

(J.B.N. 17)
PROGRAM #26
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"a Broadcast"

SUNDAY, MARCH 20, 1955

CBS

4:00 - 4:30 PM PST

(Transcribed - December 8, 1954)

CAST: Jack Benny
Rochester
Don Wilson
Sportsmen Quartet
Mel Blanc
Eric Snowden
Jeanette Eymann
Senny Weiss
Elvie Allman
Frank Nelson
Vivian Vonn

BR

ATX01 0020595

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MARCH 20, 1955

Opening: 1.35 Closing: 1.32

Total: 3.07

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, 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)

BR

ATX01 0020596

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MARCH 20, 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 testing 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:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

BR

ATK01 0020597

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MARCH 20, 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:
(SPOKEN) Light up a Lucky
SOLO & GROUP: It's Light Up Time

BR

ATX01 0020598

(FIRST ROUTINE) (MENTION T.V. SHOW)

-1-

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE...MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN, TODAY JACK BENNY DOES ANOTHER TELEVISION SHOW...BUT MEANWHILE LET'S GO BACK TO FRIDAY MORNING...AS WE LOOK IN ON THE BENNY HOUSEHOLD, JACK IS JUST FINISHING BREAKFAST....

(SOUND: NOISES OF PLATES, KNIFE AND FORK...ETC....)

ROCH: IS EVERYTHING ALL RIGHT, MR. BENNY?

JACK: ^{Rochester....}Oh, Fine, but do you have a little more honey for the hot cakes?

ROCH: NO SIR...WE'RE ALL OUT OF HONEY.

JACK: Are you sure?

ROCH: POSITIVE...I GOT THE LAST DROP THERE WAS OUT OF THE HIVE AND I'M TOO SCARED TO SQUEEZE ~~THE~~ BEES.

JACK: Oh, stop being silly...Anyway, Rochester...you shouldn't be afraid of bees, they're industrious little creatures.

ROCH: UH HUH.

JACK: Bees never bother people...they spend their entire lives gathering honey.

ROCH: UH HUH.

JACK: They work from the time they're born, till the time they diethat is, all except the Queen Bee.

ROCH: WELL, I AIN'T GONNA SQUEEZE HER MAJESTY EITHER.

~~JACK: Oh for heavens sakes...don't you know that a bee hates to sting anyone.~~

~~ROCH: WHY?~~

BR

ATX01 0020599

JACK: Because bees were created to work -- and a bee knows that if it stings you, it dies.

ROCH: WELL, ANYTHING THAT WORKS THAT HARD MAY WANT TO COMMIT SUICIDE.

JACK: What?

ROCH: I'VE ENTERTAINED THE THOUGHT SEVERAL TIMES MYSELF.

JACK: Alright, alright...I'll have another cup of coffee.

MEL: (SQUAWKS) Cup of coffee, cup of coffee (WHISTLES.)

JACK: Good morning, Polly.

MEL: Good morning, Blue Eyes. (WHISTLES)

JACK: ^{Aw} ~~Oh~~, she learned something new...Polly want a cracker?

MEL: Polly wants ^a cup of coffee (SQUAWKS)

JACK: No, no -- I'll just give you a cracker.

ROCH: BOSS...WHY DON'T YOU GIVE HER A LITTLE COFFEE AND SEE WHETHER SHE LIKES IT OR NOT?

JACK: No, no Rochester -- we don't want to get her used to that... Give her a cracker.

MEL: (SAD DISAPPOINTED SQUAWK.)

ROCH: BUT BOSS...WHAT'S A LITTLE ~~BEFORE~~ COFFEE IN THE MORNING?

JACK: It's not that, Rochester -- it's where these things lead to....First she'll want a little coffee in the morning... then she'll want coffee at night....Then she'll want ^{a little} cognec in her coffee...then she'll want plain cognec...then she'll start drinking whiskey -- ~~and the~~ first thing you know she'll belong to Parrots Anonymous.

MEL: SQUAWKS...THEN HICS.

JACK: ~~No~~ No, no Polly -- you haven't done anything yet...Say Rochester - did Don Wilson phone me this morning?

BR

ROCH: NO SIR...THERE WERE NO CALLS AT ALL.

JACK: Hmm, he was supposed to call me about the commercial...
I better call him...

(SOUND: GETTING UP FROM TABLE...WALKING FOOTSTEPS....)

