

AS BROADCAST

AS TELECAST

PROGRAM #2
FINAL REVISION

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY TELEVISION PROGRAM

SUNDAY, DECEMBER 16, 1951

CBS

4:30-5:00 PM PST

ATX01 0083038

THE AMERICAN TOBACCO COMPANY -1-
LUCKY STRIKE
THE JACK BENNY TV SHOW
DECEMBER 16, 1951

OPENING COMMERCIAL

VIDEO

LIVE

AUDIO

ANNOUNCER

The Jack Benny Program

Presented by Lucky Strike!

FILM

CUT TO BULLSEYE, COLLINS RAISES
IT. THIS IS A TIGHT SHOT, CLOSE
ENOUGH SO THAT THE COMPLETE
OUTLINE OF THE BULLSEYE ITSELF
IS SEEN.

COLLINS (SPEAKS)

Friends, you've heard all sorts
of claims and double talk about
other cigarettes, and they're
just words ... empty words.
But now you'll see Lucky Strike
present the facts. Facts that
sweep away the smoke screen of
claims and double talk made by
other cigarettes!

WB

ATX01 0083039

THE AMERICAN TOBACCO COMPANY -2-
LUCKY STRIKE
THE JACK BENNY TV SHOW
DECEMBER 16, 1951

OPENING COMMERCIAL (CONT'D)

VIDEO

FILM

AUDIO

DS TO ECU OF QUALITY
COMPARISON CHART. SLOTS
ARE SLOWLY PULLED INTO
VIEW ON GRAPH.

BARUCH (OVER)

Here --- in this chart, you see the
actual results of a month-after-
month cigarette quality comparison --
based on tests certified to be
impartial, fair and identical.

It proves LUCKY STRIKE by far the
best made of all five principal
brands!

RUSSEL (OVER)

That's a fact, friends -- not a
claim -- a fact verified by leading
laboratory consultants. For
example, here's the report of
Foster D. Snell, Inc., of New
York City.

DISSOLVE TO ROLL OVER OF
QUOTE FROM SNELL REPORT.

BARUCH (OVER)

"In our opinion the properties
measured are all important factors
affecting the taste of cigarette
smoke. (CONT'D)

WB

ATX01 0083040

THE AMERICAN TOBACCO COMPANY -3-
LUCKY STRIKE
THE JACK BENNY TV SHOW
DECEMBER 16, 1951

OPENING COMMERCIAL (CONT'D)

VIDEO

AUDIO

BARUCH (CONT'D)

We do certify that the chart
correctly shows that Lucky Strike
ranks first in quality."

CUT TO COLLINS IN BULLSEYE

COLLINS (ON)

So, friends, when you buy
cigarettes, remember that LUCKY
STRIKE tops all five principal
brands for quality. Remember --
Luckies taste better -- so
mild, so smooth, so firm and fresh
-- with better taste in every puff.

Yes Be Happy -- Go Lucky! I know
you'll find Luckies taste better.

(MUSIC: VAMP)

COLLINS (SINGS)

(BACKED BY OFFSTAGE CHORUS)

Be Happy -- Go Lucky
Go Lucky Strike today!

(CONTINUED)

WB

ATX01 0083041

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY TV SHOW
DECEMBER 16, 1951

-4-

OPENING COMMERCIAL (CONT'D)

VIDEO

AUDIO

HOLLINS SLOWLY PULLS DOWN
LUCKY STRIKE BULLSEYE ...
HOLD ON BULLSEYE.

OPENING SCENE

JACK BENNY PROGRAM - - - - -

WB

ATX01 0083042

THE JACK BENNY TELEVISION SHOW

-1-

PROGRAM NO. 2 -- DECEMBER 16, 1951

(AFTER OPENING COMMERCIAL, WE FADE OUT
BULLSEYE AND FADE IN ON:

(CAMERA ON SIGN POST - CANON DRIVE AND
SUNSET BOULEVARD

DON'S VOICE

Ladies and gentlemen, this is the corner of Canon Drive and Sunset
Boulevard...the heart of beautiful residential Beverly Hills.

