

(J.B.N.9)
PROGRAM #14
Revised Script

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

"As Broadcast"

THE JACK BENNY PROGRAM

DECEMBER 26, 1954

C.B.S.

4:00 - 4:30 PM PST

(Transcribed - October 7, 1954)

CAST: Jack Benny
Rochester
Dennis Day
Don Wilson
Roy Glenn
Joe Kearns
Mehlon Merrick
Bee Benederet
Mel Blanc
Verna Felton
Harry Shearer
Jimmy Baird

DY

ATX01 0020269

THE JACK BENNY PROGRAM
DECEMBER 26, 1954
OPENING COMMERCIAL

WILSON: THE JACK BENNY PROGRAM...transcribed and presented
by Lucky Strike, the cigarette that's toasted to
taste better!

TRANSCRIBED
(COLLINS:) "If you want better taste from your cig-a-rette,
(FULL
ORCHESTRATION) Lucky Strike is the brand to get!
IT'S TOASTED to give you the best taste yet,
It's the toasted (CLAP ... CLAP, CLAP) cig-a-rette.
They take fine tobacco, it's light tobacco, it's
mild tobacco, too
Then IT'S TOASTED, yes, IT'S TOASTED,
because the toasting brings the flavor right
through.

So, to get better taste from your cig-a-rette,
Lucky Strike is the brand to get!
IT'S TOASTED to give you the best taste yet
It's the toasted (CLAP ... CLAP, CLAP) cig-a-rette!

WILSON: Friends, this is Don Wilson. If you're not
getting all the enjoyment you should be getting
from your present cigarette, switch to Lucky
Strike -- and see for yourself how much more real,
deep down smoking enjoyment you get from Luckies'
better taste.

(MORE)

DY

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THE JACK BENNY PROGRAM
DECEMBER 26, 1954
OPENING COMMERCIAL

-B-

WILSON:
(CONT'D)

A Lucky tastes better because it's the cigarette
of fine tobacco and IT'S TOASTED to taste better.
IT'S TOASTED is the famous Lucky Strike process
that tones up Luckies' fine, naturally good-tasting
tobacco to make it taste even better. Cleaner,
fresher, smoother. Yes, find out for yourself.
Buy a carton of better testing Lucky Strike!

DY

ATX01 0020271

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE..MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN..TONIGHT JACK BENNY DOES ANOTHER TELEVISION SHOW, BUT RIGHT NOW IT'S RADIO TIME..SO LET'S GO OUT TO JACK'S HOUSE IN BEVERLY HILLS..AS WE LOOK IN, ROCHESTER, WITH THE HELP OF HIS BEST FRIEND ROY, IS CLEANING UP THE HOUSE AFTER CHRISTMAS.

ROY: (SINGS) Jingle bells, jingle bells...

ROCH: JINGLE ALL THE WAY.

ROY: Oh what fun, it is to ride.

ROCH: IN A ONE HORSE OPEN SLEIIIIIGGGGGHHHHHH...NOW ROY, IF YOU'LL GATHER UP ALL THE WRAPPING PAPER, I'LL PICK UP THE RIBBONS AND TWINE.

ROY: Okey.

(SOUND: CRUMPLING OF PAPER)

ROY: Say, Rochester...I notice that a lot of these boxes that Mr. Benny's gifts came in still have the price tag on them.

ROCH: OH, THOSE...THOSE ARE GIFTS FROM THE PEOPLE WHO WORK FOR HIM.

ROY: Why do they leave the price tags on them?

DY

ROCH: IT SAVES ABOUT SIX MONTHS OF ARGUMENTS.

ROY: ~~...~~ ^{man} ~~Hum~~, here's a box that hasn't been opened yet.

ROCH: I KNOW...LOTS OF PEOPLE HAVEN'T COME BY ~~AND~~ ^{present} PICK UP
THEIR ~~...~~ PUT IT IN THE PILE BEHIND THE TREE.

ROY: Okay.

(SOUND: RUSTLING OF TREE AND TINKLING OF TREE
ORNAMENTS)

ROCH: CAREFUL YOU DON'T TIP IT.

ROY: ^{Yeah} Don't worry...Say, Rochester, what's that little package
~~lying~~ ^{lying} on ~~the~~ top of the pile?

ROCH: LET'S SEE...OH, THAT'S MR. FRANK REMLEY'S GIFT.

