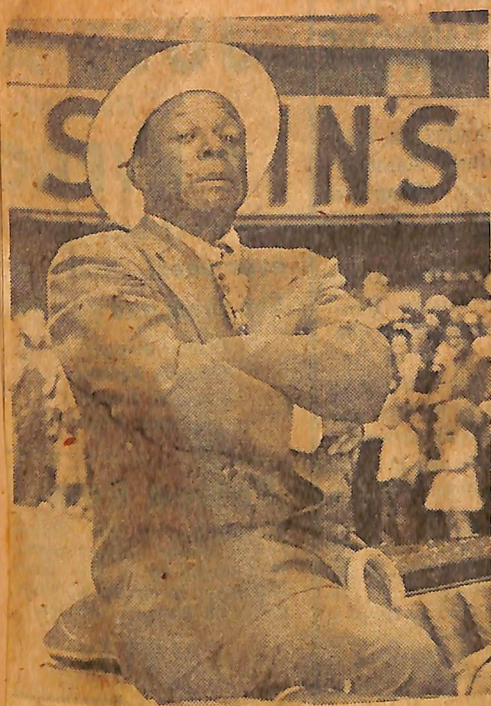
More than 3,000 persons were on







## D. M. Gets a Look at Noted Butler, Fiddle Player and



The gentleman above playing so soulfully on his violin ("Love in Bloom," of course) is Jack Benny, who during a few hours in Des Moines Thursday rode in a parade, appeared at Veterans hospital, where he serenaded John Roupe, 31, of Eldora, and gave two shows at KRNT theater. At the hospital, the veteran radio comedian had to compete with Singer Vivian Blaine for attention, and during the parade he was mimicked by his radio butler, Rochester (left), and heckled by Phil Harris (right), part-time band leader and full-time promoter of candied yams and turnip greens.

### JACK WAS WHAT THEY CAME FOR

About 7,600 persons were happily satisfied Thursday night at KRNT theater. Jack Benny was just what they expected.

As always, he was put upon, ignored, shoved about. He was hurt, harassed, humiliated.

He didn't get much of what he wanted, except a chance to play one chorus of "Love in Bloom."

It was as though the comedian, with his half defensive, half wistful air, had walked out of their living room radio on to the stage. That was what they had come for.

#### Competition.

He was the star of his own show, against some tremendous competition from other acts.

The monkeyshines began as soon as the curtain went up, when Musical Director Mahlon Merrick sent Benny and his violin from the orchestra and substituted another player.

In return for two two-hour shows of Benny, music, dancing—and Phil Harris, as active as though he were sitting on barbed wire—and a dash of glamor, the audience shrieked in pleasure at the wit and longed for more.

#### Parade Is "Tribute."

Benny termed the downtown noon parade "the greatest tribute in my entire career in show business."

Although the performance bogged down occasionally—particularly when Benny craved to play Clark Gable to blonde Vivian Blaine—it shot up like a blast of

dynamite when Harris swung on and into a quick patter routine with Benny.

Harris, who appears to have eaten jumping beans when directing his excellent orchestra (in brief and noisy spasms), sang his favored "The Preacher and the Bear," "Dark Town Poker Club," "That's What They Say About Dixie," and his "groove" song, "That's What I Like About the South."

#### Vivian Sings.

Vivian Blaine, wearing a bouffant lace skirt dusted with brilliants and a great deal of Palm Springs tan above, sang a group of numbers.

She included "It Might As Well Be Spring," from "State Fair," in which she played.

Hair raising were the Stuart Morgan adagio dancers, who flipped a slim girl around like a football and tossed her around from one to another like a bean bag.

The third of the top flight comedians was, of course, Rochester, graveled voice singer and dancer resplendent in a tobacco brown checked sports jacket, beige trousers and matching tie and hat band.

A talented dancer, Rochester also was called back several times to sing.

#### Des Moines Man.

Jack Benny and his Beverly Hillbillies, a hilarious satire in which Benny got a chance to fiddle, included a former Des Moines man, Wayne Songer, son of Mrs. Edward L. Songer, now of Los Angeles, Cal.

He is a graduate of Roosevelt High school and played here with several local bands and on radio stations here.

He has played the saxophone and clarinet for 10 years with the Harris orchestra.

#### Hat Tossers.

The audience liked the Wiere brothers, comedy violinists, dancers and hat tossers, who have sharpened their act and removed

some of the corn since they appeared at a Des Moines night spot last year.

Mildred Seymour, a competent accompanist, had little chance against the madcap brothers.

One of the most entertaining supporting acts was another brother team, the Peirces, jugglers.

#### Long Lines.

Nearly 4,000 persons attended the first show; with some 3,600 on hand for the second.

People waiting for the second show were massed on the walks in front of the theater and extended several abreast down the hill to Ninth and High streets. That show did not start until a little after 10 p. m. and ran until around midnight.—Lulu Mae Coe.

### Lover of Turnip Greens





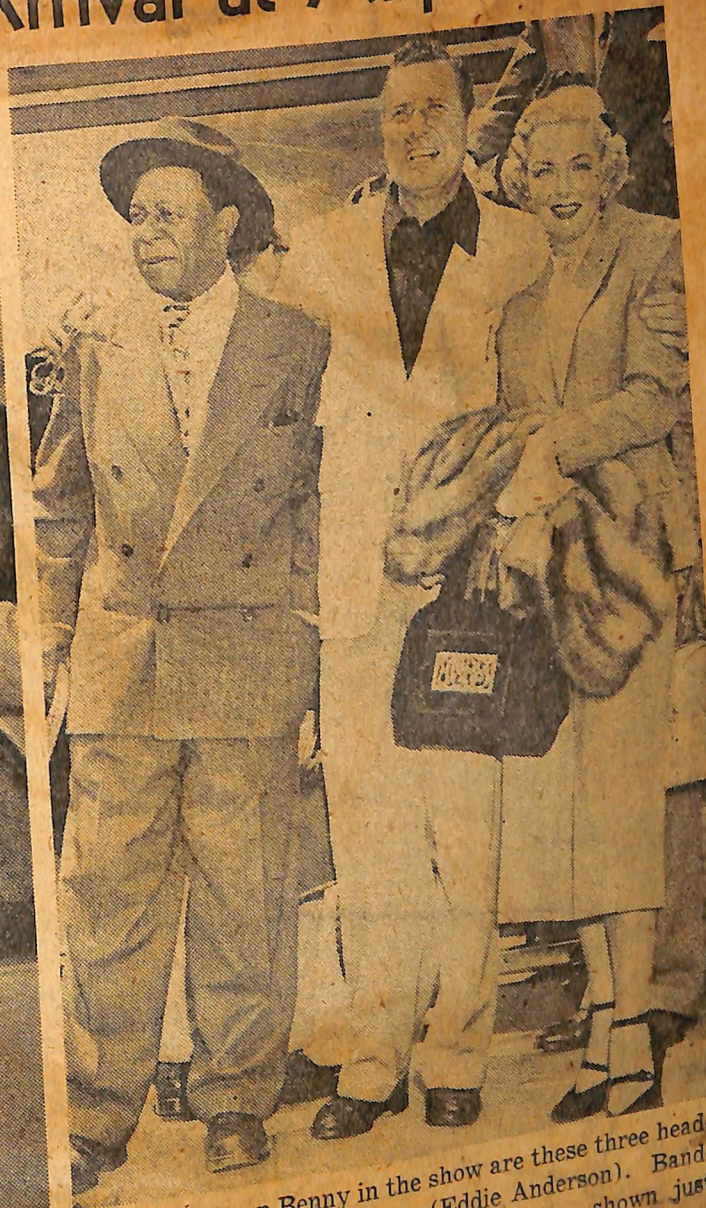
# Fiddling Funnyman Benny and Troupe Greet Crowd on Arrival at Airport



Here's the fiddling funnyman himself: Jack Benny, having a hard time pulling himself away from the crowd of approximately 500 that waited more than an hour at municipal airport to greet the famed comedian. Benny's troupe flew to Des Moines from Kansas City, Mo., ready for a noon parade and an evening performance



at KRNT theater. There are 40 persons in the troupe, making a 21-city tour, after which Benny, Rochester and Phil Harris will sail for England and an engagement at London's Palladium. Parade through the loop was complete with bands, including State University of Iowa Scottish Highlanders.



Backing up Benny in the show are these three headliners, his "valet" Rochester (Eddie Anderson). Band leader Harris, and Singer Vivian Blaine, shown just after they stepped from a chartered Constellation.

## Benny--

Continued from Page One.

Harris planned to visit Veterans hospital.

"You can't turn those boys down, you know," he said. He chatted with an enlisted man who stepped up and told Benny he had heard him during the war in Stuttgart, Germany.

"Stuttgart?" replied Benny, looking pleased. "Yeah, that's where we got shot at, remember?"

As he moved in and out the crowd of about 500 waiting at the airport to see him, Benny displayed high good humor.

Mimics Girl.

He stalked after a little girl swishing along the walk, mimicking her swinging gait.

He "squeezed" a borrowed penny" (somewhat sourly) at the request of an amateur photographer.

Then he climbed into the lead car of the procession that was to take him to the statehouse for the parade, and squeezed the hands of little children held up to him by their mothers.

"Duck Down."

He stood up and yelled back at Vivian Blaine in the second car. "Hey, Vivian, as we go through town, duck down into the car, will you please?"

"It's a new piece of business," he said in the best suave Benny manner.

Benny said the tour was planned so he could "get around places where he hadn't been, meet people he hadn't

## Benny the Fiddler Returns, Says 'They Have to Listen'

(Photos on Picture Page.)

A fiddler who used to play before Des Moines audiences in the days of vaudeville was back in Des Moines Thursday—with his fiddle.

"They're going to have to listen to it tonight, too," said Jack Benny defiantly on his arrival at the municipal airport.

Benny, followed by Phil Harris, the orchestra leader; Rochester; Singer Vivian Blaine, and others of the troupe of 40 in his show, stepped spryly down the steps of a plane at 11:20 a. m.

Chews Gum.

He wore a jaunty beige and brown suit, brown tie. And his air was jaunty, too. He chewed gum as he posed for the cameras.

clothes along—sent them ahead to the ship for our trip to England."

"Imagine going everywhere in this," he said with an anguished expression, as he waved his hands toward his wool suit.

Shows Tonight.

Benny's shows will be at 7:30 and 9:30 tonight at KRNT theater. After the parade at noon, Benny said, he, Miss Blaine and

Billboard  
April 1, 1950

### BENNY'S SOFARI SET AT 10¢ PER NIGHT.

Jack Benny will take down a minimum of \$220,000 for his 22 one-nighters scheduled to start in May. Deal will call for Benny getting a \$10,000 minimum guarantee with a 60% split. The comics' cut is to go to local charities in the towns he'll play.

Show will run about 2 hours and will carry Phil Harris, Eddie (Rochester) Anderson, Phil Harris's Bank plus a flicker name and a couple of acts yet to be chosen.

The tour is set to open at Wichita Kansas, May 16, Kansas City, Mo., 17; Des Moines 18; St. Paul 19; Moline, Ill. 20; Milwaukee 21; Peoria, Ill. 22; St. Louis 23; Indianapolis 24; Grand Rapids, Mich 25; Detroit 26; Toledo 27; Cincinnati 28. Eleven other dates in the East now being worked on.

The cast, including 40, will make the tour by train with special



# e Greet Crowd on Arrival at Airport



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### Chews Gum.

He wore a jaunty beige and brown suit, brown tie. And his air was jaunty, too. He chewed gum energetically as he posed for photographers, and answered "Hi, Jack Benny" greetings.

Des Moines is the third stop on the troupe's 21-city tour. This one-night stand business is new to him, Benny said, but so far it's fine.

"Don't know what it'll be like as it goes along," he said, pulling his collar from his perspiring neck.

"One mistake I made—I didn't bring any lounging

clothes along—sent them ahead to the ship for our trip to England."

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Benny said the tour was planned so he could "get around places where he hadn't been, meet people he hadn't known before."

"We have a great show," he said. "I'd like to do this every year."





Comedian Jack Benny is interviewed over radio phone.  
—Staff Photo.

## Hello, Hello Again! Benny Here Spending Any Free Tickets,

By FRED G. NEUMEIER

Benjamin Kubelsky, formerly of Waukegan, Ill., now of Hollywood, is a visitor in St. Paul today.

And no sooner had he arrived by TWA plane at Wold-Chamberlain field this morning, than he began spending money—other people's money.

He telephoned the Dispatch city desk by radio phone

and reversed the charges.

"Hello, hello again, this is Jack Benny," he said, when the connection was made. Jack Benny is just his stage name. When he was born in a hospital near Chicago on Valentine's day, 1894, he was known as Benjamin Kubelsky.

"Hello, Jackson," I replied. "What are you doing in St. Paul?"

The perennial fall guy gulped. You could hear it over the phone.

"Why I thought everybody in this area knew I am giving a show in the St. Paul Auditorium tonight," he said.

I think he used the term "giving" without thought.

"I knew Phil Harris, Vivian Blaine and Rochester are going to be at the auditorium tonight," I replied. "Are you with their show?"

"Yeah, I'm part of it," he said, adding "just a part."

"They all have two shows while I only have one."

FRIDAY, MAY 19, 1950

☆☆

TWENTY-SEVEN

Other People's Money—

## Jack? Click!

"Did you bring Mary Livingstone with you?" I asked.  
"No," he replied. "Mary isn't stage struck. I couldn't get her to go on tour. I'm lucky to have her on my radio program."

I think he used the word "lucky" this time advisedly to advertise the fact that he is on the Lucky Strike radio show. By the way, Mary's name before they were married was

Sadye Marks and they met in Los Angeles where she was working as a department store clerk.

Benny was rushed in his telephone message because he said he hoped he could get in some golf before the show tonight.

"One more question, Jackson," I said. "How did you pick on 'Love in Bloom' as your violin theme?"

"It was an accident," he replied. "Just happened to use it and it stuck with me."

"Another question," I said. "Are you giving away many FREE tickets for the show tonight?"

"Free?" There was another gulp.

"I didn't hear you, what did you say," the so-called "radio tightwad" asked after clearing his throat.

I repeated the question.

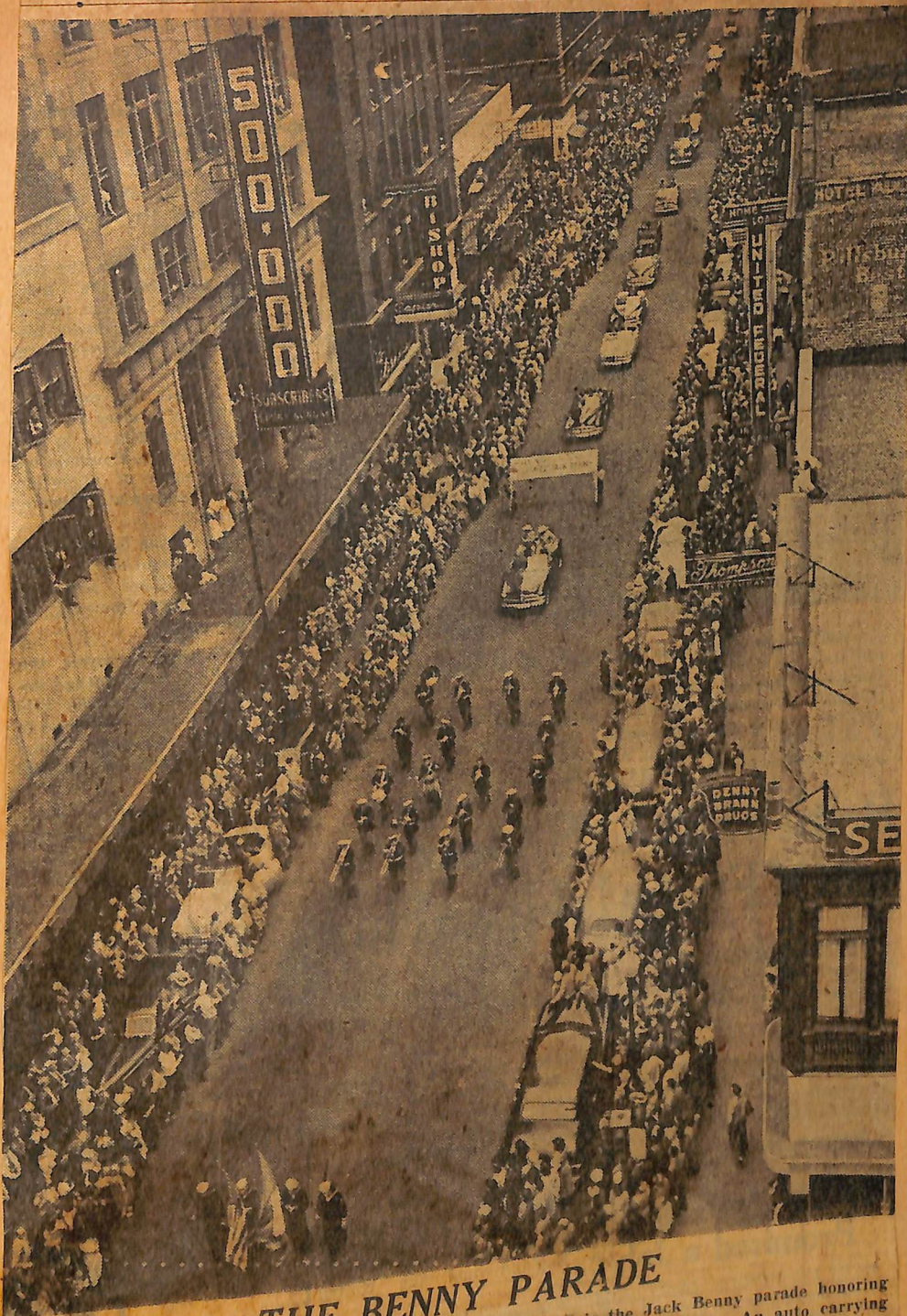
There was a click at the other end of the line.

He had hung up.



Rewrite man, Fred G. Neumeier.





## THE BENNY PARADE

Here, moving west on Locust street, Thursday afternoon, is the Jack Benny parade honoring the comedian and his troupe, here for evening performances at KENT theater. An auto carrying Mayor M. B. Chambers headed the parade.

There wasn't even any S.R.O. left between Fifth avenue and Seventh street on the west side. The streets were jammed all the way back to the store front windows.

After watching the parade pass through the west side on Locust street, the crowd moved to Walnut and watched it again.

Jack Benny, radio comedian, left St. Paul with a million and a quarter more pennies to pinch, his share of a performance in the Auditorium.

## Jack Cheered By Thousands

### See Comedian and Troupe Parade.

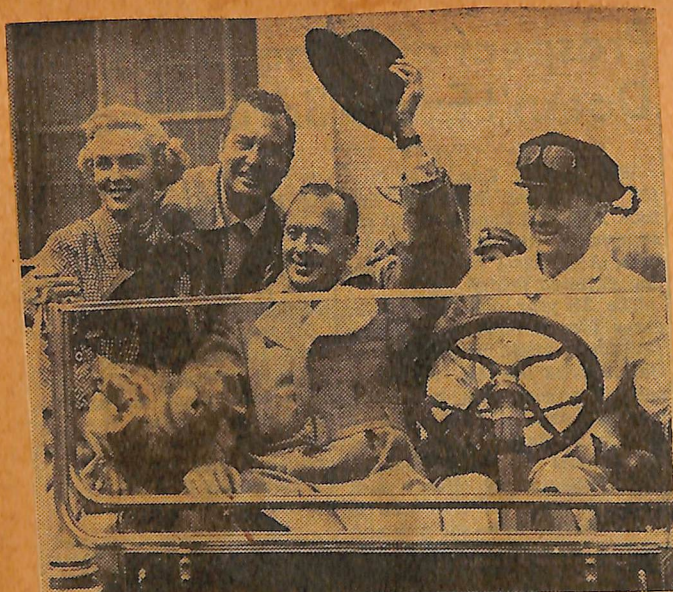
Jack Benny wowed Des Moines' parade-lovers Thursday, no matter how he did in Schenectady in 1910.

