

(JBR 8)
PROGRAM #22

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

"As Broadcast"

THE JACK BENNY PROGRAM

SUNDAY, FEBRUARY 20, 1955

CBS

4:00 - 4:30 PM PST

(Transcribed - Feb. 22, 1953)

CAST: Jack Benny
Mary Livingstone
Rochester
Dennis Day
Bob Crosby
Don Wilson
Harry Shearer
Stuffy Singer
Beverly Washburn
Frank Bank
Sandy Iannone
Patty Iannone
Peter Votrian
Eric Nielson
Walter Wooten
Mel Blanc
Gloria Gordon
Sportsmen Quartet

BB

ATX01 0020480

THE AMERICAN TOBACCO COMPANY
THE JACK BENNY PROGRAM #22
FEBRUARY 20, 1955 SET #0
OPENING COMMERCIAL

-A-

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

(TRAN- "If you want better taste from your cig-a-rette,
SCRIBED
COLLINS & Lucky Strike is the brand to get!
FULL CALYPSO IT'S TOASTED to give you the best taste yet,
VERSION OF IT'S TOASTED to give you the best taste yet,
SONG--37 It's the toasted (CLAP...CLAP, CLAP)
SEC.) 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 cigarette,
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!"

ATK01 0020481

THE AMERICAN TOBACCO COMPANY
THE JACK HENNY PROGRAM #22
FEBRUARY 20, 1955 SET #G
OPENING COMMERCIAL (CONT'D)

-B-

WILSON: This is Don Wilson, friends. That version of the Lucky Strike song Dorothy Collins just sang may be different in tempo, but the story is still the same. A Lucky tastes better because...IT'S TOASTED to taste better. You see, better taste starts with fine, mild, good-tasting tobacco. LS/MFT -- Lucky Strike means fine tobacco! And then, that tobacco is toasted. IT'S TOASTED is the famous Lucky Strike process that brings Luckies fine tobacco to its peak of flavor...tones up this naturally good-tasting tobacco to make it taste even better...Cleaner, fresher, smoother. So friends, remember that next time you buy cigarettes. And Be Happy -- Go Lucky!

ATX01 0020482

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE..MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN, TONIGHT JACK BENNY DOES ANOTHER TELEVISION SHOW..BUT MEANWHILE LETS TAKE YOU BACK TO YESTERDAY..LAST NIGHT THE MEMBERS OF THE BEVERLY HILLS BEAVERS PUT ON A PLAY AT THE SCHOOL AUDITORIUM. OF COURSE, JACK BENNY, WHO HAPPENS TO BE THE TREASURER OF THE CLUB, WAS PLANNING TO GO...WE NOW FIND ROCHESTER PRESSING JACK'S TUXEDO.

ROCH: (SINGS) PRESS IT ONCE
AND PRESS IT TWICE
THEN PRESS IT ONCE AGAIN,
IT'S BEEN A LONG, LONG TIME.
DA DA DA, DA DA, DA DA
DA DA, DA DA, DA DA.
DA DA DA DA DA DA
WELL, I GOT THE PANTS PRESSED..NOW I BETTER FINISH
PRESSING THE COAT...I WONDER WHERE MR. BENNY BOUGHT THIS
TUXEDO...IT SHOULD BE ON THE LABEL....YEAH, THERE IT IS...
THE PEP BOYS.

JACK: (COMING IN) Oh, Rochester, have you finished pressing my clothes yet?

ROCH: YES, BOSS, BUT WHO WAS THE LAST ONE YOU RENTED THIS TUXEDO TO?

BB

JACK: Why?

ROCH: EVERYTIME I LAY THE COAT DOWN THE ARMS FOLD.

JACK: Oh stop.

ROCH: ANYWAY, YOU'RE ONLY GOING TO A SCHOOL PLAY, WHY DRESS FORMAL?

JACK: Well, Rochester, the Beavers aren't putting on just a play...They're gonna do their version of my radio program. You see, each one of the kids will portray a member of my cast.

ROCH: OH.