ROY: ~~...~~ And what's the big package on the bottom?

ROCH: THAT'S MR. REMLEY.

ROY: Oh...Well, why is he gift wrapped?

ROCH: HE KEEPS BETTER THAT WAY.

~~ROY: ...that's the package that's been hanging on the tree for weeks.~~
~~...that's the package that's been hanging on the tree for weeks.~~

~~ROCH: ...that's the package that's been hanging on the tree for weeks.~~

ROY: Say, Rochester...what did Mr. Benny get from his
neighbors, Mr. and Mrs. Ronald Colman?

ROCH: THEY GAVE HIM THAT CHAIR OVER THERE IN THE CORNER.

ROY: Gee...that doesn't look like much of a gift.....That
chair looks so dull and drab.

ROCH: I KNOW...BUT IT GETS MIGHTY LIVELY WHEN YOU PLUG IT IN.

ROY: You mean ----

ROCH: YEAH, THAT THING HANGING ~~...~~ OVER THE TOP AIN'T NO
READING LAMP.

ROY: Rochester...you're kidding, aren't you?

ROCH: YEAH... HEE HEE HEE.

ROY: *Yeah*, I thought so... Say, Roch, next week is New Year's Eve..
Have you got any plans?

ROCH: YEAH.... I ~~WAS~~ GOT A DATE WITH SUSIE.

ROY: Say, that reminds me, Susie spoke to me about you the other night.

ROCH: SHE DID?

ROY: Yeah... she says that you two ~~have~~ been going together ~~so~~ so long, she's kind of disappointed that you haven't proposed to her yet.

ROCH: WELL, ROY, I'VE THOUGHT ABOUT IT A LOT..AND WELL..I'VE BEEN WITH MR. BENNY SO LONG, I'M A CONFIRMED BACHELOR...
I'VE PICKED UP TOO MANY OF HIS WAYS.

ROY: *Yeah*, But you ought to think about getting married...you know, you're not getting any younger.

ROCH: I'M NOT GETTING ANY OLDER, EITHER, THAT'S SOMETHING ELSE I PICKED UP FROM MR. BENNY.

ROY: *Yeah*, I know what you mean..Mr. Benny keeps rolling along like Old Man River...Say, how old is he really, Rochester?

ROCH: THAT'S SOMETHING I'LL NEVER TELL ANYONE.

ROY: *Well*, I know he's not thirty-nine...Can't you at least give me a hint about how old he is?

ROCH: WELL...ALL I'LL SAY IS IF THEY DO HIS STORY ON "THIS IS YOUR LIFE", IT'LL HAVE TO BE AN HOUR PROGRAM.

ROY: ...Men, what a spectacular that'll make, with Indians *and everything.*

Lauch. Yeah.
ROY & ROCH: (BOTH LAUGH)

(SOUND: DOOR OPENS)

JACK: Good morning, Rochester.

ROCH: *Oh*, GOOD MORNING, BOSS.

JACK: Merry Christmas, Roy.

ROY: Merry Christmas to you too, Mr. Benny.

JACK: Any mail this morning, Rochester?

ROCH: JUST A FEW CIRCULARS.

JACK: Wait a minute..What are all those stacks of envelopes on the table?

ROCH: THOSE ARE CHRISTMAS CARDS.

JACK: Oh yes...Since Hellmark went on Television I'm selling less and less...I'll have to start advertising, too.

ROCH: WOULD YOU LIKE SOME BREAKFAST, BOSS?

JACK: No, it's so late and I'm quite hungry...What can you fix me for lunch?

ROCH: WELL, I CAN GET YOU SOME SLICED TURKEY, CRANBERRY SAUCE, CANDIED SWEET POTATOES, TURKEY DRESSING AND GRAVY.

JACK: Is that what's left over from Christmas dinner?

ROCH: THAT'S WHAT'S LEFT OVER FROM THANKSGIVING.

JACK: Oh.

(SOUND: DOOR BUZZER)

ROY: Do you want me to answer the door, Mr. Benny?

JACK: No, Roy, I'll go...you help Rochester.

(SOUND: FOOTSTEPS)

JACK: (HUMS JINGLE BELLS)

(SOUND: DOOR OPENS)

HARRY: MERRY CHRISTMAS, MR. BENNY.