JACK: Gee, Parrots are funny...~~the~~ way they keep repeating
everything they hear...she called me Blue Eyes just because
the garbage men does...

(SOUND: FOOTSTEPS STOP....)

JACK: Now, let's see...what's Don Wilson's number again...Oh
yes...Crestview 4-0987.....

(SOUND: RECEIVER OFF HOOK....)

JACK:(PAUSE)...Hmm, that's funny, I don't get any dial tone.

(SOUND: JIGGLING OF HOOK....)

JACK: I still don't get the dial tone....

(SOUND: MORE JIGGLING....)

JACK: (CALLS) Rochester -- the phone seems to be out of order.

ROCH: COULD BE, IT HASN'T RUNG ALL MORNING.

JACK: Gee, I wonder what could be wrong....

(SOUND: JIGGLING OF RECEIVER...THEN PHONE BACK ON HOOK)

JACK: ~~Oh~~, this is awful...Rochester -- I'm going over to the
Colmen's house ^{with door} and use their phone to report it to the
company...

ROCH: OKAY BOSS...

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

JACK: Gee...imagine my phone going out of order. ~~It~~ Hope that
Ronnie is home so I can use his...

(SOUND: DOOR OPENS...AND CLOSES...FOOTSTEPS ON SIDEWALK
....SUSTAIN IN B.G.)

BR

JACK: ~~the~~ the weather is nice...look at my garden...it's amazing
how fast things grow here when we have a little warm spell..
..Look at ^{all} that ivy...it's almost completely covered Remley..
..There wasn't a thing growing there when he fell on New
Years' Eve. ~~..Gosh, Frankie's eyes are open and they're
bluer than -- Oh no, that's a couple of Robin's eggs...Gee,
if they hatch, when he wakes up he'll be a mother...(LAUGHS)
...That's silly...~~

(SOUND: FOOTSTEPS UP FEW STEPS...THEN ON PORCH...PAUSE
...THEN SOUND OF DOOR KNOCKER BEING KNOCKED...)

JACK: (HUMS BIT OF LOVE IN BLOOM)....

(SOUND: DOOR OPENS...)

ERIC: Oh...good morning, Mr. Benny.

JACK: ^{Oh} Good morning, Sherwood --- is Mr. Colman at home?

ERIC: No sir...He took Mrs. Colman to the hospital a few minutes
ago.

JACK: The hospital...he took her -- you mean --?

ERIC: ^{Yes} Yes, this morning she sat on one of your bees.

JACK: ~~Oh~~ ^{See} I hope it wasn't Herry -- he ^{'s} ~~was~~ such a good worker.

ERIC: Oh, she didn't kill it, she rose very promptly.

JACK: Oh good, good...Well, the reason I came over is I'd like to
use your telephone.

ERIC: Oh, business in New York again.

JACK: No, no - mine seems to be out of order ~~and~~ I'd like to
report it.

ERIC: Oh, well come right in....

(SOUND: DOOR CLOSES...WALKING FOOTSTEPS)

BR

ATX01 0020602

ERIC: Here's the phone.

JACK: ~~Wait~~, I better call the operator...

(SOUND: PHONE OFF HOOK...DIAL TONE...THEN WE HEAR "O"
BEING DIALLED...BUZZING...RECEIVER CLICK...)

JENNY: Operator.

JACK: ~~Oh~~ Operator, I'd like to report a phone that's not working.

JENNY: Yes sir...what is the address, and phone number please?

JACK: Three sixty six North Camden Drive...The phone number is
Crestview 4-0555.

JENNY: Very good, sir...Now, what seems to be the trouble?

JACK: ~~Well~~ The phone doesn't work. ~~I~~ I went to find out whether it's
out of order or disconnected.

JENNY: Disconnected - I'll have to check in our books...What is
your name, please.

JACK: Jack Benny.

JENNY: ~~Jack Benny~~ ^{OK} Your phone couldn't be disconnected -- the case doesn't
come up till next week.

JACK: Well, then ~~it~~ ^{it} must be out of order....

JENNY: I'll report that to our repair department, sir.

JACK: Thank youGoodbye....

(SOUND: RECEIVER CLICK)

JACK: Thank you ~~very much~~ for letting me use the phone, Sherwood.

ERIC: ~~Oh~~ That's quite alright, Mr. Benny....

(SOUND: FOOTSTEPS...)