(DISSOLVE TO HOUSES ON THE STAGE)

Beverly Hills--a city of tree-lined boulevards...magnificent
gardens surrounding the palatial homes of many of the show world's
most popular stars --

(SOUND: WE HEAR A LOUSY MOTOR FADING IN)

But wait a minute - wait a minute...what's this!

(JACK'S MAXWELL ROLLS ON WITH ROCHESTER
AT THE WHEEL AND JACK IN THE BACK SEAT.
WHEN THE CAR REACHES CENTER STAGE, IT STOPS.)

JACK

What now, Rochester, why did you stop here?....What's wrong?
What'd we stop for?

ROCHESTER

I don't know. Maybe we're outta gas.

JACK

How can we be out of gas...I filled 'er up yesterday.

LW

RTX01 0083043

ROCHESTER

I know, but I had to drain most of it out again.

JACK

Why?

ROCHESTER

When the tank is full, this motor ain't strong enough to pull it.

JACK

Well, maybe you drained out too much ...

ROCHESTER

Maybe so --- but then again -- no, we can't be out of gas.

JACK

Don't sit there guessing ... look at the gauge.

ROCHESTER

But there's no arrow on the Gas Gauge. See?

JACK

(LOOKING OVER ROCHESTER'S SHOULDER)

How long has that arrow been missing?

ROCHESTER

Ever since that day the jeweler wanted three dollars to put a new hour hand on your watch.

JACK

Oh yes.

(GLANCES AT WRISTWATCH)

You did a beautiful job, Rochester. Start the motor again.

Maybe it'll go now.

LW

ATX01 0083044

ROCHESTER

Okay.

(SOUND: STARTER WHIRLS AROUND..STOPS..WHIRLS
AROUND AGAIN AND MEL TAKES OVER...SPUTTERING,
COUGHING, CHOKING, ETC...TO A DYING DUCK FINISH)

JACK

Hm. This happens everytime.

(MAN WALKS ON)

JACK

Rochester, this morning before I left home, I asked you to
tune up the ----

(MAN HAS REACHED CENTER OF STAGE..DOES TAKE,
LOOKS BACK AT CAR...JACK LOOKS AT HIM AS
HE WALKS OFF STAGE.)

JACK

Rochester, when we left the house I asked you to tune up the
motor....Did you do it?

ROCHESTER

Oh yes, boss.

JACK

Did you adjust the carburetor?

ROCHESTER

Uh huh.

JACK

Did you clean the spark plugs?

ROCHESTER

Uh - oh, my goodness! ... I forgot.

JACK

How could you forget to clean the spark plugs?

LW

ROCHESTER

Oh, I cleaned 'em.

(TAKING A STRING OF FOUR SPARK PLUGS
OUT OF HIS POCKET)

I forgot to put 'em back!

JACK

Well, put 'em back! Put 'em back!

ROCHESTER

I will. I will.

(ROCHESTER GETS OUT OF THE CAR AND STARTS TO WORK
ON MOTOR. COUPLE COME ON WITH LITTLE GIRL.)

JACK

(TO HIMSELF)

I can't understand why Mary wants me to trade this in. What other
car will run like this.

(LITTLE GIRL STOPS AND STARES AT JACK..ON CUE
MOTHER COMES BACK AND CARRIES GIRL OFF.)

JACK

Rochester, get those spark plugs in there.

ROCHESTER

I'm hurrying, boss. What time is it?

JACK

(LOOKING AT WATCH)

It's half past empty..I mean, half past three...Now hurry.

ROCHESTER

I think I got it fixed, boss.

JACK

Good. Good. Everytime I go to the studio something happens.

(ROCHESTER GETS BACK IN CAR)

(SOUND: STARTER..MEL BLANC BIT..CAR STOPS QUICKLY)

JACK

Rochester, maybe you better pull out the choke.

