

(J.B.R.7)
PROGRAM #20

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, FEBRUARY 6, 1955 CBS 4:00 - 4:30 PM PST

(Transcribed - May 24, 1953)

CAST: JACK BENNY
 MARY LIVINGSTONE
 ROCHESTER
 DENNIS DAY
 BOB CROSEY
 DON WILSON
 THE SPORTSMEN QUARTET
 FRANK NELSON
 BEA BENEDARET
 MEL BLANC
 BENNY RUBIN

MG

ATX01 0020427

THE AMERICAN TOBACCO COMPANY
"THE JACK BENNY PROGRAM" #3
FEBRUARY 6, 1955
7:00 - 7:30 PM EST
OPENING COMMERCIAL

-A-

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

(TRANSCRIBED
A CAPELLA
VERSION)

"If you want 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: This is Don Wilson. As cigarette smokers, you and I
know the most important single thing any cigarette can
offer is taste -- better taste. And as many millions
of Lucky smokers will tell you -- Luckies' taste better.
You know why? Because "IT'S TOASTED"! Yes, IT'S
TOASTED to taste better. Luckies' better taste actually
begins with the fine tobacco that goes into every
Lucky Strike. LS/MFT, Lucky Strike means fine tobacco.
And then, that fine tobacco is toasted. IT'S TOASTED!
That's the famous Lucky Strike process that tones up
Luckies' naturally mild, good tasting tobacco-brings it
to its peak of flavor -- makes it taste even better.
Cleaner, fresher, smoother. So, for better taste in
your cigarette, Be Happy -- Go Lucky! Buy a carton of
better tasting Lucky Strike!

MG

ATX01 0020428

(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
OF HIS ~~TELEVISION~~ ^{TV} PROGRAMS OVER THE C.B.S. ^{Television} NETWORK...
BUT MEANWHILE, LET'S GO OUT TO JACK'S HOME IN BEVERLY
HILLS, WHERE, AS YOU KNOW, HE LIVES ALONE WITH HIS
BUTLER, ROCHESTER. IT'S NINE-THIRTY IN THE MORNING AND,
AS USUAL, ONE IS IN BED WHILE THE OTHER IS IN THE
KITCHEN PREPARING BREAKFAST.

JACK: (PAUSE) Now let's see, where are the eggs?....Gee, it's
so hard to find anything in this refrigerator. Maybe I
oughta trade it in. I hear the newer models have a
light in 'em. Oh, here's an egg on the bottom shelf.
(HUMS) Pretend you're happy when you're blue...Should
I have one egg or take two...Eh, one egg's enough....
I just said two so it would rhyme.

(SOUND: REFRIGERATOR DOOR CLOSSES)

JACK: I think I'll scramble it...Let's see, now...first I'll
break it into this bowl.

(SOUND: FIVE CLICKS OF EGG ON SIDE OF BOWL)

JACK: Hmmm.

(SOUND: FIVE CLICKS OF EGG ON SIDE OF BOWL)

JACK: Gosh, I'm weak in the morning...Maybe I better have my
orange juice first...Yeah.. I'll make some orange juice.

MG (SOUND: CUTTING ORANGE..SQUEEZING JUICE INTO GLASS)

JACK: (HUMS "PRETEND")...^{See} That orange juice sure looks good...
Now to get the seeds out...There's one...two...three...
four...five...I think I'll go outside and --- Nah, it
would take them years to grow...(SINGS) Pretend you're
happy when you're blue...da da da da da da --

(SOUND: PHONE RINGS OFF)

JACK: Now who can that be?

(SOUND: FEW FOOTSTEPS...DOOR OPENS AND CLOSES...
LONG FOOTSTEPS ... PHONE RINGS AGAIN...
RECEIVER UP)

JACK: Hello.

RUBIN: Hello, this is Russer's Jewelry store in Beverly Hills.

JACK: Yes.

RUBIN: The diamond necklace with the emerald pendant you
ordered is ready and we can deliver it today...Please
have your check for twelve thousand dollars ready.