ERIC: I'll see you to the door...

(SOUND: COUPLE OF MORE FOOTSTEPS...DOOR OPENS...)

ERIC: Oh, by the way, Mr. Benny...I meant to tell you that I saw
your last television show.

BR

JACK: Oh really -- did you like it?

ERIC: Unfortunetely, yes.

JACK: What do you mean -- unfortunetely?

ERIC: Well, I was watching it secretly when I couldn't control myself and gave vent to a burst of laughter.

JACK: Well....?

ERIC: Well Mr. Colmen came in, caught me, and sent me to bed without my crumpets.

Well, that's a shame...
JACK: ~~Well~~...Well, thanks again for letting me use the phone.

ERIC: You're quite welcome....Good-day.

JACK: Goodbye...

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

JACK: Gee, I can't understand Ronnie....Well, it takes all kinds of people to make a world. *I guess* Say, look at that Ivy -- someone must have put Vigoro on it...It's completely grown over Fran---
No, No, somebody moved him...Gee, that's awful...

~~Imagine Frankie leaving without telling me how much he enjoyed my New Year's Eve party...Oh well....~~

(SOUND: FEW FOOTSTEPS...THEN STOP)

JACK: Hmm. Look you, get over on that flower. You can't get honey out of leaves.

(SOUND: BEE BUZZES)

JACK: I don't know...I have to tell everybody what to do...~~that's~~
Tough being the boss.

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

JACK: (CALLS) Rochester, I'm back.

ROCH: THAT'S GOOD....MR. WILSON'S WAITING IN THE DEN.

BR

JACK: *Oh*, Don's here?

DON: (OFF) Yes, Jack -- I tried to call you about the commercial but ~~the~~ *your* phone was out of order...Want me to come out there?

JACK: *No*, No, I'll come into the den...

(SOUND: COUPLE OF FOOTSTEPS....STOP....)

JACK: Don, Don -- why are you sitting on the floor?

DON: I'm not sitting on the floor -- there's a chair under me.

JACK: Oh, oh -- you know, Don -- you've flattened more things than Christian Dior...Hey, you have the Sportsmen with you ...Hi, fellows.

QUART: HMMMM.

JACK: All right, all right...Now, Don, what number did you want to talk to me about?

DON: *Oh* ~~Well~~, Jack, we have a wonderful arrangement of the Raymond Overture, and I thought it would be even better if you play your violin in it.

JACK: Do you really think so, Don?

DON: No.

JACK: *Well* ~~then~~ why did you say it?

DON: I don't know, it was just a big fat impulse.

JACK: Well, impulse or not, I'm going to take you up on it.... Wait till I get my violin. (TUNES UP) Okay, fellows, let's go....The Raymond Overture.

BR

QUART: LSM MFT, LSM MFT
LUCKIES ARE SURE TO TASTE BETTER
THAN ALL OF THE REST
LUCKIES ARE TOASTED
AND THAT'S WHY THEY'LL ALWAYS TASTE BEST
THAT IS A FACT
friends
YES ~~THAT~~ A FACT
Violin
THAT WE CAN PROVE

JACK: (VIOLIN)
QUART: SMOKE A LUCKY
JACK: (VIOLIN)
QUART: SOLD AMERICAN
JACK: (VIOLIN)
QUART: ROUND AND FIRM AND
JACK: (VIOLIN)
QUART: FULLY PACKED
JACK: (VIOLIN)
QUART: FREE AND EASY
JACK: (VIOLIN)
QUART: ON THE DRAW
JACK: (VIOLIN)
QUART: AND THEY'RE TOASTED
JACK: (VIOLIN)

(MORE)

BR

ATX01 0020606

QUART: MFT

REMEMBER THIS, FOR SMOKING BLISS

YOU CANNOT BEAT, YES, WE REPEAT

YOU CANNOT BEAT THEM

WHAT A FINE CIGARETTE, WHAT A FINE CIGARETTE

IT'S THE BEST YOU CAN GET

IT'S THE BEST ONE YET

TAKE A PUFF, TAKE A PUFF, TAKE A PUFF

BECAUSE WE KNOW THAT YOU CAN'T GET ENOUGH

OH L S M F T

OH L S M F T

IT'S ISMF IS IS ISMFT.