LW

ROCHESTER

Okay.

(ROCHESTER PULLS OUT THE CHOKE AND THE HEADLIGHT
FALLS OFF)

JACK

Nevermind start the motor again.

(SOUND: STARTER....MEL BLANC BIT..THEN STEAM
BLOWS OFF RADIATOR CAP..AND IT SETTLES BACK DOWN)

ROCHESTER

There goes Old Faithful.

JACK

Never mind.

(OLD LADY COMES ON)

JACK

Come on we've got to do something. I've got to get to the studio.

ROCHESTER

I'm trying, I'm trying.

(OLD LADY PASSES THE CAR..STOPS...HER FACE LIGHTS
UP AS SHE RECOGNIZES WHO'S SITTING IN THE BACK SEAT.)

OLD LADY

It is...It is...It's Jack Benny.

(SHE DOES BACK-FLIP IN AIR)

JACK

I can't understand it...that's the second time today. Come on
Rochester, let's get going.

(GIRL AND DOG COME ON. SHE LOOKS AT JACK,
THEN TO DOG)

GIRL

Look, it's Jack Benny.

(DOG DOES BACK FLIP. THEY EXIT)

JACK

Will you do something so we can get going!

LW

ATX01 0083047

ROCHESTER

Boss, I think I found the trouble.

JACK

Okay okay..let's get going.

(SOUND: STARTER..STOPS..WHIRLS AGAIN..MEL PICKS UP WITH HIS COUGHING, SPLUTTERING, HICCOUGHING..DURING THIS BEDLAM, THE HOOD STARTS FLAPPING LIKE THE WINGS OF A WOUNDED EAGLE)

ROCHESTER

Boss..Boss..Fasten your safety belt..we're taking off!

(JACK FASTENS BELT)

(BEDLAM CONTINUES A FEW SECONDS LONGER..THEN RADIATOR CAP BLOWS OFF AGAIN..AND CAR GOES OFF STAGE.)

(CURTAINS CLOSE)

(APPLAUSE)

LW

ATX01 0083048

DON

And now the star of our show Jack Benny

(BAND PLAYS "LOVE IN BLOOM")

(JACK COMES OUT IN FRONT OF CURTAIN)

(APPLAUSE)

JACK

Thank you, thank you very very much. - Ladies and gentlemen, the reason I drove down in my Maxwell is because I wanted you all to see it. It isn't so bad is it?... Of course, it's very difficult to get tires for it because of the model... Now I don't know whether you noticed it or not, but my car has three tires and one rim..and around this rim, I have tennis shoes. And it rides very smoothly. Although if you're driving alone at night, it gives you an eerie feeling that someone is following you.... A funny thing happened on my way over here... We passed the Los Angeles Tennis Club and my car jumped over the net.

But I - , ladies and gentlemen, I'm going to introduce some guest stars ----- Boy, what I've been through this past week between my radio show, television, and Christmas shopping! I have so many people to buy Christmas presents for... Mary ... Don ... Phil ... Dennis ... I was going to buy Mary one of those 1952 Cadillacs ... You know one of those Coupe De Ville's, with her initials on it. But it takes so long before they'd deliver them... so I got her some handkerchiefs... But she won't be disappointed. I have the initials on the corner of the handkerchiefs....

(MORE)

JS

ATX01 0083049

JACK (CONTINUING)

And I must get something for Mary's sister Babe...Course, we kid a lot about Babe but she's really a wonderful girl...and talented, too. You've probably seen her in pictures...She works under the name of William Bendix...I've got presents for almost everybody but Fred Allen. It's so hard to buy anything for Allen....He has nothing.