DY

JACK: Well, Joey and Stevie... Merry Christmas, boys.

HARRY: Mr. Benny, it is our pleasure as the duly selected representatives of the Beverly Hills Beavers Club to come here and present you with this gift for which we all chipped in and bought you ~~some~~ ~~the~~ gift as a token of our esteem.

JACK: (TOUCHED ~~the~~ Boys, this is very touching...Of all the many nice things that happened to me this Christmas, this is the nicest...Come on in while I open it.

(SOUND: DOOR CLOSES...OPENING OF PACKAGE)

DY

JACK: Oh, ^{gee,} a pair of hair brushes. ^{gosh,} Isn't that nice.

JIMMY: I thought it was stupid but they voted against me.

JACK: ~~Now~~...Well boys, come on in the next room, I have a gift for all the Beavers.

KIDS: (AD LIB) Gee, thanks..That's swell.

JIMMY: By the way, Mr. Benny...don't forget you promised to come ^{over} to the Beavers annual party we're giving this Friday night.

JACK: Oh, I'll be there.

HARRY: You know, this year we're going to have girls, and we're gonna dance with them, and play spin the bottle and post office.

JACK: Gee, I'll bet you can hardly wait.

HARRY: Yeah, I wanna see what's so great about it.

JIMMY: (AFTER LAUGH) You'll see, you'll see.

JACK: ^{Yes,} Yes, you will, Steves.

(SOUND: DOOR OPENS)

JACK: Well, here you are, boys...a present from me, to the Beavers.

JIMMY: (IMPRESSED) Gosh, a printing press.

HARRY: And what a big one...Boy, the Beavers will love this present because now we can print our own newspaper, and bulletins and circulars.

JIMMY: Yeah...and maybe next year we'll even be able to make Christmas cards.

JACK: (Hmm, first Hallmark, now them)...Oh, well...Merry Christmas, boys.

KIDS: Merry Christmas, Mr. Benny.

JACK: Goodbye.

HARRY: Oh, by the way, Mr. Benny, at our last meeting we decided to raise the dues next year to ten cents a week.

JACK: Ten cents a week!

JIMMY: I thought it was stupid but they voted against me. . .

JACK: Well, I'm going to use my veto..Goodbye, kids.

KIDA: Goodbye.

(SOUND: DOOR CLOSSES....FOOTSTEPS)

JACK: (HUMS JINGLE BELLS) Gosh, those kids are cute...(HUMS JINGLE BELLS)

(SOUND: DOOR OPENS)

ROY: Well, I guess everything's done..I'll be running along now, Rochester.

ROCH: SO LONG, ROY...AND THANKS A LOT.

JACK: Just a minute, Roy.

ROY: Yes, Mr. Benny.

JACK: How did you like your Christmas gift?

ROY: My...Christmas gift?

JACK: Yes, didn't you find it..I put it right under the tree.

ROY: No sir..I didn't see a thing for me.

JACK: Well, I know I put a gift there for you...Come on, let's look under the tree.

(SOUND: FEW FOOTSTEPS)

JACK: Hmm...Roy, you can get it next week, maybe Remley will roll off it by then...Meanwhile, Merry Christmas.

~~ROCH: Come to you, Mr. Bonny.~~

~~(SOUND: COUPLE OF FOOTSTEPS..DOOR OPENS..CHAINS)~~

ROCH: SAY, BOSS...WHAT'S THIS CHRISTMAS PACKAGE DOING UP ON THE MANTLE..IT HAS NO NAME ON IT.

JACK: Let me see it.

(SOUND: COUPLE OF FOOTSTEPS)

JACK: Oh, my goodness..I forgot to deliver it..I better do that right now.

ROCH: WHO IS IT FOR?

JACK: Ed, the man who guards my vault...I'll take it to him right now. *I'm going down to my vault, Rochester, and I'll be right back.*

~~back, Rochester.~~

(SOUND: FOOTSTEPS..DOOR OPENS..FOOTSTEPS DOWN STEPS GETTING HOLLOW..FOOTSTEPS ALONG CORRIDOR)

JACK: Now to cross the bridge over the moat.