(APPLAUSE)

BR

ATX01 0020607

(SECOND ROUTINE)

JACK: Well, Don .. fellows .. that was just wonderful and I'm certainly glad that I was a part of it. .. And Don, it was such a good idea that I think I'm going to give you and the boys a raise.

DON: Really, Jack?

JACK: No .. It was just a big fat impulse, ^{and} ~~but~~ I'm over it ... See you later, Don .. So long, fellows.

(SOUND: DOOR OPENS AND CLOSSES)

JACK: Gee, it's such a nice day, I think I'll call Miss Livingstone and ask her if she'd like to play a little golf.

ROCH: BUT MR. BENNY, YOU CAN'T USE THE PHONE.

JACK: Oh yes, I forgot it's out of order.

ROCH: WHY DON'T YOU USE THE ONE IN THE HALL.

JACK: I don't want to tie it up when the bus get's here ... But I would like to --

(SOUND: DOOR BUZZER)

ROCH: WANT ME TO ANSWER THAT, BOSS?

JACK: ~~No~~, No, I'll get it.

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

JACK: Yes?

MEL: Duhhhhhh, I'm the repairman from the phone company.

JACK: Oh, good.

MEL: I already checked everything outside, and ^q can't find nothing wrong. I climbed to the top of the pole and everything's okay there.

BH

ATX01 0020608

JACK: Well, I -- wait a minute -- how could you have climbed the pole -- you're not wearing those shoes with spikes.

MEL: I got long toe nails.

JACK: Oh.

MEL: Anyway, since I can't find the trouble outside, maybe it's right in the phone.

JACK: It probably is....there's no dial tone...come in and look at it...

MEL: *Yeah*, Okay.

(SOUND: DOOR CLOSSES...FEW FOOTSTEPS...)

JACK: The phone's right over here, Mister....Mister...?

MEL: Alexander Graham Bell, the third.

JACK: ...Alexander...Graham....Bell.....The third....Are you descended from the man who invented the telephone?

MEL: Oh, is that what grandpa done -- no wonder they gave me the job.

JACK: *Hummm*....Well, here's the phone.

MEL: *Hey*, you're right, there ain't no dial tone.

JACK: *Well*, Pick up the receiver first....For heavens sakes!

MEL: *Oh*, Oh yeah.

(SOUND: RECEIVER OFF HOOK)

MEL: I don't hear no dial tone.

JACK: I told you, that's what's wrong with--

(SOUND: DOOR BUZZER)

MEL: (HAPPY) *There* There there there's the dial tone!

JACK: That's the door buzzer....(CALLS) *Roach* ROCHES-TER, WILL YOU ANSWER THE DOOR.

ROCH: (OFF) YES SIR.

BH

MEL: *Hey*, Hey, I think I found out what's the trouble....

JACK: What, what?

MEL: *Oh*, This here thingamajig ^{*here*} is loose...see, it spins around.

(SOUND: QUICK CLINKING TURNING OF DIAL)

JACK: THAT'S THE DIAL.....I can't understand why the phone company would send a man like--

ROCH: (COMING IN) EXCUSE ME, MR. BENNY.

JACK: What is it, Rochester-- who was at the door?

ROCH: IT'S MISTER SAMMY WEISS....HE WANTS TO SEE YOU.

JACK: (PUZZLED) Sammy.....Weiss?.....Who's he?

ROCH: HE'S FROM THE BAND ON YOUR PROGRAM...SAMMY THE DRUMMER.

JACK: Oh, so his name ^{*is*} Weiss...I thought his last name was "The Drummer". What does he want?

ROCH: HE WANTS TO SEE YOU PRIVATELY....HE'S IN THE NEXT ROOM.

JACK: Well, I better go and see what he wants...Excuse me, Mister Bell.

MEL: You can call me Al.

JACK: Thanks....I hope you have the phone fixed when I come back.

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

JACK: Hello Sammy.

SAMMY: Hello, Mister Benny!

JACK: You want ~~to~~ to see me?

SAMMY: Yes ^{*it*}, it's kind of a personal matter.

JACK: Personal? What can I do for you?

SAMMY: Well, I wish you'd make the other boys in the band stop picking on me.

JACK: ...The boys...pick on you...But Sammy, you're the biggest guy in the band...You're six foot five...if the other musicians hit you, hit them back.

BH

ATX01 0020610

SAMMY: Oh, they don't do anything physical....they tease me.

JACK: Tease you---how?

