

(J.B.N. 15)
PROGRAM #23
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, FEBRUARY 27, 1955

CBS

4:00 - 4:30 PM PST

(Transcribed - Dec. 1, 1954)

CAST: JACK BENNY
ROCHESTER
DENNIS DAY
DON WILSON
SPORTSMEN QUARTET
MAHLON MERRICK
MEL BLANC
JUNE EARLE
HERB VIGAN
FRANK NELSON
BENNY RUBIN
DICK RYAN
SARA BERNER
SAM HEARN
JEANETTE EYMANN
ELVIA ALLMAN
HY AVERBACK

BA

ATX01 0020506

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
FEBRUARY 27, 1955

Opening: 1.36 Closing: 1.32
Total: 3:08

OPENING COMMERCIAL

WILSON: THE JACK BENNY PROGRAM...transcribed and presented
 by Lucky Strike, the cigarette that tastes better!

LIGHT UP TIME
JINGLE #1 -.21 sec.

(SOUND: TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time

WILSON: This is Don Wilson, friends, and I certainly agree
 there's no time like right now to light up a Lucky and
 find out first hand what real, deep-down smoking
 enjoyment is. I mean the enjoyment that comes from
 better taste...because a Lucky tastes better every
 time. And the reasons why are world famous. First of
 all, LS/MFT, Lucky Strike means fine tobacco.
 Tobacco so fine, so light, so mild, it just naturally
 tastes better. And then, something very important
 happens to Luckies' fine tobacco. "IT'S TOASTED".
 "IT'S TOASTED" is the famous Lucky Strike process that
 brings Luckies' naturally good-tasting tobacco to its
 Peak of flavor, tones it up to make it taste even
 better.

(MORE)

CB

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✓
THE AMERICAN TOBACCO COMPANY
THE JACK BENNY PROGRAM
LUCKY STRIKE
FEBRUARY 27, 1955

OPENING COMMERCIAL (CONT'D)

WILSON: cleaner, fresher, smoother. So right now, while the
(CONT'D) show gets under way -- or whenever it's light-up
 time for you, Be Happy - Go Lucky. Enjoy Lucky
 Strike -- the best tasting cigarette you ever smoked!

~~LIGHT UP TIME
JINGLE #3 .13 sec. (SHORT CLOSE)~~

~~SOLO & GROUP: For the taste that you like
 Light up a Lucky Strike~~

~~GROUP: Right Now!
 (HUM GLISS)~~

~~SOLO: Light up a Lucky
(SPOKEN)~~

~~SOLO & GROUP: It's Light Up Time~~

CB

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THE AMERICAN TOBACCO COMPANY
THE JACK HENNY PROGRAM
LUCKY STRIKE
FEBRUARY 27, 1955

OPENING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 - .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right now!

(HUM GLISS)

SOLO: Light Up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

CB

ATX01 0020509

(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: AND NOW, LADIES AND GENTLEMEN, WE'D LIKE TO TAKE YOU BACK TO THURSDAY EVENING AT THE C.B.S. RADIO STUDIOS. THE JACK BENNY SHOW HAS JUST FINISHED ITS WEEKLY REHEARSAL.

JACK: All right, fellows, that's about it..but before anybody leaves, I want to check some things. Hey, Mahlon?

MAHLON: Yes, Jack?

JACK: I'd like you to rehearse the opening music with the boys.. I'd like the tempo picked up a little.

MAHLON: Okay, I intended to have another orchestra rehearsal anyway.

DENNIS: I want to stay and go over my song once more.

JACK: *CL* Fine, Dennis...Now Don...

DON: Yes, Jack.

JACK: One little thing. Every time we rehearsed that joke on page twelve, you broke up and laughed through the whole thing.

DON: I know.

JACK: Well Don, you're supposed to play that straight. You're supposed to do it with sincerity. It's not funny when you laugh.

DON: *hak* ~~well~~, I can't help laughing..it ~~was~~ ^{is} funny.

BA

JACK: Well, let's try it once more, Don... ~~and~~ this time play it
Let's rehearse it once more...
straight... It's on the bottom of page twelve... Go ahead.

DON: Okay.

(SOUND: PAGES TURNING IN SCRIPT)

JACK: *Now*, Take it, Don. *Now, don't laugh. Take it.*

DON: (CLEARS THROAT) You know, ever since I was born, my
father wanted me to be a jockey.

