

(J.B.N. 18)
PROGRAM #28
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

"As Broadcast"

THE JACK BENNY PROGRAM

SUNDAY, APRIL 3, 1955

CBS

4:00 - 4:30 PM PST

(Transcribed - Feb. 8, 1955)

CAST: Jack Benny
Rochester
Dennis Day
Don Wilson
Sportsmen Quartet
Joe Keerns
Mel Blanc
Benny Rubin
Frank Nelson
Sam Hearn

RM

ATX01 0021120

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 3, 1955

-A-

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."

RM

(MORE)

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-B-

OPENING COMMERCIAL (CONT'D)

WILSON:
(CONT'D) "IT'S TOASTED" is the famous Lucky Strike process
that brings Luckies' naturally good-testing tobacco
to its peak of flavor, tones it up to make it taste
even better. Cleaner, fresher, smoother. So right
now, while the 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:
(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time.

RM

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THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
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-C-

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

BY

ATX01 0021123

(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
TELEVISION SHOW..BUT MEANWHILE LET'S GO OUT TO JACK'S
HOME IN BEVERLY HILLS WHERE, EVEN AS YOU AND I,
ROCHESTER IS FILLING OUT HIS INCOME TAX.

ROCH: Let's see...Name?...Rochester Van Jones...Occupation?...
BUTLER, CHAUFFER, COOK, GARDENER, VALET, MASSEUR, WINDOW
WASHER, AND AUTHOR OF "WHAT TO DO IN YOUR SPARE TIME".....

Now let's see...Exemptions...if married and your wife or
husband...had no income or if this is a joint return of
husband and wife, list wife....~~ORRR~~ husband...Mmmm...I
better read that again...If married and your wife..~~ORRR~~
husband...had no income or if this is a joint return of
husband and wife, list wife..~~ORRR~~ husband...YUP, THAT'S
WHAT IT SAYS, THAT'S WHAT THE FORM SAYS, UNCLE SAM SAYS
THAT.....Well, fortunately I'm single and have no
wife...~~ORRRR~~ husband...Now let's see..enter your total

wages --

JACK: (COMING IN) Oh hello, Rochester..what are you doing?

ROCH: I'M FILLING OUT MY INCOME TAX, MR. BENNY..IT CERTAINLY
IS COMPLICATED.

JACK: ~~Ma~~ I'll help you with it, if you'd like.

RM

ROCH: I SURE WOULD.

JACK: All right...let's see the form...~~Hand~~. Oh, Rochester, look at all the occupations you listed. You don't work that hard.

ROCH: I DON'T, EH?

JACK: No.

ROCH: I GOT HOUSE-MAID'S KNEE CLEAR UP TO THE HIP.

JACK: What?

ROCH: AND AT THAT POINT, MIDDLE-AGED SPREAD TAKES OVER.

JACK: Rochester, if you want me to help you, pay attention... Now let's see....Your income..What was your income last year?

ROCH: DO I HAVE TO ~~Talk~~?

JACK: Certainly..Put down the salary I pay you.

ROCH: CAN I WRITE IT IN RED INK?

JACK: Red ink, why?

ROCH: I WANT THEM TO KNOW I'M BLUSHING.

JACK: Never mind...Now for the next question...List any extra moneys you received as gratuities, gifts, or bonuses from your employer.

ROCH: OH ECSS, COME NOW.

JACK: Look, Rochester..just finish your income tax, sign it and mail it in. ^{Look at} I'm going down to ^{the} vault to get some money...I owe Frankie Remley ten dollars.

ROCH: WHAT FOR?

JACK: ^{Oh} It was a silly thing. I bet him that he couldn't go a whole day without taking a drink of liquor.

RM

ROCH: AND HE WON?

JACK: Yeah... ~~just~~ just my luck..he set on a rusty nail and got lockjaw....I'll be back in a few minutes, Rochester.

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS)

JACK: Gee, it's dark in here.