(SOUND: FOOTSTEPS ON WOODEN BRIDGE..SPLASHING SOUNDS)

JACK: Gosh, look at those alligators..They ~~are~~ ^{make} wonderful guards.. Especially this one right under the bridge...Say, what's that swimming behind her?... Oh, my goodness, I must call Louella Parsons, she's had a blessed event...Isn't that cute. *Gotta get into my vault.*

(SOUND: FOOTSTEPS OFF BRIDGE..RATTLE OF CHAINS.. IRON DOOR CREAKS OPEN..TWO STEPS..HEAVIER CHAINS RATTLING..IRON DOOR CREAKS OPEN.. TWO FOOTSTEPS)

KEARNS: Halt, who goes there..friend or foe?

JACK: Friend.

KEARNS: What's the password?

JACK: Cleaner, fresher, smoother.

KEARNS: Oh, it's you, Mr. Benny.

JACK: Yes, it's me, Ed.

KEARNS: How nice...did you come to put some money in the vault,
or to take some out?

JACK: Neither, Ed...this is a social visit...It's Christmas.

KEARNS: Christmas?

JACK: *Yes*, Yes..and next week it will be New Years.

KEARNS: Gosh, another year has gone by already.

JACK: That's right, Ed..It'll soon be 1955.

KEARNS: Nineteen!

JACK: Yes, yes..Ed.. Now I just came down to give you your
Christmas present.

KEARNS: My this is exciting...May I open it?

JACK: I wish you would.

(SOUND: PAPER TEARING)

KEARNS: Oh, gosh...just what I've always wanted...an umbrella.

JACK: Yes, it'll come in handy in case a pipe ever breaks..

Well, I've got to get back, Ed.. see you soon.

~~KEARNS: Thanks for coming down...it's always a pleasure to see
somebody.~~

~~JACK: Yes, yes, goodbye, Ed.~~

KEARNS: Goodbye.

(SOUND: FOOTSTEPS..IRON DOOR CLOSES..FOOTSTEPS)

JACK: Gee, that Ed is always so nice and pleasant..never complains or anything...I think the next time I come down, I'll lengthen his chain.

(SOUND: DOOR OPENS & CLOSSES)

JACK: Oh Rochester..were there any calls for me?

ROGH: NO, BUT WHILE YOU WERE DOWN IN THE VAULT, MAHLON MERRICK, YOUR MUSICAL ARRANGER CAME IN..HE'S WAITING FOR YOU IN THE DEN.

JACK: *Oh*, Oh, I'll see what he wants.

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS)

JACK: *Oh*, Hello, Mahlon.

MAHLON: Merry Christmas, Jack.

JACK: Same to you.

MAHLON: Jack, the reason I came over is your producer suggested that we do this tune on the show this week and I wanted to see if you like it.

JACK: Let me see the music..Hmmm...Well, it's topical...what do you think?

MAHLON: I'm not sure...hum it to me.

JACK: (TO TUNE OF JINGLE BELLS) Da da da, da da da, da de --
You know, Mahlon, you'd save yourself a lot of trips over here if you'd learn to read music...believe me.

MAHLON: *Well,* I would, but I don't want the boys in the band to think I've gone high hat.

JACK: Oh, them..Well, that reminds me, Mahlon, I wish you'd tell the boys that from now on whenever we do a broadcast, not to bring their friends and have them sit up there with them on the bandstand.

MAHLON: ^{Oh} They're not friends, they're parole officers.

JACK: ~~Parole officers?~~

MAHLON: ~~Yes, and it's bad for the radio, too.~~

~~JACK: ~~What's that?~~~~

MAHLON: ~~That's the same old song, the same old song, the same old song.~~

JACK: That's what I mean...see if you can do something about it, will you?

(SOUND: DOOR BUZZER)

JACK: Excuse me, Mahlon, I have to answer the door.

(SOUND: FOOTSTEPS)

JACK: (HUMS JINGLE BELLS)

(SOUND: DOOR OPENS)

DON: Merry Christmas, Jack.

JACK ^{Ok}, Merry Christmas, Don...Come on in.

(SOUND: SEVERAL FOOTSTEPS)

DON: Oh, Merry Christmas, Mahlon.

MAHLON: Same to you, Don...Did you get a lot of presents this year?

DON: I'll say...I ~~was~~ got the greatest collection of wild ties, and gaudy sports shirts...^{spine and down} Gosh, I'll be busy all next week exchanging gifts.