But I must tell you the cutest thing of all....The orchestra boys in Phil Harris's orchestra gave me my present already... They all chipped in - this is the cutest thing, they all chipped in and gave me a fifty gallon keg half filled with lighter fluid. I guess they gave me what they couldn't drink. Now, ladies and gentlemen, I'd like to introduce my first guest star ... You know we are all looking for new guest stars. A few weeks ago I happened to be in New York City ... and while there I met a very beautiful girl who recently arrived from Paris, France. I heard her sing in the Carnival Room of the Sherry Netherlands Hotel. And I asked her if she would appear on my program.... So it gives me pleasure to introduce this great artist from Paris, France ... Miss Helene Francois.

(MISS FRANCOIS COMES OUT TO APPLAUSE)

JACK

Miss Francois, I was just telling my audience that I saw your performance at the Carnival Room in New York and it's a great pleasure to have you on my show.

HELENE

Thank you very much, Mr. Benny.

JACK

How long have you been in America?

JS

ATX01 0083050

HELENE

Just three or four months.

JACK

Well, you speak pretty good English. Much better than I speak French.

HELEN

Have you ever been in France?

JACK

In France? Oh, yes...a year ago last summer when I appeared at the Paladium Theatre in London.. I had a few days off, so I went to Paris.

HELENE

Oh, yes...I remember last summer when so many people swam the Channel.

JACK

Yes, there were some people doing that but I took the boat ... and people call me cheap! By the time you pay for all that grease .. it all amounts to the same thing.

HELENE

Cheap...what does that mean?

JACK

Cheap? Well, that's rather difficult for me - let me explain it this way .. For instance, if you and I went out to dinner tonight after the show .. which I hope we will ... (SILLY LAUGH) suppose we went out to dinner and we had champagne, and wine and steak and dessert .. and if I didn't at least pay my share ... I would be called cheap...Do you understand?

JS

ATX01 0083051

HELENE

Oh oui, oui.

JACK

Now, Helene, since this is your first time in Los Angeles, perhaps after the show tonight you and I could --

(DON WILSON COMES ON)

DON

Oh, Jack..Jack..

JACK

Huh..Oh, it's Don, Don Wilson.

(APPLAUSE)

JACK

I say Don Wilson in case any of you think it's Frank Sinatra....
Don, what do you want?

DON

Jack, I have something very important to ask you..come here a minute, will you?

JACK

Yes..Yes..Champs Elysees...That means Excuse me.

(JACK GOES OFF TO SIDE OF STAGE WITH DON)

What is it, Don?

DON

Jack you could do me a great favor. Would you introduce me to Miss Francois. I'd like to meet her.

JACK

Yes, Don..But why?

VR

DON

Well, she's so beautiful..and it's such a lovely night that after the show I'd like to take her for a ride way up in the Hollywood Hills on Mulholland Drive.

JACK

Uh huh.

DON

And I'd find a secluded little place where we could park the car.. and as we look out over on the city lights, I could tell her all about Lucky Strike cigarettes.

JACK

Don. Don. Cassanova. In the first place, Don, she doesn't understand a word of English..and in the second place, there hasn't been a car yet that's strong enough to haul you up to Mulholland Drive...So forget about it.

DON

But, Jack--

JACK

And another thing, Don..if she did go out with anybody, I'm sure that she would prefer the suave, continental type..So go already.

DON

Suave? Continental? Oh, all right.

(DON GOES OFF DISAPPOINTED)

JACK

What that guy won't go through just to talk about Lucky Strikes..

(JACK GOES BACK TO HELENE)

JACK

I'm sorry about this interruption Helene...Now how about doing your song?

VR

HELENE

Oui.

JACK

What are you going to sing?

HELENE

I would like to sing a song I sang for the first time at the
Cabaret Dinarzade in Paris.

JACK

Good good... Gendarme. Gendarme.

(GOING OFF STAGE...TO AUDIENCE)

That means "Thanks", folks.

(MISS FRANCOIS DOES HER SONG.. "ALL MY LOVE")

(AS SHE STARTS TO SING...CURTAIN OPENS BEHIND
HER REVEALING FRENCH SIDEWALK CAFE WITH
SEVERAL EXTRAS AT THE TABLES.)