(SOUND: FOOTSTEPS DOWN STAIRS..HOLLOW..FOOTSTEPS ACROSS WOODEN BRIDGE,..LAPPING OF WATER AND LASH OF TAIL IN WATER)

JACK: Um...here come my alligators...Gee, I don't see Irving... He was sick last week....I hope that veternerian I sent down made him feel better.

(SOUND: BIG SPLASH)

JACK: Oh, there he is..Hi, Irving...Gee, he's fatter than ever.

(SOUND: FOOTSTEPS ON ~~FEET~~ ^{LEAVES})

JACK: Come to think of it..I remember the veternerian going down, but I don't remember him coming up...Oh well, if I get a bill, I'll know he's all right...Well, here's the vault.

(SOUND: HOLLOW FOOTSTEPS..RATTLING OF CHAINS..IRON HANDLE TURNS...IRON DOOR CREAKS OPEN..TWO FOOTSTEPS..HEAVIER CHAINS RATTLING..HANDLE TURNS..HEAVIER IRON DOOR CREAKS OPEN..TWO FOOTSTEPS)

KEARNS: Helt..Who goes there, friend or foe?

JACK: Friend.

KEARNS: What's the pass word?

JACK: You can take it with you.

KEARNS: Oh, it's you, Mr. Benny.

DY

JACK: Yes, yes..how are you feeling, Ed?

KEARNS: Oh, I'm fine today...but yesterday I had a terrible fright.

JACK: Really?

KEARNS: Yes, it was just awful. I woke up and I couldn't see a thing.

JACK: Gee..what did you do?

KEARNS: I cut my hair.

JACK: Oh. ~~off~~..well, I need some money, Ed..I'll have to open the safe...Let's see...Ed, ~~what are you kneeling down for?~~

~~KEARNS: You're gonna hit me over the head, aren't you?~~

JACK: ~~No, that won't be necessary...Now let's see...~~the combination is..Right to Forty-five..(LIGHT TURNING SOUND) ..Left to sixty..(LIGHT TURNING SOUND) ..Back to fifteen...(LIGHT TURNING SOUND)....Then left to One-ten..(LIGHT TURNING SOUND).... There.

(SOUND: HANDLE TURNS..DOOR OPENS..USUAL ALARM WITH BELLS, AUTO HORNS, WHISTLES, RATCHETS, ETC., ENDING WITH B.O. FOGHORN)

JACK: ~~Ham~~..Say, Ed, did the alarm sound a little weaker than usual?

KEARNS: I'll tell you in a minute, I'm counting the dead gophers.

JACK: Oh..let's see..here's a ten dollar bill, that'll take care of Remley...And I'm taking Mary to Romanoff's for dinner tomorrow, so I better take another five dollars..Eh, I'll take six, I might want dinner, too.

(SOUND: SAFE DOOR CLOSES)

JACK: Well, I better be going..so long, Ed.

KEARNS: Goodbye, Mr. Benny..drop me a post card now and then.. Sometimes it gets lonesome.

JACK: Yeah..Say Ed, how long have you been down here?

KEARNS: Oh, it's been years and years..I guess I sorta lost track.

JACK: Well....

KEARNS: But we can figure it out....Remember the day you brought me down here, it was your birthday..you were thirty-eight.

JACK: Gee, it's been that long, eh? ...Well, Ed, you can't stay down here forever, have you ever thought ~~about~~ ^{if} going up?

KEARNS: Yes, I have, when my time comes and Gabriel blows that---

JACK: ^{No, no, no.} ~~No, no, not that far up, just upstairs.~~ ^{It means just}

KEARNS: Upstairs? (GIGGLES) Oh, Mr. Benny, you're teasing me.

JACK: No, I'm not. ^{Plus,} You've been down here for years and years and years..and just for a little vacation, ^{Ed, I'm} I'm going to take you up with me right now.

~~KEARNS: Well, shall I take my muckot?~~

JACK: ~~That won't be necessary.~~ ^{now,} Now let's go, Ed..follow me.

KEARNS: All right.

^{Jack} ~~Be careful.~~ (SOUND: FIVE FOOTSTEPS AND BODY THUD)

JACK: Ed, what happened?

