

(J.B.N. 19)
PROGRAM #30
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, APRIL 17, 1955

CBS

4:00 - 4:30 PM PST

(Transcribed - Feb. 2, 1955)

CAST: Jack Benny
Rochester
Don Wilson
Sportsmen
Bob Hope
Bea Benadaret
Shirley Mitchell
Mel Blanc
Joe Kearns

JO

ATX01 0021180

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 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!

(MUM GLISS)

SOLO & GROUP: It's Light Up Time.

WILSON: This is Don Wilson, friends, and you know, the right
time for a 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 good-tasting.
And then that fine tobacco is toasted. Yes, before
that naturally good-tasting tobacco is made into Lucky
Strike cigarettes, IT'S TOASTED to taste even better.

(MORE)

JO

ATX01 0021181

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 1955

-B-

OPENING COMMERCIAL (CONT'D.)

WILSON: Cleaner, fresher, smoother! So, when you buy your next
(CONT'D.) pack or carton of cigarettes, remember:
Luckies taste better ... and Be Happy - Go Lucky!

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 17, 1955

-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.

JO

ATX01 0021183

(FIRST ROUTINE)

-1-

(AFTER COMMERCIAL MUSIC UP AND DOWN)

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

(APPLAUSE..MUSIC UP AND DOWN)

DON: LADIES AND GENTLEMEN, TONIGHT JACK BENNY DOES ANOTHER
TELEVISION SHOW, BUT MEANWHILE LET'S GO BACK TO YESTERDAY
MORNING AT JACK'S HOUSE IN BEVERLY HILLS..ROCHESTER IS
JUST ENTERING THE KITCHEN TO PREPARE JACK'S BREAKFAST.

ROCH: (YAWNING) AH...GEE, I'M STILL SLEEPY...~~YAWN~~... I
BETTER GET MR. BENNY'S BREAKFAST STARTED...THE FIRST
THING TO DO IS LIGHT THE GAS.

(SOUND: SCRATCHING AND LIGHTING OF MATCH..AND
SMALL POP AS GAS LIGHTS)

ROCH: ...WELL, NOW THAT THE ROOM IS LIT UP, I BETTER TURN ON
THE STOVE...MR. BENNY IS SURE SENTIMENTAL..WE HAVE
ELECTRICITY IN THE HOUSE, BUT WE'RE NOT USING IT THIS
WEEK OUT OF RESPECT FOR FRANK REMLEY'S DEAR DEPARTED
UNCLE....WELL, I BETTER LIGHT THE STOVE.

(SOUND: STOVE LIGHTING)

ROCH: ~~THE~~ GOT HIS ORANGE JUICE IN THE REFRIGERATOR..AND THE
COFFEE IS ON..WHAT ELSE SHOULD I MAKE THE BOSS...OH YES..
LAST NIGHT HE TOLD ME THAT FOR BREAKFAST HE WANTED DOLLAR
SIZE PANCAKES...I DON'T MIND MAKING THE PANCAKES, BUT
IT'S SO MUCH TROUBLE PUTTING "E. PLURIBUS UNUM" ON 'EM
..WELL, THE GRIDDLE'S HOT, SO I'LL POUR ON THE BATTER.

(SOUND: SIZZLING SOUNDS)

(MORE)

JO

ATX01 0021184

ROCH: NOW ~~WELL~~ OH-OH, I FORGOT TO TAKE THE COVER OFF POLLY'S CAGE.

(SOUND: COUPLE FOOTSTEPS..COVER OFF CAGE)

ROCH: GOOD MORNING, POLLY, DO YOU FEEL BETTER TODAY?

MEL: (SAD SICKLY MOANING SQUAWK.)

ROCH: I'M SORRY YOUR LITTLE STOMACH IS STILL UPSET.

MEL: (LITTLE MOAN AND BURP...MOANS AGAIN)

ROCH: HERE..LET ME LIFT YOU UP SO I CAN GET THE HOT WATER BOTTLE OUT FROM UNDER YOU....THERE WE ARE.

MEL: (FRIGHTENED SQUAWKS) MY BABY, MY BABY!

ROCH: NO NO, POLLY, JUST BECAUSE IT'S WARM DOESN'T MEAN IT'S AN EGG.

MEL: (CONTENTED SQUAWK)

ROCH: SAY, THE BOSS' DOLLAR SIZE PANCAKES ARE JUST ABOUT READY...HOLD STILL POLLY...LIFT YOUR HEAD UP..LOOK PROUD.. REMEMBER YOU'RE POSING FOR THE EAGLE ON THEM....WELL, EVERYTHING WILL BE READY IN A FEW MINUTES AND I'LL--

(SOUND: DOOR BUZZER)

ROCH: COMING..COMING.

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

ROCH: OH, GOOD MORNING, MISTER MILKMAN.

KEARNS: Good morning, Rochester..How much milk this morning?

ROCH: TWELVE QUARTS.

KEARNS: And how much cream?

ROCH: FOUR PINTS.

JO

KEARNS: ^{Now,} Let's see..that's twelve quarts of milk and four pints
of cream.

ROCH: UH HUH.

KEARNS: Well, give them to me, that's a great cow Mr. Benny has!

ROCH: IT SURE IS...WAIT A MINUTE, I'LL GET THE STUFF OUT OF THE
REFRIGERATOR FOR YOU.

(SOUND: COUPLE OF FOOTSTEPS..REFRIGERATOR
DOOR OPENS..CLINKING OF MILK BOTTLES)

KEARNS: You know, Rochester..it's against the city ordinance to
keep a cow in Beverly Hills.

ROCH: UH HUH.