A crowd of thousand upon thousand of massed persons waved and cheered along his 30-block parade route as he rode by in a car which, to hear him tell it, is almost his senior.

Behind him rode Rochester in another car. Rochester was doing a pantomime of Benny, his arms folded in a Caesar-like gesture of dignity.

The crowd lined the streets from the statehouse across town on Locust street to Ninth and east again on Walnut to Third, the route of the parade. At E. Fifth and E. Sixth streets and at the river, there were special crowds.





**IN STYLE — Radio Star Jack Benny** was picked up at Billy Mitchell Field in a car as old as his own storied Maxwell when he arrived Sunday for an Arena show. In the car (from left): Songstress Vivian Blaine, Phil Harris, Benny and Carl Mueller, 3061 N. Hackett Av., the Rotarian who supplied the vehicle. Sentinel photo.

## Benny Flies Low After Landing But Show Is Slick and Happy

The airplane that brought comedian Jack Benny and his show to Milwaukee landed at 1 p. m. Sunday, but the radio star himself was still swooping around at 3 p. m., in his suite at the Schroeder Hotel.

While a reporter and photographer watchful from a neutral corner, the funny man from Waukegan fought what appeared to be a losing battle to tie up plans for his Arena show that night, unpack, conduct an interview, unpack, pose for pictures, check arrangements for his Monday show in Peoria, Ill., unpack, send superfluous clothes on to New York and visit with his sister, Mrs. Leonard Fenschel, who came up from Chicago to see him.

He did get unpacked.

Affable even through the bustle, Benny reported that he had just inspected the Arena where he was to play his first Milwaukee stand since vaudeville days.

"It looks great," said he, "just great." Dipping into a valise, Benny pulled out a tissue-wrapped picture and waved it in front of his press agent, Irving Fine.

"Look, Irving," he said, "when we started this tour I took this picture of Mary and our babies. I haven't even had time to unwrap it, yet." He dropped the picture back into the valise.

Fine, as affable as Benny, confirmed the pace of the 21-day tour. "All we see," he declared, "is airports, hotels and theaters."

The tour, he said, had been breaking records all over: "In Des Moines, a parade for Jack

drew a crowd three times as big as one for President Truman."

After the tiny fan departed, the reporter and photographer quietly left. As they stepped from the elevator into the lobby, an entire platoon of little girls with ready notebooks rose expectantly from their chairs.

But the reporter was too short and squatty and the photographer was too tall and thin. The little girls sank back in their chairs and resumed the vigil.

Apparently things picked up after the reporter and photographer left the hectic hotel suite, for at 8:30 p. m. the Jack Benny Show in Person started wending its merry way on the Arena stage.

The Benny stage show was as slick and as happy an affair as the weekly radio stand. The audience on hand was something less than a capacity house, but you could hardly tell that by the applause and laughter, as loud and long as anything heard so far in the Arena.

There were the usual jokes about Benny's miserliness, Benny's toupees, Benny's dramatic ambitions. There was Phil Harris and Rochester. There were some excellent side acts, the juggling Peiros, the adagio-dancing Stuart Morgan troupe, the foolish Wiere Brothers, and songstress Vivian Blaine.

## Benny Brings Bright Revue Radio Star at Arena

By WALTER MONFRIED  
Picture on Picture Page

JACK BENNY, the urbane son of Waukegan, Ill., who has been graduated from vaudeville into radio immortality (pro tem), is interested in vaudeville again, it seems. Sunday night he visited the Arena, with his accomplished troupe of minstrels and athletes. He proved again that showmanship is now and forever an attribute of the famous old house of Benny. He has worked hard and patiently on this bill. He has put together a show that is considerably more than good. The Benny brand of humor is standardized by now, but it likewise is diverting. There are the tried and true references to the Benny stinginess, hairlessness, friendliness—and to Fred Allen, of course. But Mr. Benny has worked out his routine warily. Everything is timed and spaced with the true actor's skill and perception. His dialogs with the bumptious Phil Harris and with his sweet girl singer Vivian Blaine were carried out with tang and zest.

\*\*\*

The additional variety acts turned out to be exceptional. Stuart Morgan and two other young fellows tossed Mrs. Morgan around the premises in spectacular fashion. (This procedure is technically known as adagio dancing.) The two Peiro brothers showed they could juggle the Indian clubs with the best in the business. The three Wiere brothers had a unique and altogether attractive turn. The boys can do a bit of everything—fiddling, singing, juggling, dancing, roustabout clowning—and they can do it engagingly.

The irresistible Phil Harris is a highly resistible specimen to this onlooker, but his frantic exercises are not without their appeal. He looks like a junior edition of Max Baer, with St. Vitus dance and a broad collection of patter songs. Eddie Anderson Rochester delivered a few witticisms in his celebrated gravel voice and released a bit of softshoe dancing, which proved more eloquent than his words. Miss Blaine was attired prettily, and she sang fervently, but her whitewash hair-do was no pleasant shock to the admirers of the red haired Miss Blaine. It's back to the vats for Vivian.

The revue included an energetic band, too, under Mahlon Merrick's direction.

\*\*\*

About 8,000 customers were in attendance, and the Rotary club, which was a co-sponsor, stood to make a few thousand dollars for its service funds.

There was one highly disconcerting feature: Quite a number of the patrons were smoking throughout the program. It is doubtful that Fire Chief Wischer would approve such diversion.

## Milwaukee Sees Jack Benny



That old master of the violin (and jokes), Jack Benny, showed Milwaukeeans how he plays his instrument in a benefit show sponsored by the Rotary club at the Arena Sunday night.



Monday, May 22, 1950

## Milwaukee Sees Jack Benny Play



That old master of the violin (and jokes), Jack Benny, showed Milwaukeeans how he plays the instrument in a benefit show sponsored by the Rotary club at the Arena Sunday night. Here

he tries his violin in a dressing room while comedian Phil Harris and singer Vivian Blaine listen. A portion of the proceeds of the show went into scholarship funds. —Journal Staff

## Milwaukee Stage and Mus

Benny Here Tonight:  
Operetta May 27-28;  
Choruses in Bloom

IF IT'S big musical shows you want, Milwaukee can compete with Hollywood, as this week's bill can prove.

Tonight the Jack Benny stage show from Hollywood will be given at Milwaukee before several residents. The Arena before Wisconsin residents preparing Milwaukee and comic has been preparing famed radio for two months. His cast will include his equally noted colleagues, Rochester, with his orchestra; and Phil Harris, film actress and singer; Vivian Blaine, film actress, the Wiere brothers, an instrumental quartet, and the Stuart Morgan dance group.



BENNY'S BOY ROCHESTER is Milwaukee's guest tonight



## 10,000 Laugh And Laugh— BENNY KEEPS ON TRYING

By JOHN H. HARVEY

The man who—  
The man who—

The man who—well, anyhow, there was a fellow named Jack Benny in the Auditorium Arena Friday night.

By strange coincidence there were about 10,000 other people there. They were watching a show—as good a vaudeville show as I have seen—and this guy Benny kept trying to get into the act.

It was an undignified thing for him to do, because, as I understand it, he's a big wheel in the federal government. He told the audience that his appearance there was by courtesy of the Bureau of Internal Revenue. This must be true, because he has the manner of a man accustomed to handling large sums of money. In one-way traffic, that is.

It was plain to see that the performers were very annoyed at having him butting in all the time because they made quite a few insulting remarks to him, and Phil Harris, the orchestra leader, even told him to get off the stage. But he kept coming back, trying to play a violin and insisting that he was the master of ceremonies.

Phil Harris, as you know, is one of the star performers on a radio show the name of which escapes me. Rochester, who is on the same radio program, also appeared Friday night. Both got big hands from the audience for their respective comedy styles, the same as they do on the radio. Harris, of course, was the brash, illiterate, hard-drinking conceited mugg and Rochester, the nimble-witted puncturer of inflated egos.

The show also included songs by beauteous, red-haired Vivian Blaine, a spectacular adagio act by the Stuart Morgan Dancers, some amazingly skillful juggling by the Peiro Brothers and a hilarious turn by the Wiere Brothers, three zanies who combine fiddling, singing, acrobatics, eccentric dancing and slap-



**EASY GUESS**—Jacqueline Scholz is only 6, but she knew the tune Comedian Jack Benny played on his violin was "Love in Bloom" when the performer entertained her just before his appearance in the Auditorium Friday night. Jacqueline didn't think Benny played too well, but she "liked it anyway." She is the daughter of Mr. and Mrs. John J. Scholz of 1515 Selby ave. —Staff Photo.

stick pantomime into a riotous comedy act.

All the way through, this Benny would keep coming on the stage and talking to the audience and the performers. And every time he did the customers would laugh and laugh. And then he would smile in a pleased way, as though he

thought the people thought he was funny.

Why he was on that stage I don't know. The show was sponsored locally by St. Paul Charities, Inc., and the proceeds are to go to provide television sets for patients at Ancker hospital. Maybe this Benny just wants more people to watch television.

### Plan Jack Benny Parade in Moline

Jack Benny and the entire cast for his show, which will appear tomorrow night at Wharton field house, will parade through downtown Moline beginning at 3 tomorrow afternoon.

The route that the parade will follow starts at the LeClaire hotel and travels south to Sixth avenue, west on Sixth avenue to Fifteenth street, north to Fifth avenue, and then back to the hotel.

Benny, Vivian Blaine, Phil Harris and Rochester will all ride in the parade in old cars, supposedly poking fun at Benny's famous old Maxwell.

The group will arrive at Quad-City airport, south of Moline, between 11 and 11:30 tomorrow aboard a chartered plane.

ST. PAUL AUDITORIUM  
TONITE 8:30

Direct from Hollywood

In Person!

JACK  
BENNY

PHIL  
HARRIS

ROCHESTER

\* TICKETS AT \*  
ENDICOTT ARCADE,  
FIELD-SCHLICK,  
AUDITORIUM BOX OFFICE  
(10 A. M.)  
\$1.20—\$1.80—\$2.40—\$3.00

WHARTON  
FIELD HOUSE  
MOLINE

SAT. MAY 20

One performance at 8:30 p. m.

Direct from Hollywood

In Person!

Jack BENNY

Phil HARRIS

ROCHESTER

VIVIAN BLAINE

WEIRE BROS.

PEIRO BROS.

and the

PHIL HARRIS ORCHESTRA

• CAST OF 40 •

Great 2-Hour Stage Revue

Excellent Seats Now Available

MARTIN'S TODD'S BELLSON'S  
Davenport Rock Island Moline



## Blue-Eyed Benny Arrives in Moline, Looking Not 39 but... Well... Say, 42

By MABEL WEISE

I'm beginning to think you can't believe all you hear on the Jack Benny broadcast. Take, for instance, that story about his doing the Ronald Colmans' laundry. I took particular notice of his hands at the press conference this noon at the LeClaire hotel and if those lily white members ever doused shirts and socks in a tub of suds I'd like to know whose lotion he uses afterwards.

You know how he refers to his eyes, "pools of azure," etc., etc. They're blue all right, but not exactly the shade you see in Lake Louise or California's Lake Tahoe. Even his age I'm inclined to doubt. He could be 39, but I'll bet he's closer to 42.

I think Phil Harris is given to exaggeration too. He's beautiful, of course, but I've seen curlier hair somewhere—at least I think I have. I'm inclined to think too that he must have some money of his own. Alice Fay is too smart a girl to hand over enough money to permit her husband to dress the way he does—especially when she can't come along to enjoy the vision he produces.

Even Rochester must be pulling a fast one, with that chatter about how little Jack pays him. "Come now" Rochester, you can't buy ties all decorated with wheels and gears and nuts and bolts with the money you claim to collect on pay day.

Jack was in brown from head to toe, lighter shades here and there. So was Phil. And Rochester! That cap of his, like a tam with a beak on it, was just the finishing touch. Or was it the cane slung nonchalantly over one arm. There was a real use for the cane, however; he sprained an ankle about the first night out.

When Benny was asked if anyone but himself has the combination to that safe of his the answer was a sharp "No," and out comes the combination for a quick perusal. Rochester was instructed to turn his back, but he should be forgiven for a peek.

They're a swell group to deal with, all of them, and the thousands who gathered at Quad-City airport to see them come in will vouch for that. Jack walked right over to the fence, outside which the crowd was jamming for a closer look, and soon Rochester joined him with a line of chatter everyone loved. No gravel in his voice, however; that's part of his "make-up" I guess.

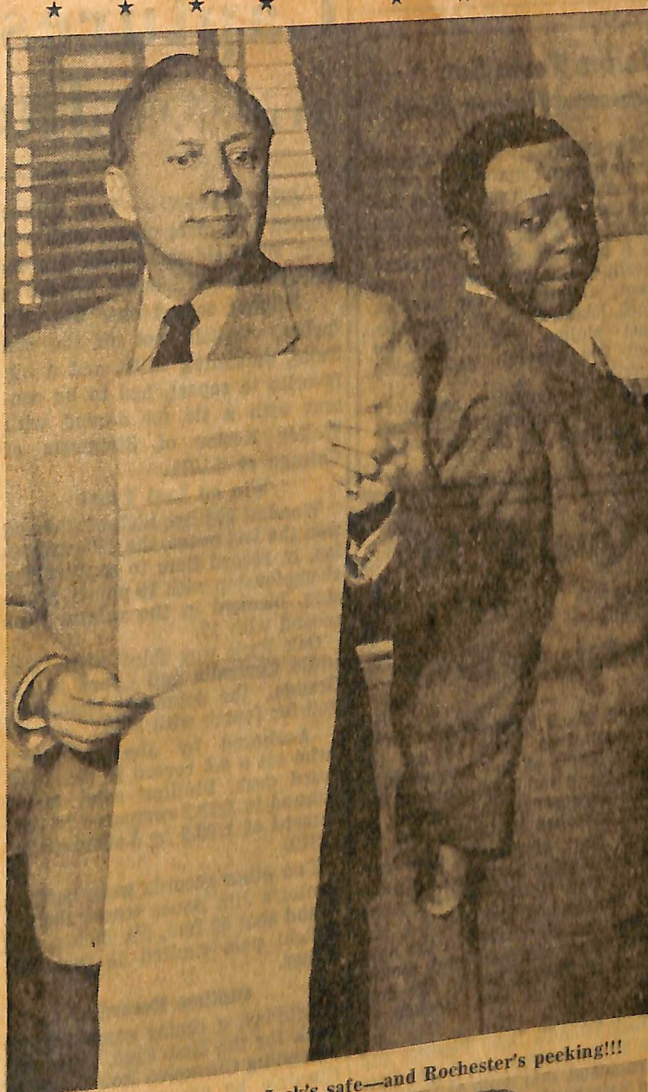
Mary Livingston (Mrs. Benny) isn't on the tour, but she's going to meet Jack in New York, where the trek ends. In that show Fred Allen has a part, and also Rise Stevens of Metropolitan opera and movie fame.

Rochester's the only one of the big three who has his wife along. She's going with him next summer, too, when he goes with Jack and Phil to London to fill a summer engagement at the famous Palladium.

### Daughter 16

The Bennys' daughter, Joan, is 16 now, and has taken bit parts on the broadcast a time or two, but she's not too excited about the show business so far. She's having too much fun with her school friends.

The Rochesters have a son, Billy Anderson (Rochester's real name is Eddie Anderson) 20 years old, a student at Compton junior college in California. He's as famous in athletics as is his father in show business. He holds the junior college world record for the high hurdles, and reached the semi-finals in the Olympic try-outs at Drake university. When asked how long



It's the combination to Jack's safe—and Rochester's peeking!!!



They've been married a hundred years, he says, so why shouldn't she come along?

they'd been married Rochester replied: "A hundred years." Mamie, his wife, came in with: "Make it 65." Whatever the number it's evident they've been happy years.

Jack is really enjoying this personal appearance tour, and how his fans are loving it. Autograph seekers at both the airport and the hotel pushed in from all sides, and all were cheerfully accommodated—by all members of the cast.

### Best Ever

Jack says this is the best show ever assembled anywhere — this tour group of his. He raves about all of them, every act, and there wasn't anyone around to buy tickets for tonight's performance at Wharton field house, so you know he really meant it. They're a snazzy-looking crowd, stars, orchestra members and all — sport coats, fancy shirts, gay ties all the way through. Vivian Blaine must have felt the admiring glances darting in her direction, from men as well as women.

A reporter asked Jack to pose at the cigar counter with a dollar in his hand—the reporter providing the dollar. He claims he almost didn't get it back. On the other hand, when Jack was asked how he can keep his wife in the best-dressed-women class year after year, watching his money as he does, he replied: "That's the trouble. I don't save my money."

### Frankie Too

Frankie Remley mustn't be left out of this—he has too many admirers around here. Asked if he "knows a guy" here, he seemed to be momentarily caught up, but was quick to catch and smiled sheepishly as he answered: "I don't think so."

They're a great gang, and Moline is justified in its pride in having them here. No wonder we're flying flags on Fifth avenue today. Oh, pardon me—you say they're for Armed Services day?



... more proof that  
New York Store is  
the Quad-Cities' leading  
store for THRIFT!

**NEW YORK STORE**  
PHONE MOLINE 1208

Famous radio personality . . . he has the largest of all  
radio audiences! Famous for THRIFT . . . he naturally  
shops at New York Store when in the Quad-Cities! He  
appreciates a good value . . . just like the thousands of  
other people who shop at New York Store because they  
get more for their money!

**JACK BENNY SHOPS HERE!**

NEW YORK STORE  
THRIFT  
VALUE

Men's Broadcloth





Mens Broadcloth  
**SHORTS**

**2** PAIRS \$  
FOR



—Remember!  
your money



# TONIGHT

## Choice Seats Still Available

The Rotary Club of Milwaukee Presents . . .

Direct from Hollywood . . . THE GREATEST STAGE  
REVUE IN THE HISTORY OF SHOW BUSINESS!

*In Person!*



**JACK BENNY**

**PHIL HARRIS**



**ROCHESTER**

**VIVIAN BLAINE**



*In Person!*



**THE WIER BROTHERS**

AND  
A CAST OF 40 IN A 2-HOUR  
ALL-STAR STAGE REVUE!

Featuring  
THE PHIL HARRIS ORCHESTRA  
STUART MORGAN DANCERS  
THE PEIRO BROTHERS

Plus Extra Added Attractions . . .

Positively Will Not Be Broadcast Nor Televised

**MILWAUKEE ARENA, TONIGHT, 8 P. M.**

All seats reserved: Prices \$4.80, \$3.60, \$3, \$2.40, \$1.80, tax included.

### IMPORTANT LATE NOTICE

KANSAS CITY STAR proclaims, "This Jack Benny show is unquestionably the biggest and best show ever to appear in Kansas City." WICHITA BEACON said, "The Jack Benny show far surpasses all previous descriptions. It compares with the biggest, best and most elaborate of Broadway productions."