KEARNS: You forgot to unchain me.

JACK: Oh, oh..

(SOUND: CHAIN RATTLE)

JACK: ~~There, now let's go.~~ ^{There, now let's go. Right up the stairs here.} (SOUND: HOLLOW FOOTSTEPS UP STEPS)

JACK: Are you coming, Ed?

KEARNS: Yeah, but I'm getting dizzy...I hope my nose doesn't bleed.

JACK: ^{Oh,} You'll be all right.

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

JACK: Well, here we are, Ed, this is the library.

KEARNS: Say, it's -- (PAINED) Ooooh.

JACK: What's the matter?

KEARNS: Something hurts my eyes.

JACK: Oh, you'll get used to it, it's the light from this lamp, here.

KEARNS: Lamp?

JACK: Yes, you see, all the light comes from this little bulb.

Up close, It's filled with electricity.

KEARNS: Oh.... Is Ben still flying that kite?

JACK: *Yes,* No, you don't understand, Ed..I'll explain it to you later..Right now I want you to meet Rochester..(CALLS)
OH, ROCHESTER...

ROCH: (WAY OFF) COMING.

JACK: You'll like him, Ed. He works for me, too.

KEARNS: Oh? When did you bring him up?

JACK: No no, he stays up here all the time.

ROCH: (FADE IN) I WAS JUST CLEANING THE WINDOWS IN THE -- BOSS,
BOSS! YOU FOUND THE GAS MAN!

JACK: Don't be silly..this is Ed, he's the one who's been guarding my vault.

ROCH: OH..WELL, GLAD TO KNOW YOU, ED.

KEARNS: And I, you.

JACK: Ed, you don't have to curtsy,..Now Rochester, Ed may be hungry..take him in the kitchen and show him the refrigerator.

KEARNS: Refrigerator?

JACK: That's something new, Ed.

KEARNS: *Oh,* I don't care, if I like it, I'll eat it.

JACK: Ed, you don't eat the refrigerator..you eat the things inside *Up close,* ~~it~~. It's a place to store things like ham, cheese, steaks, caviar and turkey.

ROCH: OOOHI, IS THAT WHAT IT'S FOR?

JACK: Rochester.

ROCH: YOU LEARN SOMETHIN' NEW EVERY DAY.

JACK: Don't be funny, you're only confusing Ed, and it's hard enough to explain --

(SOUND: DOOR BUZZER)

JACK: I'll get the door, you take Ed in the kitchen and get him something to eat.

(SOUND: FOOTSTEPS...DOOR BUZZER)

JACK: Coming, *coming*

(SOUND: COMPLE MORE FOOTSTEPS AND DOOR OPENS)

DON: *(C)* Hello, Jack.

JACK: Oh, h'ys, Don...Come on in.

DON: Okay...COME IN, FELLOWS.

JACK: Oh, you brought the Sportsmen with you.

(SOUND: DOOR CLOSES)

JACK: Hello, boys.

QUART: HMMMMM.

JACK: *Don, I meant to call you, we're not having rehearsal until tomorrow.*

DON: *Al,* I heard about it, Jack, but the boys have prepared a *very* beautiful number for the show and they'd like you to hear it now. They're going out of town for a few days.

JACK: *h* Business?

DON: *h* ~~on~~ no no...The boys took their wives fishing at Lake Mead last week and they're going back there again.

DY

JACK: Gee, I wish I could go...What are they going to fish for?
DON: The tenor's wife, she fell out of the boat Wednesday.
JACK: Oh....well, then by all means let's hear them sing ~~now~~ *I mean*,
She must be awfully tired treading water....Go ahead, boys.