JACK: Me too...people certainly ~~give~~ ^{said} you silly things, ^{don't they?}

DON: ^{very} Unless they know you well...Like my wife...She's the one person who gave me a useful gift...

JACK: What did she give you?

DON: A side of beef.

JACK: No.

DON: Yes.

MAHLON: Don, a whole side of beef...were you able to get it in your freezer?

DON: I don't have a freezer, so I made a sandwich.

JACK: ~~Don~~. Your front lawn must look like an elephant's graveyard...~~Believe me~~.

DON: *Oh*, Say Jack...Here, I brought this over for you...it's a record of a song by Dennis Day.

JACK: A record?

DON: Yes, *I* dropped by his house, and he has a cold ^{and} He asked me to bring this over so you ^{could} ~~can~~ hear it.

JACK: Gee...*I* hope he feels all right.

DON: Oh, he'll be okay.

JACK: ~~Oh~~, Good..let's hear the song. Put it on the phonograph, Don.

DON: Okay.

(SOUND: START RECORD OF SOMEONE SINGING AT
VERY SLOW SPEED)

DON: *Yes*, 'Dennis' cold is worse than I thought.

JACK: *Don't* Don, you forgot to wind it up...*Go* ahead.

DON: Okay.

Jack: *I got a new one*
(SOUND: RACKET WINDING..RECORD STARTING)

(DENNIS' SONG) "SONG OF SONGS

(APPLAUSE)

(SECOND ROUTINE)

DON: *Hey, hey,* ~~that~~ that sounded real swell...It's a shame the kid has a cold.

JACK: Say, why don't the three of us go over and visit Dennis and cheer him up, *huh*

MAHLON: I'd love to, but I've got work to do.

DON: I was just over there, Jack, but I'll walk part of the *back* way with you...It's on my way home.

JACK: Okay....I better tell Rochester I'm leaving. (CALLS)
OH, ROCHESTER.

ROCH: (OFF) YES, BOSS.

JACK: I'm going over to Dennis Day's house.

ROCH: SHALL I GET THE CAR OUT?

JACK: No, I'm going to walk.

ROCH: COWARD!!!

JACK: Stop making cracks about my car...you'd think that --

(SOUND: PHONE RINGS)

ROCH: (OFF) SHALL I ANSWER THE PHONE, BOSS?

JACK: No, I'll get it...you just keep doing what you're doing.

ROCH: THANKS, I'M RESTING.

JACK: *Hmmmmmm.*

(SOUND: PHONE RINGS...TWO FOOTSTEPS ... RECEIVER UP)

JACK: Hello.

BEA: Hello, Mr. Benny, this is Gertrude, the C.B.S. telephone operator.

JACK: Oh, is someone trying to reach me around the studio?

MG

BEA: ^{Rob,} This isn't business...I called to thank you for the lovely Christmas present you gave me. *It was very original,*

JACK: Well, *I knew you had earrings + bracelets + perfume + a*

BEA: *As you gave me a jar to thank them in*

JACK: Yeah, *but first, eat the mayonnaise... it's delicious.*
~~then he put the jar on the table, poured out the~~
~~on the phone.~~

~~BEA: I know, it was very original.~~

~~BEA: I know, it was very original.~~

~~BEA: I know, it was very original.~~

~~JACK: Well, that's a good thing. I'm sure it's very impressive.~~
~~from this kind of surprise.~~

BEA: ~~I know~~...Anyway, Mr. Benny, it isn't the gift that counts, it's the sentiment behind it..That's why Mable and I like you...You treat us like human beings...Most people aren't nice to us at all.

JACK: ^{you} Now wait a minute, Gertrude. ~~you~~ don't go talking like that.. No wonder you and Mable have inferiority complexes.

BEA: We haven't any complexes..we are inferior.

JACK: Oh.

BEA: Well, thanks again, and Merry Christmas.

JACK: Merry Christmas to you, too, *Gertrude.*

(SOUND: RECEIVER DOWN)

JACK: Okay, Don, let's go...Hey, where's Mahlon?

ROCH: HE WENT OUT WHILE YOU WERE TALKING ON THE PHONE.

JACK: Oh...Well, Rochester, I'll be back in time for dinner.

MG

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ROCH: (WHISPERS) PSSSSST..MR. BENNY.

JACK: Hub?

ROCH: DID YOU FORGET TO THANK MR. WILSON FOR THE GIFT HE GAVE YOU?