JACK: Oh Don, that's silly... Jockeys only weigh about ninety
pounds.

DON: (LAUGHING) Well, that's exactly what I weighed when I
was born. (HE LAUGHS AND BREAKS HIMSELF UP)

JACK: For heaven's sake, ~~Don~~... you laughed all the way through
it again.

DON: Well, *Jack*, I just can't help it, ~~Jack~~. It's so ridiculous.

JACK: Ridiculous?

DON: (STRAIGHT) Yeah, when I was born, I weighed a hundred
and twenty pounds.

JACK: How do you like that... and I paid a writer nine dollars
for that joke.... Now fellows, we'll have another script
rehearsal tomorrow morning at ten o'clock.

MAHLON: Can't you make it later, Jack... I've got to get a
haircut tomorrow morning.

JACK: Well----

DENNIS *Oh*, Mr. Benny.... I have to get a haircut, too.

DON: *Hey*, That's a coincidence.. I have to get a haircut, too.

BA

JACK: ...Hmmm...if there's anything I can't stand, it's a bunch of showoffs...Look, fellows, we've scheduled the rehearsal for tomorrow morning.... why do you have to waste time like that?

DON: *Oh*, It's not a waste of time, Jack... Don't you get haircuts when your hair gets too long?

DENNIS: He has Rochester wash it and it shrinks.

JACK: ~~Yeah~~...Dennis, I suppose you thought that was funny.

DENNIS: Yes, sir.

DON: ~~Yeah~~ I agree with him, Jack.

JACK: Oh, you ~~agree~~ *agree with him, eh, Don?*

DON: Yeah, ..according to the greatest authorities on comedy, the basic ingredient of all humor is the blunt insult.

JACK: Really, Don?

DON: Yes.

JACK: Well, shut up, Blubber Bucket, is that blunt enough?.... Now let's see.....Dennis, if you're ready to rehearse your song now, I'd like to hear it.

DENNIS: *a little I think I'll* ~~Oh~~ My throat is dry... ~~get~~ get a coke first.

JACK: Oh..Well, Mahlon, why don't you let the boys in the band take a little break.

MAHLON: Yeah..(UP) Okay fellows, take five.

(SOUND: LOTS OF GULPING AND GURGLING.)

JACK: (YELLS) HE MEANT FIVE MINUTES, NOT DRINKS....What a bunch of guys.

BA

MAHLON: Go ahead, fellows..take a five minute break...

(SOUND: RUSHING OF FEET..JANGLING OF INSTRUMENTS,
ETC.)

DON: (Ch, Say Mahlon, I've noticed something...Every time the boys
in the band leave, Sammy the drummer stays behind. ^{Now} Why
doesn't he go with them?

MAHLON: Well, Sammy doesn't like to mix with them...They're always
insulting him and saying mean things about him.

JACK: ^{Say} I've noticed that, too..why doesn't he stick up for
himself and answer them back?

MAHLON: Oh, he's afraid to.

JACK: Afraid to? But Sammy's the biggest guy in the band...Is
he a coward?

MAHLON: Not exactly, but you see, he's been down on his hands and
knees so long he thinks everybody is ten feet tall.

JACK: ~~Oh~~ Gee. ~~that~~ he must think the piano is the Golden Gate
Bridge...Well, that's about all...I'm going to my dressing
room. Mahlon, let me know about those new arrangements
~~as~~ soon as they're ready, ^{will you?}

MAHLON: Okay Jack, I'll call you. ~~as soon as they're ready...~~
What's your number at home again?

JACK: Crestview 4-0555.

MAHLON: (AS THOUGH WRITING IT DOWN) Crestview..4..0..5..5..5.

JACK: That's right..see you (fellows) tomorrow.

DENNIS: (Ch, I'll walk with you, Mr. Benny.. I'm going out in the hall
for a drink.

BA

JACK: Okay, kid.

(SOUND: FOOTSTEPS..DOOR OPENS & CLOSES..FOOTSTEPS..
FADE AND SUSTAIN IN B.G.)

JACK: Gee, the studios sure look nice and bright since they replastered and painted the walls.

DENNIS: Yeah.

JACK: It must have cost a lot of money.

DENNIS: It cost four thousand, six hundred and twenty ^{nine} ~~three~~ dollars and ninety-two cents.

JACK: Dennis..how did you know the exact amount?

DENNIS: My mother was foreman on the job.

JACK: Hmmm...Well, here's the coke machine...You said you wanted to get one,

DENNIS: Oh yeah.