(AFTER SONG, CURTAINS CLOSE)

(APPLAUSE)

(AFTER SONG, JACK COMES OUT AND SAYS TO HELENE)

JACK

Helene, that was magnifique..magnifique...You were wonderful!

HELENE

(PUTTING ARM AROUND JACK)

Ah, vous etes si gentil, Monsieur Benny, a me faire des
compliments.

JACK

(PUSHING HER AWAY)

Please..Mary is watching.....Lookit, maybe after the show
tonight, we could--

(DON WILSON ENTERS WEARING VELVET COAT, WINDSOR TIE,
BERET, MOUSTACHE, AND CARRYING A CANE)

VR

DON

(FRENCH ACCENT)

Ah, Mademoiselle Francois...Helene...Helene...It is so good to see you again.

HELENE

What?

DON

You do not remembair me..I am Monsieur Rene.

(HELENE LOOKS AT JACK)

JACK

(LOOKING AT AUDIENCE).

I can't place the name, but the stomach is familiar.

DON

Helene, do you not remembair when we were in Paris together strolling down Trafalgar Square--

JACK

Trafalgar Square is in London.

DON

It was a long walk...

JACK

That's a lousy joke!....

DON

Helene, don't your remember, as we were walking I gave you a Lucky Strike cigarette.

HELENE

A Lucky Strike? Oui, oui...L S M F T ... L S M F T.

DON

Oui, oui...The cigarette that tastes better.

HELENE

Oh, Monsieur Rene, I have missed you so much...you are so suave,
so continental.

DON

And don't let anybody tell you different...Come, my cherie, together
we will sweep away the smoke screen of double talk.

(THEY EXIT QUICKLY TO APPLAUSE)

JACK

That kind of a performance from Don Wilson will get him his own
Social Security Check. You don't know what we went through to get a
velvet coat that would fit Don Wilson...There's now a curtain
missing at the Shrine Auditorium.... And now, ladies and gentlemen,
I'd like to introduce--- Oh, before I bring on my next guest, I have
a surprise for you....You remember on my last television show I did
a hillbilly act with that cute little red-headed girl that everybody
was crazy about...so I thought you might like to meet her again. I
even asked her to wear the same costume...and I want her to come out
and take a bow....Miss Linette Bryant... Linette, come out here, will
you, honey?

(LINETTE WALKS OUT)

JACK

Linette, everybody was so crazy about you on my first show that I did want you to come out so they could see you again. You were wonderful.

LINETTE

Thank you, Mr. Benny.

JACK

You know, Linette, so many people couldn't get over the way you went through the whole act with that same serious expression on your face. No smile...how could you hold such a straight face?

LINETTE

Well, Mr. Benny, the make-up you put on me helped a little.

JACK

I hope it didn't bother you.

LINETTE

Portland Cement Number Three.

JACK

Oh yes....Well, that did the trick....I hope you didn't mind.

LINETTE

No, but after the show, my mother ran over and kissed me and broke her glasses.

JACK

Well, accidents will happen....Anyway, Linette, it was a pleasure to have you on the show, and I'm sure you're going to grow up to be a big star. How old are you, honey?

LINETTE

Ten.

JACK

Ten years old...Linette, how old do you think I am?

LINETTE

Thirty-nine.

JACK

That's right..how did you know?

LINETTE

When I was called for the audition, my mother warned me.

JACK

Oh, your mother warned you?

LINETTE

Yes, and I can't understand it...because my daddy is forty-three and he---

JACK

Alright, alright, Linette...you stole my first show. Now leave me alone.

(PUTS ARM AROUND HER)

But Linette, I do want to thank you for coming down tonight.

(LINETTE PUSHES HIM AWAY)

LINETTE

Please, Mr. Benny, Mary is watching.

JACK

Oh yes, yes...Well, run along and have a nice Christmas.

LINETTE

(GOING OFF)

Merry Christmas to you, too, Mr. Benny.