JACK: Look, this is Jack Benny...You must have the wrong
number.

RUBIN: Must have? I haven't been this wrong since I invited
my mother-in-law to live with us.

(SOUND: RECEIVER DOWN)

JACK: Hmm.

(SOUND: FOOTSTEPS)

JACK: What reason would I have to buy a diamond necklace?

(SOUND: DOOR OPENS AND CLOSES...FOOTSTEPS)

MG

JACK: ~~He~~ look silly on me. Now to have my oran---
Say, that's funny, the glass is empty...Somebody
drank my orange juice...Hmm...there's nobody in the
house but Rochester --- That's it..Rochester..Wait'll
I --

(SOUND: FEW FAST FOOTSTEPS..DOOR OPENS...FAST
FOOTSTEPS..RUNNING UPSTAIRS..DOWN HALL..
DOOR OPENS)

JACK: Rochester...Rochester, did you drink my orange juice?

ROCH: (SNORE)

JACK: Rochester! You're not fooling me..Get up!

ROCH: (LONG SNORE)

JACK: Rochester!

ROCH: (SNORES AND MUMBLES) I KNOW I'M CUTE, HONEY, BUT CONTROL
YOURSELF.

JACK: Hmm...maybe he is asleep ... I'll tickle him and wake
him up.

ROCH: (SNORES AND GIGGLES)

JACK: Rochester --

ROCH: (QUICK SNORE) OH..OH, IT'S YOU, BOSS, WHAT A
DISAPPOINTMENT.

JACK: Now Rochester, I made a glass of orange juice, I went
in the next room to answer the phone, and when I came
back, the orange juice was gone.

ROCH: MAYBE THE MICE DRANK IT.

JACK: Mice don't drink orange juice.

ROCH: IN CALIFORNIA?

MG

JACK: All right, I know you drank ~~it~~ ^{it}; but we'll talk about it later.. Now get out of bed. [^] I want you to drive me down town to the doctor's office. I ~~am~~ got to go for a physical.

ROCH: WHAT'S THE MATTER, BOSS? YOU FEEL BAD?

JACK: No no..it's just that my sponsor is taking out an insurance policy on me and I have to be examined.

ROCH: HOW MUCH IS THE POLICY FOR?

JACK: A million dollars..but if I'm killed accidentally, the sponsor collects two million dollars.

ROCH: TWO MILLION?

JACK: Yes.

ROCH: BOSS..YOU BETTER WATCH YOUR STEP. I HEAR YOUR SPONSOR'S HOBBY IS RIFLE SHOOTING.

JACK: Oh..I'm not worried about that..He does his target practice on a range way out at Sunset and Westwood..~~and~~ I don't even pass there on my way home.

ROCH: I KNOW, BUT FOR TWO MILLION DOLLARS THEY CAN MAKE A BULLET THAT WAITS FOR YOU AT PICO AND SEFULVEDA.

JACK: What are you talking about? My sponsor is just trying to protect his investment, that's all. Now hurry downstairs.

(SOUND: DOOR CLOSES..FOOTSTEPS DOWN HALL AND DOWN STAIRS)

BB

JACK: (OVER FOOTSTEPS) Imagine him denying that he drank that orange juice..(MAD) ~~He~~^{She} got a good notion to make him stay in bed all day..No, he'd like that. *Y*

(SOUND: DOOR OPENS..FOOTSTEPS)

JACK: I better squeeze another orange.

(SOUND: CUTTING ORANGE..SQUEEZING IT)

JACK: (HUMS "PRETEND")

Well, that does it.

MARY: (OFF) OH JACK..JACK, ARE YOU UP YET?

JACK: Huh? OH HELLO, MARY, COME ON IN..I'M IN THE KITCHEN..
WHAT ARE YOU DOING HERE SO EARLY?

MARY: Early? I was here a few minutes ago. I came into the house, walked into the kitchen, nobody was there, so I drank a glass of orange juice and left.