DY

QUART: MR. SANDMAN, BRING ME A SCHEME
I'M TIRED OF DREAMING THAT SAME OLD DREAM
EACH TIME I LIE DOWN
MY MIND RELAXES
UNTIL I THINK ABOUT THOSE INCOME TAXES
SANDMAN, SEND ME SOME PLANS
to make
~~MAKE~~ ENOUGH DOUGH TO PAY THEIR DEMANDS
WHEN YOU HEAR JACK BENNY SCREAM
BELIEVE ME, SANDMAN, THAT ~~IS~~ ^{is} NO DREAM
MR. SANDMAN, IT'S LIGHT UP TIME
LIGHT UP A LUCKY
THEY'RE REALLY SUBLIME
PUFF ON A LUCKY AND YOU'LL KNOW THE REASON
NO OTHER CIGARETTE IS QUITE SO PLEASIN'
SANDMAN, YOU'RE SURE TO LIKE
THE FINER TASTE OF A LUCKY STRIKE
NO SIR, MAN, IT'S NOT A DREAM
LUCKIES DO TASTE BETTER
TASTE SO MUCH BETTER
SO SANDMAN, LIGHT UP A LUCKY
IT'S LIGHT UP TIME.

(APPLAUSE)

DY

(SECOND ROUTINE)

Yes, that was -
JACK: That was very good ~~that was~~ *Don, very good.*

DON: I think it'll sound fine on the show.

JACK: It certainly will..By the way, Don, I've got a surprise for you^{you know,}.you've heard me talk about Ed, that nice old man who's been guarding my vault all these years.

DON: Yes, *yes.*

JACK: Well, a few minutes ago I brought him upstairs, and I want you to meet him. Come on, he's in the kitchen with Rochester.

(SOUND: FOOTSTEPS..DOOR OPENS)

JACK: Rochester, I'd -- Rochester, where's Ed?

ROCH: HE'S IN YOUR BEDROOM LYING DOWN..HE'S EXHAUSTED.

JACK: Exhausted?

ROCH: YEAH..I GUESS I SHOWED HIM TOO MUCH FOR ONE DAY.

JACK: What did you show him?

ROCH: THE ESQUIRE CALENDAR.

JACK: Well, maybe the rest'll do him good. After all, it must be quite a strain to --

KEARNS: (OFF) Mr. Benny! Help, help! Mr. Benny!

JACK: Oh my goodness, that's Ed..He's in trouble..Come on, Don.

(SOUND: RUNNING FOOTSTEPS..DOOR OPEN)

JACK: Ed, Ed..what's the matter?

KEARNS: (PANICKED) That horrible looking man, get him out of here, get him out of here.

BA

JACK: What man?

KEARNS: Right over there, please, please, make him go away.

JACK: Hmm..Don, turn the mirror around...Now look, Ed, you're a bundle of nerves..There's the bed, why don't you just relax for awhile.

KEARNS: All right, Mr. Benny.

(SOUND: SQUEEK OF BED SPRINGS)

KEARNS: Gee, this bed is comfortable..I could stand on it for hours.

JACK: No, Ed, you're not supposed to stand, you're supposed to lie down on it.

KEARNS: Like this?

(SOUND: SQUEEK OF BED SPRINGS)

JACK: That's right, Ed..Now close your eyes and take a nice nap...go to sleep, Ed...Come on, Don.

(SOUND: DOOR CLOSING AND FOOTSTEPS)

JACK: Poor Ed, he's got so much to learn.

DON: He certainly has.

(SOUND: DOOR BUZZER)

JACK: Excuse me, Don..there's someone at the door.

(SOUND: COUPLE FOOTSTEPS)

JACK: ~~I wonder who that could be~~

(SOUND: DOOR OPENS)

JACK: Oh hello, Dennis.

DENNIS: Hello, Mr. Benny..I just stopped by to ask you if it's all right if I miss rehearsal tomorrow.

JACK: Hm, the Sportsmen aren't going to be there either...Well, I guess it's okay..Why do you want to miss rehearsal?

BA

DENNIS: I'm going to commit suicide.

JACK: ...Suicide? Again?

DENNIS: I may miss the broadcast, too.

JACK: Dennis, ^{Dennis: Yeah.} Dennis, look at me.

DENNIS: Huh?