(SOUND: JINGLING OF COINS)

Well, let's see.
DENNIS: Oh, here's a dime.

(SOUND: COIN IN SLOT)

DENNIS: Hum... Nothing came out.

(SOUND: BEATING ON MACHINE)

JACK: Dennis, don't beat on the machine like that, you'll break it.

DENNIS: But I put my dime in and nothing came out.

JACK: Well, that's the chance you take.

DENNIS: *By* Wait a minute...here's a sticker on the machine...It says
"For repairs, call Crestview 4-0555."

JACK: See you later, Dennis.

DENNIS: *By* Wait a minute, that's your number.

RM

JACK: Don't be such a bad loser...I'm going to my dressing room.

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

JACK: Well, I'll get all my things out of ^{out of my dressing room} here ~~and then~~ I'll -- *Yes, miss*

(SOUND: DOOR OPENS)

JENNY: Say, what are you doing here?

JACK: Miss, this happens to be my dressing room.

JENNY: Mister, either you can't read, or you ought to get your glasses fixed.

JACK: It's my dressing room, it's been converted.

JENNY: Oh, I'm sorry.

(SOUND: DOOR CLOSES)

JACK: Well, I guess I'll get my things together ~~and~~ -- ~~OK~~, first I better call the parking lot and have them push my car around to the front... ~~it~~ takes longer now that a wheel is missing.

(SOUND: RECEIVER UP .. THREE DIALS)

JACK: Hello, this is Mr. Benny. Will you please bring my car around to the front?...Thank you.

(SOUND: RECEIVER DOWN)

JACK: Well, I may as well go now.

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

JACK: (HUMS LOVE IN BLOOM) ^{Think she} ~~Well, I might as well~~ go ^{to} in the studio and say goodbye to the gang.

(SOUND: DOOR OPENS)

JACK: So long fellows.

DENNIS *Oh*, Mr. Benny..I thought you ~~and~~ gone home.

JACK: I'm just leaving...can I drop you at your house?

RM

DENNIS: No, I'm going to the doctor across the street...I'm getting a treatment for water on my knee.

DON: *Oh*, Gee, Dennis, I didn't know you had water on the knee.

DENNIS: Well, I have, and it bothers me a lot...especially at night.

JACK: At night?

DENNIS: Yeah, the splashing keeps me awake.

JACK: Hmmmm...

DENNIS: It's at its worst about three in the morning.

DON: Why?

DENNIS: That's when the tide comes in.

JACK: *You see, Don,* you shouldn't have asked him.. I was going to ignore the silly kid..He's making the whole thing up..He hasn't got water on the knee ~~and~~ probably never had it.

DENNIS *Oh*, Yes, I have...I got it when my mother dropped me when she was giving me a bath.

JACK: When you were a baby?

DENNIS: No, last week.

JACK: Now cut that out..I'm leaving now..and Mehlon, don't forget to call me about those arrangements...So long, fellows.

(TRANSITION MUSIC)

(SOUND: CHINAWARE AND SILVERWARE TINKLING.)

ROCH: HOW'D YOU ENJOY YOUR DINNER, MR. BENNY?

JACK: *Oh*, It was very good, Rochester. Now I'll have my coffee.

ROCH: HERE YOU ARE.

(SOUND: CUP ON SAUCER)

ROCH: WOULD YOU LIKE A LITTLE COGNAC IN YOUR COFFEE?

RM

JACK: I would..but..have we got any cognac?

ROCH: YEAH, I SQUEEZED OUT THAT FRUIT CAKE YOU GOT FOR CHRISTMAS

JACK: Oh, good, good. That's my *Im glad you squeezed that joke out finally. I squeezed and that thought you weren't going to get it. There for a*

ROCH: *next line. Good, good* SAY BOSS, AFTER I FINISH THE DISHES, CAN I HAVE THE REST OF THE NIGHT OFF?

JACK: I guess so..have you got a date?

ROCH: YEAHHHHH...I'M GOING OVER TO MY GIRL FRIEND SUSIE'S HOUSE TO WATCH TELEVISION...IT'S SO NICE AND COZY THERE...JUST THE TWO OF US ON THE SOFA..WITH THE LIGHTS DIMMED DOWN.

JACK: Say, this will be the third time this week you've been there..have there been any good shows on television this week?

ROCH: WHO KNOWS, HER SET'S BROKEN.