SAMMY: They call me clod-hopper, they call me dopey, and ^{then} they write dirty words on my drum.

JACK: No.

SAMMY: Yeah. not only that...they're always calling me "Baldy".

JACK: Well Sammy, you shouldn't be sensitive about that.....

Lots - Lots of men lose their hair as they get older.

SAMMY: I've been bald since I was seven!

JACK: No kidding....that's amazing....how did you happen to lose your hair so early?

SAMMY: I didn't lose it, I grew so fast I pushed through it.

JACK: Pushed through it -- a likely story.

SAMMY: That's my excuse, what's yours?

JACK: Never mind.....Anyway, don't worry, Sammy -- I'll tell the rest of the boys in the band to be nicer to you.

SAMMY: Well, they should...after all, I'm always doing sweet things for them.

JACK: Like what?

SAMMY: Well, just a little while ago I trimmed the ivy off Remley and took him home.

JACK: Oh, so that's where he went...Boy, will Frankie be amazed when he wakes up in a bed....Imagine.

SAMMY: I put him under a table, I didn't want to shock him.

JACK: Well, that was sweet, Sammy....^{Will} ~~When~~ I tell the other boys about this I'm sure they'll all be nicer to you.

SAMMY: Gee thanks, Mr. Benny.....Goodbye.

JACK: Goodbye.

(SOUND: DOOR OPENS AND CLOSES)

JACK: I'll really have to talk to the boys in the band...I ~~wouldn't~~ ^{don't} want Sammy to quit...~~he~~ looks so good sitting way up there in the middle of the orchestra with that smile painted on his head...Well, I better go back and see if that guy's got the phone fixed....

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

MEL: (TOUGH) Now look, don't interrupt me Tilly. I don't care if you have got dinner cooked. I ain't coming home tonight....I'm going out with the boys...Yeah, that's right, we're gonna play cards and ya needn't wait up for me because I don't know what time I'm coming home... Yeah, you heard me.

JACK: Oh, you got the phone fixed?

MEL: No, I'm just rehearsing what I'd like to say to my wife.

JACK: Oh.

MEL: ^{Oh} But wait a minute -- I think I found out what's wrong.... this connection is loose...^{here} I'll fix it....

(SOUND: LITTLE METALLIC NOISES)

MEL: There, that does it...Now I'll lift the receiver....

(SOUND: CLICK)

MEL: ^{Yeah, yeah, the} Yeah, there's a dial tone...

JACK: Good.

~~MEL: Now I'll check with the operator....~~

~~(SOUND: ONE DIAL OF "0"....BUZZ....CLICK...)~~

~~JENNY: Operator.~~

MEL: Operator, this is Al....I got the phone fixed at 366 North Camden Drive....Are there any more service calls I should make?

JENNY: No, come on in, Stupid.

MEL: Stupid! You wouldn't dare talk to me like that if grandpa was alive.....I'm coming in.

(SOUND: RECEIVER CLICK)

MEL: Well, she's all fixed...

JACK: *Oh, fine, thanks,*
~~Good~~, I'll show you to the door...

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

MEL: *Well,* Goodbye.

JACK: Goodbye...and thanks a lot, Al.

~~MEL: You can call me Stupid.~~

~~JACK: Okay....Goodbye Stupid.~~

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

FADE AND SUSTAIN IN BG)

JACK: *Al,*
~~Good~~, I'm glad the phone is fixed...now I can make that important call I had to make to....~~to~~....~~Hum~~, I forget who I had to call....~~Well~~, I mentioned it to Rochester, maybe he remembers....(CALLS) OH ROCHESTER.....
~~ROCHESTER~~.....Where did he go.....Now who did I want to call....~~It~~ was very important ~~and~~-- Oh, now I remember who it was....

(SOUND: RECEIVER OFF HOOK...DIAL ABOUT FIVE
OR SIX TIMES....BUZZER....RECEIVER
CLICK)

BH

ATX01 0020613

DON: Hello.

JACK: (A LITTLE MAD) Hello Don, this is Jack.

DON: What ^{in the world's} the matter, Jack-- who are you mad at?

JACK: YOU...You were supposed to call me this morning about the commercial.

DON: But Jack, we were just over to your house and we did it.

JACK: Oh yes, I forgot, goodbye.