JACK: And since I'm the inspiration for their show..they may ask me to come up on stage and make a speech. Gosh, I'll never forget ten years ago when I made that speech at the Academy Awards.

ROCH: BOSS, I DIDN'T KNOW YOU WERE ON THE SPEAKERS LIST.

JACK: I wasn't, but I just had to get up and tell 'em what I thought of them...I'm glad I did, too.

(SOUND: DOOR ZBUZZER)

JACK: I'll get it, Rochester.

(SOUND: FOOTSTEPS..DOOR OPENS)

JACK: Oh, hello, Mary.

MARY: Hello, Jack..am I early?

(SOUND: DOOR CLOSES)

JACK: Well, we don't have to be at the school auditorium for a half hour yet..sit down, Mary.

MARY: Thanks.

BB

ROCH: HERE'S YOUR TUXEDO, BOSS.

JACK: Oh, help me on with the coat, Rochester. I want to see if it still fits...Thanks.

MARY: Jack, if you wear that old tuxedo again, I'm not going out with you. It's so old fashioned now.

JACK: Old fashioned?

MARY: Yes, look how long the coat is. (LAUGHS)

JACK: What are you laughing at?

MARY: You look like the villain in "The Drunkard".

JACK: Only when I wear the cape...Now Mary --

MARY: Jack, I mean it..I wouldn't be seen dead in that tuxedo.

ROCH: OUR LAST CUSTOMER DIDN'T MIND.

JACK: Now cut that out...I'm gonna wear this tuxedo and that settles it...Now Rochester, I won't be home until --

(SOUND: PHONE RINGS)

JACK: There's the phone. I'll get it.

(SOUND: COUPLE FOOTSTEPS..RECEIVER UP)

JACK: Hello.

BOB: Hi Jack, this is Bob..^{say,} I hate to bother you today but, ^{well,} I wanted to let you know I'm on jury duty.

JACK: Jury duty? You're kidding.

BOB: No, the first case comes up Wednesday and it may last for weeks.

JACK: But this is ridiculous. You'll miss my show..Didn't you tell them you work for me?

BOB: Yes, I did, Jack.

JACK: Well, why didn't you tell them it would be a hardship if you had to lose the income from my show?

BB

BOB: *Well*, I told them, Jack, but that didn't work either.

JACK: Why not?

BOB: Well, they pay more than you do.

JACK: What?

BOB: Three bucks a day.

JACK: *Well*, That temporary work is always high...But Bob, I just can't let you miss my show.

BOB: Well, there's really nothing you can do about it, Jack.

JACK: Oh no, what about my contract with you?

BOB: Well, that's the case, *That* we're trying Wednesday.

JACK: *Now look at it*, Stop joking, Bob. I need you for the show, so I wish you'd try *and* to make it.

BOB: Okay...Say, by the way, Jack, did you get that record *ing That* *I* made with the Sportsmen?

JACK: Oh yes, Bob..it's right here.

BOB: Well, *will you* play it, *I* I think you might enjoy it.

JACK: All right, I'll play it right now..So long, Bob.

BOB: Goodbye.

(SOUND: PHONE DOWN)

JACK: Oh Mary, Bob sent me a record that he made with the Sportsmen Quartet...let's play it.

MARY: Okay...where is it?

JACK: Right there by the phonograph...And play it loud, Mary, so I can hear it in the other room while I'm getting dressed.

MARY: Okay.

BB

BOB: THE SUN IS SHINING, OH HAPPY DAY
NO MORE TROUBLE, AND NO SKIES ARE GREY
EVER SINCE YOU SAID THOSE WORDS TO ME.
YOU SAID YOU LOVED ME, I KNOW IT'S TRUE
MY LIFE'S COMPLETE, DEAR, FOR NOW I HAVE YOU.
OH HAPPY DAY, OH LUCKY ME.

QUART: THE MOON IS SHINING, OH HAPPY NIGHT

BOB: COME TO ME, DARLING, ~~AND~~ HOLD ME SO TIGHT
I NEED YOUR LOVING, REALLY, YES, I DO
YOU SAID YOU LOVED ME, I KNOW IT'S TRUE
MY LIFE'S COMPLETE, DEAR, FOR NOW I HAVE YOU
OH HAPPY DAY, OH LUCKY ME.