JACK: ~~Heck~~..Okay, Rochester, you can have the night off..but be sure you're home at a reasonable hour.

ROCH: YOUR REASONABLE OR MY REASONABLE?

JACK: Never mind..just don't be so late that --

(SOUND: PHONE RINGS)

ROCH: WANT ME TO ANSWER THE PHONE, BOSS?

JACK: No, you finish the dishes, I'll get it in the den.

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

JACK: Hmm...His reasonable or my reasonable...~~Never~~ Never forget last New Years Eve..He went out ~~and~~ he didn't come in till five..February five...I'm going to have a long talk with him ~~because~~...

(SOUND: PHONE RINGS...RECEIVER UP)

RM

JACK: Hello.

MAHLON: Hi Jack, this is Mahlon Merrick.

JACK: Oh, have you got those musical arrangements I asked for?

MAHLON: Well, I was bringing them over with Remley, but he had to stop off here at a gas station to get filled up.

JACK: Oh, well when...wait a minute...I didn't know Frankie had a car.

MAHLON: He hasn't, he'll drink anything.

JACK: Oh.

MAHLON: I'll try and get them over soon.

JACK: Okay, goodbye.

(SOUND: RECEIVER DOWN)

JACK: Gee...Imagine Frankie getting high on gasoline...I hope it's Mobilgas, then everybody can "Look for the sign of the Flying Red Guitar Player"....Gosh, what a bunch of guys those musicians are...I don't know why I keep them around... they can't play music...a lot of times they don't even bother showing up for the program...~~and~~ When they do show up, the condition they're in...Now that I think of it, those fellows haven't sobered up once in all the years they've been with me...If they ever start cashing their checks, I'm gonna fire them...I don't know why I -- Sayyyy, what's this message here ~~in~~ the phone...it's in Rochester's handwriting...

(SLOWLY, AS THOUGH READING).....Darryl...Zanuck...called...

(UP) OH ROCHESTER, ROCHESTER....WHAT'S THIS MESSAGE ABOUT MR. ZANUCK CALLING?

ROCH: (OFF) OH YES, MR. BENNY...HE PHONED THIS AFTERNOON FROM
TWENTIETH CENTURY FOX STUDIOS.

JACK: What did he want, what did he want, what, what, what, *what?*

ROCH: YOU OWE HIM A DIME, THEIR COKE MACHINE IS OUT OF ORDER.

JACK: Oh...well, you know what to do...send him the questionnaire
he has to fill out, and the six form letters he has to sign
in front of a notary public.

ROCH: BUT BOSS, NOBODY WILL GO THROUGH ALL THAT JUST TO GET A
DIME BACK.

JACK: (HAPPY) I know...(HOMS LITTLE OF LOVE IN BLOOM)

ROCH: ARE YOU GOING OUT TO A MOVIE TONIGHT, MR. BENNY?

JACK: No, there's some good wrestling on television tonight, and
I want to watch it...Hey, look what time it is...I better
turn the set on or I'll miss the main event.

(SOUND: CLICK OF TELEVISION SET GOING ON)

ROCH: WELL, WHILE YOU'RE WATCHING T.V., I'LL GO BACK IN THE
KITCHEN AND FINISH MY WORK.

JACK: Okay, Rochester...while the set's warming up, I think I'll
get comfortable ^{here} in this ~~any~~ chair.

(SOUND: SITTING IN CHAIR)

JACK: Hey, what's this picture coming on...those four fellows
look like the Sportsmen Quartet.

HY: Now for their next number, the Sportsmen Quartet will
sing "No Business Like Show Business" from the 20th Century
Fox picture of the same name.

BB

QUART: THE BUTCHER, THE BAKER, THE GROCER, THE CLERK
KNOW WE'RE THE SPORTSMEN ON THE RADIO
WE'VE MUTTERED, WE'VE STUTTERED, AND WE'VE GONE BERSERK
TO MAKE OUR LUCKY STRIKE COMMERCIALS GO
WHAT WE DO TO A SONG IS REALLY SAD
WHAT OTHER BUSINESS PAYS YOU TO BE BAD
TILL THE END OF TIME
WE'LL BE HAUNTED BY THIS RHYME
SMOKE A LUCKY FROM KENTUCKY, THEY'RE JUST DUCKY
YES AND THEY'RE ALL MINE

