

(J.B.R. #11)  
PROGRAM #29

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

SUNDAY, APRIL 10, 1955

CBS

*As Broadcast*  
4:00 - 4:30 PM PST

(TRANSCRIBED APRIL 18, 1954)

CAST:        JACK BENNY  
              MARY LIVINGSTONE  
              ROCHESTER  
              DENNIS DAY  
              BOB CROSBY  
              DON WILSON  
              SPORTSMEN  
              STUFFY SINGER  
              JUNE CROSBY  
              MEL BLANC  
              ARTHUR Q. BRYAN  
              ARTIE AVERBACK  
              FRANK NELSON  
              SHELDON LEONARD

PE

ATX01 0021150

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 10, 1955

Opening: 1.05      Closing: 1.28

Total: 2.33

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 you know, the right  
time for Lucky is anytime you feel like enjoying a  
really great cigarette. The right place? Well,  
that's any place you happen to be at the time. It's  
true, you can depend on a Lucky to give you better  
taste everytime it's light-up time. That's because of  
the truly fine tobacco that goes into every Lucky  
Strike cigarette. LS/MFT -- Lucky Strike means fine  
tobacco...tobacco that's light and mild and naturally  
good-tasting. And then that fine tobacco is toasted.  
IT'S TOASTED to taste better...cleaner, fresher,  
smoother! So, when you buy your next pack or carton  
of cigarettes, remember: Luckies taste better. Matter  
of fact, a Lucky is the best-tasting cigarette you  
ever smoked!

BB

ATX01 0021151

THE AMERICAN TOBACCO COMPANY  
THE JACK BENNY PROGRAM  
LUCKY STRIKE  
APRIL 10, 1955

OPENING COMMERCIAL (CONT'D)

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

BB

ATX01 0021152

THE AMERICAN TOBACCO COMPANY  
THE JACK BENNY PROGRAM  
LUCKY STRIKE  
APRIL 10, 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

BB

ATX01 0021153

(FIRST ROUTINE)

(AFTER COMMERCIAL, MUSIC UP AND DOWN)

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

(APPLAUSE ... MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN ... IT'S EASTER SUNDAY ... AND IN CITIES ALL OVER THE COUNTRY PEOPLE ARE PARADING ... RIGHT NOW IN BEVERLY HILLS JACK IS GETTING READY FOR HIS STROLL DOWN WILSHIRE BOULEVARD AS IS HIS CUSTOM EVERY EASTER ... AT THE MOMENT HE'S TAKING A SHOWER, AND ROCHESTER IS LAYING OUT HIS CLOTHES.

ROCH: MMM MMM, MR. BENNY'S BEEN IN THAT SHOWER A LONG TIME ..... BUT HE ALWAYS STAYS IN THERE PRETTY LONG ... HE'D GET THROUGH SOONER IF HE'D SING IN THE SHOWER LIKE EVERYBODY ELSE INSTEAD OF PLAYING HIS VIOLIN ... BUT IT WAS PRETTY CLEVER THE WAY HE TIED THAT BRUSH ON THE END OF HIS VIOLIN BOW. ... I'LL BET HEIFITZ CAN'T PLAY "LOVE IN BLOOM" AND SCRUB HIS BACK AT THE SAME TIME.

JACK: OH, ROCHESTER ... ROCHESTER.

ROCH: YES, BOSS.

JACK: I'm through with my shower .... hand me my towel.

ROCH: YOUR TOWEL?

JACK: All right, the Statler's ... don't be so technical when I'm freezing.

ROCH: HERE YOU ARE ... AND HERE'S YOUR SHORTS.

PE

JACK: Thanks ... Gee, that shower was invigorating. You know, Rochester ... since I've been dieting, I feel like a new man ... I look so much trimmer, don't I?

ROCH: YOU LOOK ABOUT THE SAME TO ME, BOSS.

JACK: Oh, don't be silly. I bet I lost a lot of weight. I'll get on the scale and show you.

(SOUND: STANDING ON SCALE ... PENNY DROPPING ...  
GRINDING OF MACHINERY AND CARD COMES OUT)

JACK: Let's see ... here's the card ... Let me see what it says ...  
"You would be a financial success if you weren't such a spendthrift."

