

"AS BROADCAST"

AS TELECAST

PROGRAM #9
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY TELEVISION PROGRAM

SUNDAY, JANUARY 23, 1955

CBS

4:30 - 5:00 PM PST

CAST: Jack Benny
Rochester
Don Wilson
Giselle MacKenzie
Mel Blanc
1st Women.....Helen Spring
2nd Women.....Chuckie Bradley
Man in Town.....Bill Kennedy
Men in Ventilestor..Benny Rubin
Extras
Lloyd Farrell
Charles Sheridan
Roy Clark
Thomas Wade
Harriet Brest
Betty Rome
June Earle
Helen McCoskey
Laura Anders
Pat Lynch

BR

ATX01 0336059

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
JACK BENNY TV PROGRAM

-A-

OPENING COMMERCIAL

LIVE

(MUSIC: LUCKY STRIKE THEME UP AND
UNDER ---)

CUT TO TITLE CARD:

ANNCR

"THE JACK BENNY PROGRAM".

From Television City in Hollywood,
the Jack Benny Program with his
special guest Giselle MacKenzie....

CUT TO TITLE CARD:

.....Presented by Lucky Strike!

"PRESENTED BY LUCKY STRIKE:.

CUT TO TITLE CARD:

(MUSIC: VAMP AND BE HAPPY -- GO LUCKY

"BE HAPPY -- GO LUCKY,

-- SHORT VERSION)

LUCKIES TASTE BETTER."

CUT TO

80 ABSTRACT

BR

ATX01 0336060

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ANIMATION FILM COMMERCIAL #80
(SCOOP AND ABSTRACTION) (1:00)

-B-

OPEN ON LUCKY STRIKE AD IN
NEWSPAPER

SCOOP (VOICE O.S.)

HAND OF READER REACHES
AROUND PAPER AND TAKES
CIGARETTE FROM AD.

I beg your pardon -

SCOOP INTO SCENE, ASKS
QUESTION

Why do you smoke?

WOMAN

SCOOP WRITES IN REPORT

Because I enjoy the taste of
cigarettes.

SCOOP MAKES TAKE OFF STAGE.
RUSHES ACROSS HOTEL LOBBY.

SCOOP

SCOOP QUESTIONS MAN IN
ELEVATOR.

And why do you smoke, sir?

MAN LEANS FORWARD WITH
ANSWER

MAN

Because I like the taste.

ELEVATOR DOORS CLOSE ON
CIGARETTE AS SCOOP DASHES
ACROSS LOBBY.

SCOOP QUESTIONS MAN AT
CIGARETTE COUNTER

SCOOP

And you, sir - why do you smoke?

MAN ANSWERS AS HE WALKS
OFF, REVEALING LUCKY
STRIKE DISPLAY.

MAN

Because I like the taste, son.

SCOOP

Taste, better taste, that's what they
all want.

CAMERA ZOOMS TO CU OF
CARTON. CAMERA CONTINUES
TO ZOOM AS COVER FADES OUT
REVEALING CIGARETTE PACKS.
THEY SHIFT POSITION TO FORM
CHECKERED PATTERN. SHAPES
NARROW AND PULSATE.

(MUSICAL INTRODUCTION)

BR

ATX01 0336061

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ANIMATION FILM COMMERCIAL #80
(SCOOP AND ABSTRACTION) (1:00)

-C-

COLLINS

SHAPES SWELL

If you want better taste....

SHAPES FORM CIGARETTES

....from your cigarette....

FORM PACK AND LABEL

....Lucky Strike....

CIGARETTE RISES OUT OF PACK

....is the brand to get....

CIGARETTE ROLLS TO RIGHT,
WIPING ON TITLE

It's toasted to give you the
best taste yet...

PANEL ANIMATES TO SOUND
EFFECT FILLING SCREEN.

It's the toasted (CLAP - CLAP - CLAP)

CIGARETTE SNAPS TO
HORIZONTAL POSITION AS
SMOKE STARTS UP OUT OF
SCENE.

....cigarette.

PAN UP AS SMOKE DRAWS FACE
OF MAN. CIGARETTE POP IN
ON WORD "TOBACCO."

....They take fine tobacco --

PAN UP AS SMOKE FROM
MAN'S CIGARETTE DRAWS
FACE OF WOMAN.

...It's light tobacco....

PAN UP AS SMOKE FROM
WOMAN'S CIGARETTE DRAWS
CARTON OF LUCKIES.

....It's mild tobacco - too.