QUART: LIGHT UP A LUCKY, OH HAPPY DAY
TAKE ONE PUFF AND WE KNOW YOU WILL SAY
LUCKY STRIKE IS THE SMOKE I LIKE.
SO ROUND AND FIRM AND FULLY PACKED
IT'S BETTER TASTING, THAT IS A FACT.
OH HAPPY DAY, HAPPY GO LUCKY DAY.

BOB: A LUCKY'S CLEANER, FRESHER, TOO
A LUCKY STRIKE IS A SMOOTHER SMOKE, IT'S TRUE
OH HAPPY DAY, HAPPY GO LUCKY DAY.

QUART
& BOB: OH HAPPY DAY, HAPPY GO LUCKY DAY.

(APPLAUSE)

BB

(SECOND ROUTINE)

-6-

JACK: Say Mary, that was very good...and it was thoughtful of Bob to get the Sportsmen to do it with him.

MARY *Oh*, It sure was... Say Jack, don't you think it's about time we left for the school auditorium?

JACK: Yes, we haven't got much time...Rochester, get my car out of the garage, will you please?

ROCH: YOU CAN'T USE THE CAR, BOSS, A NAIL WENT THROUGH ONE OF THE TIRES.

JACK: Oh.

ROCH: I TOLD YOU NOT TO BUY SUCH CHEAP TIRES.

JACK: *Well*, Rochester, the most expensive tire in the world can be punctured by a nail.

ROCH: A FINGERNAIL?

JACK: Well, what did you touch it for?...Always testing...Now what're we gonna do?

MARY: *Well*, I've got my car outside.

JACK: Okay, we'll go in yours....Come on.

MARY: ~~Goodbye~~ Bye, Rochester.

ROCH: GOODBYE.

JACK: Goodbye.

ROCH: GOODBYE.

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

FOOTSTEPS ON CEMENT)

MARY: Jack, wasn't that a nice song Bob sang?

JACK: Yeah.

MARY: Oh look, Jack, here comes Dennis on a bicycle.

(SOUND: FOOTSTEPS STOP)

BR

ATX01 0020488

JACK: Where?

DENNIS *Oh* Hello, Mary. Hello, Mr. Benny.

JACK: Oh, hello, kid. Gee, we were just leaving for the school auditorium....aren't you gonna see the Beverly Hills Beavers put on their play?

DENNIS: Oh, sure...but it's such a nice night I thought I'd ride over on my new bicycle.

JACK: Oh, is that a new one, Dennis?

DENNIS: Yeah, I won it last night on a quiz program.

MARY: On a quiz program!...Gosh, you're really lucky.

DENNIS: Yeah.

JACK: Was it a hard question?

DENNIS: Oh no, it was easy. The men pointed at me and said, "Would you pay a hundred dollars for this bicycle?" I said, "Yes" so I gave him the hundred dollars and he gave me the bicycle.

JACK: Dennis -

DENNIS: I almost won a refrigerator but I didn't have enough money.

JACK: Look kid, did the Master of Ceremonies of this quiz program have a little hammer in his hand?

DENNIS: Uh huh.

MARY: Dennis, you were at an auction.

JACK: Certainly...and all those people crowded around were bidding. I know what I'd have done if I'd had the hammer...
get to the...
Now come on, we better *get to the...* Now come on, we better get to the school auditorium.

DENNIS: Okay.

BR

JACK: Oh, by the way, Dennis, did you ask your mother if you could go duck hunting with me again next week?

DENNIS: Yeah.

MARY: Dennis, I didn't know you go with Mr. Benny on his hunting trips.

DENNIS: Oh sure, I'm his retriever.

MARY: You -- you mean when he shoots, you bring back the ducks?

DENNIS: No, when he misses, I have to bring back the buckshot.

JACK: All right, all right...Now Dennis, leave your bicycle here and come with us.

DENNIS: Okay.