*Maline's*  
**ALL-**



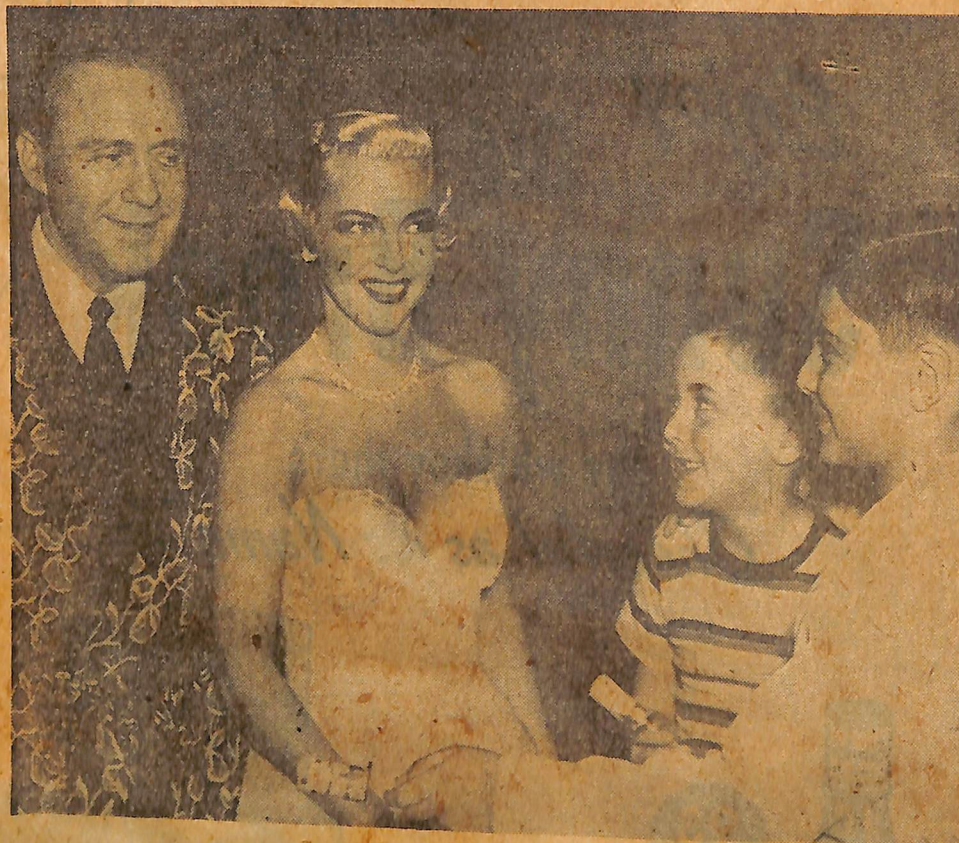
See the Jack Benny Show Saturday night at the Wharton Field House! Complete with Phil Harris, Rochester and a cast of 40 stars.



—Journal Staff Photo  
WITH "ROCHESTER" AT THE WHEEL and his "master" Jack Benny riding beside him, this venerable, 1917 Maxwell touring car, winner of the contest sponsored by Bradley university to find the oldest Maxwell in the Peoria area, will be driven down Main st. about 3 p. m. Monday from the Mitchell and Cassell Co. to courthouse square where Benny and Rochester are scheduled to be presented with straw hats at 3:15 o'clock. Riding in the back seat during the trip will be Orville Marshall (seated beside driver, above), Washington, Ill., and Ira Friedrich (driver), 1405 N. Jefferson ave., co-owners of the vehicle. In the picture above, Marshall and Friedrich, with the aid of Harry Mitchell, prepare to go for a warm-up spin in the 33-year-old car. Benny's troupe is scheduled to arrive at Peoria airport at approximately 2:30 p. m.



## Jack Benny Welcomed to City



JACK BENNY, comedian, and VIVIAN BLAINE, singer, (left) and EDWARD GOLTERMAN JR., backstage at Kiel Auditorium last night. Benny and his troupe, including band leader Phil Harris and Eddie (Rochester) Anderson, staged a two-hour variety show, with part of proceeds going to St. Louis Society for Crippled Children. The Golterman boys are the sons of Mr. and Mrs. Edward Golterman, 310 South Euclid avenue.

## Benny's Banter Pleases Crowd In His One-Night Stand Here

Radio Comedian's Show, on Airplane Tour of Country, Attracts 11,000 to Auditorium.

By MYLES STANDISH

Jack Benny, the frustrated violinist of radio fame, and his entourage hit St. Louis last night on an airplane tour of the country in which they are making 21 stands in as many nights. Although the crowd which received them at Kiel Auditorium Convention Hall was a disappointment, filling less than half the auditorium's 11,000 seats, it appeared well pleased with what it got—comedy along the smoothly grooved Benny radio format, and some top vaudeville acts. It was a good evening's entertainment.

Although Jack isn't at his best in front of an audience, as he is purely a gag comedian with little visual appeal, he made a genial master of ceremonies, running the familiar pattern of jokes with Benny as target—the violin, his age, his parsimony, Waukegan, his movies and yearnings for an Academy Award, his yen to play a romantic hero in spite of firm discouragement. He really would have been funnier with a script, with something to do besides the obvious sparring with Phil Harris and Vivian Blaine. But with a man of Benny's fame, there is a predilection to laugh at anything he says, a disposition to risibility at even the mention of topics made long familiar by the radio, so Jack merely had to saunter along in his formula to get a goodly number of laughs.

musical player with the usual glittering blonde hair and other glamour accouterments, supplied the necessary feminine charm and the partner for the romantic burlesque. Rochester was along, and after a brief sequence in his valet role, did a couple of songs in a raspy voice that's better suited to comedy.

Really the funniest sequence of the evening was that allotted the Wiere Brothers, a clever comedy violinist trio. Here was visual clowning at its best, full of unexpected amusing touches. The Stuart Morgan Dancers, probably the best "adagio" act on the boards, tossed that lissome blonde around in breath-taking fashion with their customary aplomb. The Peiro Brothers had some new stunts in their juggling act. Phil Harris's band provided musical background. And Mr. Benny demonstrated his violin playing is retrogressing amazingly. Music critics present were unanimous in agreeing it was full of no promise.

The audience roared at Harris's role of the brash lady killer—corn so unaffectedly and good-naturedly broad, a touch of primitive theatrical simplicity, that nobody could resent it. Mr. Harris also ran through his repertory of songs—all three—in his style, which fortunately seems to be unique. I've never heard anyone else sing "That's What I Like About the South," but I imagine there once was a melody attached to it. If there was, it probably was permanently flattened in his first mad race to the closing bars and has never raised its ugly head again. Miss Blaine, a movie

## JACK BENNY SHOW TONIGHT AT KIEL CONVENTION HALL

Radio comedian Jack Benny and his traveling show will put on a performance tonight at 8:30 o'clock at the Kiel Auditorium convention hall.

With Benny are Phil Harris and his orchestra and Eddie (Rochester) Anderson, both of his radio show; Vivian Blaine, film actress and singer; the Wiere brothers, comedians; the Peiro brothers, and the Stuart Morgan dancers.

The show is one of 21 one-night stands being staged by Benny and his company on their current tour. A portion of the proceeds will be turned over to the St. Louis Society for Crippled Children.

## Jack Benny Scheduled To Arrive Here Today

Jack Benny, with a crew of 40 entertainers, is scheduled to arrive at Weir Cook Airport at 11:30 a. m. today from St. Louis via a chartered TWA Constellation.

The troupe will appear at the Coliseum at 8:30 p. m. tonight for a two-hour stage show. Included with Benny will be Rochester, Vivian Blaine, Phil Harris and his orchestra, and other variety acts.



Skip it, Benny. Our vault is safe, and you can rent a box for only \$5 a year plus a small tax that even you won't mind paying. A key for you and Mary, too.

**Bank of St. Louis**  
FORMERLY INDUSTRIAL BANK  
NINTH AND WASHINGTON (S) FEDERAL RESERVE BANK

See Benny Tonight at Kiel Auditorium 8:30 P. M.



## Benny Show True To Form, Still Good Entertainment

BY BRUCE BOHLE

To the rains of "Love in Bloom" and a lot of awfully familiar but still durable jokes about Waukegan, toupees and Fred Allen, that old violin virtuoso, Jack Benny, brought his touring variety show to Kiel Auditorium Convention Hall last night.

The one-night stand drew an audience of 5,000, which is about half a house for that mammoth hall. Benny insisted on calling it a theater, even though the dimensions could only apply to a drive-in. It was a responsive crowd, however, one that obviously liked what it saw.

Essentially, the revue is a fairly close counterpart of the comedian's radio show, interspersed with some vaudeville acts. Who knows—perhaps Benny is warming up for television.

Television audiences could do a lot worse, at that. Jack proved he knows a thing or two about visual comedy, as well as gags, and the rest of his cast is made up of equally personable folks. Phil Harris and Eddie (Rochester) Anderson were on hand, from Benny's viarior program, and songstress Vivian Blaine is even easier on the eyes.

### A Lively Evening

All told, they and the vaudevillians made it a lively end entertaining, if somewhat predictable, evening.

Functioning both as master-of-ceremonies and star performer, Benny was on stage about 65 per cent of the time, which was all to the good. His jokes were mostly variations of familiar themes but expertly tossed off. A few samples will give you an idea:

"I'm really not stingy. I actually throw my dough away—not far, though."

"I'm not old, either. A moment ago I said I was 39, but I'm not, of course. I only wish I were 39—but I can wait."

"I really don't need these glasses—just use them for seeing. It's cheaper than buying a dog."

"My ambition is to star Crosby and Hope in a movie called 'Road to Belleville.' They've been everywhere else."

### Act With Phil Harris

Jack didn't waste much time unlimbering his fiddle, along with his gags. He and the exuberant Mr. Harris twice revived the act in which Phil builds himself up to Casanova proportions, leaving his disgruntled employer with all the sex appeal of an old shoe.

Harris also sang several songs in his own frenetic style—including, naturally, "That's What I Like About the South"—and Miss Blaine's and Rochester's principal offerings also were vocal, and quite worthwhile.

The vaudeville proved well above par for revues of this sort. It included the Stuart Morgan Dancers' acrobatics, the Wier Brothers' antics in the world of longhair music and the Piero Brothers' juggling routine.

One deviation from the tried-and-true Benny formula was a hill-billy band number which gave Jack still another crack at violin playing.

## Benny Gets Key To City



EVERYONE LOOKED pleased as punch yesterday when Mayor Joseph M. Darst presented comedian Jack Benny with a key to the city. Benny and his troupe were here for an engagement last night at Kiel Auditorium. Shown from left are Dr. C. Malone Stroud, president, St. Louis Society for Crippled Children, which shared in the show's proceeds; comedian Eddie (Rochester) Anderson, Benny, Mayor Darst and vocalist Vivian Blaine.

## STOP THE TRAFFIC

## Benny and Rochester Arrive for Show

By HERBERT KENNEY, Jr.

Edward Anderson of Hollywood (also known as Rochester) arrived in Indianapolis today for a charity performance.

Attired in a sharp sport coat and tie to match, Anderson stepped from a chartered TWA Constellation at Weir Cook Municipal Airport, carrying a cane which, the comedian said, contained a radio receiver and red and green lights "for stopping traffic while I cross Hollywood and Vine."

With Anderson was a fellow named Benny (plays the violin, tells jokes and says his front name is "Jack.")

This Benny fellow, who acted as spokesman for the party, which included Vivian Blaine, songstress, and Phil Harris, orchestra leader, said Anderson would play to "thousands" at the Coliseum tonight at 8:30 o'clock.

The show, this fellow said, will benefit the Crossroads Rehabilitation Center, sponsored by the Marion County Society for Crippled Children.

Benny (the way this guy kept trying to get in the act you'd think he was the star of the show) said the troupe came here from St. Louis.

He insisted that reporters (there to meet Anderson, of course) understand he was going to qualify a Maxwell late today at the Indianapolis Motor Speedway and that the troupe is headed for London after completing its tour of a score of American cities.

A large crowd was on hand when the plane put down shortly before noon.

Miss Blaine was wearing a fur jacket (must have thought we were having a cold wave) when she alighted. Harris, who hails from Linton, brought his orchestra along.

This guy Benny made up to the photographers and got them to take pictures of him tuning up his violin. From the sound of the screeching he produced, we wonder how he stays in the show.

If you like good violin music, we advise you to stay away from the Coliseum tonight . . . but if you are looking for a snappy comedian with a real future, we suggest you go and catch this guy Anderson (they call me Rochester, he says).

## Buck Rides Again—

## Jack Benny Almost Makes Reception Committee Blush

### Plane Arrives 2 Minutes Late and 'Glad-Handers' Just Reach Airport in Time

By R. K. SHULL

Jack (Pinch-penny) Benny ran a dead heat with his reception committee on arriving here at 11:16 a. m. today.

Dignitaries from Murat Shrine were to form an auto parade for Mr. Benny from Weir Cook Airport to Hotel Lincoln. They arrived at the airport just as Mr. Benny's plane was landing, two minutes late. Almost embarrassed the local glad-handers.

Amiable after his 75-minute ride from St. Louis, Mr. Benny was concerned with getting out to the Coliseum as soon as possible "to take care of things on stage, like props and stuff" before the show goes on at 8:30 p. m. today.

"I'll leave June 8 on the Queen Mary from New York," he chatted. "Phil (Harris), Rochester and I are going to play the London Palladium. I'm busy writing new material right now. We were there just two years ago, so the show has to be fresh."

"No, Mary won't be in this show—(Mary Livingstone, his wife), but she'll join me in New York before June 8 and go to England for a vacation. Phil's wife (Alice Faye) will be going along for the trip, too."

"No, I've never been to the 500-Mile Race, and I may never go. It's tough to get away," he concluded.

Along with Mr. Benny's show for this nation-wide tour is actress-vocalist Vivian Blaine.

At the Lincoln Mr. Benny was met by a caravan of antique automobiles from the current show at the Fairgrounds. He laughed himself violet in the face when photographers had him pose with Rochester in one of the museum pieces.

Later today, he is to drive a 1904 model Maxwell on the track at the Indianapolis Speedway.

## JACK BENNY DONATES \$500 TO CHILDREN'S SOCIETY HERE

Jack Benny, whose show played here last Tuesday, donated \$500 to the St. Louis Society for Crippled Children, it was announced yesterday.

A portion of the proceeds were to go to the charity. However, the show proved to be a financial loss. The promoter underwrote the loss and Benny made the donation to save the event from becoming a complete loss to charity.



# IMPORTANT ANNOUNCEMENT

Due to Transportation Circumstances beyond our control  
there will be only

## ONE PERFORMANCE of the Jack Benny Show Tonight at 8:30 P. M.

Patrons holding 9:30 show tickets may exchange these tickets for the  
8:30 show at Wurzburg's or Stadium Box Office, open until 10 P. M.  
tonight. The Management.

THURSDAY  
MAY  
25

BUSES  
DIRECT  
TO DOOR

**STADIUM**  
2500 TURNER N.W.

HUGE  
PARKING  
AREA

ONE  
SHOW  
ONLY

Direct from Hollywood... THE GREATEST STAGE  
REVUE IN THE HISTORY OF SHOW BUSINESS!



*In Person!*

JACK BENNY

PHIL HARRIS



ROCHESTER



VIVIAN BLAINE

*In Person!*

A CAST OF 40 IN A 2-HOUR  
ALL-STAR STAGE REVUE!

Featuring

THE PHIL HARRIS ORCHESTRA

STUART MORGAN DANCERS

THE PEIRO BROTHERS

Plus Extra Added Attraction...

**THE WIERE BROTHERS**

POSITIVELY NOT A BROADCAST!



**PRICES TO FIT EVERY PURSE!**

Main Fl. \$1.50-\$2.00-\$2.50-\$3.00-\$3.60

Arena \$2.00-\$2.50-\$3.00-\$3.60  
(Tax Included)

**Plenty of Good Seats Available**

ON SALE WURZBURG'S AND

G. R. STADIUM, 2500 Turner

PHONE 7-2454 • 9-5159

EVERY SEAT IS A "GOOD SEAT" IN THE G. R. STADIUM

TONITE ONLY

BENEFIT INFANTILE PARALYSIS FUND

*In Person!*



JACK

BENNY



PHIL

HARRIS



ROCHESTER

VIVIAN BLAINE

PHIL HARRIS ORCHESTRA  
STUART MORGAN DANCERS  
THE PEIRO BROTHERS

PLUS Extra Added Attraction...

**WIERE BROTHERS**

PLENTY OF GOOD RESERVED SEATS  
at \$1.25, \$2.50, \$3.50, \$4.00 (tax incl.)

Box Office Opens 7 PM, Show at 8:30 PM

**MEMORIAL AUDITORIUM**

THIS SHOW POSITIVELY  
NOT BROADCAST OR TELEVISED

### Benny Troupe to Arrive in 4-Engine Plane

Jack Benny, the comedian, and  
44 members of his show troupe  
are to arrive at the Kent County  
Airport Thursday at 11:25 a. m.,  
in a Trans-World Airline four-  
engine 57-passenger Constellation  
plane, it was announced.

Fred J. Barr, Jr., Manager of  
the Grand Rapids Stadium where  
Benny and his troupe will put on  
a show Thursday night, said the  
decision to reinstate original  
transportation arrangements came  
too late for him to re-schedule  
two performances by the Benny  
troupe.

#### SECOND TIME

Barr originally announced two  
performances but Tuesday can-  
celled one, claiming transporta-  
tion difficulties made this neces-  
sary.

It will be the second time for  
a Constellation aircraft to land  
at this Airport. The first such  
plane came here in August, 1947,  
bringing a party of settlers from  
The Netherlands.





Has Moments of Dullness—

## 8500 on Hand For Benny Show

Radio Act Loses Something  
When Transferred to Stage

By Henry Butler

The Jack Benny show last night drew some 8500 spectators to the Coliseum.

It also drew fairly enthusiastic response from the audience, though I imagine Mr. Benny could have wished for more riotous applause and laughter.

Before commenting further, I think it's only fair to mention again the benefit angle of the show, whereby 10 per cent of management's take, matched by an equal contribution from Mr. Benny, was promised to Crossroads, the Marion County Rehabilitation Center.

Last night's program had moments of dullness, in spite of the glamor of radio stars' physical presence.

What seems to be lacking, and could be added to the show, is a first-rate script. Mr. Benny, Phil Harris and even Rochester operate in a vacuum of what seems to be ad-libbing. More continuity, more meaning, more progress in the script would liven up proceedings.

As of last night, the show depended too much on the stars' network prestige, too little on actual accomplishment. What spectators saw seemed to belong on, say, the Circle Theater stage, followed by a feature picture.

Besides Mr. Benny's mild clowning about age, violin-playing and stinginess, there was

Phil Harris' hypertensive singing and posturing. Mr. Harris, the Hoosier from Linton, knocks himself out in essentially vaudeville stunts.

Rochester, carefully saved till near the finale, gave undoubtedly the best solo performance. But, like the other principals, he was doing routines on the vaudeville level.

In a big place like the Coliseum, with big lighting and big sound, these big people dwindle easily into smaller stature. That's where planning is needed. A series of one-night stands in the current tour might do Mr. Benny and his associates some damage. On the air, with a script and a kind of built-up folklore, they have a huge passive audience waiting to be tickled. On the stage, they've got to produce.

For variety, the show introduced the Stuart Morgan Dancers, fantastically skillful adagio quartet; the Peiro Brothers, Argentinian jugglers; Vivian Blaine, tinian jugglers; Vivian Blaine, actress-songstress who last night drew big response, and the Wier Brothers.