BILL: THEN I SANG PALLIACCI
AND SOMEONE SHOULD HAVE SHOT ME

QUART: BUT NO, OUR SPONSOR THOUGHT THAT IT WAS FINE
WE MENTIONED LUCKY STRIKES IN EVERY LINE
THERE'S NO BUSINESS LIKE SHOW BUSINESS
LIKE NO BUSINESS WE KNOW
EVERYTHING ABOUT IT IS APPEALING
EVERYTHING THE TRAFFIC WILL ALLOW
AS FOR MONEY WE GET HARDLY ANY
WE'VE WORKED FOR BENNY
RIGHT UP TILL NOW
THERE'S NO TROUBLE LIKE OUR TROUBLE
WHEN WE TRY TO COLLECT
WE'D BE BETTER OFF IF WE WERE HOME IN BED
BUT NO, NOT US, IT'S ~~THE~~ ^{TV} ~~THE~~ INSTEAD
~~HERE'S~~ ^{here} BENNY ~~THE~~
~~HERE'S~~ ^{here's} THE A WORD WE'VE SAID
LET'S GO ON WITH THE SHOW.

(MORE)

RD

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QUART:
(CONT'D)

THERE'S NO CIGARETTE
NONE YOU CAN GET
LIKE LUCKIES WE KNOW
LUCKIES ARE THE SMOKE THAT YOU WILL TREASURE
LUCKIES HAVE THAT BETTER TASTE YOU LIKE
THERE'S NO WAY WE KNOW TO REALLY MEASURE
THE SMOKING PLEASURE IN LUCKY STRIKE
THEY'RE CLEAN THROUGH AND THROUGH
MUCH FRESHER, TOO.
SO SMOOTH AS YOU KNOW
LUCKY STRIKE MEANS FINE TOBACCO YOU'LL AGREE
A TOASTED CIGARETTE, THEY'RE FOR ME
NOW'S THE TIME TO LIGHT AN LSMFT
YOU'LL LIKE LUCKIES WE KNOW
YES YOU'LL LIKE LUCKIES WE KNOW

(APPLAUSE)

BB

(THIRD ROUTINE)

JACK: *Gee*, That was real good.

HY: This concludes another program of music sponsored by the Shamrock Hotel in Houston, Texas...For reservations call the clerk right at the hotel. The number is Houston - 6-9038576489410273695.

JACK: Gee, everything's ^{is} big down in Texas...what a number.

HY: *Oh*, Correction, please...I've just been notified that for reservations at the Shamrock Hotel, you're to call the Flamingo Hotel in Las Vegas...The Flamingo has just won the Shamrock.

JACK: ~~Now~~ that's silly.....I better get the channel the wrestling matches are on.

(SOUND: CLICK OR TWO OF TELEVISION DIAL)

NELSON: WELLLLLLLLL, THAT WAS AN EXCITING BOUT.

JACK: That's it, that's it.

NELSON: NOW BEFORE WE TELECAST THE MAIN EVENT, HERE'S A WORD FROM OUR SPONSOR, THE FRIENDLY CREDIT CLOTHING STORE.

RUBIN: YES, MEN, IF YOU NEED SLACKS, SUITS, SPORT JACKETS, OR ANY OTHER WEARING APPAREL, GET THEM AT THE FRIENDLY CREDIT CLOTHING STORE...NO MONEY DOWN, JUST PAY A DOLLAR A WEEK.... AND REMEMBER, THESE CLOTHES ARE GUARANTEED, NOT FOR MONTHS, NOT FOR YEARS, BUT FOR LIFE...THEY HAVE TO BE BECAUSE THAT'S HOW LONG YOU'LL BE PAYING.

JACK: Hmmm.

RUBIN: NOW BACK TO THE WRESTLING MATCHES.

BB

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And now we're ready for the main event -14-
NELSON: ~~HERE WE ARE BACK ON THE SIDE, AND~~ BOTH WRESTLERS ARE NOW
IN THE RING. ~~FOR THE MAIN EVENT.~~ THE CONTESTANTS ARE LORD
FEATHERSTONE, AND PROFESSOR LAMONT WHO IS KNOWN AS THE
ABSENT MINDED PROFESSOR.

JACK: Gosh, what big fellows they are.

NELSON: THE REFEREE HAS SUMMONED THE MEN TO THE CENTER OF THE
RING...FEATHERSTONE HAS TAKEN OFF HIS ROBE AND HIS TRUNKS
ARE BLACK WITH A WHITE STRIPE...NOW THE PROFESSOR IS
TAKING OFF HIS ROBE AND HIS TRUNKS ARE---WELLIIIIIIII!!
HE REALLY IS ABSENT MINDED.