ROCH: OH, SCALE, COME NOW!

JACK: And <sup>here</sup> here's my weight ... Hmm ... <sup>a</sup> ~~see~~ hundred and two pounds...  
Rochester, this scale is way off.

ROCH: I COULDA TOLD YOU THAT WHEN YOU READ YOUR FORTUNE.

JACK: Never mind ... Let's check this scale ... Rochester, you get on ... see how much you weigh, <sup>will you?</sup>

ROCH: OKAY ... LET'S SEE IF I'VE GOT A PENNY ...

(SOUND: JINGLE OF COINS)

ROCH: YEAH, HERE'S ONE.

(SOUND: STANDING ON SCALE ... PENNY DROPPING ...  
GRINDING OF MACHINERY AND CARD COMES OUT)

ROCH: WELL, MY WEIGHT IS CORRECT.

JACK: Good .... what does the card say on the other side?

ROCH: LET'S SEE ... "TELL THE PREVIOUS SPENDTHRIFT HE PUT IN A SLUG".

JACK: Well, it's my scale I can do what I want ...  
Now, Rochester, did you lay out my clothes?

PE

ROCH: YES SIR ... YOUR BLUE SUIT IS ON THE BED.

JACK: My blue suit? ... No, I wore that in the Easter Parade last year ... I better wear something else.

(SOUND: DOOR BUZZER)

JACK: Answer the door, Rochester, I'll pick out a suit.

ROCH: (FADING) YES SIR.

JACK: Rochester always tries to make me look so conservative ... This is the Easter Parade ... I should wear something Springy ... Let's see ... what could I -- I know, I'll wear my white suit ... ~~I'll~~ bet it's as good as the year I put it away.

ROCH: BOSS, MISS LIVINGSTONE IS HERE.

JACK: Oh yes ... she's walking in the Easter Parade with me ... Tell her I'll be right out.

ROCH: OKAY ... WHAT ARE YOU PUTTING ON THAT WHITE SUIT FOR?

JACK: I'm gonna wear it in the parade.

ROCH: BUT BOSS, I THINK THE BLUE ONE WOULD LOOK A LOT --

JACK: Rochester, I'm gonna wear the white suit and that settles it.

ROCH: OKAY, OKAY.

(SOUND: FEW FOOTSTEPS)

MARY: Is he ready, Rochester?

ROCH: HE WILL BE IN A FEW MINUTES ... SAY, MISS LIVINGSTONE, THAT'S A BEAUTIFUL DRESS YOU'VE GOT ON.

MARY: Well, thank you, Rochester.

JACK: (COMING IN) Hello, Mary ... Happy Easter.

MARY: Happy -- JACK, YOU'RE NOT GOING TO WEAR THAT WHITE SUIT.

JACK: Why not, what's wrong with it?

PE

MARY: I haven't seen one like that since Admirel Byrd came back from the South Pole.

JACK: What are you talking about?

MARY: Well, if you're going to wear it, ~~at~~ least wipe that tomato soup stain off the lapel ... stain.

JACK: Tomato soup what? .... Well, I've heard everything. Wipe that tomato soup stain ...

MARY: Tomato soup stain off the lapel.

JACK: What for? From a distance it'll look like a red carnation ..

*Heck,* Come on, Mary, let's go .. See you later, Rochester.

ROCH: GOODBYE, BOSS ... GOODBYE, MISS LIVINGSTONE.

MARY: ~~Good~~bye, Rochester ... By the way, aren't you going out walking in the Easter Parade?

ROCH: ~~Yea~~, BUT FIRST I'VE GOTTA MAKE A CALL TO A GIRL I HAVE A BLIND DATE WITH. I ~~also~~ GOTTA TELL HER ABOUT A CHANGE IN PLANS

JACK: Change in plans?

ROCH: YEAH, I TOLD HER TO BE ON THE CORNER OF SIXTH AND CENTRAL AND LOOK FOR A MAN WEARING A WHITE SUIT.

JACK: Oh, so that's why ~~you~~ -- Well, wear our blue one, it's your turn to be conservative ... Come on Mary, let's go.