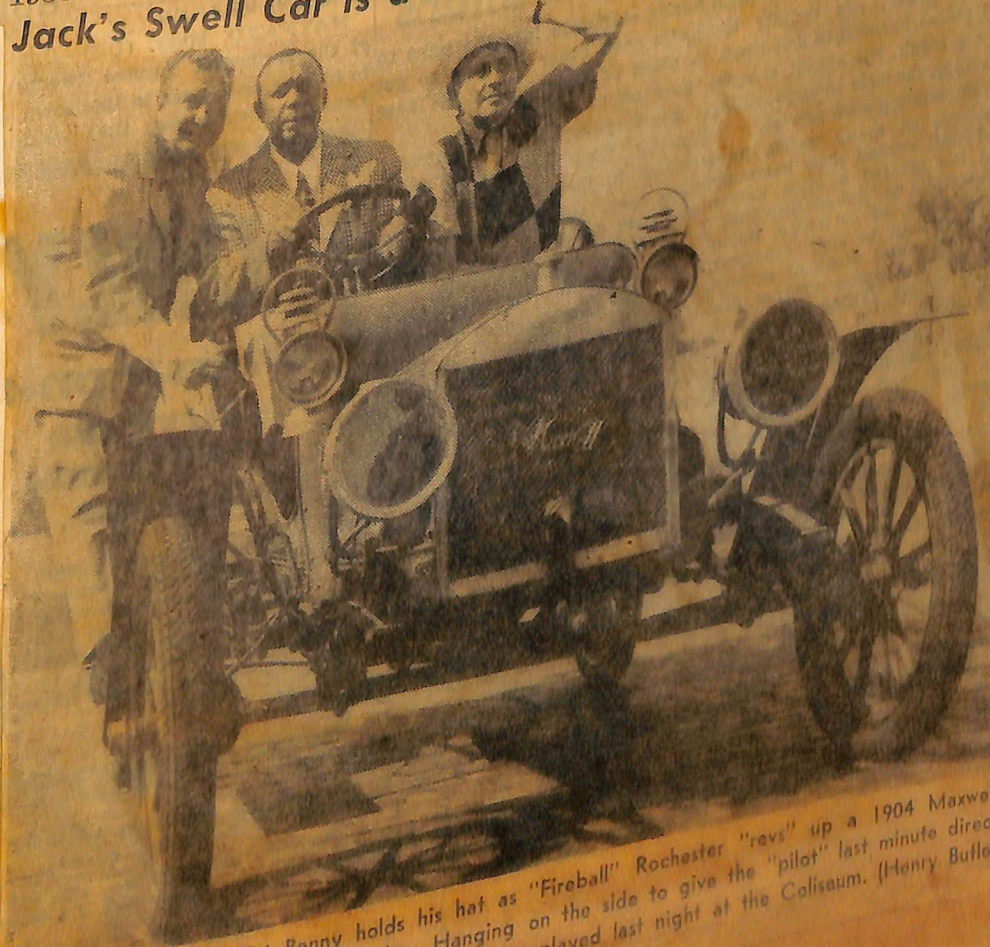
The Wier Brothers, three wacky fiddlers, struck me as the best independent package in the show. Their business of jogging loose from the opening measures of Chopin's "Minute Waltz" by shaking the piano was excelled only by their wonderfully insane ballet to the Gigue from Bach's B-flat Partita.

These hired acts, following close-knit routines, actually performed better than the principals. And so I repeat the statement: On the stage you've got to produce.

Not to introduce unkind comparisons, I think Olsen and Johnson understand this arena-size show business better than Mr. Benny does.

Y 25, 1950

## Jack's Swell Car Is a Maxwell and It Meanders Along



Jack (Moola-Moola) Benny holds his hat as "Fireball" Rochester "revs" up a 1904 Maxwell runabout at the Speedway yesterday. Hanging on the side to give the "pilot" last minute directions is Crow Chief Phil Harris. The Benny troupe played last night at the Coliseum. (Henry Butler review, Page 22).



## Jack Benny Show Proves Riot Of Fun to Stadium Audience

They didn't draw much of a crowd for Hollywood stars but the Jack Benny company provided an avalanche of top-flight entertainment for the fans who bothered to go out and see them at the Grand Rapids Stadium Thursday night.

The antics of the riotous Wiere brothers—Harry, Herbert and Sylvester—stopped the show. The wonderful trio of comic, acrobatic musicians had the crowd roaring through one of the funniest acts in show business. Their hilarious, derby-hat routine and crazy precision dancing, abetted by facial expressions out of this world, defy description.

### Benny Wins Favor.

Benny, surprising the audience with a svelte physique and youthful appearance, proved his worth as a master entertainer. Brushed out of the orchestra's violin section before the show started, he attempted to render "Love in Bloom" throughout the performance, finally murdering it in his inimitable style. Chided about his stinginess and lack of sex appeal, the showman came out second best, as usual, in bouts with Phil Harris and Rochester.

"We're Abbott and Costello," he introduced himself and Harris to

latecomers ushered to front-row seats. Fred Allen, he confided to the audience, can't appear in technicolor pictures because his skin comes out plaid on the screen.

Harris, in his breezy "Hi, Jackson" manner, was a hit, turning on the corn-powered charm that's his trademark. Baiting Benny, singing "That's What I Like About the South," and wooing Vivian Blaine, he starred all the time he was on stage.

Husky-voiced Rochester, resplendent in a natty straw hat and noisy sport coat, explained "Mr. Benny really isn't tight." "He just seems that way," he said, "because other

people spend money." His song and soft-shoe routines were one of the many bright spots of the evening.

One of the most amazing adagio numbers ever seen here was contributed by the Stuart Morgan dancers, three lads and a maid who had the audience gasping. Their fast-moving, tricky routine was sheer artistry.

### Vivian Blaine Enchanting.

Golden-haired Miss Blaine of the screen enchanted the customers with a vocal rendition of "It's Delovely"—and a very revealing gown. Pert and pretty, she afford-

ed just the touch of pulchritude the show needed.

The Piero brothers, a pair of young men with something new in the juggling line, came in for their share of applause. Their lightning-swift movements and changing positions were really something to see.

Not a little credit should go to the orchestra members, directed by Mahlon Merrick, who turned out some fine music.

It's no wonder the crowd wasn't nearly ready to go home when Benny closed the show with his "Beverly Hillbilly" band.

MKG.

## Local "Penny-Pincher" Wins Out

### Student Emulates Jack Benny; Gets Press Route

His penny "investment," developed into a Press route netting \$8 a week earnings, won a radio Thursday for Roger Lee Unger, jr., son of Mr. and Mrs. Roger Unger, 27 Haifley-pl., SE. The boy saves \$4 to \$6 a week.

Roger, a student at South High school, was presented the gift by Comedian Jack Benny, the entertainer, in the city for an evening performance at the Stadium, participated in the Liberty Bell ceremonies at Campau square.

The award climaxed the "search for a young Jack Benny in Grand Rapids" contest conducted here in advance of the comedian's local appearance. Roger was chosen from a field of several youths, striving to make the most of a cent in the manner of the comedian who has become known internationally for his "penny-pinching" ways.

### Aims at \$100 Bond.

Roger explains he first invested his penny, all the capital allowed the contestants, in two yo-yos. These, in turn, were traded for a broken cap gun which he repaired. The gun, subsequently was "swapped" for a tricycle, much the worse for wear. After repairing the tricycle, Roger peddled it for \$1 to his father who bought it for a younger son.

The single bill was put up as Roger's bond to secure a Press route in his neighborhood. Usually the bond fee is \$5, but Roger's excellent record as a previous carrier made up for the monetary deficiency.

Now his returns allow him to save from \$4 to \$6 weekly, the young entrepreneur states. He's striving to save \$100 to buy a United States savings bond.

Which made his presentation a "natural" at the savings bond rally, at noon ceremonies in the downtown square.



**WORD OF ADVICE**—Jack Benny, on his arrival at the Kent county airport for his personal appearance at the Stadium Thursday night, gives the latest tips on "squeezing a nickel 'til the buffalo screams" to Roger Lee Unger, jr., winner of a "search for a young Jack Benny" contest here. Roger, son of Mr. and Mrs. Roger Unger, 27 Haifley-pl., SE, has developed his "investment" of a penny—all the capital allowed the contestants—into a Press route that nets him \$8 a week. He was presented a radio by Benny Thursday.

—Grand Rapids Press Photographer.



*George Bulliss*

Today is---

Straw Hat and \*Jack  
Benny Day in Grand Rapids



\*See Jack Benny in person TO-  
NIGHT at the GR Stadium.  
Jack will accept a straw hat  
officially opening the Straw Hat  
season in Grand Rapids.



*The "Baku" by Mr. Disney*

The Baku is for you. It's cool — easy on the head.  
It's smart—easy on the eyes. It comes a long way  
to you: Fibers from the Philippines are sent to  
China for weaving, then to America for blocking.  
We have a selection of genuine Bakus awaiting your  
choice. Come in today and look at the Disney  
Baku.



-----\$6.95

Other Mr. Disney Straws from \$5 to \$10

*George Bulliss*

OTTAWA AT FOUNTAIN



# Jack Benny 'Tight-Fisted? He's Relaxed As Bedroom Slipper

Radio Star In Toledo For Performance Nearly Strolls Downtown Without Shoes

Jack Benny, clad in a quiet blue and gray 8-inch horizontal striped sport shirt and flannel trousers, was as relaxed as an old bedroom slipper in his Commodore Perry Hotel suite yesterday.

In fact, come to think of it, it was a pair of old bedroom slippers that almost caused the nationally known star of stage, screen and radio considerable embarrassment yesterday. Due to make a public appearance at Lasalle's at 2:30 p.m., Jack, freshly buoyed by a long-distance telephone chat with his wife, Mary Livingston—strode out of his 16th-floor room and headed for the elevator.

## Ability To Relax

At the last moment, his manager, Irving Fine, turned pale and gasped, "Jack—you're not going over there in bedroom slippers, are you?" Only then did Jack notice the oversight and returned to slip into a pair of comfortable moccasins for the 2-block stroll.

That a top-notch entertained like Benny can relax on such a whirlwind tour is considered something of a miracle, Fine remarked. The Benny show, which played last night in the Sports Arena, is hitting 21 big cities from coast to coast in 21 days. Toledo is only halfway in the crowded itinerary.

## 1,000 Fans Greet Jack

"Two things I hate about this one-night stand stuff," Jack said. "You can't get enough sleep and you can't get your laundry done fast enough. It pains me to have to buy a new shirt at every stop—speaking only of the inconvenience of it all, you understand."

Unlike most violin virtuosos, Jack does not practice hours daily. In fact, he said he has been told that the less he practices, the better his "Love In Bloom" specialty sounds. "Of course, that's a matter of opinion," he added.

Jack and his manager walked from the hotel to Lasalle's, where Jack wanted to inspect some shirts which reportedly were selling at a low figure. When he arrived at the store, Jack found more than 1,000 fans awaiting him, plus a greeting committee of store officials each of whom had a dollar bill in his lapel with

Jack's picture where George Washington's usually appears.

Other members of the show also made appearances yesterday in record departments, stores and radio broadcasts. These included Phil Harris, Rochester and Vivian Blaine, Blond vocalist with the all-star show.

## Enjoys London Visit

The Benny troupe of 45 travels from city to city in a chartered Constellation airliner, although yesterday Jack and a few others drove here from Detroit. Today, the big show is playing in Cleveland, and winds up the current tour next week.

Then Jack, Phil Harris and Eddie (Rochester) Anderson and their wives will sail for London, where they will do a 3-week stint at the Palladium.

"It will be nice to get back to London," Jack said. "No matinees, no Sunday shows and no midnight shows. Lots of time to relax."

More than 6,300 saw Benny and his troupe in their Sports Arena show last night, an official of the Arena reported.

# What, No Maxwell?



JACK BENNY AS HE ARRIVED IN TOLEDO  
Comedian to headline Sports Arena show tonight

## Jack Benny Arrives For Toledo Show Comedian Misses Drool-Inducing Sight By Minutes

By a matter of only a few minutes, Jack Benny today missed a drool-inducing sight.

The noted comedian, whose love for the output of the U.S. mint is the source of much of his humor, arrived in front of the Commodore Perry Hotel just

## Rest Coming By Plane

The rest of the troupe is due to land at the Municipal Airport this afternoon in a 4-motored Constellation under a special permit granted Trans World Airline.

Normally, the 4-motored ship are not permitted by the Civil Aeronautics Administration to land at Toledo's Class III field.

The plane was due in at 10:15 a.m., but it was still at the Willow Run airport at noon, explaining that the Benny plan operates on a flexible schedule. In a second car were Vivian Blaine, singing star of the show tonight, and her husband and manager, Manny Frank. Two other featured performers, Phil Harris and Eddie (Rochester) Anderson, also were scheduled to drive here.

## Others In Car

He was driven to Toledo by Andy Mulligan, of the Sports Arena staff. Others in the car were Irving Fine, manager of the show, and Bert Scott, Mr. Benny's secretary.

## Benny Unit's Mild \$9,000 In Cleve. Stand

Cleveland, May 30.

Jack Benny hit the first setback on his current tour at the Civic Auditorium here Sunday (28). A crowd estimated at under 4,000 paid a reported \$9,000, at a \$3.70 top, which was far below expectations.

Reasons for the lag is ascribed to warm weather and the fact that Benny was seen here two years ago at the RKO Palace at vaudeville prices.

Appearance was sponsored by the Kiwanis Club of Cleveland Heights for its underprivileged children's charities. Benny gave the organization a personal check for \$500.

## \$15,900 Toledo Gross

Toledo, May 30.

Benny's Toledo stop Saturday (27) at the Sports Arena hit \$15,900 at a \$4.80 with 6,300 attending. While gross was okay, it was considerably below the record at that spot established Jan. 29 when Bob Hope hit \$23,750.

## Public Auditorium, Sun. May 28 8:30 P. M. In Person JACK BENNY



PHIL HARRIS • ROCHESTER

Vivian Blaine • Extra Wiere Bros.

A CAST OF 40 IN A 2-HOUR ALL STAR STAGE REVUE

TICKETS NOW ON SALE

Burrows, 419 Euclid Ave.  
\$3.70, \$3.10, \$2.50, \$1.85 \$1.25 Tax Incl.

Will not be broadcast or televised. Presented by Kiwanis Club of the Heights Benefit Underprivileged Children and Welfare Fund



## Benny Takes Ribbing in Show



JACK BENNY AND  
WIERE BROTHERS

ROCHESTER AND PHIL HARRIS

VIVIAN BLAINE

That penny-pinching myth attached to Jack Benny makes him the target of all the quips and horseplay in his new Hollywood stage revue which plays Public Hall tonight.

This will be the 13th stop on the radio comedian's tour of 21 key cities, en route to London's Palladium.

In the top scene the clowning musical Wier brothers are seen ribbing Benny about the quality of his violin-playing. Eddie (Rochester) Anderson gets together with Phil Harris, quick-witted bandleader and the gusty singer of Dixie ditties, in more skits poking fun at Jack.

Vivian Blaine, lovely songstress who decorated such films as "State Fair," "Something for the Boys" and "Three Little Girls in Blue," is accompanying them on this trek along with the 19-piece Harris orchestra.

The juggling Piero brothers and the Stuart Morgan adagio dancers also animate the show, sponsored here by the Kiwanis clubs of the Heights for the benefit of their welfare fund and underprivileged children charity work.

### Pitt Disappointing

Pittsburgh, June 6. Jack Benny show dived at 3,800-seat Syria Mosque on its one-nighter last week and cost the local impresario, Bill Beagle, a wad of dough. Although Benny cut his original \$10,000 guarantee in view of the poor turnout.

Everybody agreed that the Benny show was head and shoulders above the recent Bob Hope layout, but latter just three weeks previously had practically packed the Mosque twice. It's believed a holiday (that a bad time, eve of a holiday that oration day) added to fact that Hope and Toscanini right before him had pretty well milked the town.

## TONIGHT 8:30 P. M. PUBLIC AUDITORIUM

★ Box Office Opens 1 P. M. ★  
IN PERSON

## JACK BENNY

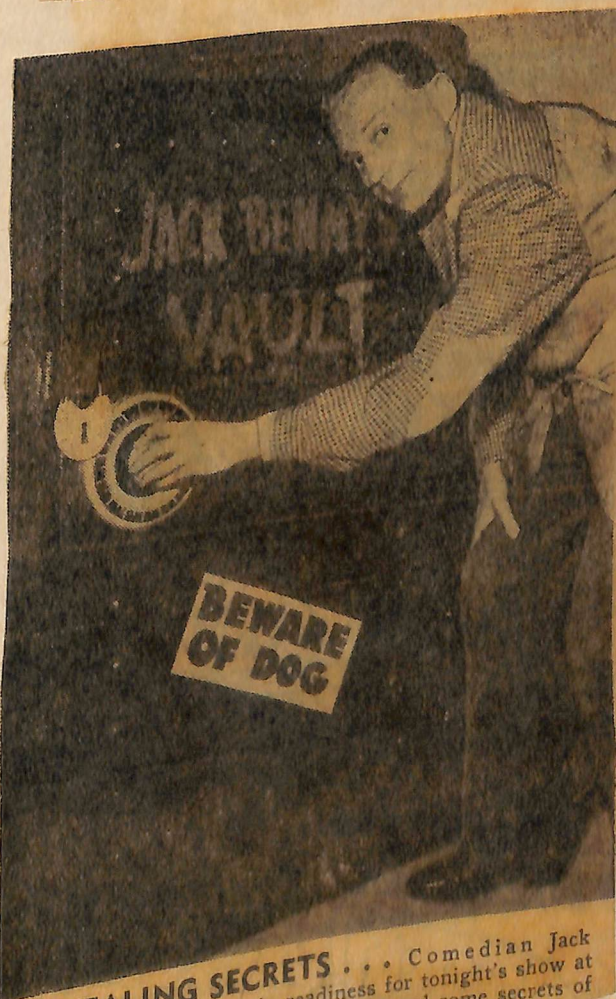
Phil HARRIS • ROCHESTER

Vivian Blaine • Phil Harris Orchestra  
Stuart Morgan Dancers • Peiro Bros.  
EXTRA ADDED: WIERE BROS.

**BIG 2-HOUR ALL-STAR SHOW**  
WILL NOT BE BROADCAST OR TELEVISED

**PLENTY OF GOOD SEATS**  
\$3.70, \$3.10, \$2.50, \$1.85, \$1.25, Tax Incl.

Sponsored by  
**KIWANIS CLUB of the HEIGHTS**  
Benefit Underprivileged Children and Welfare Fund



**REVEALING SECRETS . . .** Comedian Jack Benny opens his vault in readiness for tonight's show at Syria Mosque when he says he'll reveal some secrets of fun to Pittsburghers. Phil Harris and Rochester will be part of his two-hour program starting at 8:30.

### Burke Will Welcome Jack Benny at Airport

Mayor Burke will be at Cleveland Airport at 11:45 a. m. tomorrow to welcome Jack Benny and his cast of 45, arriving by TWA. The reception will be broadcast by WGAR.

Benny will stage a two-hour show starting at 8:30 tomorrow night in Public Hall with profits going to the benefit of underprivileged children. His appearance is sponsored by the Heights Kiwanis Club. The Public Hall box office will open at 1 p. m.



... more proof  
**Hughes & Hatcher**  
 the best men's wear buys...