JACK: ^{Now} All right, Dennis, I'll go along with you ^{this time} ~~again~~. Now ^{how} --
how are you going to commit suicide?

DENNIS: Well, I'm going to hang myself, and take poison, and
jump off the roof and shoot myself.

JACK: Oh, I see... Now Dennis, any one of those methods would
kill you.. why are you going to do all of them?

DENNIS: My middle name is Westinghouse and I want to be sure.

JACK: Hey, ^{you know} that's a pretty good joke. Now let's get serious
and forget about suicide.

DENNIS: Yes, sir.

JACK: Now what are you going to sing?

DENNIS: "After I m Gone".

JACK: Now out that out...Dennis, you are without a doubt the
silliest kid I've ever known in my life.

DENNIS: Oh, you're just mad because George Gobel is younger than
you.

JACK: Well, he won't always be...Now go ahead and sing.

(APPLAUSE)

(DENNIS'S SONG -- "MELODY OF LOVE")

(APPLAUSE)

BA

(THIRD ROUTINE)

JACK: That was very good, Dennis Westinghouse Day .. Now turn out the light in your mouth and go home, *will you?*

DENNIS: Yes sir.. Goodbye.

(SOUND: FOOTSTEPS)

JACK: Dennis, the door is this way.

DENNIS: Well, I'm going up on the roof and jump off.

JACK: Okay, but not on my petunias.. Goodbye.

DENNIS: Goodbye.

(SOUND: DOOR SLAM)

JACK: ~~What a crazy kid..If his head wasn't tied onto his shoulders, nobody would know the difference.~~

DON: Well, I guess I better be running along too, *Jack.*

ROCH: (EXCITED) BOSS..BOSS.

JACK: What's the matter, Rochester?

ROCH: BOSS, IT'S ED, HE'S GONE.

JACK: What do you mean, gone..he was just in my bedroom.

ROCH: I KNOW, BUT I WENT TO BRING HIM SOME MILK AND CRACKERS AND HE WASN'T THERE.

DON: Maybe he's wandering around the house somewhere.

ROCH: THAT'S WHAT I THOUGHT AT FIRST..BUT THEN I SAW THAT THE DOOR FROM THE BEDROOM TO THE PATIO WAS WIDE OPEN..AND I TRACED HIS FOOTSTEPS TO THE COLMAN'S FENCE.

JACK: Gee..I hope he didn't climb the fence.

ROCH: HE TRIED TO, BUT I THINK THE ELECTRICITY DISCOURAGED HIM.

JACK: What?

ROCH: HIS NEXT FEW FOOTSTEPS WERE TEN YARDS APART.

JO

JACK: Gee, this is awful..Poor Ed, he's a confused man..he won't know what to do or where to go..We've got to find him.

DON: ~~There's~~ ^{No} telling what could happen to him, Jack..We'd better get down to the police station.

JACK: You're right..Rochester, you stay here in case he comes back..Come on, Don, let's go.

(TRANSITION MUSIC)

MEL: Look, Mr. Benny, would you please relax..Believe me, we're doing everything we can to find your friend.

JACK: But Sergeant, I'm worried, I'm nervous..We've been here three hours and nothing's happened. Isn't there anything I can do to help?

MEL: Yes, stop pacing up and down.

JACK: I can't help it. Whenever I'm nervous I have to pace up and down.

MEL: Well, at least get off my desk.

JACK: Oh..oh, I'm sorry.

DON: ^{Jack, take it easy, I'm sure everything ~~is~~ ^{is going to} be all right.}

JACK: I hope so, Don. Gee, poor Ed..lost in a big city like this..and it's all my fault.

MEL: Say, Mr. Benny --

JACK: Yes, Sergeant, yes, yes, yes yes ~~yes~~.

MEL: Mr. Benny, it's a long shot, but they're bringing in the afternoon lineup and your friend may be in it.

JACK: Oh good, where are they, where are they?

MEL: Here they come now.

(SOUND: MARCHING FEET IN LOCKSTEP APPROACH AND
COME TO A HALT)

JO

MEL: Well, Mr. Benny, can you identify anyone in this group?