JACK: Oh, I'm glad you reminded me...(UP) Don, I want to thank you for that lovely Sunbeam Toaster you gave me.

DON: You're welcome, Jack...I was wondering if you needed one.

ROCH: NEED ONE..BEFORE WE GOT THAT, WE USED TO TOAST OUR BREAD WITH GENUINE SUNBEAMS.

JACK: Never mind..Come on, Don...I'll be back in time for dinner, Rochester...

(SOUND: FOOTSTEPS...DOOR OPENS AND CLOSES..FOOTSTEPS ON PORCH, THEN DOWN FEW STEPS AND THEN ON CEMENT WALK)

DON *Alah*, It's such a nice day for this time of ~~the~~ year.

JACK: It certainly is...and I love to walk...especially on a sunny day, *you know*.

MEL: (AS A BIRD) (CHIRPS MERRILY)

DON: Oh Jack, look at ~~that~~ *that* beautiful bird on your lawn.

MEL: (CHIRPS MERRILY)

JACK *Alah*, Look, he's hopping over to us.

DON: Come on, birdie...come here.

MEL: CHIRP CHIRP...CHIRP CHIRP CHIRP.
CHIRP CHIRP...CHIRP CHIRP CHIRP.

DON: What's that, Birdie?

MEL: (WHISTLES LS/MFT...LS/MFT)

JACK: Well, what do you know? He said LS, MFT.

MG

DON: That's right, Birdie..Lucky Strike means fine tobacco.

MEL: (WHISTLES - YES, LUCKY STRIKE MEANS FINE TOBACCO.)

JACK: Say, you're a smart bird.

MEL: (WHISTLES - I KNOW IT)

JACK: I'll be darned.

(wait a minute, Jack, wash a minute)
DON: *Hey* Hey wait -- I want to try something..Birdie, listen to this...

(SINGS) IF YOU WANT BETTER TASTE FROM YOUR CIGARETTE,

LUCKY STRIKE IS THE BRAND TO GET.

IT'S TOASTED TO GIVE YOU THE BEST TASTE YET.

IT'S THE TOASTED

MEL: (IN RHYTHM) CHIRP..CHIRP CHIRP

DON: CIGARETTE.

JACK: *Aw* This is amazing...Look, he's flying away.

DON: Do you think he'll come back again?

He's the only bird I've ever seen with a mustache...
JACK: Only if *he* needs work..Well, I better hurry over to Dennis *day* house.

(TRANSITION MUSIC)

DENNIS: Say Mother...(SNEEZES) Gee, ~~(SNEEZES)~~ Mother, I wish I could get rid of this cold.

VERNA: Well, if you'd only take this medicine, son, it would help you a lot.

DENNIS: But I don't like that medicine...are you sure it's good?

VERNA: Certainly...when I was a working girl, I always used to take it.

DENNIS: Did you have ^a lot of colds then?

VERNA: All the time.

MO

DENNIS: I guess that was on account of where you worked.

VERNA: That's right..the only time I ever got any fresh air and sunshine was when John L. Lewis called a strike.

DENNIS: Gee, Mother, ^hI don't feel like taking that medicine because...because...(HE SNEEZES AGAIN)

VERNA: Dennis, let me feel your head and see if you have any temperature.

(SOUND: PALM LIGHTLY PATTING HEAD)

DENNIS: ... Do I have any?

VERNA: Well, it is a little warm around the point.

DENNIS: I'll probably be up in a day or so.

VERNA: Son, shall I get you another hot water bottle?

DENNIS: No, ^{Thanks,} I already drank three of them and I don't feel any better.

VERNA: ~~Oh~~ For heaven's sakes, Dennis...you were supposed to put them on your feet.

DENNIS: Now she tells me.

(SOUND: DOOR BUZZER)

VERNA: ^{Quick} There's someone at the door.

(SOUND: FOOTSTEPS ...SUSTAIN IN B.G.)

~~VERNA: (SINGS) Jingle bells, Jingle bells, jingle all the --
Gee, I love Christmas time...It always reminds me of that
wonderful Christmas we had when Dennis was eight years
old...That was the year he ran away from home...Jingle
bells, Jingle --~~

~~(SOUND: DOOR OPENS)~~

MG

JACK: Hello, Mrs. Day, Merry Christmas.