(SCHOOL TRANSITION MUSIC)

(SOUND: CROWD NOISES)

JACK: Say, this school auditorium really is packed...but we got pretty good seats, didn't we, Mary?

MARY: Oh, These are fine...right in the center, too.

JACK: Can you see all right, Dennis?

DENNIS: No.

JACK: ~~What~~ Why don't you ask that man in front of you to take off his hat?

DENNIS: It isn't his.

JACK: What?

DENNIS: It's mine, I put it there.

JACK: Well, take it off, and be quiet.

STUFFY: (WHISPER) Hey, Mr. Benny...Mr. Benny.

JACK: Oh hello, Joey...is everything ready backstage for your show?

BR

STUFFY: Uh huh.

JACK: Are the kids nervous?

STUFFY: Yeah, a little bit.

JACK: Well, good luck.

STUFFY: Thanks, Mr. Benny...and by the way, you'll be happy to know that we're almost sold out of popcorn.

JACK: Well, good, good. Now push the lemonade...Go ahead.

STUFFY: Okay...You know, Miss Livingstone, tonight we're going to do a take-off on Mr. Benny's radio show.

MARY: I know.

JACK: Say, Joey...did you finally get a fat kid to play Don Wilson?

STUFFY: Uh huh.

JACK: Good, good...Now you^{or} better hurry, you'll be late...Well, Mary, it won't be long now before the show starts.

MARY: Gee, I hope the Beavers really do a ~~show~~ --

JACK: (WHISPERS) ^{Hey} Mary..Mary.

MARY: Huh?

JACK: Don't look now but there's a lady across the aisle who keeps staring at me. I guess she recognizes me.

MARY: Where?

JACK: Shh, here she comes.

GLORIA: Pardon me, but would you be good enough to give me your autograph?

JACK ^{huh} Certainly.

(SOUND: PEN SCRATCHING)

JACK: There you are.

BR

GLORIA: Thank you...You were wonderful in "The Drunkard".

JACK: Hmm.

MARY: I told you not to wear that cape.

JACK: I'll take it off. You know, Mary, this idea of the little kids doing my radio program is really clever, isn't it?

MARY: *Oh*, Yes, Jack, I think it's the cutest thing that -- oh, oh, the curtain's going up.

JACK: Yeah, yeah.

(SOUND: CURTAIN OPENS)

JACK: And look, ^{*look*} they've even got a kid orchestra.

MARY: Quiet, here they go.

(FIVE PIECE VERSION OF THEME)

FRANK: THE JACK BENNY ~~SHOW~~ ^{*Show*} STARRING JACK BENNY,...WITH MARY LIVINGSTONE, ROCHESTER, DENNIS DAY, BOB CROSBY, AND "YOURS TRULY" DON WILSON.

(APPLAUSE...FIVE PIECE THEME UP AND DOWN)

FRANK: AND NOW, LADIES AND GENTLEMEN, I WOULD LIKE TO BRING YOU THE STAR OF OUR SHOW...A MAN WHO STILL HAS THE FIRST DOLLAR HE EVER EARNED..NOT BECAUSE HE'S CHEAP, ~~HE~~ BECAUSE YOU CAN'T SPEND CONFEDERATE MONEY..AND HERE HE IS... JACK BENNY.

(APPLAUSE)

PETER: Thank you, thank you, thank you...Hello again, this is Jack Benny talking...And Don, did you think up that introduction all by yourself?

FRANK: (LAUGHING) Yes Jack, and I thought it was very funny.

PETER: Oh, you did, eh?

BR

FRANK: Yes. (LAUGHS LOUD AND LONG)

PETER: Don...Don...Blubber Boy...Take it easy...The last time you shook like that you got a proposal from Hilo Hettie... And another thing, Don -- Oh hello, Mery.

BEVERLY: Hello, Jack...Hi ya, Don.

PETER: Sey Mery, I called you last night but your maid said you were out.

BEVERLY: That's right. I went to the baseball game with Van Johnson.

PETER: That was nice. Who won?

BEVERLY: When you're with Van Johnson, who watches the game?