(APPLAUSE)

JACK

I love to have children on my show. They work for practically nothing.ladies and gentlemen, in introducing my next guest star it is a little different from our usual type of entertainment...but I have a good reason for it. As you know, one of the most popular attractions in television today is wrestling...and on my way back from Korea last summer, I spent a few days in Manila...and while there, I ran across the greatest wrestler and judo expert in the world. He just recently defeated the champion of Japan in this great art of self defense, and is now starting out on a tour through United States and Canada...so it's with great pleasure now that I present to you, for the first time on television...this great fujitsu expert...Mr. Leon Salvadore.

(FANFARE)

(PHILIPINO BOY MAKES ENTRANCE TAKES BOW, AND STANDS AT SIDE OF STAGE)

JACK

Ladies and gentlemen...it makes no difference whether one, three, seven or eight men should wrestle with him..Mr. Salvadore can throw these men within a period of not over 12 seconds or less..and now, from the Main Street Gymnasium...I would like to present six volunteers for this demonstration.

(SIX LARGE MEN ENTER)

JACK

Now, ...these boys will run over and attack Mr. Salvadore....and as I said before, Mr. Salvadore will throw them all within a period of not over 12 seconds or less..Are you ready, Leon?

(PHILIPINO BOY SETS HIMSELF)

JACK

One....two....three...GO!

(JACK LOOKS AT WATCH....

THE SIX MEN RUN OVER AND IMMEDIATELY THROW THE PHILIPINO BOY TO THE GROUND AND BEAT THE HELL OUT OF HIM. THEN THEY GRADUALLY GET UP, BRUSH THEMSELVES OFF, AND WALK OFF THE STAGE. THE PHILIPINO BOY IS FLAT ON THE GROUND...PRACTICALLY DEAD...ON CUE, TWO MEN ENTER WITH STRETCHER AND CARRY HAWAIIAN BOY OFF STAGE)

JACK

LADIES and gentlemen this concludes my second television show of the season and I hope you'll all be watching---

(MAN COMES OUT WITH TELEPHONE)

MAN

Mr. Benny, you're wanted on the telephone.

JACK

Oh, excuse me....Hello.

ROCHESTER'S VOICE

HELLO, MR. BENNY...THIS IS ROCHESTER.

JACK

Rochester, what do you want?

ROCHESTER'S VOICE

I WON'T BE ABLE TO PICK YOU UP AFTER THE SHOW.

JACK

Why?

ROCHESTER'S VOICE

WELL, AFTER YOU LEFT, I GOT TO THINKING MAYBE THE CAR WAS OUT OF GAS
SO I LIT A MATCH AND LOOKED IN THE TANK.

JACK

That's the most ridiculous thing I ever heard of! Lighting a match
and looking in the gas tank.

ROCHESTER'S VOICE

BOSS, YOU 'LL HAVE TO TALK LOUDER.

JACK

Why, where are you?

ROCHESTER'S VOICE

ON TOP OF OLD SMOKEY.

JACK

On top of Old Smokey?

ROCHESTER'S VOICE

ALL COVERED WITH TENNIS SHOES.

JACK

Rochester, you're making this whole thing up.

ROCHESTER'S VOICE

I KNOW, BUT AFTER THAT WRESTLER LET YOU DOWN, SOMEBODY HAD TO DO
SOMETHING.

JACK

I appreciate that very much, thanks Rochester.

(JACK WALKS OFF STAGE)

MUSIC: HOORAY FOR HOLLYWOOD

APPLAUSE

DON

(OVER APPLAUSE)

Jack will be back in just a moment, but first-----

THE AMERICAN TOBACCO COMPANY -1-
LUCKY STRIKE
THE JACK BENNY TV SHOW

DECEMBER 16, 1951

LONG CLOSING COMMERCIAL "A"

(WITH CHRISTMAS CARTON INSERT)

VIDEO

DISSOLVE TO COLLINS IN
BULLSEYE HOLDING PACK
OF LUCKIES

DISSOLVE TO ROLL OVER OF
QUOTE FROM F & R REPORT

AUDIO

COLLINS

Friends, if you want to be
Happy with your cigarette, Go
Lucky! Because Luckies
honestly taste better.