(SHORT TRANSITION MUSIC... "EASTER PARADE")

(SOUND: STREET NOISES ... FOOTSTEPS CONTINUING ON CEMENT BEHIND FOLLOWING.)

MARY: Gee, there are a lot of people out walking on Wilshire Boulevard.

PE



JACK: Yeah ... you know ... this is a wonderful time of the year ...

*Jack - Mary* There's something in the air ... a spirit of awakening ..

7 - of romance ... ~~so~~ makes me feel so young ... (COY)  
and you know what they say, Mary ... in the Spring a  
young man's fancy turns to love.

MARY: Give my your hand, Jack.

JACK: Gee, do you feel romantic, too?

MARY: No, we're coming to a curb and I don't want you to fall on  
your face.

JACK: Hmmm.

MARY: Jack, look who's coming this way ... Isn't that one of the  
boys in your Beaver's Club?

JACK: Oh yes ... Oh, it's little Joey Hudson.

(SOUND: FOOTSTEPS STOP)

MARY: Well, hello, Joey.

STUFFY: Hello, Miss Livingstone.

JACK: Hello Joey.

STUFFY: Hello, Mr. Benny...Hey, dig that crazy carnation.

JACK: See ... I told you, Mary.

MARY: Say, that's a mighty cute rabbit you have there.

STUFFY: Yes... it's my Easter Bunny .. I'm taking him over to Mr.  
Benny's house to feed him.

JACK: To my house to feed him ... why?

STUFFY: My father says you've got more lettuce than anyone in  
Beverly Hills.

JACK: Hmmm.

MARY: Goodbye, Joey.

PE

STUFFY: Goodbye, Miss Livingstone ... Goodbye, Mr. Benny.

JACK: Goodbye, goodbye.

(SOUND: FOOTSTEPS START AND CONTINUE)

JACK: You know, Mary, strolling down the boulevard today reminds me of that picture we saw a few years ago with Judy Garland and Fred Astaire.

MARY: Oh, you mean "Easter Parade"?

JACK: Yeah ... that's the one ... Remember at the start of the picture when Fred was walking along Fifth Avenue singing that song and the people answered him ... How did that song go again?

(SHORT INTRODUCTION TO "HAPPY EASTER")

MARY: (SINGS) NEVER SAW SUCH A LOVELY DAY ... HAPPY EASTER

QUART: HAPPY EASTER.

JACK: IT'S SUCH FUN JUST TO NOD AND SAY ... HAPPY EASTER.

QUART: HAPPY EASTER.

MARY: MY OH ME, THERE'S SO MUCH TO SEE  
AS YOU STROLL THE AVENUE  
AND YOU GREET ALL THE FRIENDS YOU MEET

QUART: HAPPY EASTER TO YOU.

(SOUND: FOOTSTEPS UP)

PE

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JACK: Isn't it nice, Mary, they all answered us, just like they did in the picture.

MARY: Yeah.

JACK: Say, Mary ... isn't that Bob Crosby and his wife?

MARY: Where?

JACK: Walking on the other side of the street.

MARY: Oh yes.

JACK: <sup>He's</sup> Hurry up, let's cross the street and join them.

MARY: But Jack, it's the Easter Parade, and maybe they'd rather walk alone.

JACK: Oh, don't be silly, Mary ... Bob would be insulted if he thought we saw him and didn't say hello.

(SOUND: STREET NOISES)

BOB: Say, June ... isn't that Mary Livingstone across the street there?

JUNE: Why, yes ... it does look like Mary ... But I wonder who that is with her.

BOB: Well, I don't know, but from here he looks like Admiral Byrd... Say, whoever he is, he's trying to attract our attention ... He's waving his hand.

JUNE: Now he's waving his hat.

BOB: Now he's waving his hair, it's Jack ... I'm amazed that he's this far down on Wilshire ... He usually never gets past the California Bank.

JUNE: Gee Bob, I hope he doesn't join us.

BOB: <sup>He's</sup> Why?

JUNE: Well, I like Jack, but look at the way he's dressed.

TB

BOB: Well, just keep walking straight ahead & We'll pretend that we haven't even seen him.