Jack Benny, who has the largest of all radio audiences, has come to town for a personal appearance at the Syria Mosque tonight in behalf of the Pittsburgh Home for Crippled Children. America's greatest exponent of thrift. So, naturally, he shops at Hughes & Hatcher... where smartly styled quality apparel is so reasonably priced.

# JACK BENNY SHOPS HERE!



America's Greatest  
 Shirt Value!  
 Our Exclusive  
 MODEL-FIT  
 SHIRTS  
 3.65  
 (3 for 10.50)  
 Monogrammed  
 Without Charge  
 Hughes & Hatcher

IT IS HUGHES & HATCHER'S CONSISTENT POLICY to give you the very finest at the lowest possible price



## J. Benny's Boy Here With Him



### ROCHESTER

Practically nobody remembers these days that his name is Eddie Anderson. He's been with Jack Benny so long as Rochester that the comedian sometimes even forgets to answer to his given name. They'll be together, along with Phil Harris and Vivian Blaine, at Syria Mosque tonight.

## Benny Here Tomorrow

Jack Benny, stage, screen and radio comedian, will be making his first local appearance in more than a decade when he brings a unit of 47 entertainers here tomorrow night for one show at 8:30 in Syria Mosque.

Originally, two shows had been planned, but a benefit performance in Buffalo early Tuesday caused the cancellation of the late show here.

Ticket holders for the scheduled 9:30 p. m. show are requested to change them for the 8:30 performance, while the 7:30 p. m. duet holders may use them for the 8:30 show.



Jack Benny

Benny, who is making a national tour of one-nighters in hamlets and metropolitan centers both prior to an engagement in London's Palladium, will bring with him Phil Harris and the en-

tire Harris orchestra; Rochester, Vivian Blaine and a flock of top-notch variety acts headed by the Weire Bros. and the Stuart Morgan Dancers.

## SYRIA MOSQUE — TOMORROW NITE ONLY ONE SHOW ONLY at 8:30 P. M. — NOTE

Instead of 2 Shows previously announced, there will be one show only at 8:30 P. M. Those holding tickets for the 9:30 P. M. show can exchange them immediately for 8:30 show seats—the 7:15 P. M. show tickets can be held for the 8:30 P. M. show.

DON'T MISS THE BIGGEST SHOW OF THE YEAR  
Direct from Hollywood... THE GREATEST STAGE  
REVUE IN THE HISTORY OF SHOW BUSINESS!

In Person!

JACK BENNY  
PHIL HARRIS  
ROCHESTER  
VIVIAN BLAINE

In Person!

AND  
A CAST OF 40 IN A 2-HOUR  
ALL-STAR STAGE REVUE!

Featuring  
THE PHIL HARRIS ORCHESTRA  
STUART MORGAN DANCERS  
THE PEIRO BROTHERS

Plus Extra Added Attractions...

THE WIERE BROTHERS

Good seats still available at Gimbel's, Horne's & "May Beegie Concerts," offices, 552 Union Trust Bldg. (AT. 1-3783). Prices \$1.30, \$1.95, \$2.60, \$3.25, \$3.90, \$4.55 (Incl. Tax). Got your tickets today!

NOTE: FOR YOUR CONVENIENCE, SYRIA MOSQUE BOX OFFICE  
WILL BE OPEN TODAY FROM NOON 'TILL 5 P. M.

## SYRIA MOSQUE—TONIGHT ONLY—8:30 P. M.

IMPORTANT—PLEASE NOTE:

Instead of 2 Shows previously announced, there will be one show only at 8:30 P. M. Those holding tickets for the 9:30 P. M. show can exchange them immediately for the 8:30 show seats—the 7:30 P. M. show tickets can be held for the 8:30 P. M. show.

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STUART MORGAN DANCERS  
THE PEIRO BROTHERS

Plus Extra Added Attractions...

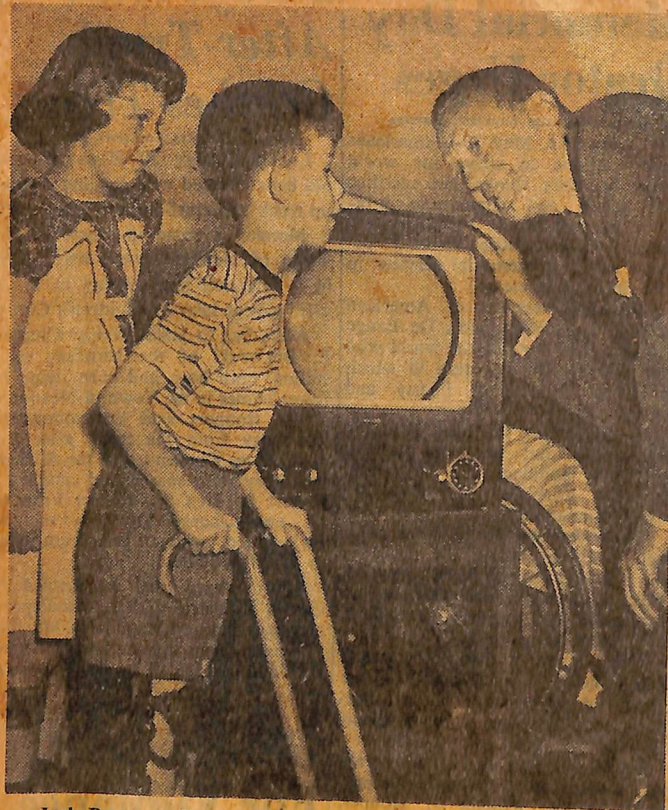
THE WIERE BROTHERS

GOOD SEATS STILL AVAILABLE AT ALL PRICES  
AS LATE AS SHOWTIME TONIGHT AT 8:30

TICKETS ON SALE AT GIMBEL'S, HORNE'S & "MAY BEEGIE CONCERTS,"  
552 UNION TRUST BLDG. (AT. 1-3783) UNTIL 5 P. M. TODAY—AND AT  
SYRIA MOSQUE TONIGHT FROM 7 P. M. TO SHOWTIME. PRICES \$1.30-1.95-2.60-  
3.25-3.90-4.55 (INCL. TAX)



## Radio Comedian Visits Crippled Children



Jack Benny, radio comedian, right, chatting with Dianna H. Logan and Charles J. Wexler, each seven years old, at the Crippled Children's Guild, 936 Delaware Ave. Benny yesterday afternoon presented the guild a television set donated by the Philco Radio Corp. More than 100 children there saw Benny before his show in Memorial Auditorium last night.

## Benny Peeved at Buffalo As Show Fails to Draw

Jack Benny, radio's harassed-looking boob with all the human frailties, was weary in spirit as well as looks after arriving here yesterday for his two-hour show last night at Memorial Auditorium.

The graying, balding joker was pretty disgusted with Buffalo when interviewed at the Crippled Children's Guild, 936 Delaware Ave., where he presented a television set donated by the Philco Radio Corp. to the guild and visited briefly with the children.

The hundred or more crippled children attending the presentation in braces, special chairs and beds, and on crutches were in a high spirit. But Benny wasn't.

A few questions brought out the reason: Advance ticket sales indicated his show was going to be a financial flop here.

The 56-year-old radio star, movie actor and suave master of ceremonies was asked why.

"It's one of those things you can't figure out," he explained seriously. "If we could figure in advance what cities would net us a poor attendance we could skip them," he added, inferring that he wouldn't have been in Buffalo yesterday if it were not for previous commitments.

Buffalo wasn't the only city about which Benny was discouraged. He mentioned among others St. Louis and Pittsburgh, where the show appeared Monday.

### Some Thin Crowds

"It seems the people in any one city either want to see us or they don't," he commented. "If they do, they pack the house. If they don't, the crowd is mighty thin."

"Yet we have as great a radio following in these cities as in those in which attendance at a stage show is tops," he said. "And the show I've got now is by any measure the best I've had in some 39 years of show business."

The brown-suited comedian said it sometimes is hard to figure peak attendance turnouts, too. "When we opened the 21-day show we're on now we played at Pasadena and since it is so near to Los Angeles, we figured the turnout would be poor. To our

astonishment the house was packed and we broke attendance records."

### What Is Costs

How much of a financial setback is a bad night, he was asked.

"The show we've got here is costing about \$40,000 a week in expenses, including air travel," he replied. "You figure it out."

Benny, sporting a nice tan and a healthy one-day growth of beard, said other comedians find the situation the same. Among them he mentioned Milton Berle, who appeared at the Auditorium here recently, and Bob Hope.

The comedian, born Benjamin Kubelsky and reared in Waukegan, Ill., complained that it sometimes is "tough" to leave a city where "we could fill the house three nights in a row to go on to another where we'll draw half a house."

Benny, who has carried on a long radio "feud" with Comedian Fred Allen, was asked if having Allen along would help matters. He hedged the opportunity to needle Allen with a wisecrack by giving an answer completely unrelated to the question.

There were two bright aspects about Benny's visit at the guild. The crippled children were happy just to see him and he said information from Toronto, Ont., where he will go from here, indicated an advance sellout.

## BENNY AND HARRIS STAGE A FAST SHOW FOR PARALYSIS FUND

Razor-sharp humor and some of the best theatrical talent to be seen in this area in a long time were enjoyed Tuesday night by Western New Yorkers who preferred the personal appearance of radio and screen talent to the holiday open road.

Jack Benny, Rochester and Phil Harris, an NBC star who is heard regularly over WBEN, teamed up with song-stylist Vivian Blaine and other cheer-provoking acts in spacious Memorial Auditorium.

Unfortunately the attendance—variously estimated at from 2700 to 4000, not officially, and poor acoustics—marred a "show business" treat.

Part of the proceeds from the show were earmarked for the Buffalo & Erie County Chapter, National Foundation for Infantile Paralysis.

### Depressing Effect

Mr. Benny visited the Crippled Children's Guild Tuesday morning and presented to that institution a television set donated by the Philco Radio Corporation. Eddie Anderson, the "Rochester" of the Jack Benny show, attended a ceremony at noon in the Hotel Statler foyer at which an iron lung was presented to the Children's Hospital by the New York State Infants & Children's Wear Association.

The slim attendance at the performance, indicated by advance sales, had a noticeably depressing effect on the Benny spirits. The comedian mentioned St. Louis and Pittsburgh as other cities in which the personal appearance of his show failed to attract large audiences, and observed: "If we could figure in advance what cities would net us a poor attendance, we could skip them."

### Done Well in Smaller Places

His disappointment carried into the show and when Vivian Blaine made a remark about "all these

people," the comedian quipped: "Oh, there aren't so many."

The show has done well in smaller places; it has had small crowds generally in the larger cities.

Those who clicked through the turnstiles, however, saw not only radio and screen stars of top billing but at least two teams of talent worth twice the price of admission.

They were the three Wiers Brothers and the Piero Brothers. The former can make violins sing but prefer to submerge this gift beneath the weight of humor that is often slapstick and acrobatic shenanigans that had the crowd in stitches.

### Mark 14 Years as a Team

When it comes to juggling or split-second timing with gadgets in the air, the Piero Brothers, from South America, have something new to offer in one of the oldest forms of entertainment.

Mr. Benny and Mr. (That's What I Like About the South) Harris put new twists on the tightwad stigma, with which "Jackson" has made so much money, and on the drinking habits of Mr. Harris, which he hasn't.

There was the usual banter with Eddie (Rochester) Anderson, whose dancing ability is much smoother than his rasping voice; Jack played, by popular undemand, "Love In Bloom," and then quipped:

"I've been seeing a lot of television. Eventually, I suppose, I'll have to get into it."

The show marked the 14th anniversary of the Benny-Harris team. It was fast-paced all the way.

### Benny Burns in Buff

Buffalo, June 6. When only about 3,000 persons showed up in Buffalo's huge 13,000-capacity Memorial Auditorium on Decoration Day to see the Jack Benny-Harris-Rochester show, Benny made no attempt to conceal his irritation. In interviews with the local press, the comedian suggested that he wouldn't have been in Buffalo were it not for a contract commitment and would prefer in the future to skip towns like this which netted such poor attendance in favor of the spots which really wanted to see the show. Recalling to newsmen that both Milton Berle and Bob Hope ran into similar conditions in Buffalo lately, Benny stated that his show cost \$40,000 a week to travel "including air transportation"—and that the local engagement represented a substantial loss.

Reviewing the show next morning, the Courier-Express headlined its story "Benny Lays 'Em in the Aisles; Plenty of Room," and quoted a line from the show as illustrating the comedian's "disgust with the turnout." When Vivian Blaine hesitated to kiss Benny "before all these people," he was reported to have adlibbed, "Oh, there aren't so many."



## 7,000 Attend Benny Show in Youth Center

**Comedian Ends  
Busy Day Here  
With 2 Performances**

Paced by a 19-piece orchestra that filled the huge Catholic Youth Center to the last echo, Jack Benny, Phil Harris and gravel-voiced Rochester delighted two large audiences last night in their last personal appearances before going to England and Scotland this week.

It was a long night for the performers. Mr. Benny arrived at the CYC about 6 p.m.—an hour before the first two-hour show was to begin. He did not leave until soon before last midnight and immediately took a plane back to New York.

Nearly 3,000 attended the first show and there was a crowd of nearly 4,000 at the second.

The large audiences were receptive and gave the performers thunderous ovation.

The pattern for the show was based essentially on Jack Benny's Sunday night broadcast. Missing, however, were Mary Livingstone and Dennis Day, both of whom are chief supporters to Mr. Benny's running gags on stinginess.

An improvised stage had been especially erected opposite the Jefferson Ave. entrance. Curtains were draped and

## 7,000 Attend Benny Show in Youth Center

(Continued from Page Three)  
be improvised. This was not exactly a hardship, but it was definitely different from performing on a regular theater stage.

It was the second time for Jack Benny to play in Scranton in nearly 30 years. The first time was when he played vaudeville with his own act, which he described as "Just jokes and I played my violin," as he paced ceaselessly back and forth backstage preparatory to responding to his many cues.

Hovering nearby was City Detective Leo Marcus who had been assigned to the famous comedian for the entire time he was in Scranton. He stayed with him until he boarded his plane for New York early this morning.

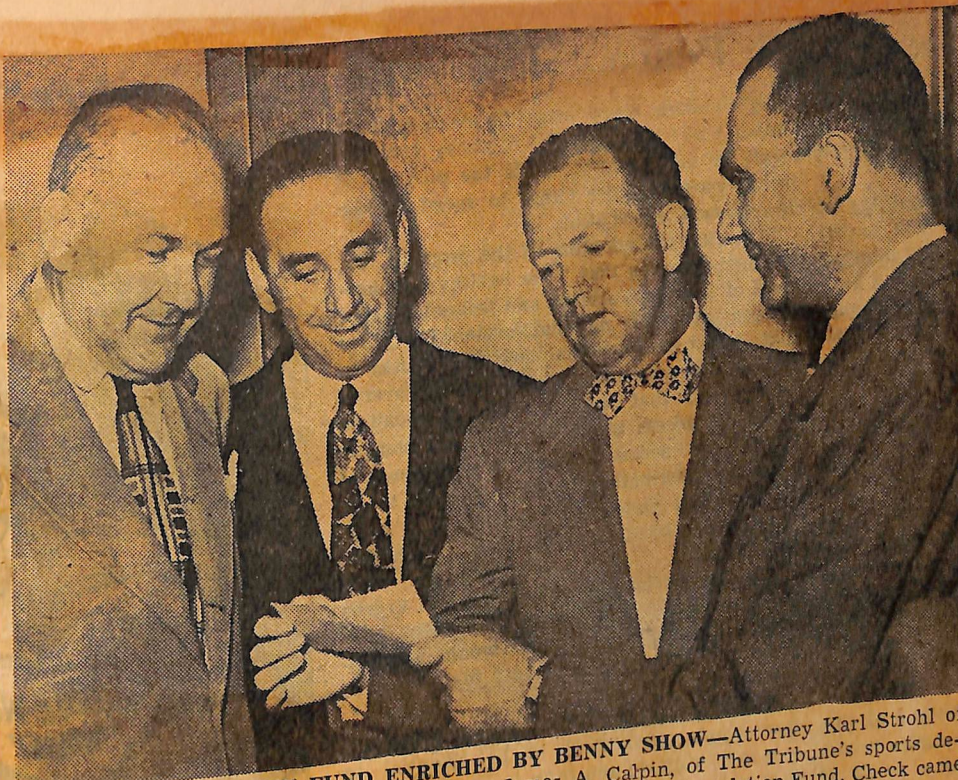
It took only a couple of gags to "warm up" the audience and from that moment on, Benny, Harris and Rochester just about had them rolling in the aisles.

Benny said that a lot of the stuff he pulls on the radio is not actually true. For example, he said, "I'm always gagging about being 39 years old. Humph. I'm not 39—but I can wait." He said furthermore he is not stingy. And added, "yeah?"

He announced that he will dabble in motion pictures, but as a producer. He said he's had experience as an actor. His first show will be Bing Crosby and Bob Hope in "The Road to Dunmore."

Phil Harris and Jack Benny exchanged running fire gags with the latter on the butt end. During a serious point, however, Harris said that yesterday marked his 14th year with Mr. Benny.

Harris and Benny had several sharp exchanges, but the one that brought down the house was Mr. Harris' caricature of Mr. Benny's role of "great love" with Vivian Blaine as the love interest.



**NEWSPAPER CHARITY FUND ENRICHED BY BENNY SHOW**—Attorney Karl Strohl of the Buddy Club presents check for \$600 to James A. Calpin, of The Tribune's sports department, and president of The Scrantonian-Tribune Charity Foundation Fund. Check came from part of proceeds of Jack Benny show last night. From left are: Max Kearson, also of the Buddy Club; Herman S. Goodman, general manager of The Tribune and The Scrantonian; Mr. Calpin, and Attorney Strohl. Of the \$600, Jack Benny gave \$300 and the Buddy Club a like amount.—Tribune Photo.



**COMEDIAN JACK BENNY GREETED ON ARRIVAL HERE**—Jack Benny, famous radio star, right is pictured upon his arrival at Avoca Airport. With him in the car are: Herman Goodman, general manager of The Tribune and The Scrantonian, and Miss Madge Megargee, vice-president of WGBI, Columbia Broadcasting System outlet here which carries Benny's broadcasts. Part of the proceeds of the two shows given last night at Catholic Youth Center go to The Scrantonian-Tribune Charity Foundation Fund.

Thrusting Mr. Benny aside, Mr. Harris took over in the love department and said to Benny: "Dad, you're old enough to be playing with the Scranton Miners."

Climax of the appearance of "Buck" Benny and his Beverly Hill Billies. This troupe consisted of several members of the band and Miss Blaine in blue overalls. Benny attired in blue overalls over red underwear as the leader.

The costumes were moth-eaten and the very appearances of the over red underwear provoked gales of laughter.

To add an element of variety with fine entertainment there were the Wiere Brothers and the Peiro Brothers.

The two shows last night wound up an almost feverish pace for Mr. Benny and his two costars. Arriving at Avoca Airport about 1 p.m., Mr. Benny was escorted to City Hall and a welcome by Mayor James T. Hanlon, and then appeared before several hundred at a Chamber of Commerce luncheon where he described the LIFE program as one of the finest community efforts he has encountered in my tour of 31 cities.


Gordon Evans, past president of the C. of C. and chairman of LIFE's Business Division, was chief speaker. Attorney John R. Lenhan was toastmaster. Anthony Koveleski presented Mr. Benny with a miniature model of a Maxwell car, the counterpart of the decrepit car he owns.


On Friday Mr. Benny, Mr. Harris and Rochester will sail for London to play the Palladium and later will appear at the Empire Theatre in Glasgow.