JACK: Mary..you..you drank my --

MARY: All right, here's a dime.

JACK: (MIMICKING) Here's a dime..here's a dime...Don't be so sarcastic..I've made a terrible mistake. I accused Rochester of drinking my orange juice.

MARY: Well, that's you, Jack. Always jumping to conclusions.

JACK: Always what?

MARY: Always jumping to conclusions.

JACK: *What* I do not.

MARY: *What* What about that morning you got out of bed, and accused Rochester of taking your new suit.

JACK: Well...

MARY: Then you took off your nightgown and there it was.

BB

JACK: *Well,* That wasn't my fault. When I come home tired, he's supposed to undress me.

MARY: Well, anyway, I drank your orange juice and you oughta apologize to Rochester.

JACK: (BASHFUL) Oh Mary, I don't have to apologize, he knows I'm sorry.

MARY: He does not and you've gotta tell him.

JACK: Oh, Mary, I can't.

MARY: You can, too..now be a man.

ROCH: *(Sound: door opens)*
OH, HELLO, MISS LIVINGSTONE.

MARY: Hello, Rochester...Mr. Benny has something to say to you.

JACK:Oh...

MARY: Jack, go ahead.

JACK: ...Well..

MARY: Jack...

JACK: Oh all right....Rochester..

MARY: Turn around and face him!

JACK: Oh.

MARY: Go on.

JACK: Well..Rochester..

ROCH: YES, BOSS.

JACK:(FAST) I'm sorry I said you drank my orange juice.

(SOUND: 5 FAST RUNNING FOOTSTEPS..LOUD DOOR SLAM)

MARY: JACK, COME BACK HERE!

JACK: (OFF) I WILL NOT!

MARY: *OK,* What a baby.

ROCH: WELL, I BETTER GET THE CAR OUT. I GOTTA TAKE MR. BENNY TO THE DOCTOR.

BB

MARY: The doctor...what for?

ROCH: THE SPONSOR TOOK OUT AN INSURANCE POLICY AND MR. BENNY
HAS TO BE EXAMINED.

JACK: Rochester.

MARY: Oh, you're back.

JACK: Yes..Rochester, get the car now and we'll go. Now I've
gotta hurry, Mary, so you --

(SOUND: PHONE RINGS)

JACK: Oh darn it, there's the phone..Just when I'm ready to
leave.

(SOUND: RECEIVER UP)

JACK: Hello.

DON: (HIGH VOICE) Hello Jack, guess who this is.

JACK: Huh? Who is this? I'm in a hurry.

DON: (HIGH VOICE) I'll give you a hint.

Roses are red

Violets are blue

Sugar is sweet

And I'm lumpy, too. (LAUGHS NATURALLY)

JACK: Oh for heavens sake, Don, I have to rush away. What did
you call me for?

DON: Well Jack, I've got the Sportsmen here and we've got a
wonderful idea for a commercial.

JACK: But Don, I don't want to hear it over the phone. You
can wait till rehearsal. Anyway, I don't like the songs
they've been picking lately. Why don't they pick
something classy once in a while?

BB

DON: Classy...that's exactly what this one is.

JACK: Don, you've been saying for years that these commercials are classy and that quartet always winds up going crazy.

DON: Not this time, Jack. You'll love this one.

JACK: Oh, I will, eh?...Well, let me hear it. Are the boys close to the phone?

QUART: HMMMM.

JACK: All right, Don, let me hear it.

DON: TAKE IT BOYS.