VERNA: What do you want?

JACK: ...Huh? ... Well... I've come to cheer Dennis up.

VERNA: You couldn't cheer up a laughing hyena.

JACK: Well, for your information, Mrs. Day, a laughing hyena doesn't really laugh...What sounds like laughter is just a peculiarity of the hyena's vocal chords.

VERNA: Well, it takes one to know one.

JACK: ~~See~~. Look, Mrs. Day, I didn't come over ^{here} to --

DENNIS: (OFF -- CALLS) Oh hello, Mr. Benny..I'm in the bedroom.

JACK: May I go in to see him, Mrs. Day?

VERNA: Yes, but if you upset my Dennis, I'll give you a left hook you'll remember the rest of your life.

JACK: I won't upset him, I just came to cheer him up.

(SOUND: COUPLE FOOTSTEPS.)

JACK: Hello, Dennis. How did you get your cold?

DENNIS: Last night I went out all over town singing Christmas carols.

JACK: But the weather was so nice and balmy ... how could you possibly catch a cold?

DENNIS: I sang under Debbie Reynolds' window and Eddie Fisher threw a bucket of water on me.

JACK: No.

DENNIS: Yes... (SNEEZES)

JACK: Gee, Dennis...it's awfully stuffy in here...shall I open a window?

DENNIS: You can't...I nailed them all shut because I walk in my sleep.

JACK: I didn't know that.

DENNIS: Yes, one night last week I walked all over town...I finally wound up in The Brown Derby...Boy, was I embarrassed.

JACK: *Well*, I should imagine...with all those people there, and you
in your pajamas.

DENNIS: Who wears pajamas.

JACK: Gosh, *that* must have been awful.

DENNIS: Yesh, *the* manager threw me out because I didn't have a
tie on.

JACK: Oh, well, I don't blame him.

VERNA: Here, Dennis, I brought you some soup.

JACK: Mrs. Day...that's a hot water bottle.

VERNA: He likes it that way!

JACK: ~~...~~ Well, I better be going...Goodbye, Dennis.

DENNIS: Goodbye, *Mr. Benning*.

JACK: *Oh*, By the way, Dennis, you haven't thanked me yet for the
Christmas present I gave you.

VERNA: You call that a Christmas gift?

JACK: Look, Mrs. Day --

VERNA: My Dennis has been with you ~~...~~ over fifteen years and
after all that time, you gave him a ticket for a lousey
89 cent car wash.

JACK: Well, tell him to use it on Saturday, it's a dollar and
a quarter then....Anyway, it's not the gift that counts,
it's the sentiment behind it.

VERNA: A LOT YOU KNOW ABOUT SENTIMENT...YOU WOULDN'T GIVE ARTHUR
GODFREY A TEA BAG IF HE WAS STRANDED ON THE MOJAVE DESERT
WITH A CUP OF HOT WATER.

JACK: NOW JUST A MINUTE, MRS. DAY...YOU LISTEN TO ME ~~...~~ --

BR

VERNA: I'M NOT LISTENING TO ANYBODY. ONE MORE WORD OUT OF YOU
AND I'LL PUT BLACK CIRCLES AROUND THOSE BABY BLUE EYES *of yours.*

JACK: OH YOU WILL, EH?

DENNIS: HIT HIM, MOM.

JACK: WHAT?

DENNIS: OUR TELEVISION SET IS BROKEN, AND I ~~WANT TO SEE A GOOD~~ *haven't seen a good*
fight in weeks

JACK: WELL THAT SETTLES IT...I CAME OVER HERE OUT OF THE
GOODNESS OF MY HEART. I WANTED TO CHEER UP DENNIS

Dennis: ~~LOW! KICK IN THE KISS! Mrs. Day,~~
INSULTS... I'M VERY FOND OF DENNIS, AND I'VE BEEN VERY
GOOD TO HIM ALL THESE YEARS, AND YOU SHOULD BE THE LAST *one*
TO ____

VERNA: EHHH, SHUT UP!

JACK: THAT SETTLES IT, I'M GOING HOME.

(MUSIC & APPLAUSE)

Verna: Happy New Year!
Jack: Happy New Year!

BR

ATX01 0020291

THE JACK BENNY PROGRAM
SET #8
CLOSING COMMERCIAL

-0-

DON: Jack will be back in just a minute to tell you about his television show which goes on immediately after this program over the CBS Network...but first here's a word for anyone who enjoys a good cigarette.