The Scrantonian-Tribune Charity Foundation Fund received \$600 from the proceeds of the two shows—\$300 from Mr. Benny and \$300 from the Buddy Club, sponsor of the shows.



*In Person!*

 **JACK  
BENNY**

 **PHIL  
HARRIS**

 **ROCHESTER**

**VIVIAN BLAINE**

**CAST OF 40—Featuring**  
**PHIL HARRIS ORCHESTRA**  
**STUART MORGAN DANCERS**  
**THE PEIRO BROTHERS**

**PLUS**  
Extra Added Attraction . . .

**WIERS BROTHERS**  
*Accompanied by Mildred Seymour*

**NEXT SAT. JUNE 3**  
EVE.  
ALL SEATS RESERVED  
**\$1.20-\$2.40-\$3.60**  
Tax Inc.

**BOSTON GARDEN**

## Benny Show Tonight at Boston Garden

Jack Benny and his radio cohorts, Phil Harris and Rochester (Eddie Anderson) head an elaborate Hollywood star-studded production which makes its only New England appearance tonight at the Boston Garden at 8:30 p. m.

The radio comedian and his cast will arrive at Logan Airport at 12:25 p. m. in a charter plane. Jack plans to drive his Maxwell to his Boston hotel.

Other members of the troupe are Vivian Blaine, the Wiere Brothers, Stuart Morgan dancers, and Phil's band.

**Jack Benny & Co.  
Give Two Shows  
For Cancer Fund**

Jack Benny, Phil Harris, Rochester and a special plane load of Hollywood stars will leave Toronto at 10 a. m. today, and allowing for delays in clearing Canadian customs, should arrive in Syracuse around noon for their two big "in person" performances at 4 p. m. and 8.30 p. m. today at the Coliseum, for the benefit of the Syracuse Cancer fund.

The Benny show of 40 entertainers is in the last week of its whirlwind transcontinental tour. In addition to the three top stars will be lovely songstress, Vivian Blaine, the Wiere Brothers, the Stuart Morgan dancers, the Piero Brothers and the entire Phil Harris orchestra, including the real Frankie Remley, now become famous of Phil Harris' NBC radio program.

Tickets are still available for both shows with good seats on sale at Clark's and will be on sale at the Coliseum box office prior to the matinee and evening performances. The matinee offers the best choice, however.



Rochester  
In Syracuse today.

## Person to Person

# Reporter's Turn to Fume When Phil Harris Late

By LOTTA DEMPSEY

Radio comedian Phil Harris is, according to his Hollywood radio script writers, frequently in hot water with wife Alice Faye over a certain flippancy regarding dat ole quicksilver magic, the passing of time. The clock ticks away, the man-about-the-South dallies over his poker game or his bourbon, and Alice fumes.

Frankly, we don't think the two-hour delay—or maybe more, we couldn't wait—in Mr. Harris' appearance at a press interview attended by some forty or fifty radio and newspaper people in the Town Tavern yesterday afternoon was a part of the act. Because Mr. Jack Benny, who had left his Maxwell at home and was travelling by special Constellation, Rochester, and all but three of the 43 members of the Benny show cast, were also mysteriously delayed.

Whatever the hold-up, we did have a few words with three of the boys of Mr. Harris' band, and were somewhat surprised to discover how very like the picture of them drawn in the radio program the whole contingent appeared to be. Only, the real Phil Harris band is used on the Benny show, and another band on the Harris program.

Not only do the boys get together with Mr. H. for a weekly poker session, as advertised, but Frankie Rumley is a real lefthanded guitar player who has been with the band and its director some 24 or 25 years. The two are almost as inseparable as via the air waves (although Rumley is portrayed on the air by actor Elliot Lewis) and Mr. Rumley will accompany Phil and Alice to Europe this summer.

Much of the program is based on the orchestra boys tell us, on real incidents in the life of the Harris family. Young Phyllis and Alice, their real-life children, don't come down to the studio to watch the radio Phyllis and Alice perform, but are carefully nurtured at home.

THE MONTREAL DAILY STAR

# Some Truths About Benny

## Popular Ideas That Have No Real Foundation

**JACK BENNY**, who appears in person with Phil Harris, Rochester and a company of popular artists at the Forum tomorrow night, is one of America's highest salaried performers. His portrayal of a stingy, balding character has helped to make him a millionaire. Strangely enough, however, thousands of his fans believe Benny is the personification of his radio character, which causes him a great deal of embarrassment.

Actually, Benny is a modest, kind-hearted, considerate man—one of the most popular in show business. He does not wear a toupee and has a good head of hair and not only is he not the cheap-skate most people picture, but is one of Hollywood's most lavish tipplers. Waiters, barbers and porters are constantly amazed with Benny's gratuities.

**R**OCHESTER does not slave for a pittance every week, but gets a big salary for a few minutes' work each week. Nor does Dennis Day have to mow Benny's lawn. The singer could hire a staff of gardeners to mow his own lawn, if he wanted to.

Mary Livingstone insults Mr. Benny all the time, according to the belief. Actually, she adores the man, having been happily married to him for the past twenty years.

Jack Benny does not drive around in an old Maxwell but in an expensive convertible, neither does he keep his money locked up in a vault in the cellar, but gives thousands and thousands of dollars to charity every year, insisting that his name be not publicized in connection with the donation.

With three motion picture studios competing for his services and his radio program in its eighteenth consecutive year on the air—a great record—Jack Benny is not the “poor shmook” most people believe. What do you think?

**Benny And Gang Here  
Jack Lauds Leacock  
Rochester Off To Races**

# Leacock Off To Races

Perfectly at his ease and in an amiable mood, Mr. Benjamin Kubelsky (Mr. Jack Benny of radio and screen fame) stepped into the American Airlines office today accompanied by his wife, (Sadye Marks (Mary Livingston)) and he made it plain that he had been this way before.

"Years ago," said Mr. Benny, "I played vaudeville at Saea's. That's why I'll feel at home tonight in the show at Maple Leaf Gardens. To me this show is like old-time vaudeville."

Mr. Benny let it be known he was a violinist in the debut and after that in the comedian. "For years I've returned to do."

He spoke into a couple of microphones, and putting a arm on Rochester's shoulder and smiling at Miss Vivian Blaine, of Hollywood (this is not hard for one to do), he posed for the picture men. "I will sing and do some sketches with Jack," said Miss Blaine.

"Hiya," Jack waved to the LAUDS STEPHEN.

"Is it true," inquired the man, "that," in the the

Mr. Benny let it be known that he was a violinist in his Toronto debut and after that returned as a comedian. "For some reason I learned to do better as a comedian," he said.

While a crowd gathered around

...she was  
I tried  
never managed  
one summer I remem-  
bered you how  
After his regret tell me  
Now let me pause  
discovered him," he re-  
One afternoon the resu-  
used to be with Blaine he  
Groucho's dressing i  
him laughing I Mar  
laughed. He ag  
when I look  
that he

JACK BE...

I looked as if I were a room  
 was loud as I heard  
 "Look it here with a  
 MIRTH PRODUCER  
 room you are be laugh  
 "Groucher here  
 He said, "If you  
 will laugh, you are  
 book are..."

...NY Telegram  
...adopter



# Benny And Gang Here Jack Lauds Leacock Rochester Off To Races

Perfectly at his ease and in an amiable mood, Mr. Benjamin Kubel-sky (Mr. Jack Benny of radio and screen fame) stepped into the American Airlines office today unaccompanied by his wife, (Sadie Marks (Mary Livingstone) and he made it plain that he had been this way before.

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While a crowd gathered around

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"Hiya," Jack waved to the crowd.  
**LAUDS STEPHEN LEACOCK**

"Is it true," inquired a newspaper-man, "that you have a soft spot for the humorous writings of a great Canadian?"

Mr. Benny replied, "If you mean Stephen Leacock, I certainly have. Do you know that Stephen Leacock to me was one of the greatest humorists who ever lived? I know his characters... the Great Detective, Hezekiah Hayloft, Hannah of the Highlands... Why..."

A radioman tapped Mr. Benny's arm lightly and whispered, "Shhhh! Miss Blaine is on the air."

Mr. Benny shushed until she was finished. Then he resumed, "I tried to meet Mr. Leacock more than once before he died but I never managed to do so and that I regret. I remember he spent his summers around Orillia. Now let me tell you how I discovered him."

After a one-second pause for a nod to Miss Blaine he resumed, "I used to be with the Marx brothers. One afternoon I was passing Groucho's dressing room, I heard him laughing as loud as he ever laughed. He was killing himself. When I looked in the room I noticed that he was alone with a book."

**BIRTH PRODUCER**

"Look it here, Groucho," I said, "how can you be laughing like that when you are here all alone in a room like this?"

"Groucho waved the book at me. He said, 'If you read this book you will laugh louder than I do, whether you are alone or in a crowd.' The book was Nonsense Novels."

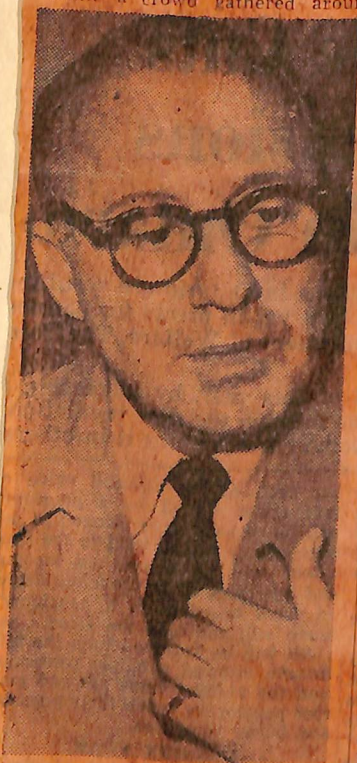
To Mr. Benny, Leacock had the proper radio technique. "He would go wild, simply wild in his humor but he always kept it down to earth and he never forgot the human element. That was his secret. When I first saw a photograph of him and I learned that he was a professor at McGill, I thought he was more amazing than ever. He could write on serious subjects and he had a serious appearance, so totally un-serious like the humorous stuff he wrote. I think I've read all of him. If I haven't I'd be pleased to discover another humorous book by him."

By this time Phil Harris was cleared through customs and he was much more polite in his attitude to Mr. Benny than in character on the air. So was everyone for that matter.

Rochester let it be known that he was heading for the Woodbine. "What's running, what's running," he was asking. "I haven't got my form."

"You follow G.G.'s with enthusiasm, Rochester?" someone asked. "Oh, yes," he wisecracked. "Quite often with a broom."

Mr. Benny then left for Variety Village to entertain 24 handicapped children who receive vocational guidance there. Morris Stein, of the Variety Club, eagerly led the way to the limousine and again Mr. Benny waved to the crowd.



**JACK BENNY**  
Leacock admirer



**VIVIAN BLAINE**  
Will sing with Jack



**ROCHESTER**  
Heading for the Woodbine

**PHIL HARRIS**  
He's here, too

## FUN FARE

with

**Stan Helleur**



**T**HERE were no cracks about his famous Maxwell jalopy, but practically every other routine from his radio show got a workout last night in Maple Leaf Gardens where Jack Benny kept about 10,000 people in a merry mood. Benny's one-night road package has plenty to it, and he's just the guy to wrap it up.

Those in the trade have always talked about Benny's sense of timing as being one of his greatest assets, and while it's quite apparent when you hear him on the air, it's all the more so when you can see him. He shoots several hundred less gags than Bob Hope, of an evening, but there's nothing wrong with his bullseye count.

He was aiming at all his favorite targets, too. Said he was playing a theatre not long ago in which he thought he saw Jane Russell sitting down front. "But when I put my glasses on," he added, "I discovered it was Fred Allen. The bags under his eyes had fooled me."

Talking of the last picture in which he appeared with Allen, Benny said producers had intended to make the film in Technicolor, but one thing stopped them. "They discovered that in Technicolor, Fred Allen's skin comes out Scotch plaid."

Discussing his violin, which he actually plays during the show, the comedian said he's been asked to play it in the next Bing Crosby-Bob Hope movie. "On The Road To Oshawa," he said, "It's about the only place they haven't been."

There was also an allusion to his miserliness. During a skit with blonde singer Vivian Blaine, Benny turned away from her pleadings very dramatically and looked up into the crowd. And at just the right moment he cracked: "Humm-m-m. There's an empty seat up there!"

A large part of Benny's routine was shared with Phil Harris, the show-off with the toothpaste grin. There was the usual stuff about Harris showing Benny how to be the great lover and the orchestra leader sang the four numbers everyone seemed to want to hear—"Poker Game," "That's What I Like About The South," "Is It True What They Say About Dixie" and "Preacher and Say About Dixie."

All of it good fun. Another familiar character from Benny's radio show was Rochester, who did a weak bit of singing and strong bit of rhythm dancing, but from where we sat his gravel voice came out of the amplifiers like an air raid siren and we missed most of his gags. Except one of his openers about being in a barber shop. "Getting your hair cut?" asked Benny. "Now," replied Rochester, "getting YOURS cut." (Couple get it—yuk, yuk.)

very nicely. But the top act, independent of the radio regulars, was the Wier Brothers, who take a kind of Victor Borge approach to the violin, aside from which they do balancing tricks, do a Mack Sennett Keystone routine plus some novelty dancing. They are the very best we've seen.

Another of Benny's European imports was the juggling act of the Peiro Brothers, who can do things with hats that Lily Dache has never seen. Then there were the Stuart Morgan Dancers, three guys and a girl.

Their routine was pretty electrifying as the three huskies tossed their little blonde around like a ball being whipped around the Maple Leaf infield. Only difference was they didn't make any errors.

But even with all this competition, the star of the show more than held his own. Buck Benny rode again, you might say.

★ ★ ★

Jack Benny and his troupe in the Henry W. Kiel (municipal) auditorium was far from a financial success but last week Benny made a personal contribution of \$500 to the St. Louis Society for Crippled Children that was to have shared in the gross.

Less than 4,000 natives turned out for the show that featured Benny, Phil Harris, Eddie (Rochester) Anderson and Vivian Blaine. Despite the slim crowd crix dished out raves for the entertainment.

**Boston's \$15,700**

Boston, June 6.

Jack Benny troupe failed to rack up sock gross here Sat. (3) when it played to an estimated crowd of 8,000 at Hub's Garden. With a \$3.60 top, gross of \$15,700 was reported.

First real summer weather plus general downward trend in his conditions locally blamed for lack of interest.







# TOSCY, BENNY CONFUSE ISSUE

When Jack Benny undertook to fiddle at Carnegie hall, Fred Allen leaped up and said, "Oh, no, not in Carnegie hall, where Heifetz, Kreisler and Menuhin have played the violin. You play the violin here and the acoustics will throw up!"

Joe Roberts handling publicity for the Jack Benny show being held at Carnegie Hall Sunday (4) on behalf of the Damon Runyon Cancer Fund.

## Benny, Allen, et al., In N.Y. Cancer Benefit

Jack Benny, Fred Allen, Mary Livingston, Rise Stevens, Phil Harris, Eddie (Rochester) Anderson and Benny's one-night stand troupe will play a benefit for the Damon Runyon Cancer Fund in Carnegie Hall, N. Y., on June 4.

Benny, who has taped his May 21 and May 28 broadcasts, started his tour last night (Tues.) at Wichita, Kan., continues it through June 5, when he winds up in Scranton. Benny will be in New York from June 6-8, when he sails on the Queen Mary to open at the London Palladium with Harris and Rochester. He returns Sept 10.

One-nighter troupe includes Vivian Blaine, Piero Bros., Stewart Morgan dancers and Wiere Bros.

## RATINGS, P.A.'S FAIL TO JIBE

Ever since the returns have come in on the Jack Benny and Arturo Toscanini tours, with the former racking up a generally disappointing boxoffice take and the maestro registering phenomenal grosses, a lot of the Hooper-Nielsen skeptics within the trade have been asking "what gives?"

Considering that the Benny swing around the major cities culminated a season which found him the No. 1 rating personality, the failure of the anticipated crowds to show up for his p.a., has given the anti-rating contingents new ammunition in their questioning the worth and accuracy of the Nielsen and Hooper samples.

On the top of that, the ability of the Toscanini-NBC Symphony to hang out the SRO in a score of cities weeks in advance, in the face of ratings for their network program that have been practically negligible, has cued bewilderment within the trade. Many are convinced that "something's wrong somewhere" in gauging the Nielsen and Hoopers as an accurate cross-country appraisal of likes and dislikes.

The fact that few musical shows on the air, either in the classical idiom (NBC Symphony, New York Philharmonic, etc.) or in the more popular realm (Firestone, Telephone Hour, Cities Service, Longines, etc.) are capable of snaring a respectable rating is regarded as an inaccurate barometer of what the people want, particularly considering that music has been the basic staple that has made radio what it is.

Even the strictly pops radio shows no longer enjoy Hooper-Nielsen prestige, it's argued, yet the skeptics point to the fact that platter-spinning disk jockeys are riding wide and handsome, people are buying records, and turn out en masse to the major dance band in-person dates in all parts of the country.

Monday, July 17, 1950

## London

London, July 8.—I just won a big box of cigars from Jack Benny. It was like this: when Jack arrived here along with Phil Harris and Rochester three weeks ago for his Palladium engagement, he was a very worried guy on account everybody was telling him the theatres were doing no business and there was a general slump in the entertainment world, what with there being no money about and a small heat-wave in operation into the bargain—so, just to cheer him up on his first day here I wagered Jack a box of cigars he'd be a sellout during the whole of his engagement. Tonight came the payoff: after catching his last performance (which was a rootin', tootin' stander-upper) I went around to see Jack in his dressing room, and there, in the presence of Palladium chief Val Parnell, theatre manager Barry Storr, 10-percenter Lew Grade, a couple of newspaper guys, and his wife Mary and manager Irving Fein, Jack came across with a cabinet of coronas and the news that the Palladium had set up an all-time record during the three weeks of Jack Benny's engagement. (Are you listening, Danny Kaye?) Incidentally, Val Parnell told me he could have filled the theatre for another three weeks with the Jack Benny show. The moral being, it seems to me, you can't keep a good act—or a good picture—down. Thanks a lot, Jack, for the seegars and for giving London another three weeks of hilarious fun. Come again soon.

Farewell Benny, Hail Sinatra! Yes, folks, "The Voice" is here and rarin' to go. Opening at the Palladium Monday, Frankie has been getting in some useful advance publicity thanks to his newly-acquired manager, Mack Millar, who's well known and very well liked around these parts. Following the now traditional practice Frankie was in a box for Jack Benny's last performance tonight and, with the spots trained on him, was introduced to the audience by Jack. And if the roar of acclamation he got is anything to go by, Frankie is gonna paralyze 'em Monday night.

## 'Aren't We Devils?'

Jack Benny admitted upon his departure last Thursday (8) on the Queen Mary for his Palladium engagement in London that he was expecting the worst from the prankish contingent.

Benny recalled, for example, the trick he pulled on Burns & Allen last summer, when he flew to London to surprise B & A when the latter played the Palladium.

On the eve of B & A's opening they were tossed a party at their London hotel. Benny arrived on the q.t. in time to check into an adjoining room. He fixed it with the hotel phone operator to call George Burns and to announce that "Jack Benny was calling from Hollywood." Benny said he was calling 6,000 miles to wish the team luck on their Palladium opening.

As Burns expressed to the party his gratitude for "Jack Benny calling me all the way from Hollywood to wish me luck," Benny walked into the room.

"Burns," said Benny, "practically dropped dead."