SMOKE CONTINUES UP TO FORM
CIGARETTE-SMOKE RINGS
PUFF OUT ON CUE.

....And it's toasted, yes it's toasted-

Because the toasting brings the
flavor right through....

SMOKE FORMS ASHTRAY AND
CIGARETTE.

So to get better taste

from your cigarette....

SMOKE FROM CIGARETTE
DRAWS FIGURE OF SCOOP.

....Lucky Strike is the....

FEATURES OF SCOOP POP ON

...brand to get.....

(MORE)

BR

ATX01 0336062

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ANIMATION FILM COMMERCIAL #80
(SCOOP AND ABSTRACTION) (1:00)

-D-

COLLINS (CONT'D)

SCOOP BLOWS SMOKE

...It's toasted....

SMOKE ANIMATED TO WORD
"TOASTED"

....To give you the best taste yet...

SCOOP DANCES AS BORDER OF
LABEL MOVES INTO SCENE.

...It's the toasted....

VENETIAN BLINDS DROP

(CLAP...CLAP...CLAP)

BLINDS CLOSE REVEALING
"LUCKY STRIKE" LABEL

....Cigarette.

BR

ATX01 0336063

(AFTER OPENING COMMERCIAL, JACK COMES OUT TO MUSIC AND APPLAUSE.)

JACK

Thank you, thank you, thank you, ladies and gentlemen, and welcome to the Lucky Strike Program. I know that many of you must be surprised to see me here because you probably read in the paper that I was in the hospital... and I was. As a matter of fact, I was there for two days. I didn't want to go but I had to. You see, the publicity was out already...But it's just as well that I went because I did have a slight touch of Pancreatitis. Years ago they called it a stomach ache, but now that I'm doing well, it's Pancreatitis...If Jackie Gleason ever gets it, they'll have to find a new word....Anyway, while I was in the hospital, I had a complete physical checkup and even though I'm in very good condition, they did recommend that I have my appendix taken out...which I intend to do. I don't know just when, but I'm trying to get a guest shot on the Medic Program... As a matter of fact, I was going to have my operation on the program two weeks from now, but when I saw the script, I turned it down.

(MORE)

BB

JACK (CONT'D)

They had Dennis Day as the doctor....I know he's clever, but that's ridiculous... Anyway, I'm glad to be out....not only so I can do this television show, but tonight I'm going to attend a very big testimonial dinner given to George Burns and Gracie Allen by the Friars Club. This is a big charity affair and it costs a hundred dollars a plate. Imagine George Burns being the guest of honor at such a dinner...It just shows you how you can come up in the world. This is the second testimonial dinner that's been given to Burns. The first one was at a Rescue Mission....And even though I'm going to be one of the speakers tonight, I also had to pay a hundred dollars....And I know I'm going to enjoy the dinner....I haven't eaten since Tuesday...Yep....a hundred dollars a plate....You've got to eat a lot of food to make up for all that.... I guess in the morning I'll be back to Pancreatitis..... And now, ladies and gentlemen, to get on with the show, I'd like to present my guest star.....a young lady who is one of the stars on the Lucky Strike Hit Parade and who flew all the way out here from New York to be with us today... And here she is...Miss Giselle MacKenzie...

(GISELLE COMES OUT TO APPLAUSE)

BB

ATK01 0336065

JACK

Giselle, I want to tell you how very
very happy I am that you flew out to
California to be on my program today.

GISELLE

Well, thank you, Jack...It's my pleasure.

JACK

But you know, Giselle...you're one of
the strangest girls that I've ever met.
Here we've been rehearsing for three days
and yet the only time I ever see you is in
the studio. You come here alone...you
leave alone..and....well...I was just
wondering if maybe before you go back to
New York, some evening we could go out
and maybe go to some night club together
and have a few dances....and then I could
take you home...How about it?

GISELLE

Well....I can't see any harm in that.

JACK

Oh, I wish you could...By the way,
Giselle, what are your plans after you
finish your television season?

GISELLE

Well, I'm going to play some night clubs
and then I'm very excited because I'm
going to make my first picture.

BB

ATX01 0336066

JACK

Oh, isn't that nice. You know, I used to make pictures but I haven't made one in a long time and I don't think I'll make any more pictures - I think I'll just stick to radio and television. I don't know, I think I'm a little too old for pictures.

GISELLE

Oh, Jack, you're not old at all.

JACK

I'm not? Well, now how old would you say that I am?...Just guess.

GISELLE

Oh, I don't know...about thirty-seven...thirty-eight?