JACK: (SLIGHT PAUSE ... OFF MIKE) Oh, Bob ... Bob.

BOB: Keep walking, honey, there are a lot of Bobs.

JACK: (CLOSER BUT STILL OFF) Oh, Bob ... Bob Crosby.

BOB: Keep walking, Honey ... there's another Bob Crosby in Encino.

JACK: (STILL CLOSER) Oh, Bing's Brother.

BOB: He's got me.

JACK: Well, hello, kids.

BOB: Why, Jack Benny of all people, gee, what a pleasant surprise.

JACK: Yeah.

JUNE: Hello, Mary.

MARY: Hello, June ... Say, that's a beautiful outfit you've got on. That mink stole is just exquisite.

JACK: It sure is ... is it new?

JUNE: Oh no ... Bob bought it for me when he was with Campbell's Soup.

JACK: With Campbell's Soup?

BOB: You know ... the outfit that made your carnation.

JACK: Oh, oh.

BOB: Well, we better be running along now.

JUNE: Yes, Bob.

JACK: But aren't you going to walk with us

BOB: Oh gee, we'd love to, Jack, but the kids are home all alone ~~and~~ we've just gotta get back to them ... See you later.

MARY: Happy Easter.

TB

MARY: Happy easter.

JACK: Happy Easter.

BOB & JUNE: Happy Easter.

(SOUND: FOOTSTEPS)

(SHORT INTRO)

BOB: WALKING WITH YOU SIDE BY SIDE ... HAPPY EASTER.

JUNE: HAPPY EASTER.

BOB: FILLS MY CHEST WITH SO MUCH PRIDE ... HAPPY EASTER

JUNE: HAPPY EASTER.

QUART: MY OH ME, THERE'S SO MUCH TO SEE  
AS YOU STROLL THE AVENUE

BOB & JUNE: AND YOU GREET  
ALL THE FRIENDS YOU MEET

QUART: HAPPY EASTER TO YOU.

(SOUND: FOOTSTEPS ... STREET NOISES UP AND DOWN)

JACK: It was nice running into Bob and June.

MARY: Yes it was.

JACK: Gee, what perfect weather ... Spring ... the skies are  
clear ... the flowers are blooming ... the sun is shining  
....Hey, look who's here, my violin teacher.

MEL: Bon Jour, Monsieur Benny.

(APPLAUSE)

(SOUND: FOOTSTEPS STOP)

JACK: Well, Professor Le Blanc, this is the third year in a row  
we've met in the Easter Parade.

MEL: You I meet ... Heifitz is always on the other side of the  
street.

TB

JACK: What's the difference...we're both violinists.  
Oh, by the way, Professor ... this is Miss Livingstone.  
She was at the house the last time you gave me a lesson..  
Remember?  
MEL: How could I forget ... she applied the tourniquet to my  
wrist.  
JACK: Oh yes ... that was such an unfortunate accident.  
MEL: Unfortunate, yes ... accident, no.  
JACK: Hummm.  
MEL: Well, I must go now.  
JACK: All right, professor ... don't forget my lesson next  
Thursday and have a nice Easter.  
MEL: Goodbye, Monsier Benny.  
JACK: Goodbye.

(APPLAUSE)

(SOUND: FOOTSTEPS START)

JACK: Mary, I can't understand why he hates to give me violin  
lessons.  
MARY: I can't understand it either. You play beautifully.  
JACK: Well, I -- Huh? Mary, that was sweet ... What made you  
say that?  
MARY: Oh, I don't know, just an impulse ... Yesterday I kicked a  
cop in the pants.  
JACK: ~~Oh, well~~ Sometimes you have to let yourself go ... You  
know ... Anyway, Mary, we're certainly running into a lot  
of people we know, aren't we?  
MARY: Yeah.

(SHORT INTRO)

JACK: DA DA DA DA DA DUM DUM ... HAPPY EASTER.

QUART: HAPPY EASTER.

TB

MARY: YOU'RE SO CUTE IN THAT OLD WHITE SUIT, HAPPY EASTER.

JACK: HEY, THAT'S NICE.

QUART: HAPPY EASTER.