BB

(SOUND: TWO GUN SHOTS)

QUART: THEY WARNED ME WHEN YOU KISSED ME
YOUR LOVE WOULD RICCOCHET
YOUR LIPS WOULD FIND ANOTHER
AND YOUR HEART WOULD GO ASTRAY
I THOUGHT THAT I COULD HOLD YOU
WITH ALL MY MANLY CHARMS
BUT THEN ONE DAY YOU RICCOCHETED TO SOMEONE ELSE'S ARMS
AND BABY...I DON'T WANT A RICCOCHET ROMANCE
I DON'T WANT A RICCOCHET LOVE
IF YOU'RE CARELESS WITH YOUR KISSES
FIND ANOTHER TURTLE DOVE.
I CAN'T LIVE ON RICCOCHET ROMANCE
NO NO, NOT ME.
IF YOU'RE GONNA RICCOCHET, BABY,
I'M GONNA SET YOU FREE.

(SOUND: TWO GUN SHOTS)

I KNEW THE DAY I MET YOU
YOU HAD A ROVING EYE
I THOUGHT THAT I COULD HOLD YOU
WHAT A FOOL I WAS TO TRY
YOU PROMISED YOU'D BE FAITHFUL
AND YOU WOULD NEVER STRAY
THEN LIKE A RIFLE BULLET

(SOUND: GUN SHOT)

YOU BEGAN TO RICCOCHET.
BUT BABY...I DON'T WANT A RICCOCHET ROMANCE
I DON'T WANT A RICCOCHET LOVE
YOU AND ME ARE THROUGH FOREVER
FIND ANOTHER TURTLE DOVE

GV

(MORE)

ATX01 0020437

QUART: THANKS FOR ALL THOSE GIFTS YOU GAVE ME
(CONT'D) THOSE LUCKY STRIKES
LET'S FORGET AND LIGHT UP A LUCKY
THAT'S THE ONE I LIKE
I'LL BE HAPPY PUFFING A LUCKY
I CAN COUNT ON LUCKIES, I KNOW
ALWAYS WITH ME WHEN I TRAVEL
FULLY PACKED AND READY TO GLOW
ALWAYS CLEANER, FRESHER AND SMOOTHER
THE BEST SMOKE YET
LET'S BE HAPPY, HAPPY GO LUCKY
WHAT A CIGARETTE
LET'S BE HAPPY, HAPPY GO LUCKY
LET'S LIGHT A LUCKY STRIKE.

(APPLAUSE)

GV

ATK01 0020438

(SECOND ROUTINE)

JACK: ...Don...Don..why is it they always start out so nice
and then go crazy?...We can't use that commercial,
that's ^{it's} too noisy. Anyway, where did they get that gun?

DON: They found it on a bench at Pico and Sepulveda.

JACK: NO!

DON: What's that, Jack?

JACK: Nothing, nothing..I'll see you at rehearsal.

(SOUND: RECEIVER DOWN)

JACK: ~~Some~~..I thought Rochester was only guessing...Well, I'm
gonna have my orange juice and then go...~~some~~, Come on,
Rochester, let's --

MARY: Well, look who's here.

DENNIS: Hello, everybody..I came in through the kitchen.

JACK: *Ch* Oh, hello, Dennis.

DENNIS: Hello, Mr. Benny, and thanks for the orange juice.

JACK: Oh, for heaven's sake..what do you think this is, a
cafeteria?

MARY &
DENNIS: Yes.

JACK: Look ^{it} kids, it's not just the orange juice, it's the
principle. I'm trying to conserve food.

DENNIS: Oh, my mother conserve^s food every night.

JACK: Well, she deserves a lot of credit..How does she do it?

DENNIS: When it's time for dinner, she locks me in a closet.

JACK: Dennis.

GV

ATK01 0020439

DENNIS: But last night I got even with her. I ate the door knob.

JACK: What?

DENNIS: Now every little thing turns my stomach.

JACK: Look kid..I haven't had my breakfast yet, leave me alone.. What brings you over here, anyway?

DENNIS: Well, I got a brand new arrangement ~~for~~ my song and I thought maybe you wanted to hear it.

JACK: Well, do I have to hear it now? I mean, so early?

DENNIS: On, it isn't early, Mr. Benny...I'm up and dressed and out of the house at five o'clock every morning.

JACK: Five o'clock? What for?

DENNIS: The busses aren't crowded.