Tonight, you've seen Lucky
Strike sweep away the smoke
screen of claims and double
talk made by other cigarettes --
sweep it away with facts that
prove Luckies are the best
made of all five principal
brands. Earlier you heard
the report of Foster D. Snell,
Inc., of New York. Now, listen
to the report of Froehling and
Robertson of Richmond, Virginia.

RUSSELL (OVER)

It is our conclusion that
Lucky Strike is the best made
of these five major brands.

PC

ATX01 0083062

THE AMERICAN TOBACCO COMPANY -2-

LUCKY STRIKE

THE JACK BENNY TV SHOW

DECEMBER 16, 1951

LONG CLOSING COMMERCIAL "A" (CONT'D)

VIDEO

ANIMATION

CUT TO END OF PACK

SHOWING LS/MFT ... CIGARETTE

ON ASH TRAY

CUT TO CU OF PICTURE ON

WALL

CUT TO COLLINS IN

BULLSEYE

PC

AUDIO

BARUCH (OVER)

Yes, Luckies are always so
round -- so firm -- so fully
packed -- so free and easy on
the draw ... with no annoying
loose ends ... to spoil the
taste. And everybody knows
LS/MFT Lucky Strike means
Fine tobacco -- Fine, mild,
good-tasting tobacco.

There's no substitute for fine
tobacco and don't let anybody
tell you different.

COLLINS (ON)

So next time you buy cigarettes,
remember that Luckies top all
five principal brands for
quality. Remember -- Luckies
taste better. So mild, so
smooth, so firm and fresh with
better taste in every puff. Yes,
Luckies taste better.

ATX01 0083063

THE AMERICAN TOBACCO COMPANY -3-
LUCKY STRIKE
THE JACK BENNY TV SHOW
DECEMBER 16, 1951

LONG CLOSING COMMERCIAL "A" (CONT'D)

VIDEO

HOLDS UP CHRISTMAS CARTON

COLLINS SLOWLY PULLS
DOWN BULLSEYE

JACK BENNY TAG AND
CLOSING CREDITS

AUDIO

COLLINS (CONT'D)

And here in this bright
colorful Christmas carton, are
200 of those smoother smoking,
better tasting Lucky Strike
cigarettes. So make it a
Happy Go Lucky Christmas!
This Christmas, give your
friends cartons of Lucky Strike!

COLLINS (SINGING)

(VAMP) (BACKED BY OFFSTAGE
CHORUS)

Be happy -- Go Lucky
Go Lucky Strike today!

ATX01 0083064

(AFTER COMMERCIAL, DISSOLVE TO STAGE)

(JACK COMES OUT IN FRONT OF CURTAIN)

JACK

Ladies and gentlemen, I hope you'll be watching agin when we'll be back in six weeks...And now I'd like you to meet my guest stars again... Miss Helene Francois.

(HELENE WALKS ACROSS STAGE TO APPLAUSE)

a JACK

Miss Linette Bryant.

(LINETTE WALKS ACROSS STAGE TO APPLAUSE)

JACK

Mr. Leon Salvadore.

(THEY CARRY LEON ACROSS STAGE ON STRETCHER)

JACK

Thanks again, ladies and gentlemen...and be sure tomorrow night to see Robert Montgomery's Lucky Strike Theatre.....Goodnight, everybody. Thanks again very very much.

(APPLAUSE...AND PLAYOFF)

(DISSOLVE TO CREDITS)

(CUT TO CARD
"JACK BENNY SHOW")

DON: Next week at this time
Lucky Strike will present
" This is Show Business."
This is the C.B.S. Television
Network!

(DISSOLVE FOR SYSTEM CUE)