MY OH ME, THERE'S SO MUCH TO SEE  
AS YOU STROLL THE AVENUE

JACK: AND YOU GREET ALL THE FRIENDS YOU MEET

DON: HAPPY EASTER TO YOU.

JACK: Well, Don ... Don Wilson!

DON: Hello, Jack ... Hello, Mary.

MARY: Say Don, would you like to walk down Wilshire Boulevard  
with us?

DON: I'd love to, Mary, but I'm on the other side of the street

JACK: Oh yes yes ... Lift your stomach, Don, here comes a bus...  
See you later ... Come on, Mary.

(SOUND: FOOTSTEPS)

JACK: (HUMS) DA DA DA DA DE DA DUM DUM DUM .. DA DA DE DA...

Say, Mary, have you got a cigarette?

MARY: Oh sure, Jack, I have some right here in my -- Oh gee, I  
forgot to put them in my purse.

JACK: Well, here's a drug store, I'll step in and get some.

MARY: Okay.

(SOUND: FEW FOOTSTEPS...DOOR OPENS WITH TINKLY BELL  
DOOR CLOSES...FEW FOOTSTEPS)

JACK: Oh Clerk?

BRYAN: (LISP) Yes sir..what can I do for you...razor blades,  
shaving cream, Kleenex --

JACK: No no, I'd like to buy some --

BRYAN: Magazines, aspirin, sunglasses, Life Savers --

TB

JACK: No no no, all I want is --

BRYAN: Alka Seltzer, Tootsie Rolls, writing paper --

JACK: I can't go into one store---Hold it, hold it, Mister..  
As long as you're guessing and playing games...I'll give  
you a hint as to what I want...Now what do you do that  
relaxes you and gives you pleasure?

BRYAN: I take off my girdle, what do you do? (SILLY LAUGH)

JACK: ~~Well~~..If you must know, I smoke a Lucky -- a Lucky  
Strike.

BRYAN: Well, why didn't you say so..you want a pack of Lucky  
Strikes. Jack: Yeah. Here you are.

JACK: Thank you.

(SOUND: CASH REGISTER)

JACK: Goodbye.

BRYAN: Wait a minute...don't go yet.

JACK: Hub?

BRYAN: Aren't you going to open your pack of Luckies here?

JACK: Well...if you want me to..certainly.

(SOUND PACK OF CIGARETTES BEING OPENED)

JACK: There you are..goodbye.

BRYAN: Not yet. Jack: Yeah. Aren't you going to take out a Lucky.

JACK: But--

BRYAN: I make all my customers do it.

JACK: Well..Okay.



JACK: There.

BRYAN: See how the tobacco holds together...Luckies are made from long strands of fresh, clean, good-tasting tobacco. That's why Lucky Strikes are my favorite brand.

JACK: Well, good good..and thank you for showing me..Happy Weaster.

(APPLAUSE)

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS WITH TINKLY BELL...DOOR CLOSES)

MARY: Jack, did you get the cigarettes?

JACK: Yes, yes...Come on, Mary, let's keep walking.

TB

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(SHORT INTRO)

QUART: NEVER SAW SUCH A LOVELY DAY...HAPPY EASTER.

MARY: HAPPY EASTER.

QUART: IT'S SUCH FUN JUST TO NOD AND SAY..HAPPY EASTER.

JACK: HAPPY EASTER.

MARY: MY OH ME, THERE'S SO MUCH TO SEE  
AS YOU STROLL THE AVENUE.

JACK: AND YOU GREET ALL THE FRIENDS YOU MEET

ARTIE: HAPPY EASTER TO YOU.

JACK: Well..Mr. Kitzel!

(APPLAUSE)

JACK: Mr. Kitzel...it's nice running into you today.

ARTIE: A mutual pleasure, Mr. Benny...and how are you, Miss  
Livingstone?

MARY: Oh, I'm fine, thank you.

JACK: Mr. Kitzel, you certainly look nice in those striped  
pants, cut-away coat and top hat..

ARTIE: Thank you.

JACK: It's just right for Easter.

ARTIE: Oh thank you, but <sup>you know</sup> I am also wearing it for sentimental  
reasons. <sup>from the</sup> This is the suit in what I got married.