COMMENTING ON THE THOUGHTS: It's a tribute to the kind of wonderful Tom Flanagan, managing director of the National Assn. of Radio Station Representatives, said that his Carnegie Hall concert for the Damon Runyon Cancer Fund was "Hall-room" was every seat in this "Hall-room" was taken, "whose heart is as big as the treatment, terms and stations that sponsors. Those few stations that thoughtlessly accepted the Chesterfield contract amendment would be a serious loss because, after playing in some terfield they have made a serious breach in the customs of the light charity tour, Carnegie Hall seemed now see the customs of the light charity tour, Carnegie Hall seemed casting business, one which bound to have an adverse effect on their income.

"Broadcasting produces such a high volume business for advertisers at such a low marketing cost," Flanagan said, "that stations need not go bankrupt in delivering their service to advertisers and should stick to published rates and terms. They need not succumb to the wiles of the bargainners."

What was the reason for this interruption from Fred Allen? no one laughed harder than Jack at this interruption from Fred Allen!



BY ED SULLIVAN

NEW YORK — Bill and Barbara Paley's bon voyage party for the Jack Bennys turned back the N. Y. social clock to those days in Mayor Jimmy Walker's reign when Jack Rumsey's Mayfair Club demanded black ties on Saturday nights.

The resemblance was heightened by the choice of the old Mayfair Room at the Ritz-Carlton for the shingdig and the selection of Emil Colman's band. . . .

Accented, too, by the presence of Jules Glaenger, Winthrop Rockefeller, Bill Hearst, Marlene Dietrich, Adele Astaire, Ed Murrow, the Ben Duffy's, Mrs. Eddy Duchin, Frank Stanton, Jane Wyman, the Alfred G. Vanderbilts, Frank Sinatra, dancing Harry Evans, the Bennet Cerfs, Fleur Cowles, the Byron Foys, Valentina, Serge Obolensky, George Abbott, Moss Hart, Ken Murray, the Ike Levys, Mona Williams and too many others to set down in a paragraph. . . .

There is not much formality in N. Y. life, any more, but this gala indicated we could stand a refresher course.

Irving Fein, who Boswelled Jack Benny's tour through the States and abroad, is back with some embroidered highlights of the junket. In England, sez Irving, the reviewers used up all their superlatives on Jack and one of the critics opined that he is the greatest pantomimist of all time with the exception of Chaplin (who's English). After the Palladium date, Jack and Mary motored through Italy and the Harrises (Phil and Alice) took the petrol route through Switzerland and Germany. They'll join up again on the Queen Mary Aug. 8 for the crossing home. Fein says there is a concerted move afoot to commercialize BBC. The average writer, he says, gets about \$50 for a half hour dramatic show, which accounts for the poor quality of English programs. . . . Funniest thing that happened, says Irv, was at a Paris cafe where 30 fiddlers roamed over the room and played at tables for the 1,000-franc (\$3) tip. They all converged at Benny's table and played "Love in Bloom." One of them handed him a fiddle and he joined the group. At a table of American tourists he was handed a 50-franc note (14c), which he pocketed greedily.

The Jack Bennys on a spending spree in Paris this week. Sail for home come Tuesday.

Jack Benny's London Palladium stint will pay the tariff for almost two months abroad for himself, Mary, Phil Harris and Alice Faye, Rochester, Frankie Remley and his frau and Irving Fein. They sailed from N.Y. yesterday.

Thursday, August 24, 1950

The Jack Bennys back in town with Burns

### Bulletins From Benny

From CBS's Jack Benny, during his tour of France, came these tongue-in-cheek impressions of his European sojourn:

"In the British Isles, the motorists drive on the left-hand side of the street—just like on Hollywood Boulevard."

"The French political situation is so volatile that the government changed twice while I was having breakfast

AUGUST 18, 1950

in Paris—once with the orange juice and again with the coffee."

"It took me quite a while to get through Montmartre's Place Pigalle. I just barely made expenses selling French postcards."

"Mary insisted on visiting all the famed couture shops. Now we're booking passage home on a cattle boat."

The Bennys sailed for the United States August 8 on the Queen Elizabeth.

DAILY VARIETY DAILY

## Light and Airy

By JACK HELLMAN

THINGS MUST BE GETTING MORE AUSTERE IN NOT-SO-jolly Lunnnon town. Irving Fein, who Boswells Jack Benny in all parallels, sends along this clip from the London Graphic: "There is topnotch talent right under the nose of variety chief, Michael Standing, yet he can no more bring it to the microphone than he can get Uncle Joe Stalin for The Children's Hour. This is the Jack Benny show, with the highest listening figure in the U. S. (remember, Mr. Jackson, we're quoting). The Benny show is just what is needed to brighten our miserable midsummer listening. Benny would be pleased to oblige. But there's nothing doing. The Benny show will go home without a broadcast. No one is satisfied except our 'joy-through-misery' treasury." . . . But things can't be quite as dim and austere as the ribbon on Fein's typewriter under which passed this additional intelligence: "Jack offered to do a half hour program for free when the (above) article broke and still they haven't asked him. Jack did get on BBC, however, at a garden party for charity attended by 30,000. We wondered why Jack didn't get any big laughs but later found out that the producer had requested in advance that there be no laughs or applause as the show was long and the time short. No one thought of cutting the script".

All in all it came out rather wonderful when someone happened to pop in. American food. The rumor that I could cook American flew fast in the American quarter. Soon my telephone was ringing. I was never so popular with calls hinting, suggesting, how good American apple pie could taste in Rome where none exists (there are no American restaurants in Rome).

Thus it was I gave an American dinner party. Our terrace has nice garden furniture and since the American Ambassador and Mrs. Dunn have been so gracious, I wound up inviting them. In Rome, that's like inviting President Truman.

I explained to the portier (who is a janitor but is in supreme rule of the household) to take American Ambassador Dunn and his wife and the rest up in the elevator. I didn't want to expose them to seven flights by foot. I had to tip him 500 liras for this little service. The Ambassador and Mrs. Dunn, the Mervyn LeRoys, the Buster Crabbes, Producer Sam Zimbalist, the Henry Hennigsons (he's Metro's studio manager) and Jack Benny and Mary Livingstone, Mel Ballerino, talent scout of Metro, Morgan Hudgins, Publicity Chief for "Quo Vadis," Jack Begone, Publisher of the Rome Daily American, and several more gathered on the terrace. Out of 48 slices of pie, three remained. This was convincing proof that apple and lemon pie are still American favorites. Buddy Baer sang and the accompanist, who "no savvy English," managed to accompany him.

It was a great night. My only fear after it was all over was, "what if I'd put ant paste instead of flour in the pie by mistake since I can't read Italian labels on the packages." Horrible thought, and I'd be trotted off to the bastille for poisoning the American Ambassador due to my ignorance. MAMA MIA!

News and Such: American Ambassador Dunn has every American citizen in Rome registered in case of invasion—what with Russia three hours by plane, removed. If he says, "get home"—home we go. We don't fancy a concentration camp. The Jack Bennys were here after a three weeks engagement at the Palladium in London. "I brought Rochester and Phil Harris over," said Jack. Jack and Mary are very nice to know. Jack's voice is exactly in person like it is on the radio. Their radio show is still sponsored by the same American cigarette company. Barbara Stanwyck arrived and the Bennys and Barbara and Bob Taylor kept their sightseeing date for Rome.





Benny: He's all over Piccadilly

BY EARL WILSON  
LONDON—On our big rubberneck tour of Europe, I kept asking myself, "Who said there are any Englishmen in England?"

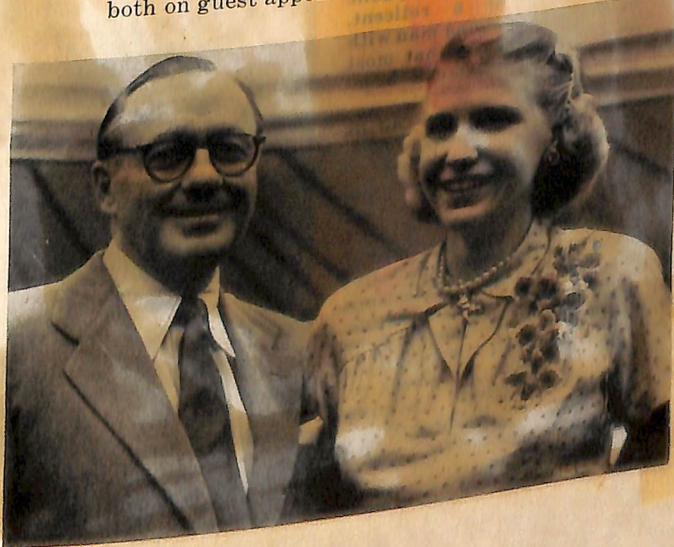
I kept seeing Jack Bennys and Rochesters and Gussie Morans before my eyes here in the Strand and Hyde Park.

But with Phil Harris, George Raft, Dane Clark, Vera-Ellen, Julie Wilson, Betty Garrett, Anatole Litvak, George S. Kaufman and many other Americans here, it's interesting to see that Rochester is one of the greatest favorites.

Although Rochester's here playing the Palladium with Jack and Phil, he told me privately, "I really came here to play the horses."

## TOAST & ROAST

Benny, just back from England, won bravos from Britons wherever he went, but another American export—the young woman he's pictured with—wasn't doing so good. She's Sharman Douglas, daughter of the U.S. Ambassador, intimate friend of Princess Margaret. While Benny was being cheered at the Palladium, she was being chided by a British tabloid. Her "airy impatience" is making her unpopular with the people who wait on her, the newspaper reported, advising her to copy her father's pleasant manner "since her only claim to fame is her father's success." It's rumored Dowager Queen Mary is demanding Princess Margaret see less of Sharman. Benny returns to his CBS radio show Sept. 10, and TV audiences also will be seeing him, both on guest appearances and on one-shot shows.



Jack Benny and Dinah Shore do their Command Performance in London tonight.

## Benny, Shore Set 'Command Firsts'

London, Oct. 31.

Official confirmation of the announcement that Jack Benny and Dinah Shore are to appear at the Command Variety Performance at the London Palladium on Monday week (13) establishes a precedent for this Royal gala. It's the first time that two U. S. toplineers have traveled especially from America and appeared simultaneously before the King and Queen.

The complete list of names shows that many Americans currently working in London are to be similarly honored. There is a particularly big contingent from "Touch and Go," including Kaye Ballard, Helen Gallagher, The Debonaires, Jonathan Lucas and David

### Benny-Shore

Continued from page 2

Lober. Also from the cast of the show is Carol Lynne, wife of Bernard Delfont.

Other U. S. artists in the bill are Allan Jones and the Merry Macs. None of the American acts has previously played the Command show.

Many British acts, some of whom have risen to the top in recent months, are also named for the show. Frankie Howard, currently playing the Palladium revue; Max Bygraves, who made a big hit at the same theatre earlier in the year and Donald Peers, who was the first British headliner of the season, are among the first timers.

Among the others who are to participate are Gracie Fields, Tommy Trinder, Bentley Sisters, the entire Crazy Gang (comprising Flanagan & Allen, Nervo & Knox and Naughton & Gold), Hall, Norman & Ladd, Binnie Hale, Nat Jackley, Max Miller, The Five Smith Brothers, Terrier's Juveniles, Max Wall, Billy Cotton & his Band, George Mitchell Glee Club and the Tille Girls. Ensembles from three West End theatres, each of which are "Out of This World" (Palladium), "Knights of Madness" (Victoria Palace) and "Touch and Go" (Prince of Wales). Woolf Phillips and his Palladium Skyrockets orchestra will provide the musical accompaniment.

### Jack Benny, Dinah Shore For Command Vaude Show

Jack Benny and Dinah Shore have been invited to appear at the British Variety Command Performance to be held Nov. 13 at the London Palladium. The proceeds of the event, attended by the King and Queen with seats at \$60 apiece, go to the British Variety Artists Benevolent Fund, and has no connection with "The Mudlark" command performance Oct. 30.

Benny and Miss Shore, at present in New York for their CBS TV show Oct. 28, return here before heading for London. Miss Shore also may accompany Benny to Korea to entertain the troops over the holidays.



## Benny, Dinah Shore 'Wow' Royal Family

**Tuesday, November 21, 1950**

*London*

London, Nov. 14.—So Jack Benny and Dinah Shore got to meet the King and Queen of England after all. This was the culmination of their 14,000-mile trip to appear before their majesties at the Royal Variety Show at the London Palladium last night, and it only happened because of a last-minute dispensation by the Lord Chamberlain. It meant a complete breaking with tradition, for never before have the stars of this annual event been presented to the King and Queen. It took Jack and Dinah to change all that, and I guess it will be the regular thing from now on. The show itself was the 21st of the series and the famous Palladium was packed from floor to ceiling to witness such toppers as Tommy Trinder, Gracie Fields, Donald Peers, Binnie Hale, Allan Jones, Kaye Ballard, Helen Gallagher, Jonathan Lucas and David Lober from the "Touch and Go" revue, and impresario Jack Hylton as the surprise of the evening personally conducting his old stage band of 12 years ago. But it was Jack Benny and Dinah Shore who stopped the show. They can go back home today feeling their long trip—paid for out of their own pockets—was well worth while.

Appear in  
Command  
Stage Show

Jokes, Favorite  
Songs Please King,  
Queen, Princess

By United Press

LONDON, Nov. 14.—American Stars Jack Benny and Dinah Shore wowed the royal family last night.

Benny's cracks found King George VI, Queen Elizabeth and Princess Elizabeth in a jovial mood at the annual royal command variety show.

The comedian raised a royal laugh by observing that "Eddie Cantor needs 500 pounds like Jane Russell needs falsies."

A plush audience which arrived in Rolls-Royces for the \$56-top charity show sat on its bejeweled hands through most of the three-hour program at the Palladium.



## JACK BENNY

### His Joke About Falsies Gets a Royal Laugh

But it gave Miss Shore and Benny the warmest applause of the night.

Allan Jones, the Merry Macs and Britain's Gracie Fields also scored.

The American take-over apparently didn't sit too well with British Comedian Max Miller.

"I am English," Miller snapped as he came on stage. "Danny Kaye gets 3000



**DINAH SHORE**  
King Thanks Her for Singing  
Favorite—'Dinah'

Agro Today—November, 1925

Engels

unfettered by rules and regulations, just don't want to be regulated." Copyright, 1950, McClure Newspaper Synd.

Thursday, November 16, 1950

*London*

London, Nov. 7.—Seems kinda dull around town after all the junketings of last week when the Royal Film Show and its attendant stars kept us all on our toes pretty well day and night. But we'll be up there again day after tomorrow when Jack Benny and Dinah Shore fly in for the Royal Variety Show at the Palladium. These are the only two artists to come specially from America for this great vaudeville event and I can promise them a royal welcome back to these shores. Other Americans in the show are Allan Jones, and Kaye Ballard and David Lober out of "Touch and Go." British toplineers are Gracie Fields, Binnie Hale, Donald Peers, Tommy Trinder, Max Wall, Max Bygraves and the Crazy Gang, rounded off with the famous Terry's Juveniles and John Tiller Girls—the only serious competitors of Nat Karson's precision troupe at the Empire.



**KING AND JESTER**—King George VI of England shakes hands with Comedian Jack Benny following a royal command variety show

at London's Palladium Theater. Between them is Singer Dinah Shore who leans forward to greet Princess Elizabeth who is on the extreme left.

FEBRUARY 17, 1951



**NOT TOO TIRED** to smile was top-flight comedian Jack Benny when he arrived at Municipal Airport Saturday. The veteran Jewish performer, who will be guest of honor at a United Jewish Appeal dinner here Sunday, recorded his Sunday night program Friday night and Sunday, then hopped the plane for Houston. He was accompanied by his manager, Irving Fein. See story on Page 6.

**Jack Benny to Serious**

**Arrives to Receive**

Jack Benny, who has kept millions of Americans laughing almost two decades, arrives in Houston Saturday night for his here to work on his new Jewish Appeal dinner program.

[illegible]

# Benny Serious As He Lives to Receive Award

Mr. Benny will share lunch with Mr. Charles Allen, who will be at the appearance of the United K. T. R. H. pro. gram, 5:30 p.m. today on Sunday. Mr. Benny will share lunch with Mr. Charles Allen, who will be at the appearance of the United K. T. R. H. pro. gram, 5:30 p.m. today on Sunday. Mr. Benny will share lunch with Mr. Charles Allen, who will be at the appearance of the United K. T. R. H. pro. gram, 5:30 p.m. today on Sunday.



FEBRUARY 17, 1951

MONDAY, FEBRUARY 19, 1951

\$1,000,000 Pledged

## Benny Boosts Jewish Appeal

A thousand representatives from four states Monday knew why the United Jewish Appeal in

1951 seeks to raise \$203,684,577. . . They were informed by one of the United States top flight comedians, a New York rabbi and a host of other speakers at a dinner at the Shamrock Hotel Sunday. Then, informed, they pledged almost \$1,000,000 to the U. J. A.

During the dinner, Jack Benny, dean of radio comedians, was presented with a plaque for his work over the years with the U. J. A.

It was inscribed: "To a champion of all efforts to sustain the weak and to free the oppressed."

Rabbi Charles Shulman of Riverdale Temple, New York City, emphasized to the audience that Jews all over the world are faced with deadlines this year.

"Jews in Iraq have been told that they must get out this year with only the clothes on their backs; the United States has set a June deadline on getting 25,000 displaced persons into the country," he said.

### Problem Growing

"In Romania and Poland, Jews have been told to get out now or forever be cut off from the rest of the world," he added.

And he pointed out that resettling these people in Israel, where the meat ration for one week now is about the same as one frankfurter, will take additional housing, provision for more food, and rehabilitation.

Mr. Benny, who was made an honorary citizen of Texas by Mayor Oscar Holcombe, reminded the group that "you're not being asked to work, or to fight, or to starve—you're just being asked to give."

"I think that if we gave nothing, those people in Israel would see to it that there is an Israel, somehow; but I wouldn't want to be one of those who forgot them," he added.

### Pictures, Pictures

On the lighter side, Mr. Benny displayed the talent which boosted to, and has kept him among, the topflight entertainers of the country.

When a photographer snapped his picture he remarked:

"Pictures, pictures, and you never see any of them in the newspapers."

"I'm glad they've finished the introductions, because oil was beginning to come up under my chair," he added.

He explained to the audience that in Texas one has to be careful how he calls people.

### Hit Jackpot

"I yelled 'Tex' in the lobby a little while ago, and 35 men, a bellboy, the manager and two horses answered," he said.

Mr. Benny told of a poker game he saw, in which Glenn McCarthy was playing.

"Austin changed hands three times," he added.

McCarthy won \$5000. McCarthy needs \$5000 like Jane Russell needs falsies," he added, and turning to the rabbi, said: "Excuse me, Rabbi."

### Pledges Near Million

Various communities represented at the dinner followed Houston's lead in presenting \$100,000 as an advance on its \$765,076 pledge. Almost \$1,000,000 in advance pledges were announced.

Moritz Gottlieb of Allentown, Pa., national chairman of regions for the U. J. A., presided. Mr. Benny was introduced by Leo Gold Meyer. Among special guests at the dinner were M. E. Walter, editor of The Chronicle; George Carmack of The Press; and former Governor W. P. Hobby and Mrs. Hobby of the Post.



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## Jack Benny Serious As He Arrives to Receive Award

Jack Benny, who has kept millions of Americans laughing for almost two decades, arrived in Houston Saturday minus most of his jokes.

He is here to receive an award for his work in the United Jewish Appeal at a 1 p.m. Sunday dinner at the Shamrock Hotel.