(SOUND: RECEIVER CLICK)

JACK: ~~What~~, that's the silliest thing I've ever done...I was never so embarrassed....~~and~~ of all people, I had to do it to Don Wilson....He's like an elephant ^{Don,} he never forgets.....and even if he does forget, he's still like an elephant.....Sometimes I think ~~that~~ ----

(SOUND: DOOR OPENS)

JACK: Is that you, Rochester?

ROCH: YES SIR...

JACK: Where were you?

BH

ROCH: I JUST WENT OUT TO GET THE MAIL.

JACK: Oh...is there anything important?

ROCH: NOT MUCH....HERE'S THE USUAL BILL FROM THAT DOCTOR.

JACK: Well, he can keep sending it, I'm still not going to pay it.

ROCH: BUT MR. BENNY, THAT BILL IS SO OLD.

JACK: I don't care, I'm not sure I'm cured of the mumps yet ..
Now is there any other important mail?

ROCH: WELL, THIS LOOKS IMPORTANT...THE ENVELOPE IS MARKED "FROM THE COUNTY OF LOS ANGELES."

JACK: Hmm, let me see.....

(SOUND: ENVELOPE BEING RIPPED OPEN...PAPER RIFFLING)

JACK: (MUMBLE, MUMBLE).....Oh no!

ROCH: WHAT'S THE MATTER, BOSS?

JACK: I've been called for jury duty. Just when I'm so busy.

ROCH: ~~Oh~~, YOU KNOW, MR. BENNY...IT'S EVERY^{one}~~body~~'S CIVIC DUTY TO SERVE ON A JURY ONCE IN A WHILE.

JACK: But Rochester, I'm so busy...gosh, I've got radio, television, and personal appearances.

ROCH: YEAH, I GUESS EVERYBODY HAS THEIR OWN PROBLEMS...HERE THEY EXPECT YOU TO GIVE UP YOUR JOB AND DEVOTE YOUR FULL TIME TO SERVING ON THE JURY FOR JUST THREE DOLLARS A DAY.

JACK: Sure, it's not right that-- (TAKE) Three dollars a day.
Hmm.

ROCH: BOSS, YOU'RE BEGINNING TO GET THAT CIVIC DUTY LOOK IN YOUR EYE.

CB

JACK: You're right, Rochester-- I'm going. A citizen should never shirk his three-- I mean duty...I'll see you later.

ORCH: (GOING TO JURY DUTY TRANSITION MUSIC)

(SOUND: FOOTSTEPS)

JACK: Gosh, they have a lot of courts in this building...Now let's see...where's the one I'm supposed to report to.... Oh, here it is--

(SOUND: DOOR OPENS)

ELVIA: Yes sir, may I help you?

JACK: Well, I think so-- I was told to report for Jury Duty.

ELVIA: Oh...well, they're interviewing the prospective Jurors in the next room..

JACK: Oh, then I'll go in there.

ELVIA: Before you do, I'll have to get some information from you for our records.

JACK: Yes me'am...

ELVIA: Your name?

JACK: Jack Benny.

ELVIA: (SLOWLY) Jack...Benny...Address?

JACK: Three sixty-six North Camden Drive.

ELVIA: (SLOWLY) Three sixty-six North Camden Drive. Your occupation...(SHE LAUGHS) Silly me, imagine asking you a question like that...everyone knows you, Mr. Benny.

JACK: *Well*, Thank you.

ELVIA: Occupation -- Bee-keeper.

JACK: ...That's right...But I'm also a bit of a comedian, *you know.*

JB

ELVIA: Yes, I know your slogan... "Get Your Honey, From The Men
That's Funny".

JACK: That's right.

ELVIA: Now, let's get on with the questions.....Your height.

JACK: Five foot ten.

ELVIA: Your weight?

JACK: ~~One~~ hundred and fifty eight pounds.

ELVIA: Color of your eyes--Oh, they're blue, aren't they?

JACK: Bluer than the thumb of a hitch-hiker in Anchorage,
Alaska.

ELVIA: Yes, I've noticed that.....Your age?

JACK: Thirty nine.

ELVIA: Thirty nine? ^{Why?} That's a surprise...you look much younger.

JACK: Well, thank you.

ELVIA: I'm a bit of a comedian myself.

JACK: Hmmm.

ELVIA: Now, tell me, Mr. Benny--have you ever served on a jury
before?

JACK: No me'am.

ELVIA: Have you ever been in court before?