JACK

Well, no, no...That's awfully nice of you but I'm really a little older than that. Guess again.

GISELLE

Sixty-three?

JACK

What?

GISELLE

My first guess was wild, I tamed it a little.

BB

ATX01 0336067

JACK

Well, you didn't have to use a whip.
Giselle, I'm going to leave you all
alone now for you to do your number...

GISELLE

Okay, Jack...I'll be happy to do a
couple of numbers.

JACK

No, no, Giselle...you just do one
number and then when you finish, I'm
going to come out and do a violin solo.

GISELLE

I thought that was cut at rehearsal.

JACK

Well, it was, but I put it back in.
I'm going to play a violin solo.

GISELLE

But I heard the producer say---

JACK

We have a new one...Go ahead and sing,
Giselle.

JACK WALKS OFF. GISELLE DOES HER SONG, "MR. SANDMAN."

(APPLAUSE)

BB

DISSOLVE TO:

JACK'S DRESSING ROOM.

JACK IS SEARCHING THE ROOM, BEHIND THE TRUNK, ETC. ROCHESTER ENTERS.

JACK

That violin must be somewhere.

ROCHESTER

Hello, boss.

(APPLAUSE)

JACK

Well! Where have you been? I told you a thousand times. Never leave my dressing room while I'm working.

ROCHESTER

But, boss, I had to go out to where your car was parked. The time was up.

JACK

Oh. Did you put a penny in the meter?

ROCHESTER

No, I just hit it with a rock like you do.

JACK

Good good.

ROCHESTER

Boss, what are you doing in your dressing room while your show is on?

BB

ATX01 0336069

JACK

I'm looking for my violin, that's what I'm doing. I was going to play it on my show today, and I left it right on this trunk. Now, help me look for it.

ROCHESTER

Yes, sir.

JACK AND ROCHESTER SEARCH THE ROOM, OPENING THE DRAWERS OF THE TRUNK, LIFTING THE CUSHION ON THE CHAIR, ETC. ROCHESTER PICKS UP A SMALL POTTERY DISH FROM THE DRESSING TABLE AND EXAMINES IT CLOSELY.

JACK

(ANNOYED)

Rochester, my violin can't possibly be in there. That's an ash tray.

ROCHESTER

One match could do it.

JACK QUICKLY LOOKS IN THE ASH TRAY, THEN SMELLS IT.

JACK

No...that's the ash from a Lucky Strike. I can tell...it's toasted!

JACK PUTS DOWN THE ASH TRAY AND MOVES ACROSS THE ROOM.

JACK

I just can't understand where..... Well, I've just got to find that violin. Who could have taken it?....I'm supposed to play Mendelssohn's Concerto.

ROCHESTER

Mendelssohn's Who?

BB

JACK

Concerto.

ROCHESTER

Did you get permission from Mendelssohn?

JACK

Mendelssohn has been dead for over 50 years.

ROCHESTER

Then he couldn't have taken it.

JACK

Rochester, they're always having a lot of guided tours through Television City.. are you sure no one could have come in here and.... Hey, I just thought of something....You've been making too many remarks about my violin. Rochester, sit down.

ROCHESTER

Yes, sir.

ROCHESTER SITS DOWN.

JACK

Now, Rochester, how long have you been with me?

ROCHESTER

A long time, boss...Eighteen years.

BB

ATX01 0336071

JACK

Uh huh...and you've never lied to me,
have you?

ROCHESTER

No, sir.

JACK

Now I want you to look me right in
the eye and tell me...did you hide my
violin?

ROCHESTER

Well.....yes, boss.

JACK

Why did you do it?

ROCHESTER

I thought Mendelssohn was alive.

JACK

Well, he isn't....Now where is my violin?

ROCHESTER

Okay, I'll get it for you.

ROCHESTER TAKES BOW OUT OF CLOTHES TREE AND HANDS IT TO JACK.

JACK

All right, this is the bow, now where's
the violin?

ROCHESTER

I'll get it.

HE GETS UP ON CHAIR, OPENS VENTILATOR GRATE, TAKES OUT JACK'S
VIOLIN, AND HANDS IT TO JACK.

BB

JACK

Imagine using the air conditioner to
hide my violin.

MAN WITH FLASHLIGHT STICKS HIS HEAD OUT OF VENTILATOR. HE IS
WEARING A GAS MASK.

MAN

Oh, is that what it was? We were looking
for a dead cat.

JACK

Rochester, I'll talk to you about this
later.