JACK: Dennis, where do you have to go at five o'clock in the morning?

DENNIS: No place, but I get a seat.

JACK: Here kid, have a door knob.

MARY: Jack, not in the head.

JACK: Look Dennis, you sing your song for Mary and she'll tell me how it is. I've gotta have breakfast and rush away to the doctor's.

DENNIS *Oh*, I don't blame you. You look awful.

JACK: What?

DENNIS: Sing, kid.

JACK: You said it..I'll see you kids later...Goodbye.

(APPLAUSE)

(DENNIS'S SONG.. "GRANADA")

(APPLAUSE)

gv

(THIRD ROUTINE)

(SOUND: LOUSY MOTOR & HORN)

JACK: Rochester, we're awfully late. Can't you go a little faster?

ROCH: OKAY.

(SOUND: MOTOR FASTER)

JACK: You know, right after my -- I take my physical, we'll go down to the --

(SOUND: LOUD GUN SHOT)

JACK: Rochester..Rochester..they got me!..They got me!

ROCH: GET BACK IN THE SEAT, BOSS, THAT WAS A TIRE.

JACK: I should have known.. we're only at Pico and Roxbury.

(SOUND: CAR STOPS)

JACK: Rochester, you change the tire and I can walk to the doctor's office from here, ~~you change the tire~~.

(TRANSITION MUSIC)

(SOUND: SLOW FOOTSTEPS)

JACK: Let me see, his office should be around here..Oh, there it is..Doctors Fenchel and Gordon.

(SOUND: DOOR OPENS..COUPLE FOOTSTEPS)

JACK: (CLEARS THROAT)

BEA: Yes sir?

JACK: How do you do, *Jim* I'm Jack Benny.

BEA: Oh yes, you have an appointment for a physical examination.

JACK: That's right.

BEA: Well, I'll have to fill out this card first...Name...
Jack Benny..

JACK: That's right.

TB

BEA: Your address?

JACK: 366 North Camden Drive.

BEA: Your complexion?

JACK: Ruddy.

BEA: Color of your eyes?

JACK: Lazy Lagoon Blue.

BEA: Your height?

JACK: Five foot ten.

BEA: Your weight?

JACK: A hundred and fifty-seven.

BEA: *Ok*, Now I'll just slip this band around your arm..there.

JACK: Hey, this is awfully tight..what is it?

BEA: A lie detector, the next question is your age.

JACK: Now wait a minute, I don't need a lie detector to tell you my age, I'm thirty-nine.

(SOUND: FIRE ALARM BELL RINGS LOUDLY)

JACK: Look, a lie detector can be wrong, too, you know.

BEA: Well, Mr. Benny, if you'll just sit over there and wait, the doctors will see you in a minute.

JACK: Well, thank you.

(SOUND: FOOTSTEPS..SCUFFLING OF CHAIR)

JACK: How do you like that..using a lie detector when she asked my age..None of the other nurses ever did that. They ask me my age, I tell them I'm thirty-nine and they put down whatever they think...I've got a good mind to absolutely--

(SOUND: DOOR OPENS)

TB

BOB: (UP) ^{Well,} SO LONG, DOCTOR, ^{and} THANKS A LOT.

(SOUND: DOOR CLOSES)

JACK: BOB!

BOB: ^{Oh,} Hello, Jack.

JACK: Bob Crosby, what are you doing here?

BOB: Well, they took this X-ray of me.. And ^I just picked it up.

JACK: Oh..Say, what's the writing down in the corner of the X-ray?..the name of the doctor?

BOB: Oh, no..no..no..it says, "To Brother Bing, with Love"... I'm giving it to him for his birthday.

JACK: Bob..why in the world would you give Bing an X-ray for a present?

BOB: Well, he's got everything else.

JACK: Well, that's logical..may I take a look at it, Bob?

BOB: ^{My} Sure, go ahead, Jack.