JACK: ~~That's right...He's the most absent-minded wrestler I've~~
~~ever seen...He never can remember what his partners write~~
~~for him....~~Oh, the match is about to start...this should
be good.

(SOUND: BELL CLANGS)

NELSON: THERE'S THE BELL...THE MEN ADVANCE TO THE CENTER OF THE
RING AND START CIRCLING AROUND EACH OTHER AS THEY --

(SOUND: AS NELSON IS SAYING THIS, ON HIS LAST WORD
OR TWO WE HEAR A BUZZ OF SHORT CIRCUIT)

JACK: What happened to the picture...the set went off...I wonder
what's wrong with it...OH ROCHESTER...ROCHESTER.

(SOUND: DOOR OPEN)

ROCH: (COMING IN) YES BOSS.

JACK: I was watching television ~~and~~ all of a sudden the set went
off.

ROCH: MAYBE YOU MADE A SHORT CIRCUIT WHEN YOU DROPPED IN THE
COIN.

BB

JACK: That set's in the guest room....It's probably just a loose wire...You try and fix it, I'm going to get the wrestling matches on radio.

ROCH: YES SIR.

(SOUND: COUPLE FOOTSTEPS...CLICK)

JACK: Gee, I don't even know what ^{radio} station it's on on ~~radio~~...
Let's see..

(SOUND: STATIC WHISTLES)

ELVIA: PLEASE DON'T LEAVE ME, JOE, PLEASE, PLEASE...I'VE BEEN A GOOD WIFE TO YOU ALTHOUGH I'LL ADMIT THAT I'VE NAGGED A LITTLE, NEVER HAD YOUR DINNER READY WHEN YOU CAME HOME AT NIGHT, NEVER MADE THE BEDS IN THE MORNING, AND LET THE FURNITURE STAY DUSTY --

(SOUND: STATIC WHISTLES)

JACK: That's not it ... that's a soap opera....Maybe it's around here.

(SOUND: STATIC WHISTLES ...CHEER OF CROWD)

JACK: That's it, that's it.

MEL: (EXCITED) AND DUSTY RHODES HAS JUST HIT A HOME RUN INTO THE RIGHT FIELD STANDS AND THE GIANTS DEFEAT CLEVELAND IN THE FIRST GAME OF THE WORLD SERIES.

HERB: THIS PROGRAM WAS TRANSCRIBED EARLIER FOR RELEASE AT THIS MORE CONVENIENT TIME.

JACK: Oh, for heavens sakes. Where are those wrestling matches.

(SOUND: STATIC WHISTLES)

CB

(PIANO INTRO)

SARA: (SINGS) WE PLAYED THE GAME
OF STAY AWAY
BUT IT COST MORE THAN I COULD PAY
WITHOUT YOU I CAN'T FIND MY WAY
I SURRENDER, DEAR.

JACK: Boy, would she stump the experts on What's My Line.

(SOUND: STATIC SQUEALS)

JACK: Rochester, how are you coming along with the television
set? I can't get the program on radio.

ROCH: WELL, I'VE LOOKED ALL OVER THE SET...I CAN'T SEE ANYTHING
WRONG.

JACK: But it just went off suddenly... Say, maybe the wire has
been kicked loose where it's plugged in.

ROCH: YOU WANT ME TO GO OVER TO THE COLMAN'S HOUSE AND SEE?

JACK: Look, never mind the jokes...just see if you can fix the
set....I'll try the radio again.

(SOUND: STATIC SQUEALS)

ELVIA: AND SOMETIMES I FORGET TO SEW BUTTONS ON YOUR SHIRT, AND
LEAVE A SINKFUL OF DIRTY DISHES, SPEND TOO MUCH MONEY ON
CLOTHES, NEGLECT THE CHILDREN, BURN YOUR TOAST IN THE
MORNING....

JACK: Hmm.

(SOUND: SQUEAL AND WHISTLES)

JACK: Maybe it's lower on the dial *here*.

(SOUND: SQUEAKS AND WHISTLES)

JENNY: AND NOW, FELLOW MEMBERS OF THE LADIES AUXILIARY, *Jack: Oh, for heaven's sake* IT IS MY
PLEASURE TO PRESENT OUR GUEST OF HONOR.