JACK STARTS OUT

DISSOLVE TO "ONE".

ORCHESTRA PLAYS "LOVE IN BLOOM" AND JACK COMES OUT TO APPLAUSE,
CARRYING HIS VIOLIN AND BOW.

BB

JACK

Ladies and gentlemen, you know, I've always been kidding about my violin, but this time I'm really going to play something worthwhile... I'm going to play Mendelsohn's Concerto.....

(HE TUNES UP A LITTLE)

.....You know, I wasn't always a comedian. I started out as a violinist. But once when I was playing at the Palace Theatre in New York -- in fact, it was my very first appearance at the Palace --- I thought maybe I could be a comedian, too....so I told a joke. And that joke got such a big laugh that it really started me off as a comedian. It was so funny that I'd like to tell it to you now....This joke is about an actor who was standing in front of the Palace Theatre in New York and he was very blue and dejected....and a friend of his walked over to him and he said, "Joe, what's the matter with you?" This actor said, "Nothing".....So his friend said, "There must be something the matter with you, kid...what is it?"....So the actor said, "Well, let me tell you what happened." He said, "Five weeks ago an uncle of mine died and left me ten thousand dollars....Three weeks ago another uncle of mine died and left me two hundred dollars.....Last week --

DON WILSON COMES ON FOLLOWED BY A GROUP OF SIGHT-SEERS.

BB

ATX01 0336074

DON

This way, ladies and gentlemen.

THEY ALL COME OUT ON STAGE AND DON CONTINUES TALKING.

DON

Now, folks, this is Studio 31. This is a microphone.....and the apparatus from which it is manipulated is called a boom. Out there you see the cameras. Now, this particular studio is the origination point of the Lucky Strike Program.

MEL

(SLIGHTLY MULLY)

I like the Lucky Strike program. That's my favorite show.

DON

Well, I'm glad it is.

MEL

I understand that a lot of stars look different in person than they do on the screen.

DON

Well....that may be true in some cases.

MEL

(CONFIDENTIALLY)

Er....Mr. Wilson.....

DON

Yes?

BB

ATX01 0336075

MEL

(POINTING TO JACK)

Is that Ann Southern?

DON

No, no, she's on every other week.
Now, as I said before, from this
studio originates the Lucky Strike
Program. By the way, how many of
you smoke Lucky Strikes?

THEY ALL RAISE THEIR HANDS.

DON

Well, that's wonderful. Now can you
tell me why you smoke Lucky Strike?

MEL

Well...(IN RHYTHM) 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 (CIAP, CIAP, CIAP)
cigarette.

DON

Oh...Well...there are many more
interesting things to be seen at
Television City, so just follow me.

THE GROUP FOLLOWS DON OFF, WALKING BEHIND, AROUND AND IN FRONT
OF JACK. WHEN THE STAGE IS CLEARED, JACK ONCE AGAIN FACES THE
AUDIENCE.

BB

JACK

So this actor.....This actor said,
"Last week, an uncle of mine died and
left me nothing.".....That's the end
of the joke.....Of course, it goes over
much bigger when people don't come on
in the middle of it....Oh well....Now,
ladies and gentlemen, before I go into
my violin solo....and because we may
not have time to do it later, I'd like
to bring out my guest star, Miss Giselle
MacKenzie just to take a bow.....Oh
Giselle...Giselle.

GISELLE COMES OUT TO APPLAUSE.

JACK

Giselle, I must say that you're one of
the most thoughtful persons I've ever
known. Here you were just coming out
to take a bow, and yet you went to
all the trouble of putting on another
gown. And you know something...Women
in the audience and at home love that.
They like to see beautiful clothes...
Now I just want to thank you once more
for being on my show.

BB

ATX01 0336077

GISELLE

You're welcome, Jack. I had a lot of fun....By the way, that's a beautiful violin, do you mind if I look at your violin?

JACK

My violin? No, no, go right ahead.. Be careful, though...That's right. It's a french violin, it's a Viom.... Hold it like this...That's it.

GISELLE

Can I look at your bow?

JACK

The bow....be careful you don't touch the hair with your fingers...That's it....right on the end...there you are.

GISELLE PLAYS HER DIFFICULT CADENZA ON THE VIOLIN, THEN HANDS IT BACK TO JACK.

GISELLE

Nice fiddle you've got there, Jack.

SHE WALKS OFF.

JACK

Well, how do you like that?....Giselle... Giselle....come back here.

GISELLE COMES BACK.

JACK

You mean to say that besides singing and playing the piano, you play the violin, too?