JACK: All of them, that's my orchestra.

MEL: Your orchestra?

JACK: Yeah.

MEL: OKAY, TAKE 'EM AWAY.

(SOUND: MARCHING FEET DEPART IN LOCKSTEP)

JACK: DON'T BE LATE FOR REHEARSAL, FELLOWS... ~~and~~ this is the first time they've all had the same beat.

DON: *Look* Jack, we're not getting anyplace here..why don't we try the Bureau of Missing Persons?

JACK: *Hey* That's a good idea..let's go.

(SOUND: DOOR OPENS & CLOSES..FOOTSTEPS IN CORRIDOR)

JACK: Do you know where the Missing Persons Bureau is, Don?

DON: No, but it must be somewhere in this building..Maybe that judge would know.

JACK: *The* Judge?

DON: *Yeah* That man over there in the robe.

JACK: Oh yeah..I'll ask him.

(SOUND: FEW FOOTSTEPS)

JACK: Pardon me, sir, but could you tell me if the Missing Persons Bureau is on this floor.

RUBIN: I don't know.

JACK: Well, is it upstairs?

RUBIN: I don't know.

JACK: Well, is it in this building?

RUBIN: I don't know.

JO

JACK: Well, if you don't know anything, what are you doing in that robe?

RUBIN: I'm a test pilot for Lifeboy and I just took a shower.

JACK: Hmm.

DON: *Oh*, Say Jack, there's the Missing Persons Bureau right across the hall.

JACK: Oh.

DON: *Look*, There's no sense in ^{the} both of us going in there.. I ~~can~~ ^{better} stick with ~~that~~ ^{the} desk sergeant we were talking to.

JACK: Okay, Don..I'll see you later.

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

JACK: I wonder who's running this department..(UP) Oh, Officer.. Officer..

NELSON: YESSSS.

JACK: *Are* Are you in charge of the Missing Persons Bureau?

NELSON: No, Captain O'Shaugnessy is.

JACK: Well, I'd like to talk to him.

NELSON: So would I, he's been missing for three weeks.

JACK: Oh, fine. Well, maybe you can help me. I want to report a missing person.

NELSON: All right, just have a seat.

JACK: Thank you.

NELSON: Now I want you to give me all the information you can, Mr. Benny.

JACK: *Oh*, Oh, you recognized me..I guess you must have seen me on T.V.

NELSON: Yes, I have.

JO

JACK: Do you like me?

NELSON: No.

JACK: Well, if you don't like me, why watch my program...why torture yourself.

NELSON: I don't like me either.

JACK: Now look, I didn't come here ~~me~~ --

(SOUND: PHONE RINGS)

NELSON: Excuse me.

(SOUND: PHONE UP)

NELSON: Hello.

HEARN: Hello, is this the Missing Persons Bureau?

NELSON: Yes, it is.

HEARN: Well, this is Mr. Hearn at 3230 Colby Avenue.

NELSON: Yes, sir, what can I do for you?

HEARN: Well, my wife has disappeared. she's been gone for three days now and I thought perhaps you could help me find her.

NELSON: We can certainly try..could you describe her for me?

HEARN: Well, she's four feet tall and weighs 320 pounds.

NELSON: Three hundred twenty..pounds.

HEARN: She's pidgeon toed, she has no teeth, she has a wart on her nose, thick lips, crossed eyes, a very bad complexion, and -- Oh, the heck with it.

(SOUND: RECEIVER SLAMMED DOWN FAST)

NELSON: I get more crazy phone calls..Now where were we, Mr. Benny?

JACK: I was reporting a missing person.

NELSON: Oh, that's right.

JACK: He's an employee of mine and I'm --

(SOUND: PHONE RINGS)

NELSON: Excuse me.

(SOUND: RECEIVER UP)

NELSON: Hello....Yes, he's here...Here, it's for you, Mr. Sandman.

JACK: Mr. Sandman?

NELSON: You put me to sleep.

JACK: Oh, quiet.. Hello.