FRANK: Mery, what's this you dropped on the floor?

BEVERLY: That? Oh, that's a letter I got from Mama.

PETER: From your mother, eh?...What does the "Third Dimension" of Plainfield have to say?

BEVERLY: (LAUGHING) I'll read it to you...(CLEARS THROAT)...MY DARLING DAUGHTER MARY...JUST A FEW LINES TO LET YOU KNOW THAT WE ARE ALL WELL...THE WEATHER IS NICE HERE NOW, BUT AS YOU PROBABLY READ IN THE PAPER, LAST MONTH WE HAD AN AWFUL BLIZZARD AND WHEN YOUR FATHER CAME IN FROM THE BARN, HIS MILKING HAND WAS FROZEN.

PETER: Gee.

BEVERLY: I HOPE IT THAWS OUT SOON AS WE'D LIKE TO GET THE COW OUT OF THE HOUSE.

PETER: I don't blame them.

JACK: (WHISPER) Sey Mery, Mery -- that little girl is a natural born actress.

BR

MARY: (WHISPER) Yesh...she went right on reading the letter,
even though her bloomers were slipping down.

JACK: Yesh.

BEVERLY: NO OTHER NEWS SO WILL CLOSE NOW...WITH LOVE..YOUR LOVING
MOTHER, MAMA.

PETER: You know, Mary, your mother's letters get better all the
time. But let's get on with the show....Oh Bob...BOB
CROSBY, I'M TALKING TO YOU.

ERIC: Oh, I'm sorry, Jack...I didn't hear you.

PETER: Didn't hear me?

ERIC: No, I've been rehearsing the band and my ears are still
folded.

PETER: Oh...Say, Bob, I meant to ask you...did you learn how to
pronounce that word yet?

ERIC: I think so.

PETER: Let me hear you say it.

ERIC: Mennashevsvitz.

PETER: Well, keep trying, Bob, you don't want to disgrace your
wife and children.

FRANK: Say Jack?

PETER: What is it, Don?

FRANK: I think this fellow has a telegram for you.

PETER: Well, what's he waiting for? Oh boy,..boy.

HARRY: Yessss.

PETER: Oh fine. Are you from Western Union?

HARRY: Who do you think I am with this uniform, Nelson Eddy?

PETER: Never mind, just give me the message.

BR

ATX01 0020494

HARRY: Here you are.

PETER: And here's a tip for you.

HARRY: Oh boy, a nickel...Now I can send my father through college.

PETER: Say, I've had trouble with you before. What's the matter with you, do you enjoy aggravating me?

HARRY: Ooooooh, do I.

(SOUND: DOOR SLAM)

PETER: Hmm...Now let's see..I wonder who this telegram --

BEVERLY: Jack, you only gave ~~me~~^a a nickel tip...That's the cheapest thing I ever heard of.

PETER: Mary, be quiet or you'll be known as Nylon Nellie at the May Company...And now, ladies and gentlemen, for our feature attraction tonight, we are going to do --

STUFFY: Hello, Mr. Benny...Hello, Mary.

BEVERLY: Hello, Dennis.

PETER: Hey kid, I'm glad you got here, because it's time for your -- Wait a minute, Dennis, look at me.

STUFFY: Huh?

PETER: Dennis, this is the first time I ever saw you wearing glasses. Are your eyes bad?

STUFFY: No.

PETER: Then why are you wearing those glasses?

STUFFY: My uncle died and left them to me.

PETER: Your uncle? Oh, that's a shame.

STUFFY: Yeah, I can't see a darn thing with them.

BR

PETER: Well, for heaven's sakes, kid, if you can't see with them, take them off. Just because somebody leaves you something in a will, you're not compelled to use it.

STUFFY: I'm not?

PETER: No.

STUFFY: Anybody wants buy a set of teeth?

PETER: Now cut that out.... And take off those glasses, it's time for your song.

STUFFY: Okay.

PETER: While you're singing, I'm going out in the hell and get a candy bar out of the machine.

BR

(INTRO)

STUFFY: NOW CLANCY WAS A PEACEFUL MAN, IF YOU KNOW WHAT I MEAN.