BB

GISELLE NODS HER HEAD "YES".

JACK

Well, as long as you're such a show-off....
"Let me see your violin". Can we get
a violin from the orchestra, please.

GISELLE

Oh, no, Jack, I don't want to.

JACK

You started it, now we're going
through with it....Hey fellows, get a
violin from the orchestra and bring
it up here, will you please?

GISELLE

Jack, I'm not prepared to play a number.

JACK

Prepared or not, you made a whole big
thing out of it and we're going through
with it. We'll play a duet together.

MAN BRINGS VIOLIN ON.

JACK

There you are...All right, now what
shall we play?

GISELLE

I don't know...How about The Introduction
and Rondo Capriccioso by Saint Saens.

JACK

Well....What was that?

BB

GISELLE

The Introduction and Rondo Capriciosa
by Saint Saens.

JACK

Oh, I don't know...that's been done to
death....Everybody's humming it...
Rondo Capriciosa....how about playing
some popular song from one of the
shows....like Oklahoma, South
Pacific....or The King and I?

GISELLE

All right...let's play..."Getting
To Know You."

JACK

Getting To Know You?....I can't see
any harm in that. All right....
give me an "A".

THEY TUNE UP.

JACK

That's close enough. All right,
Mehlon....Getting To Know You.

(THEY DO THE NUMBER)

(APPLAUSE)

BB

JACK

Giselle, that was awfully cute...
but you know what? We're nearing
the end of the show and that was
not a big finish. You see, we need
something that can get us off the
stage in an exciting way. How about
a reprise of the song you sang earlier
in the show..Mr. Sandman?

GISELLE

That's okay with me....Can you handle
it, Dad?

JACK

I'll be right behind you, Gizzell.
Okay, Mahlon, hit it.

(THEY DO ONE CHORUS OF "MR. SANDMAN")

DURING CHORUS DON LEADS TOUR ON AGAIN. MEL LAGS BEHIND, STARES
AT JACK, TAKES VIOLIN AWAY FROM JACK, JOINS GISELLE IN ANOTHER
CHORUS. THEY EXIT LEAVING JACK STANDING THERE.

DON (VOICE OVER)

Jack will be back in just a moment,
but first a word to cigarette
smokers.

(CUT TO CLOSING COMMERCIAL)

BB

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
TED WILLIAMS TESTIMONIAL (1:30)
#85

CLOSE -1-

CLOSING COMMERCIAL

OPEN ON FILM CLIPS FROM RKO
TED WILLIAMS SHORT SUBJECT
AS FOLLOWS:

(NEW TRACK) ANDRE BARUCH (VO)

WAIST SHOT OF WILLIAMS
CASTING.

Here's Ted Williams, one of
baseball's greatest sluggers.
Watch Ted go after a hard-fighting
bone fish off the Florida Keys.

CUT TO ANOTHER SHOT AS
TED REACTS TO A STRIKE.

He's hooked one!

LINE GOING OFF REEL.

Look at that line peel off!

* * * * *

CUT TO SHOT OF FISH BEING
WEIGHED BY TED.

A good-sized catch. Looks like an
eight pounder!

* * * * *

(BARUCH NOW ON CAMERA TO AUDIENCE)

DISSOLVE THROUGH TO TWO-SHOT
OF TED AND BARUCH. THEY ARE
ON PORCH OF FISHING LODGE.
WILLIAMS IS HOLDING 9-FOOT
GLASS ROD.

....and it's all done with a glass
rod. Ted's own company makes it.

BARUCH TURNS TO TED.

Ted, what do you call that rod?

CUT TO MEDIUM CLOSE SHOT
OF TED. HE IS LOOKING AT
ROD, SNAPPING IT AS HE
ANSWERS.

TED WILLIAMS

Well, it's a Ted Williams 9-footer.
And I may be a little prejudiced,
but I think it's the very best
there is for bonefishing.

BARUCH

I don't doubt it. Tell me another
thing, Ted. How do you feel about
that Lucky you're smoking?

BB

ATX01 0336082

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
TED WILLIAMS TESTIMONIAL (1:30)
#85

CLOSE -2-

CLOSING COMMERCIAL (CONT'D)

CUT TO EVEN TIGHTER CLOSEUP
OF WILLIAMS HOLDING HIS
LUCKY.

TED WILLIAMS

Well, it's the best, too. I
switched to Luckies a couple of
years ago. While I smoke indoors
and out, I probably enjoy Luckies
best in an open boat.
They give me just what I'm looking
for.....and that's better taste.