ROCH: YOU CAN RELAX, BOSS..I FOUND ED AND HE'S ALL RIGHT.

JACK: You found him? ^{Yes,} That's wonderful news, Rochester...
Where was he?

ROCH: HIDING IN A CLOSET, FRIGHTENED TO DEATH.

JACK: Why, what happened?

ROCH: HE WENT OUTSIDE AND HE SAID HE SAW A RED AND YELLOW
DRAGON EATING UP A LOT OF PEOPLE.

JACK: A red and yellow dragon..what was it?

ROCH: JUST PASSENGERS GETTING ON THE SUNSET BUS.

JACK: Oh...well tell him not to be afraid, Rochester..I'm
coming right home.

(TRANSITION MUSIC)

JACK: Now Ed, believe me, it wasn't a dragon. I've told you
five times it was a bus that takes on people...It's a
mode of transportation.

KEARNS: Transportation?...I didn't see any horses.

JACK: Ed, ^{they} they don't need horses, ^{any more,} they have motors..Now look,
Ed, calm down. I'm going to take you down town and we'll
go to a picture show. You'll enjoy that.

JO

KEARNS: I'd ... I'd rather not, Mr. Benny.

JACK: What?

KEARNS: I've seen enough. Would you please take me back down to the vault?

JACK: Ed...you want to go back to the vault so soon? Why?

KEARNS: Well...it's so peaceful and quiet down there...Everybody up here is in such a hurry...rushing around...all excited.. There's noise and confusion. Nobody seems to be really happy.

JACK: *Look* Lock, Ed --

KEARNS: *I* I like it down there in the vault, Mr. Benny. There's nothing to disturb me or frighten me.. I'd...I'd like to go back.

JACK: Well, all right, Ed..Then ~~in~~ case you ever want to come up again, *just* let me know, *look*?

KEARNS: Thank you, but I don't think I will.

JACK: All right, Ed...Rochester, I'm going to take Ed back down to the vault.

ROCH: OKAY, BOSS...SO LONG, ED.

KEARNS: Goodbye, Man.

(SOUND: FOOTSTEPS...DOOR OPENS)

JACK: Here we are, Ed..let's go down.

(SOUND: FOOTSTEPS DESCENDING AND GETTING HOLLOW)

(MUSIC AND APPLAUSE)

THE JACK BENNY PROGRAM
APRIL 3, 1955
EASTER SEAL ALLOCATION

JACK: Ladies and gentlemen, the very best Easter gift of all is the support you give, through Easter seals, to children who need your help. These seals provide medical care, nursery centers and many other things that are needed. So give and give generously to the Easter Seal agency in your community. Or send your contribution to Crippled Children care of your local Post Office.

Thank you.

(APPLAUSE)

THE JACK BENNY PROGRAM
APRIL 3, 1955

DON: Ladies and gentlemen, Jack will be back in just a moment to tell you about his television program which goes on at 7:00 PM, but right now, here's a suggestion for you.

DON: Ladies and gentlemen, Jack will be back in just a moment to tell you about his television show which goes on immediately after this program, but right now, here's a suggestion for you.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK PENNY PROGRAM
APRIL 3, 1955

-D-

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!
(HJMS 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. (MORE)

ATX01 0021145

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 3, 1955

-E-

CLOSING COMMERCIAL (CONT'D)

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

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 3, 1955

-F-

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: Light up a Lucky
(SPOKEN)

SOLO & GROUP: It's Light Up Time

(TAG)

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ROCH: BOSS, WHERE ARE YOU GOING?

JACK: I ~~was~~ got to rush over to do my television show. You better get out the car.

ROCH: WE CAN'T TAKE THE CAR, BOSS, IT'S BEING OVERHAULED.

JACK: Well, what are we going to do?

ROCH: MAYBE WE OUGHT TO TAKE A CAB?

JACK: No, we can take the red and yellow dragon. It stops right by the studio...Goodnight, folks, see you on T.V.

(APPLAUSE & MUSIC)

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

CB

ATX01 0021148

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.

CB