Mr. Benny was met at the airport by a delegation from the United Jewish Appeal who are spearheading the one-day four-state conference in the Shamrock Sunday.

### Not Talkative

In a short interview, the dean of radio comics, who spent most of the night flying from Los Angeles to Houston, wasn't inclined to be talkative, or funny.

He did say that he has been doing "quite a bit of work" for charitable causes, but "it's been a little tough with both my radio and television schedules."

He said that entertainers must participate in such activities, because "we're the only people that these causes have to draw from."

### Not the Butcher

"After all they can't say 'we're going to have a benefit; and then ask the local butcher to come over and let the audience watch him cut up a cow,' he said.

"And they can't have a doctor take out an appendix and then everyone sit around and clap," he added.

Mr. Benny has been active in the United Jewish Appeal since it was started 12 years ago. This year's goal is \$203,684,000.

The famed comedian, whose radio program is heard in more homes than almost any other program in the nation, wanted to know about the weather in

Houston, and the golf tournament which is now in progress.

### Only Appearance

He said the only appearance he will make here will be at the luncheon, and that he intends to rest most of the time.

An interview with Mr. Benny and other members of the United Jewish Appeal will be broadcast at 5:30 p.m. today on KTRH, which carries his Sunday programs.

Mr. Benny will share luncheon spotlight with Rabbi Charles Shulman, of New York City, and layman Moritz Gottlieb, of Allentown, Pa. More than 800 people are expected to attend.

## Benny Taping Show To Facilitate Houston Hop

Jack Benny tapes his Sunday show tomorrow night so he can fly to Houston to receive the United Jewish Appeal Award from the Southwest Regional Conference in Houston Sunday.

Citation is for humanitarian service. The Ronald Colmans will be guest-side on Sunday's broadcast.

### Awards

Jack Benny left on a plane bound for Houston, Texas, after taping last week's Sunday broadcast. In Houston he was presented the Award of Honor from the United Jewish Appeal, where more than one thousand outstanding community leaders from Texas, Arkansas, Oklahoma and Louisiana gathered. He was honored for his humanitarian services through the years.





No matter how hard he has been working, Jack Benny always has enough energy to romp with Joan Naomi, his and Mary Livingstone's adopted daughter. Both fond parents agree that the wee lass is just about perfect.

**B**EFORE this paragraph sees print the chances are several childless radio and stage couples will have adopted children. When it was written Al Jolson and

Ruby Keeler, George Burns and Gracie Allen, Jack Benny and Mary Livingstone and Jack Pearl and his missus (now retired professionally) were all shopping around for heirs. Fred Allen and Portland Hoffa and Tim Ryan and Irene Noble are among the famous

matrimonial and radio partners also without issue but I haven't heard they plan to fill the void in their homes and hearts via the adoption route. It really is amazing how many happily married folks without families there are among stage people.



Just a family man! At home with Jack Benny and little daughter, Joan Naomi.



Not a visit to the zoo—but Jack Benny introducing Carmichael to "pal" Fred Allen, on the Paramount lot.



Charlie McCarthy's new girlfriend is Joan Benny, who kisses him while Mary Livingstone and Edgar Bergen lend a hand.

**Baby Notes:** Although the stars are pretty well accustomed to the publication of inside stuff, now and then one of the colony is surprised by the efficiency of the press. Mary Livingstone, to be frank, was startled silly. She and Jack Benny returned from Honolulu and shortly thereafter Mary went to her doctor to verify a suspicion that after all these years, there was to be a blessed event in the Benny family. She had no sooner returned from the hospital when the phone rang, with Louella Parsons offering congratulations. And after all this, the stork's plans were cancelled.

NOVEMBER, 1940

Joan Benny, Jack and Mary's little girl, has her first big crush, and it's on *Diana*, Barbara Stanwyck's adopted son. Never a day passes but Joan rushes to the phone every few hours to put in a call for *Diana*. When Mary subtly suggested that it was *Diana's* plan to call her, little Joanie shook her head sadly and said, "Then I'd never get to talk to him."

The Jack Bennys are wild with joy that a new baby of their very own is on its way to keep their adopted daughter, Joanie, company.

**DIDJA KNOW:** That Jack Benny and Mary Livingstone are letting daughter Joan Naomi have the final say-so regarding nursery furniture in their new home



## • The Baby Parade

BABY-ADOPTING isn't a new indoor pastime with broadcasters, notwithstanding recent hullabalooos. Isham Jones, the maestro, has been a foster-father a long time. The Morton Downeys acquired their first boy via the adoption route. Kate Smith, being unmarried, couldn't very well rear an adopted child without causing a lot of talk, so she compromised by arranging to support three orphans. A few months ago Gracie Allen and George Burns became foster-parents of a baby girl. Apparently that put the same idea into the heads of the Jack Bennys, the Jack Pearls, the Al Jolson and other childless couples variously reported as shopping for heirs these days.

Amazingly enough, among those whom I know to be actually seeking children for adoption today are George Burns and Gracie Allen, Mary Livingston and Jack Benny, Al Jolson and Ruby Keeler, Jack Denny and his Missus, and Jack Pearl and Mrs. Pearl.

Mary Livingston and Jack Benny.



The Bennys go to the circus. Joan Naomi, Jack and Mary pose with DoDo, the clown.

Jack Benny, whose stinginess is a constant source of comedy, gave his sixteen-year-old daughter, Joan, a new convertible and is known in the trade as a fabulous tipper.

Greatest Kid of the month was the one at which Joan Benny (11 gal) hostessed 50 of Hollywood's forents for her fourth birthday.

Now the latest news along radio row is that Jack Benny and Mary Livingston, inspired by the experience of couples who have adopted babies, are in the market for a baby girl, while Al Jolson says that if the stork doesn't deliver a baby to him and Ruby Keeler pretty soon, he'll be shopping around for a ready-made little Al, Jr.

1919: Benny's best friend.



Jack Benny, who returns to pics in RKO's "Story for Grownups" is a radio fave, recently guested with the Ronald Colmans for "The Halls of Ivy."

Jack Benny was recently entertained by his neighbors Benita and Ronald Coleman on a recent edition of NBC "Halls of Ivy" program.



It was only natural that Jack Benny should be a guest on the Colmans' show; their enjoyment of radio began with their guesting on his show.



Too bad the whole town couldn't have been at the Friars Club's hilarious testimonial dinner for Dean Martin and Jerry Lewis, instead of the few hundred who were there.

They're probably still laughing at the brilliant speeches of George Jessel, George Burns, Frank Freeman, Hal Wallis, Marie Wilson and the others on the dais. Only reason Jack Benny wasn't there: fever, 103.

Club members and guests got more than a small thrill hearing Ronald Reagan announce that since the organization's start here in 1946 it has raised and given to various charities the sum of \$486,000! Reagan also "announced" that he'd been misquoted from that very same room few weeks ago—but again, he foolishly made a "blanket statement." Yes—he'd been misquoted anent his remarks about "the irresponsible press, etc." It's very irresponsible of Ronnie not to have said "misquoted by SOME." He wasn't misquoted here, for instance. Why put the onus on all for the faults of a few whose irresponsibility is NO secret to anyone with integrity or a pair of eyes?

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**TV TIDBITS**—The flu bug has hit Jack Benny forcing a cancellation of his next television appearance in the East which had been set for March 18. New date is April 1.

The Sidney Lanfields celebrated their 24th wedding anniversary Friday. Mrs. Lanfield was Shirley Mason, one of the prettiest of the silent day stars. At the party they gave at the Tennis Club, Kitty and Mervyn LeRoy (Merv introduced them 25 years ago), were guests, also the Jack Bennys and the Netchers.

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Instead the studio presented a show transcribed by the pair two years ago with Van Johnson, according to Bert Scott, Benny's secretary.

He said Mary Livingston had been ill for two weeks and Benny since last Monday. They left yesterday for Palm Springs to hasten recovery.

Scott said it was the first time in many years that illness prevented Benny from presenting his Sunday show.

Jack Benny, who talks so much about his toupee on radio, has never worn the thing on his more visual TV shows! And looks fine without it. Poor Jack is feeling wretched with the flu, as who isn't.

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## JACK BENNY ENTERS HOSPITAL FOR NOSE OPERATION

Jack Benny is hospitalized today for an operation to remove a nasal obstruction which has made breathing difficult for him.

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His physician said the operation would be comparatively simple and that Benny would be back on the air next Sunday.





"Ugh, too loud!" thinks Vic Damone, but he would sure like a woman's viewpoint now.



And Joan Benny comes to the likes this one, Vic agrees, "That

Gotham Thursday to nuddle at 01 with Leonard Goldstein about doing "Wildfire." His mother, Lita Grey Chaplin, is agenting . . . Big part for a fox terrier in Wald-Krasna's "Behave Yourself" . . . Judith Anderson, recently separated from Luther Green, is two-on-the-aisling every B'way opening with Sun-World Telly critic Bill Hawkins . . . It's California's month in the women's mags, Rita LaRoy points out: Marlene Hoyt on Vogue's cover, Dee Hartford on Ladies Home Journal, Tippi Hedren on Seventeen. All LA lovelies.

**DOIN'S ON THE DAIS:** Hal Wallis introduced them as Clark and McCullough. Georgie Jessel called them Tony Martin and Joe E. Lewis. But the boys emerged, via one of their boffo bistro bits, strictly as Dean Martin and Jerry Lewis, best new comic team of the decade, in the finale to the terrific testimonial tossed for them Sunday night at the Beverly Hills hotel by the Friars . . . Y. Frank Freeman, same party: "I've been spending so much time with Jessel and Spyros Skouras I'm beginning to speak a dialect even my wife doesn't understand!" . . . George Burns: "They call Martin the good-looking one. How can he look bad alongside of Lewis, who looks like a bowl of cold gravy with an egg in it?" . . . Marie Wilson: "Jerry Lewis is such an honest little guy. He won't steal a scene behind your back. He steals it right in front of you, and you never hear from yourself again. But I love the boys, and I hope they make a lot more pictures without me!" . . . Noreen Mortensen first-dated Herman Hover at the M&L roast, and Gloria DeHaven was with Bob Cohn, who took her to the Captain's Table afterwards, singing a few songs. George Lee, her quondam date, sat



There may be no more dates with pretty Joan Benny for Vic Damone—by the time you read this, he may be in the Ar-

Vic Damone sang song after song at the dinner Rosalind and Henry Rogers gave honoring Mr. and Mrs. Fred Sammis of Photoplay Magazine, and Charles Saxon of Modern Screen. Then Vic took off for Palm Springs. He has a real case on 17-year-old Joan Benny, Jack and Mary's pretty debutante daughter.

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Joan was fun—but who cares about tennis when there's a girl like Joan around! Vic Damone sent Joan Benny two dozen roses from Pittsburgh, where he's Loew's Stating . . . Bea Lillie unpacks her dozen damask dinner napkins here April 1 for a guesting with Jack Benny show, maybe a Crosby airer, and perchance a picture.

Jack Benny took a deep breath, blew out the candles on his birthday cake and remarked, "I'm forty!" . . . Helping him celebrate, Mary Livingston Benny, the LeRoys, the Sam Goldwyns, singer Vic Damone and Jerry Nathanson.

Vic Damone's real hearttraction is Jack Benny's daughter Joan.

Vic Damone telephoned Joan Benny, Jack's daughter, five times from Las Vegas. Yes, it's young love and it couldn't happen to two nicer youngsters.

Los Angeles Examiner  
Los Angeles, California

April 9, 1951

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Thurs., March 15, 1951

BOTTOMS UP . . . JACK BENNY, RECUPIG ON THE DESERT, will be back on his show Sunday night.



## FRIARS FRICASSEE MARTIN & LEWIS; FOR A NOVELTY, SERVE NO SUBPOENAS

Friars of California turned out Sunday night to "roast" Dean Martin and Jerry Lewis at a dinner which Abbot George Jessel frankly conceded was tendered as a tribute to their latest film success "At War With Greshler." Some 500 guests took over the Crystal Room of the Beverly Hills hotel for the event, but Abner J. Greshler, team's first manager, was conspicuously absent. He is suing them for bolting his fold to tie up with MCA.

Producer Hal Wallis, who first inked the vaude-nitery comics for pictures, introduced Jessel by reminiscing about the days when Wallis was a press agent assigned to handle Jessel. "Today," he added, "we are both producers, except that he has Zanuck and I don't have Warner."

Speakers included Paramount production topper Y. Frank Freeman, George Burns, Ronald Reagan and Marie Wilson—first femme, other than a guest of honor, ever to grace the dais at a Roastmaster Dinner. Jack Benny couldn't make the dinner, as scheduled, because of illness.

Majority of the evening's jibes revolved around the record number of subpoenas the comics have collected and various aspects of their professional and personal lives came in for barbed comment. It remained for George Burns, however, to pose the problem of billing.

"Isn't it strange," he pondered, "that the partner with the least talent always gets first billing. Martin and Lewis. Abbott and Costello.—Well, at least she's my wife."

Too bad the whole town couldn't have been at the Friars Club's hilarious testimonial dinner for Dean Martin and Jerry Lewis, instead of the few hundred who were there.

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**HITCH HIKES . . . JACK BENNY'S MEDIC ORDERED HIM** to stay put until the flu bugs have fled so he postponed until April 1 his next TV show in NY for Luckies. Also victim of the epidemic is Mary Livingstone, who has been off the show for two weeks.

The Sidney Lanfields celebrated their 24th wedding anniversary Friday. Mrs. Lanfield was Shirley Mason, one of the prettiest of the silent day stars. At the party they gave at the Tennis Club, Kitty and Mervyn LeRoy (Merv introduced them 25 years ago), were guests, also the Jack Bennys and the Netchers.

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Before they play tennis, Vic also remembers to buy a gift for his sister in Brooklyn.



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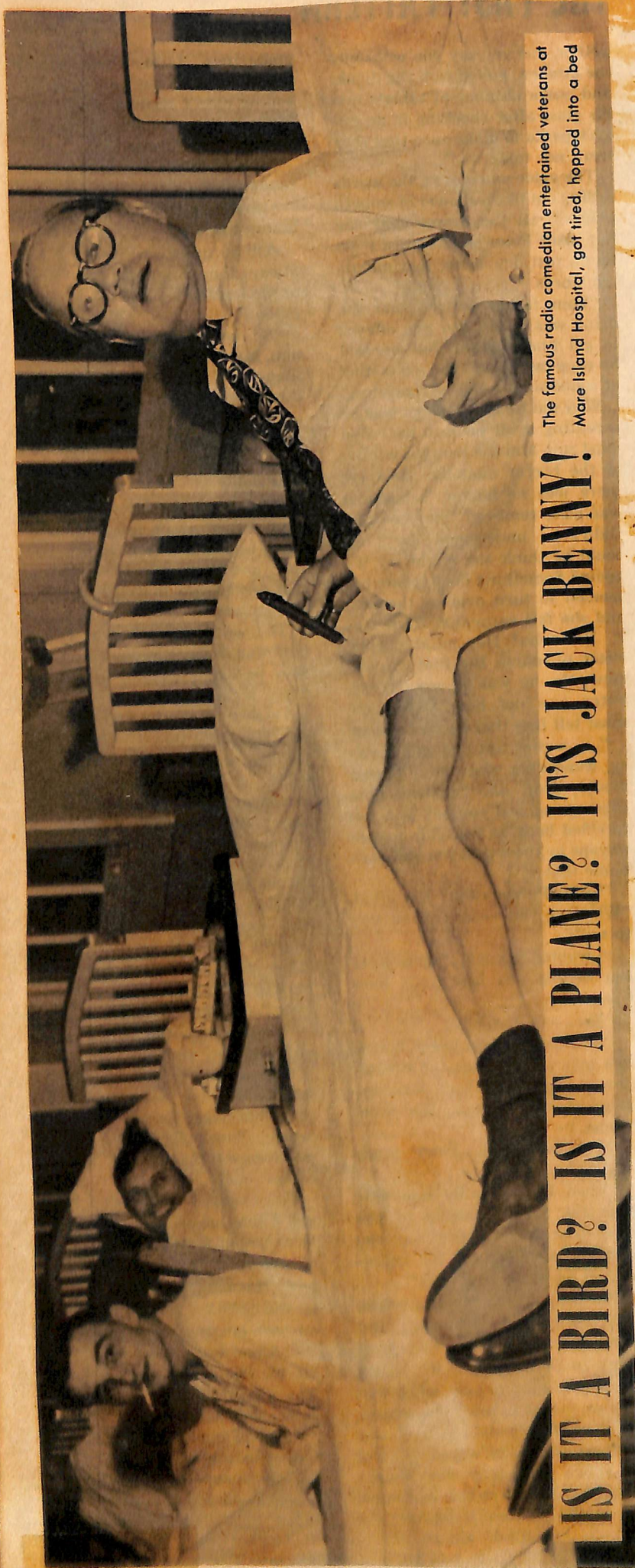
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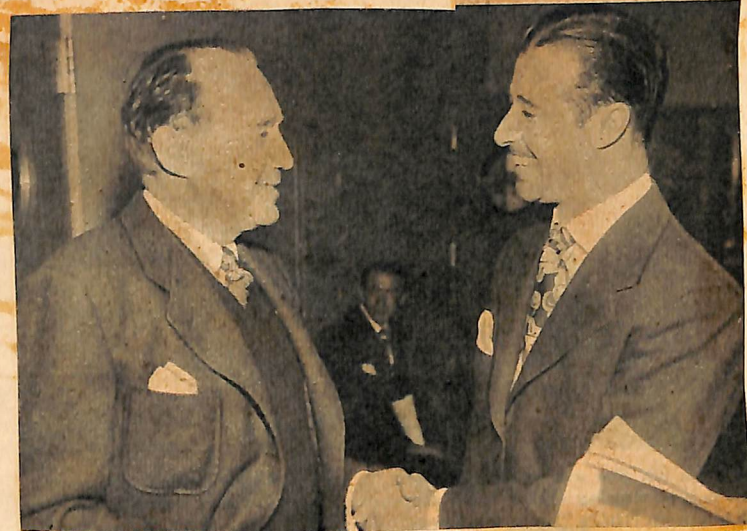




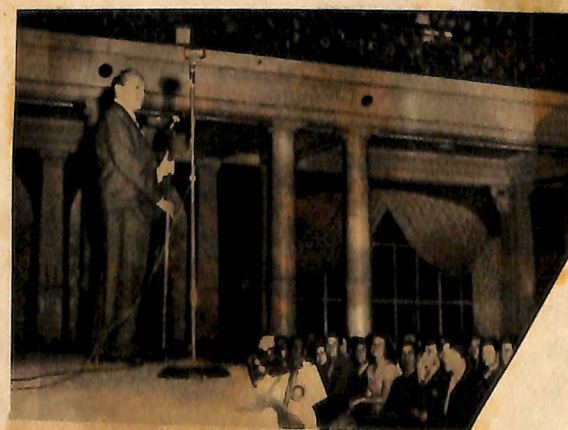
The famous radio comedian entertained veterans at Mare Island Hospital, got tired, hopped into a bed

**IS IT A BIRD? IS IT A PLANE? IT'S JACK BENNY!**

Don Ameche (below) and Jack Benny shake hands at a chance meeting after Jack's broadcast on CBS.



Jack Benny is put in a happy mood after listening to Dinah Shore tell him nice things about his TV show.



Jack Benny makes one of his hundreds of camp appearances; is extremely modest about his charitable contributions.



**JACK BENNY**  
Number two with fans, one with Mary Livingstone