(SOUND: RUSTLING OF PAPER AND CELLULOID)

JACK: Let me see..Bob, nothing shows in this X-ray..why is it so blurry?

BOB: Oh, well, you have to use poloroid glasses, it's three dimensional.

JACK: No kidding?

BOB: ~~My~~ Jack, what are you doing here?

JACK: Oh, it's nothing, I just came for an insurance examination. ^{See} The sponsor is taking out a million dollar policy on me.

BB

BOB: A million dollars!

JACK: Uh huh.

BOB: Well, who's going to pay the five dollars for the medical exam?...you or the sponsor?

JACK: The Blue Cross, I found a loophole...So long, Bob.

BOB: So long.

(SOUND: FOOTSTEPS..DOOR CLOSES)

BEA: Oh, Mr. Benny, the doctor will see you now.

JACK: Thank you.

(SOUND: FEW FOOTSTEPS..DOOR OPENS)

JACK: Oh, Doctor...Doctor?

NELSON: Yesssss?

JACK: ...Well Doctor, here I am.

NELSON: Oh.

(SOUND: RECEIVER UP..DIALING OF 5 NUMERALS ON PHONE)

NELSON:Hello, Bolton's Mortuary?

JACK: What?

NELSON: I'm having lunch with Ralph Bolton.

JACK: Oh.

NELSON: We're quite friendly..I throw him a lot of business.

JACK: I see.

NELSON: Hello, Ralph..One thirty at the Brown Derby? Fine..

Goodbye, Ralph.

(SOUND: RECEIVER DOWN)

NELSON: I like going out with him, he drives such a big car...

And now, Mr. Benny, I'll get my associate in here and

we'll give you your examination..(UP) Oh, Doctor Gordon..

BB

MEL: (SLIGHT MOOLEY) Yes, Doctor Fenchel.

NELSON: Will you help me with this examination?...This is Mr. Benny.

JACK: Oh, pleased to meet you, Dr. Gordon.

MEL: Thank you...Now Mr. Benny, will you please strip?

JACK: You mean undress?

MEL: Yeah.

JACK: All right.

(BAND PLAYS "PRETTY GIRL IS LIKE A MELODY")

JACK: Doctor..Doctor..I don't need the music.

NELSON: I'm sorry, our last patient was Tassles LaFour.

JACK: Oh.

MEL: Now get behind that screen and take off your clothes.

JACK: Yes sir.

MEL: When you're ready, Dr. Fenchel and I will be in the next room.

(SOUND: DOOR CLOSES)

NELSON: Oh Doctor, I've been concerned about that call you made this morning..any information yet?

MEL: Yeah, I got a report from Dr. Stanley and..and..it's all over.

NELSON: What was the result?

MEL: She ran fifth and we lose four bucks.....I wonder what's taking Mr. Benny so long.

(SOUND: DOOR OPENS)

MEL: Mr. Benny, ~~have~~ you got all your clothes off?

JACK: Yes, yes.

MEL: Well, Then come out from behind that screen.

BB

JACK: Well gee, don't I get balloons or anything?

MEL: Here, just slip on this gown.

JACK: Yes sir...There, I'm ready.

NELSON: Very well...Now, Mr. Benny, will you please step behind this fluroscope?

JACK: Yes sir.

NELSON: Contact.

MEL: Contact.

(SOUND: CLICK..SLIGHT BUZZING OF FLUROSCOPE)

NELSON: Welllllll...there seems to be a round metallic object near your kidney.

JACK: *Uh* That's a quarter I swallowed years ago.

NELSON: Shall we, Dr. Gordon?

MEL: Why not?...Mr. Benny, will you please hiccup?

JACK: Hiccup?

MEL: *Yeah*.

JACK: (HICCUPS)

NELSON: (HAPPY) It's tails, Dr. Gordon, you lose.

JACK: What is this, anyway?

MEL: Now hold still, Mr. Benny. We want to examine your stomach through the fluroscope.

JACK: Yes, sir.

NELSON: The spleen seems to be okay...and the pancreas is in the right position.