THE COPS PICKED UP THE PIECES AFTER CLANCY LEFT THE SCENE.

HE NEVER LOOKED FOR TROUBLE, THAT'S A FACT YOU CAN ASSUME

BUT NEVERTHELESS WHEN TROUBLE WOULD PRESS

CLANCY LOWERED THE BOOM.

OH THAT CLANCY. OH THAT CLANCY

WHENEVER THEY GOT HIS IRISH UP.

CLANCY LOWERED THE BOOM, BOOM, BOOM, BOOM

BOOM, BOOM, BOOM, BOOM

THE NEIGHBORS ALL TURNED OUT FOR KATE O'GRADY'S WEDDING
NIGHT.

MACDOUGAL SAID, "LET'S HAVE SOME FUN, I THINK I'LL START
A FIGHT!"

HE WRECKED THE HALL, THEN KISSED THE BRIDE
AND PULVERIZED THE GROOM.

THEN QUICK AS A WINK, BEFORE YOU COULD THINK

CLANCY LOWERED THE BOOM.

OH THAT CLANCY, OH THAT CLANCY

WHENEVER THEY GOT HIS IRISH UP,

CLANCY LOWERED THE BOOM,

OH THAT CLANCY, OH THAT CLANCY

WHENEVER THEY GOT HIS IRISH UP

CLANCY LOWERED THE BOOM BOOM BOOM BOOM

BOOM BOOM BOOM BOOM BOOM

(SURE 'T WAS THE MOST BEAUTIFUL SIGHT

YOU EVER DID SEE WHEN CLANCY LOWERED THE BOOM.)

(APPLAUSE)

BR

(SOUND: FEW FOOTSTEPS)

PETER: Where's the candy machine ... Oh, here it is ... Now
let's see ... They've got Hersheys...Circus Peanuts...
Life Savers..Babe Ruth ... and Milky Dip....I think
I'll get that one....A Milky Dip.

HARRY: Hey, bud...bud.

PETER: Huh?

HARRY: Come here a minute.

PETER: Who, me?

HARRY: Yeah..Whatcha doin'?

PETER: I'm getting some candy.

HARRY: What kind?

PETER: A Milky Dip.

HARRY: Uh-uh.

PETER: What?

HARRY: Get a Hershey Bar.

PETER: Why a Hershey Bar?

HARRY: In this hot weather nothing runs like chocolate.

PETER: ^{But} But I want a Milky Dip.

HARRY: Milky Dip hasn't got a chance.

PETER: What are you talking about? Milky Dip not only has
chocolate on the outside, but it has cream in the center.

HARRY: That's what'll give you the trouble.

PETER: What?

HARRY: Cream is hard to handle unless you whip it.

PETER: Gee, I never thought of that. You really think I should
get a Hershey Bar?

4 DH

ATX01 002049B

HARRY: Can't miss...Look at the last performance.

PETER: Last performance?

HARRY: Yeah. Comin' out of the machine, Hershey was boxed in by Life Saver, but got through the hole.

PETER: Really?

HARRY: And Life Saver was the ~~the~~ *pleasant*

PETER: Well, I don't know....I'm still gonna -- Wait a minute, I know what I'll do....I'll get Almond Joy.

HARRY: Okay, it's your dough.

(APPLAUSE)

MARY: (WHISPERS) Wasn't he cute, Jack...just like the tout on our show.

JACK: (WHISPERS) Yeah.

BEVERLY: (CALLING) Hurry up, Jack, Dennis has finished his song.

PETER: Okay, Mary.

(SOUND: FEW FOOTSTEPS...DOOR OPENS)

BEVERLY: What took you so long, Jack?

PETER: Oh, I ran into that race track tout. *Hum* Now where were we?

BEVERLY: We're supposed to start our sketch.

JACK: Oh, yes....Well, hold it a second..kids, before we start, I want to call Rochester.

(SOUND: RECEIVER UP..CLICK CLICK OF
RECEIVER...FADING TO BUZZ BUZZ)

DH

ATX01 0020499

PATTY: Oh, Mable?