JACK: Oh..when you got married, <sup>little girl</sup> Gee, that must have been  
about twenty years ago.

ARTIE: Yes, funny how a little thing like that sticks with  
you.

JACK: Yes, yes.

ARTIE: Oh my, I'll never forget that ceremony. When they said, "If anyone has any objection to this marriage, speak now or forever hold your peace."

JACK: Yes?

ARTIE: A voice from the back hollered, "Don't marry her."

JACK: Oh my goodness, who was it?

ARTIE: Me, I'm a ventriloquist.

JACK: (C) Mr. Kitzel, you're joking.

ARTIE: Unfortunately.

JACK: Oh...Well, Mr. Kitzel, it was a pleasure running into you on Easter...but we've got to be moving along.

ARTIE: Goodbye, Mr. Benny.

JACK: Goodbye.

MARY: Goodbye, Mr. Kitzel.

ARTIE: Goodbye.

(APPLAUSE)

(SOUND: FEW FOOTSTEPS)

JACK: Ah, you know, Mary, it's always nice running into Mr. Kitzel. He seems so cheerful and -- Hey look, Mary, there's a photographer taking pictures of couples on the street.

MARY: Oh yes.

JACK: I'm gonna have him take our picture.

MARY: Oh no, Jack...I'm not going to have a picture taken with you wearing that suit.

JACK: All right...I'll have one taken myself...Oh Mister... Mister.....

NELSON: YESSSSSSS.

(APPLAUSE)

JACK: I'd like to...I'd like to have my picture taken.

NELSON: Well, good....Just stand over there, Admiral.

JACK: I'm not Admiral Byrd..Now how would you like me to pose?

NELSON: Well, first I'd better line you up.....There, that does it....Now would you mind rolling your trousers up above the knee.

JACK: Why do you want to see my legs in the picture?

NELSON: No, but the less I get of that suit the better.

JACK: Now wait a minute, I've had enough insults from you.

NELSON: Hold still....I've got you in focus...Now open your mouth and smile.

JACK: Like this?

NELSON: Wider.....Wider.....Wider...

JACK: Why do you want my mouth open so wide?

NELSON: The less I get of that face the better, too.

JACK: Now cut that out... If you're a photographer, I'm a monkey's uncle.

NELSON: Have a peanut.

JACK: Come on, Mary, I'll get my picture taken some other time.

(APPLAUSE)

(SOUND: FOOTSTEPS)

JACK: How a guy like that <sup>well</sup> expects people --

MEL: (WOLF WHISTLE)

MARY: Jack, roll down your pants leg.

JACK: (h, st) Oh, oh. Well, come on, Mary, we'll walk as far as LaBrea.

(SOUND: FOOTSTEPS)

SHELDON: Hoy bud...bud.

JACK: Huh?

SHELDON: Come here a minute.

JACK: Me?

SHELDON: Yeah.

JACK: Excuse me, Mary....Yes?

SHELDON: What <sup>do</sup> you doin'?

JACK: We're just strolling along in the Easter Parade.

SHELDON: How far you goin'?

JACK: To LaBrea.

SHELDON: That's fine.

JACK: What?

SHELDON: You said you was going to LaBrea and I said, "That's fine."

JACK: *Wait*, Wait a minute....aren't you gonna try to talk me out of it?

SHELDON: Not me, this is my day off.

JACK: Oh...oh.

SHELDON: Well, Happy Easter.

JACK: Well, same to you....same to you....Come on, Mary.

MARY: What happened?

JACK: Nothing, it's all right, we can go to LaBrea....Come on.

(SOUND: FOOTSTEPS)

(SHORT INTRO)

MARY: NEVER SAW SUCH A LOVELY DAY...HAPPY EASTER.

QUART: (WHISTLES "HAPPY EASTER")

MARY: IT'S SUCH FUN JUST TO NOD AND SAY....HAPPY EASTER.

QUART: (WHISTLES "HAPPY EASTER"...CONTINUES WHISTLING RELEASE)

JACK: AND YOU GREET ALL THE FRIENDS YOU MEET

DENNIS: HAPPY EASTER TO YOU.