(APPLAUSE)

CB

Jack: What is this?
MEL:

LADIES IT'S A PLEASURE TO BE WITH YOU TODAY..AND AS A MEMBER OF THE LOCAL CHAMBER OF COMMERCE, I FEEL IT'S MY DUTY TO DEFEND OUR FAIR COMMUNITY AGAINST THESE DISPARAGING REMARKS ABOUT THE SMOG CONDITIONS IN THE LOS ANGELES AREA. THEY SAY THAT SMOG IS A MENACE, BUT I AM PROUD TO SAY THAT I WAS BORN IN THIS COMMUNITY AND HAVE LIVED HERE FOR THIRTY-SIX YEARS. (STARTING WITH THE NEXT SENTENCE MEL STARTS TO SNIFFLE AND SNUFFLE, WORKING INTO COUGHS AND CHOKING AS HE GOES ALONG TILL HE IS WHEEZING AND CHOKING TO DEATH)

I'LL ADMIT WE DO HAVE A VERY MINOR PROBLEM, BUT THEY WOULD HAVE YOU BELIEVE THAT THERE HANGS OVER THE CITY A THICK, SHROUD-LIKE PALL OF FUMES WHICH TAINT THE ATMOSPHERE, AND RESTRICT VISIBILITY. NOW THIS IS A RIDICULOUS UNTRUTH WHICH I DENY BECAUSE EVERY DAY I --- I --- (at this point, he has a long spasm and after choking to death yells)

CLOSE THAT WINDOW AND TURN ON THE AIR CONDITIONING!

JACK: Gee, I get everything but what I want to listen to. *Where are the weather matches?*
(SOUND: STATIC & WHISTLES)

(PIANO INTRO)

SARA: (SINGS) I MAY SEEM PROUD *Jack: Aw, for heaven's ---*
I MAY ACT GAY
IT'S JUST A POSE, I'M NOT THAT WAY *Jack: I don't want that!*
(SOUND: STATIC WHISTLES)

JACK: ~~Her~~ *Her* the smog doesn't hurt at all. *why can't I get the weather matches here?*
(SOUND: STATIC WHISTLES)

CB

RYAN: (SHAKESPEARIAN ACTOR) (DRAMATICALLY) FRIENDS, ROMANS,
COUNTRYMEN, LEND ME YOUR EARS. THE EVIL THAT MEN DO LIVES
AFTER THEM. THE GOOD IS ~~also~~ ^{inter} INTERRED WITH THEIR BONES.
SO LET IT BE WITH CAESAR.

HERB: THANK YOU, MARC ANTHONY.

JACK: What?

HERB: THIS NEWS PROGRAM WAS TRANSCRIBED EARLIER FOR RELEASE AT
THIS MORE CONVENIENT TIME.

JACK: *Waa* This I don't understand at all.

HERB: WE'LL BURY CAESAR IN JUST A MINUTE, BUT FIRST A WORD FROM
OUR SPONSOR.

JACK: ~~on~~ For heaven's sakes...Rochester, can't you get that
television set fixed?

ROCH: I'M FIXING IT. I'M FIXING IT.

JACK: What's wrong with this radio set *here? I want to get the*
wrestling matches.
(SOUND: STATIC & WHISTLES)

ELVIA: SOMETIMES I'D STAY OUT TOO ^{*Jack: Oh, for heavens--*} LATE AT NIGHT, ^{*and*} AND I ALWAYS
HAVE ACCIDENTS WHILE DRIVING YOUR CAR, AND I LOSE THE RENT
^{*Jack: Oh,*} MONEY PLAYING ^{*and*} CANASTA AND I'LL ADMIT THAT I'VE LET MYSELF
BECOME ~~fat and~~ SLOPPY, BUT YOU'RE NOT GOING TO LEAVE ME,
ARE YOU, JOE?

HEARN: YES.

Jack (SOUND: DOOR SLAMS)

JACK: ~~Joe~~ Joe had a big part...Why can't I get the wrestling
matches.

(SOUND: STATIC & WHISTLES)

NELSON: OOOOOOOOOOOOH, HAS THIS BEEN EXCITING.

CB

JACK: I've got it, I've got it.