CUT TO DIFFERENT ANGLE
SHOT OF WILLIAMS.

CUT TO BARUCH ALONE IN
MEDIUM SHOT. HE LOOKS
OFF CAMERA TO WILLIAMS.

BARUCH

Well, millions of smokers will
agree with you there, Ted. Indoors
and outdoors, a Lucky tastes better
for reasons that are printed right
here on the pack....LS/MFT, Lucky
Strike means fine tobacco....and
then, that fine tobacco....
is toasted.

HE TURNS AND ADDRESSES
CAMERA. HE HOLDS UP PACK
CASUALLY.

MOVE INTO MEDIUM CU OF
BARUCH HOLDING LUCKY PACK.
HE TILTS IT SO THAT BOTTOM
FACES CAMERA.

HE CASUALLY TURNS PACK TO
FEATURE BULLSEYE.

CUT TO TIGHT SHOT OF
BULLSEYE, FEATURING
"IT'S TOASTED".

"It's Toasted" is the famous Lucky
Strike process that brings Luckies'
fine tobacco to its peak of
flavor....

CUT BACK TO MEDIUM
SHOT OF BARUCH.

....tones up this mild, naturally
good-tasting tobacco to make it
taste even better.

(MORE)

BB

ATX01 0336083

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
TED WILLIAMS TESTIMONIAL (1:30)
#85

CLOSE -3-

CLOSING COMMERCIAL (CONT'D)

BARUCH (CONT'D)

Yes, a Lucky tastes better because
it's the cigarette of fine tobacco
and "IT'S TOASTED" to taste better.
Cleaner, Fresher, Smoother. So,
like Ted Williams, Be Happy -- Go
Lucky. Remember, it's toasted to
taste better.

BB

ATX01 0336084

(TAG)

(AFTER CLOSING COMMERCIAL, JACK COMES OUT TO MUSIC & APPLAUSE)

JACK

Thank you very much, ladies and gentlemen. I hope you enjoyed the show. I'll be back in two weeks and next week be sure and watch Ann Sothern.

GISELLE POKES HER HEAD OUT BETWEEN THE CURTAINS.

GISELLE

And don't forget to watch the Hit Parade next Saturday night.

JACK

Oh yes, goodnight, folks.

(MUSIC)

(CUT TO CREDITS)

BB

(CREDITS)

CARD #4
JACK BENNY PROGRAM

CARD #5
DIRECTED BY RALPH LEVY

CARD #6
PRODUCED BY HILLIARD MARKS

CARD #7
WRITTEN BY

CARD #8
MUSIC & SETS & SET DECORATION

CARD #9
JACK BENNY PROGRAM

DON

Appearing on tonight's program were:

Mel Blanc and Benny Rubin.

BB

CLOSING

MEMO CARD #10

DON (VOICE OVER)

Remember - one week from tonight, on
this same station, be sure and watch
Ann Sothern in "Private Secretary".
Jack Benny's next television show will
be in two weeks.

CARD #11
JACK BENNY PROGRAM

(MUSIC OUT)

In the meantime, be sure to listen to
Jack Benny on radio every Sunday
night over the CBS Radio Network.

TO TAREYTON HITCHHIKE

BB

THE AMERICAN TOBACCO COMPANY
HT 302F (30 SECONDS)

-22-

KENNY DELMAR (V.O.)

LONG SHOT OF PACK. IT
ZOOMS IN....

Here's true tobacco taste for filter
smokers!

....TO FULL SCREEN,
STRIPES RIPPLE ON, THEN
GO TAUT BEHIND PACK.

Filter Tip Tareyton gives you all
the full, rich flavor of Tareyton's
famous quality tobacco...and real
filtration, too!

TITLES "ACTIVATED
CHARCOAL" AND "SELECTIVE
FILTRATION" FADE ON AND
OFF ONE AT A TIME IN SYNC
WITH V.O.

Filter Tip Tareyton incorporates
Activated Charcoal, renowned for its
unusual powers of selective
filtration, used far and wide to
purify the air we breathe, the water
and beverages we drink.

SPINNING WHITE CIRCLE
FULL SCREEN, RAPIDLY
REDUCES TO SPINNING
CIRCLE AROUND STRIPES
ON PACKAGE.

Look for the red, white and blue
stripes on the package. They
identify Filter Tip Tareyton, the
best in filtered smoking.

BB

ATX01 0336088

AMERICAN TOBACCO COMPANY
LUCKY STRIKE

-23-

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