WILSON: Jack will be back in just a minute to tell you about his television show which goes on at seven o'clock over the CBS Network but first here's a word for anyone who enjoys a good cigarette.

BR

ATX01 0020292

THE JACK BENNY PROGRAM
SET #8
CLOSING COMMERCIAL

-C-A-

WILSON:

(TRANSCRIBED "If you want better taste from your cig-a-rette,
FULL ORCH. Lucky Strike is the brand to get!
VERSION)

IT'S TOASTED to give you the best taste yet,

It's the toasted (CLAP...CLAP, CLAP)

cig-a-rette.

They take fine tobacco, it's light tobacco,

(OPTIONAL
SHORT
VERSION IF
DESIRED)

it's mild tobacco, too

Then IT'S TOASTED, yes, IT'S TOASTED,

because the toasting brings the flavor right
through.

So, to get better taste from your cig-a-rette,

Lucky Strike is the brand to get!

IT'S TOASTED to give you the best taste yet,

It's the toasted (CLAP....CLAP, CLAP)

cig-a-rette!

WILSON:

I guess everybody knows Robert Montgomery was for
years a famous movie star and now he's a star in
television. Matter of fact, his TV show is sponsored
by Lucky Strike. He told folks that he didn't have
to smoke Luckies for that reason but he does anyway.

(MORE)

BR

ATK01 0020293

THE JACK BENNY PROGRAM
SET #8
CLOSING COMMERCIAL (CONT'D)

-D-

WILSON:
(CONT'D)

Let me give you his own words on the subject:

"I smoke Luckies and have for years. I like the way they taste." Yep, those are Robert Montgomery's own words. And they sure make a lot of sense. Luckies do taste better. They taste better because LS/MFT -- Lucky Strike means fine tobacco...fine, light, naturally mild tobacco. And then---that fine tobacco is toasted. Yes, it's toasted to taste better. "IT'S TOASTED" -- the famous Lucky Strike process -- tones up Luckies' naturally mild, good-testing tobacco to make it taste even better. Cleaner, fresher, smoother. So the very next time you buy cigarettes, friends....Be Happy - Go Lucky... make your next carton Lucky Strike. Remember: it's toasted...to taste better!

BR

ATX01 0020294

(TAG)

(SOUND: DOOR OPENS)

ROCH: WHO'S THERE?

JACK: It's me, Rochester.

ROCH: HOW IS DENNIS DAY?

JACK: Oh, he's all right.

ROCH: WANT ME TO GET YOU SOMETHING TO EAT?

JACK: No, I don't feel hungry....Gosh, I don't know what to do...I think I'll ^{just} sit here and watch television...Turn it on, will you please?

ROCH: OKAY.

(SOUND: CLICK)

DON: (FILTER) From Television City in Hollywood the Jack Benny Program presented by Lucky Strike.

JACK: Oh my goodness, that's me! I'm supposed to be on ^{TV} ~~television~~ in a few seconds....So long, Rochester.

(SOUND: DOOR CLOSING...RUNNING FOOTSTEPS)

JACK: Gee, I don't want to miss any of my show, I'm going to be so good tonight. See you in a minute, folks.

(APPLAUSE & MUSIC)

BR

DON: The Jack Benny Program tonight was written by Milt Josefsberg, John Tackeberry, Hal Goldman, Al Gordon and produced and transcribed by Hilliard Marks.

~~The Jack Benny Program has been brought to you by
Lucky Strike, product of the American Tobacco Company,
America's Leading Manufacturers of Cigarettes.~~

BR

ATX01 0020296

HERBERT TAREYTON

HR 301F

Filter smokers! True tobacco taste...real filtration.. famous TAREYTON quality...they're all yours when you smoke Filter Tip TAREYTON. Filter Tip TAREYTON gives you all the full, rich taste of TAREYTON'S quality tobacco and real filtration, too, because Filter Tip TAREYTON incorporates Activated Charcoal, renowned for its unusual powers of selective filtration. Look for the red, white and blue stripes on the package. They identify Filter Tip TAREYTON, the best in filtered smoking.

DON:

The Jack Benny program was brought to you by the American Tobacco Company .. America's leading manufacturer of cigarettes.

TB

ATX01 0020297