MEL: *Yeah, yeah*, but look at the liver.

NELSON: The liver?

MEL: *Yeah*, what's that on top of it?

BB

NELSON: Well, I'll be darned...onions.

JACK: Sixty-nine cents at Rexall.

NELSON: Now, Mr. Benny, drink this glass of barium.

JACK: You mean all that white stuff?

NELSON: Yes...it's a harmless chemical and when you drink it,
we can follow its course through the fluroscope.

JACK: Oh...all right.....Gee, it tastes awful.

MEL: Drink it all.

JACK:There.

MEL: Oh look, Dr. Fenchel, the barium has reached the
esophageal entrance...there it goes over the cricoid
cartilage....behind the tracheal bifurcation..through
the arch of the aorta....Now it's passing the
esophageal hiatus of the diaphragm.

JACK: If it passes Pico and Sepulveda, it's dead.

MEL: Now it's coming around the esophageal gastric junction...

JACK: What?

NELSON: (EXCITED) IT'S PASSING THE KIDNEY ON THE OUTSIDE..
HEADED INTO THE HOME STRETCH. IT'S BARIUM SULPHATE BY
TWO LENGTHS.

MEL: COME ON, NATIVE DANCER! COME ON, NATIVE DANCER!

NELSON: IT'S BARIUM BY A NOSE! NATIVE DANCER IS SECOND, AND
HERE COMES TASSELS LA TOUR!

JACK: DOCTORS, DOCTORS, WHAT IS THIS? WHAT'S GOING ON HERE?

MEL: Well, that's all...The examination is over. You can go
now.

JACK: Well, thank you.

(SOUND: COUPLE OF FOOTSTEPS..DOOR OPENS)

BB

NELSON: Oh, Mr. Benny..

JACK: Yes.

NELSON: You better put your clothes on.

JACK: Oh yes, yes..I forgot..I'll put my clothes on.

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS & CLOSES)

JACK: (SINGS) A PRETTY GIRL IS LIKE A MELODY..DA DA DE DUM
DA DUM..

(APPLAUSE AND PLAYOFF)

BB

ATX01 002044B

DON: Jack will be back in just a minute to tell you about his television program which goes on immediately after this show, but first the Sweetheart of Lucky Strike -- Dorothy Collins!

DON: Jack will be back in a minute to tell you about his television program which goes on at seven P. M. tonight over the C. B. S. television network, but first the Sweetheart of Lucky Strike -- Dorothy Collins!

JO

THE AMERICAN TOBACCO COMPANY
THE JACK HENNY PROGRAM
FEBRUARY 6, 1955
CLOSING COMMERCIAL

-C-

(TRANSCRIBED
CALYPSO
VERSION)

"If you want 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.

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:

That's something to remember, friends: "If you
want better taste from your cigarette, Lucky Strike
is the brand to get!" Yes, because IT'S TOASTED to
taste better. Now, first of all, Luckies taste
better because they're made of fine tobacco.

LS/MFT, Lucky Strike means fine tobacco, naturally
mild good-tasting tobacco. And then, that tobacco
is toasted. "IT'S TOASTED" -- the famous Lucky
Strike process -- tones up Luckies' natural by mild
good-tasting tobacco to make it taste even better.
Cleaner, fresher, smoother. Keep that in mind and
for a better tasting smoke every time -- make your
cigarette - Lucky Strike!

JO

ATX01 0020450

(TAG)

JACK: Ladies and gentlemen, I was going to tell you about my television show, but we're a little late, so tune in and watch it...Goodnight, folks.

(APPLAUSE)

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

JO

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HERBERT TARYTON

HR 301F

Filter smokers! True tobacco taste...real filtration.. famous TARYTON quality...they're all yours when you smoke Filter Tip TARYTON. Filter Tip TARYTON gives you all the full, rich taste of TARYTON'S quality tobacco and real filtration, too, because Filter Tip TARYTON 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 TARYTON, 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.

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