SANDY: What is it, Gertrude?

PATTY: Mr. Benny's line is flashing.

(SOUND: PLUG IN)

PATTY: Hello.

PETER: Hello, Gertrude, will you try to get me Rochester, please?

PATTY: Just a moment, Blue Eyes.

(SOUND: PLUG OUT)

PATTY: He wants I should get him Rochester.

SANDY: It's a good thing he talked to you. I'da hung up on him

PATTY: Why?

SANDY: Jack took me out once and ~~he~~ didn't even kiss me goodnight I can't understand it....I even brought my lips up close to him like this.

PATTY: Well, no wonder he didn't kiss you.

SANDY: What?

PATTY: I've seen a better pucker on a closed laundry bag.

(SOUND: CLICK, CLICK, CLICK)

PETER: Operator...operator, get me Rochester.

(SOUND: CLICK CLICK CLICK)

PATTY: Yes, Mr. Benny...I'm ringing for you.

(SOUND: PHONE RINGS ON OTHER END..RECEIVER UP.)

WALTER: Mr. Benny's residence, star of stage, screen, radio, television, and get your income tax filled out by the man who knows.

PETER: Never mind that, Rochester.

17 DH

ATX01 0020500

WALTER: Oh, it's you, Boss.

PETER: Yeah....Did the man from the used car lot come around to buy my car?

WALTER: Yes, sir.

PETER: Well, did you tell him the price was a thousand dollars?

WALTER: Uh huh .. but he told me that the used car market has dropped some in the last few days.

PETER: Oh....what did he offer you?

WALTER: Seven fifty.

PETER: Well, that isn't so bad.

WALTER: You oughta see where the decimal point is.

PETER: Now, Rochester, stop being on his side....You know as well as I do that the car is worth a thousand dollars.

WALTER: OH, BOSS, COME NOW!

PETER: All right, all right....Well, tell the man I'm not selling it anyway, and come down to the studio and pick me up. Goodbye.

WALTER: GOOOOOOOOOOOOOOOOBYE.

(SOUND: RECEIVER DOWN)

(APPLAUSE)

BEVERLY: Jack, you were on the phone so long, we haven't got time to do the play.

PETER: I don't know...you try to put on a program and something always happens....Play, Bob.

JACK: LEMONADE, GET YOUR LEMONADE IN THE LOBBY.

MARY: Jack!

JACK: Oh, I'm sorry.

(APPLAUSE & PLAYOFF)

DH

ATX01 0020501

DON: Jack will be back in a minute to tell you about his television show which goes on immediately after this program but first, here's a word to you smokers who are looking for better taste in a cigarette.

DON: Jack will be back in a minute to tell you about his television program which goes on at 7:00 PM tonight over the CBS Television Network .. but first, here's a word to you smokers who are looking for better taste in a cigarette.

DH

THE AMERICAN TOBACCO COMPANY
THE JACK BENNY PROGRAM SET #G
FEBRUARY 20, 1955
CLOSING COMMERCIAL

-C-

WILSON: Jack will be back in just a minute, but first a word to you smokers who are looking for better taste in a cigarette. Better taste, friends, is the prime concern of the makers of Lucky Strike. That's why a Lucky is made of fine good-tasting tobacco that's toasted to taste even better. Yes, better taste begins with fine, light, mild tobacco...good-tasting tobacco. And then that tobacco is toasted. "IT'S TOASTED" -- the famous Lucky Strike process -- brings Luckies' fine tobacco to its peak of flavor...tones up this naturally good-tasting tobacco to make it taste even better. Cleaner, fresher, smoother. So, make your next carton Lucky Strike and Be Happy, Go Lucky.

(TRANSCRIBED "If you want better taste from your cig-a-rette,
COLLINS & Lucky Strike is the brand to get!
FULL CALYPSO IT'S TOASTED to give you the best taste yet,
VERSION OF It's the toasted (CLAP...CLAP, CLAP)
SONG-37 SEC.) 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!"

BB

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(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.

BB

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.

BB

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