NELSON: YES, THIS HAS BEEN THE MOST EXCITING WRESTLING MATCH WE'VE
EVER SEEN...YOU'VE JUST HEARD A STATEMENT FROM THE WINNER
OF THE MATCH, AND NOW COMING UP TO OUR MICROPHONE FOR AN
INTERVIEW IS THE LOSER...^{Now,} YOU LOST THE MATCH WHEN THE
REFEREE GAVE YOU THE SUBMISSION SIGNAL...NOW CAN YOU TELL
US WHY YOU GAVE UP?

(PIANO INTRO)

SARA: (SINGS) HE BROKE MY ARM
TORE OUT MY HAIR
AND IT WAS MORE
THAN I COULD BEAR
WHEN HE STOMPED ^{on} MY NECK, I HAD TO SAY..
I SURRENDER DEAR.

JACK: Well, this is the craziest thing I ^{he} ever heard...I'm going
to a movie. ~~Goodnight!~~

(APPLAUSE & PLAYOFF)

CB

ATX01 0020528

JACK: Ladies and gentlemen, this is Brotherhood Week sponsored by the National Conference of Christians and Jews, seven days set aside to remind us of our responsibility to our neighbors every week of the year! It's a reminder that this country was built by people of every race, every creed and every color. That mixture has been our strength. Let's keep America strong by living Brotherhood -- let's keep it "One Nation, Under God."

Thank you.

(APPLAUSE)

DON: Jack will be back in just a minute, friends, but first, I'd like to say something important to you cigarette smokers.

CB

ATX01 0020529

✓ THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
FEBRUARY 27, 1955

opening: 1.36 closing: 1.32
Total: 3.08

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, but right now,
here's a suggestion for you.

LIGHT UP TIME
JINGLE #1 - .21 sec.

(SOUND: TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light Up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time

WILSON: That's a grand idea for a pleasant Sunday evening at home -- or any time at all when you want to enjoy a really great cigarette -- just lean back and light up a Lucky. Because every Lucky you light is sure to give you better taste. And here's why: First, Luckies are made of fine tobacco. Lucky Strike means fine tobacco. Light, mild, naturally good-tasting tobacco. And then, that tobacco is toasted. "IT'S TOASTED" is the famous Lucky Strike process that tones up Luckies' fine tobacco, brings it to its peak of flavor, makes it taste even better. Cleaner, fresher, smoother. Result: Lucky Strike, the best tasting cigarette you ever smoked!

CB

(MORE)

ATX01 0020530

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
FEBRUARY 27, 1955

CLOSING COMMERCIAL (CONT'D)

WILSON: So right now, friends, or anytime at all when it's
(CONT'D) light-up time for you -- Be Happy - Go Lucky! Make
your cigarette - better tasting Lucky Strike!

~~LIGHT UP TIME~~

~~JINGLE - #5 .13 sec. (SHORT CLOSE)~~

~~SOLO & GROUP: For the taste that you like
Light up a Lucky Strike~~

~~GROUP: Right Now!
(HUM GLISS)~~

~~SOLO: Light up a Lucky
(SPOKEN)~~

~~SOLO & GROUP: It's Light Up Time~~

CB

ATX01 0020531

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
FEBRUARY 27, 1955

CLOSING COMMERCIAL (CONT'D)

(OPTIONAL)

LIGHT UP TIME

JINGLE - #2 .20 sec.

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light up a Lucky Strike

GROUP: Right Now!

(HUMS GLISS)

SOLO: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

CB

ATX01 0020532

(TAG)

ROCH: GEE, BOSS, IT'S A SHAME THE WRESTLING MATCHES WERE OVER BEFORE I COULD GET THE TELEVISION SET FIXED.

JACK: Yeah... Well, gosh, it's too early to go to bed ... I know what I'll do. There's an all night super-market down on the corner and I'll go down there now and buy our Thanksgiving turkey.

ROCH: THAT'S A GOOD IDEA, BOSS.

HERB: This program was transcribed earlier for release at this more convenient time.

JACK: *Yeah* Yeah yeah..... goodnight, folks.

(APPLAUSE & MUSIC)

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

DY

Filter smokers! Here's the true tobacco taste you've been looking for. Filter Tip TAREYTON gives you all the full, rich flavor of TAREYTON'S famous quality tobacco... and real filtration, too! Filter Tip TAREYTON incorporates Activated Charcoal, renowned for its unusual powers of selective filtration and used far and wide to purify the air we breathe, the water and beverages we drink. Look for the red, white and blue stripes on the package. They identify Filter Tip TAREYTON, the best in filtered smoking.

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

DY

ATX01 0020534