JACK: DENNIS:

(APPLAUSE)

MARY: Hello, Dennis.

DENNIS: Hello, Mary.

JACK: Hey, Dennis, ~~are~~ you having a nice Easter?

DENNIS: Oh sure...I colored Easter Eggs all morning and then I hid them.

JACK: Uh huh.

DENNIS: And then I told my mother to go look for them.

MARY: Oh, that must've been fun.

DENNIS: *Ch*, No, it was a mess...The eggs splattered all over my mother's new dress, her two nightgowns and six of my father's shirts.

MARY: Well, Dennis, where did you hide the eggs?

DENNIS: In the washing machine.

JACK: In the washing machine?

DENNIS: Yeah, it was awful.

JACK: Dennis...I don't understand this...colored Easter Eggs shouldn't splatter...How long did you boil them?

DENNIS: ....OHHHHH, BOIL THEM!

MARY: (LAUGHING) Dennis, Jack and I are walking down as far as LaBrea...would you like to join us?

DENNIS: Sure, I'm not stuck up.

JACK: Well, that's mighty decent of you.

MARY: ....Say, Dennis, while we're walking along, why don't you sing something?

DENNIS: Well, do you think it would be all right...I mean here on the street?

MARY: *Ch*, Sure....everybody feels good today....It's Easter, they're all singing.

DENNIS: Okay.

(DENNIS SINGS "EASTER PARADE")

(FOREST FIRES) #2

JACK: Ladies and gentlemen, one tiny burning ember from a camp fire ... a lighted and discarded match or cigarette left to smolder or thrown from a car window can cause a frightfully destructive forest fire. So help prevent forest fires that destroy millions of acres of timberland... .. cripple watersheds ... and blast our natural resources that are so urgently needed. Remember, only you can prevent forest fires!

Thank you.

(APPLAUSE)

DON: Jack will be back in just a minute. But first, a word from the sweetheart of Lucky Strike.



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 10, 1955

CLOSING COMMERCIAL

WILSON: Jack will be back in just a minute, friends, but  
first let's hear that catchy Lucky Strike "Light-up  
Time" tune again.

LIGHT UP TIME  
JINGLE - #1 .21 sec.

SOUND: (TIC TOC - 5 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: Yes sir, when it's light-up time for you, light up a  
Lucky. You couldn't make a better choice! Here's  
why. Lucky Strike is the cigarette of fine, light,  
naturally good-tasting tobacco. And Lucky Strike is  
the cigarette that's toasted to taste even better.  
"Fine Tobacco" and "It's Toasted" - that adds up to  
real, deep-down smoking enjoyment for you. So Be  
Happy -- Go Lucky! Buy a carton and try 'em out.  
When you light up, I'll bet you find a Lucky is the  
best-tasting cigarette you ever smoked!

BB

ATK01 0021174

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 10, 1955

CLOSING COMMERCIAL (CONT'D)

LIGHT UP TIME

JINGLE - <sup>3</sup>/<sub>4</sub> .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

BB

ATX01 0021175

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 10, 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: Light up a Lucky  
(SPOKEN)

SOLO & GROUP: It's Light Up Time

BB

ATX01 0021176

(TAG)

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(SOUND: DOOR OPENS AND CLCSES)

ROCH: IS THAT YOU, BOSS?

JACK: Yes, Rochester, I'm back.

ROCH: HOW WAS THE EASTER PARADE?

JACK: Oh, wonderful, wonderful. Everybody was dressed so nice. I ran into so many people I know .. ~~but~~ You know, I walked so far my feet hurt.

ROCH: THEY DO?

JACK: Yes .. I think I'll soak them in some hot water. Bring me that big pan in the kitchen.

ROCH: I'M SORRY, BOSS, BUT SOMEBODY ELSE IS ALREADY USING THAT PAN.

JACK: Who?

ROCH: THE SOUND MAN, HIS FEET HURT WORSE THAN YOURS.

JACK: Oh yes .... Goodnight, folks.

(APPLAUSE)

ATX01 0021177

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.

HERBERT TAREYTON  
HR302F

-23-

ANNOR: 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, reknowned 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.