JACK: Yes, every month with the telephone company.....But I
don't think that would disqualify me from being a juror.

ELVIA: No, I guess not..Now, let's see--*I*---

(SOUND: PHONE RING...)

ELVIA: *Q*, Excuse me...

(SOUND: RECEIVER UP...)

ELVIA: Hello...Superior Court.

CB

VEOLA: Miss, I'd like some advice....How do I go about divorcing my husband? I must get rid of him.

ELVIA: Well, you have to have grounds for divorce.

VEOLA: Grounds?

ELVIA: Yes...Has he deserted you?

VEOLA: No.

ELVIA: Has he failed to support you?

VEOLA: No.

ELVIA: Has he gone out with other women?

VEOLA: No.

ELVIA: ^{Well,} Has he been cruel to you?

VEOLA: No.

ELVIA: Well, I'm sorry madame, but if you don't have ~~any~~ grounds, you can't divorce your husband.

VEOLA: Oh...(ASIDE) Well, I tried to do it the nice way, Herman.

(SOUND: GUNSHOT)

ELVIA: I guess she doesn't need me any more...

(SOUND: RECEIVER CLICK...)

ELVIA: Now, getting back to you, Mr. Benny, I have all the information I need.

JACK: What do I do now?

ELVIA: Go ^{right} ~~in the~~ ^{that} room where they're interviewing the prospective jurors and talk to the judge.

JACK: Yes ma'am...

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

JACK: ...Excuse me...are you the judge?

CB

NELSON: Well, who do you think I am in this long black robe,
Vampire?

JACK: Hmmm.....Now look Judge, I came down here for jury duty,

NELSON: I know--raise your right hand.

JACK: What?

NELSON: Raise your right hand.

JACK: Alright--there...Are you going to swear me in?

NELSON: No, I just wanted to see if that old suit would hold
together.

JACK: What?

NELSON: You know, I've got a good mind to send you up for contempt.

JACK: Why--what did I say?

NELSON: Nothing, you're just contemptible.

JACK: Now just a second....I came down here because I wanted to
do my civic duty, and you insult me...You can't talk to
me that way, I'm Jack Benny.

NELSON: WELL!!!.....you can't be a juror on this case.

JACK: Why not?

NELSON: ~~That~~ ^{this} case is Jack Benny versus the Telephone Company.

JACK: Oh yes...I remember now...I lost twice, so this time I
asked for a jury trial...I've got nice legs.....See you
next week, Judge....Goodbye.

(APPLAUSE AND PLAYOFF)

CB

JACK: I'll be back in just a minute to tell you about my television show which goes on immediately following this program, but first ... The Sweetheart of Lucky Strike .. Miss Dorothy Collins.

JACK: I'll be back in just a minute to tell you about my television show which goes on at 7:00 this evening..but first .. the Sweetheart of Lucky Strike .. Miss Dorothy Collins.

CB

ATX01 0020620

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MARCH 20, 1955

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
it's peak of flavor, makes it taste even better.
Cleaner, fresher, smoother.

(MORE)

BR

ATX01 0020621

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MARCH 20, 1955

CLOSING COMMERCIAL (CONT'D)

WILSON: So right now, friends, or anytime at all when it's
(CONT'D) light-up time for you, Make it a Lucky - the best
 testing 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:
(SPOKEN:) Light up a Lucky

SOLO & GROUP: It's Light Up Time

BR

ATX01 0020622

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MARCH 20, 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!

(HUM GLISS)

SOLO:

(SPOKEN)

Light up a Lucky

SOLO & GROUP: It's Light Up Time

BR

ATX01 0020623

(TAG)

-23-

JACK: Ladies and gentlemen, as I said, I'm going to tell you about my television show tonight ^{Now}... This isn't for you people who are at home and can ~~watch~~ ^{see} it. This is for the people who are riding in their cars .. Now this television show opens where I -- oh-oh, I see I haven't got time .. So stop in at ~~the nearest~~ ^{The nearest} house and ~~see~~ ^{watch} it ... Goodnight, see you on television.

(APPLAUSE AND MUSIC)

CB

ATK01 0020624

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

~~The Jack Benny Program is brought to you by the American Tobacco Company -- America's leading manufacturer of cigarettes.~~

CB

ATX01 0020625

HERBERT TAREYTON

HR 301F

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

DON:

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

TB

ATX01 0020626