KEARNS: Well, how does Mr. Benny get away with it?

ROCH: HE PAINTED STRIPES ON IT AND TOLD EVERYBODY IT ~~IS~~ A PET
ZEBRA.....WELL, HERE YOU ARE.

(SOUND: BOTTLE NOISES)

ROCH: SEE YOU TOMORROW.

(SOUND: DOOR CLOSES)

ROCH: NOW LET'S SEE..I BETTER CARRY MR. BENNY'S BREAKFAST UP TO
HIM...HAVE I GOT EVERYTHING ON THE TRAY?...I WONDER IF I
SHOULD BRING HIM THE MORNING PAPER OR NOT.. I BETTER
TAKE A LOOK AT IT FIRST.

(SOUND: RUSTLING OF PAPER)

ROCH: YEP, I CAN TAKE IT TO HIM. THE STOCK MARKET IS UP AGAIN.

(SOUND: TWO FOOTSTEPS..DOOR OPENS..MORE
FOOTSTEPS.. SUSTAIN IN B.G.)

JO

ROCH: I'LL NEVER FORGET THAT DAY THE MARKET CRASHED IN 1929..
MR. BENNY CUT HIS THROAT... BUT LUCKILY THE IODINE HE
SWALLOWED CURED HIM...THAT WAS A BAD DAY ^{with} ~~FOR~~ THE BOSS..
THAT WAS THE TIME HIS HAIR TURNED GRAY...EVEN THE ONE AT
THE CLEANERS.

(SOUND: FEW FOOTSTEPS..DOOR OPENS)

JACK: Good morning, Rochester.

ROCH: BOSS, YOU'RE UP AND DRESSED ALREADY?

JACK: Yep..I got up a little early. *That morning*

ROCH: WELL, HERE'S YOUR BREAKFAST.

(SOUND: TRAY ON TABLE..SILVERWARE, CROCKERY,
ETC.)

JACK: Say, this looks real good, Rochester, and --

(DISAPPOINTED) Oh, look at those pancakes.

ROCH: WHAT'S WRONG?

JACK: No date on them!..Be a little more careful.

ROCH: I DON'T WANTA WIND UP IN ALCATRAZ FOR FORGING PANCAKES.

JACK: Oh stop..I just want my food to look appetizing..that's
all.

(SOUND: FOOD BEING EATEN..KNIFE & FORK, ETC.)

JACK: (SPEAKING AS THOUGH WITH FOOD IN MOUTH) But they are
delicious.

ROCH: HOW DID YOU SLEEP LAST NIGHT, BOSS?

JACK: Fine, Rochester..and what a dream I had..I dreamed I was
shipwrecked on a desert island.

ROCH: UH HUH.

JO

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JACK: And on this island there were nothing but girls..Hundreds of the most beautiful girls that you've ever seen.

ROCH: UH HUH.

JACK: What a dream! They formed a circle, and danced around me and made me their king.. Then night came.

ROCH:AND WHAT HAPPENED?

JACK: Suddenly a sign flashed on saying, "Please stand by, our picture has been temporarily interrupted."... I don't know...when I have dreams about cowboys, I always finish them... Oh, well.. ~~See~~ this coffee is delicious.

ROCH: IT'S THAT NEW INSTANT COFFEE.

JACK: Instant coffee?

ROCH: YEAH, MR. COLMAN SET IT ON HIS WINDOW SILL TO COOL AND IT WAS GONE IN AN INSTANT.

JACK: Rochester, you shouldn't have done that..By the way, how's Polly feeling this morning?

ROCH: ABOUT THE SAME AS LAST NIGHT..HER STOMACH'S STILL UPSET.

JACK: Why don't you give her an Alka Seltzer?

ROCH: I TRIED THAT, BUT THE BUBBLES KEEP KNOCKING HER OFF HER PERCH.

JACK: Well, just give her another hot water bottle, that usually fixes her up....You can take the tray, Rochester, it was really a very good breakfast.

ROCH: THANK YOU.

MEL: (OFF MIKE) LONG BIG MOOOOOOOOOO OF COW)

JACK: Shut up, you stupid Zebra.....What does she want to do,
get kicked out of Beverly Hills....You know, Rochester,
sometimes I think ~~that~~ - -

(SOUND: DOOR BUZZER)

ROCH: WANT ME TO ANSWER THE DOOR, MR. BENNY?

JACK: No, you take the dishes back to the kitchen, I'll go to
the door.

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

JACK: (SING) When I'm worried and I can't sleep, I count my
money instead of sheep..and I fall asleep counting my
money.. da da da sa..

(SOUND: SEVERAL FOOTSTEPS..DOOR OPENS)

MEL: Good afternoon, Monsieur Benny.

JACK: Why, Professor LeBlanc...I didn't expect you...⁰-I
didn't know I was supposed to take a violin lesson today.

MEL: You are not....I came over ~~here~~ to talk to you.

JACK: Certainly, Professor...What is it?

MEL: Monsieur Benny..I have a chance to play first violin for
the Los Angeles Philharmonic Orchestra.

JACK: ⁰That's wonderful, Professor. Is there anything I can do
to help?

MEL: Yes...Don't tell anyone I ever gave you violin lessons.

JACK: Oh, well, in other words, you want me to give you
character references.

MEL: Just tell them you don't know me at all.

JACK: But Professor Le Blanc...A word from me might be very
helpful. After all, I am a big star.

JO

MEL: Monsieur Benny, in comedy circles you are considered one of the biggest laugh-getters in the country...Unfortunately, you are considered the same in music circles.

JACK: Hmm...Well, at least I can wish you luck.

MEL: Thank you, Monsieur Benny.

JACK: When will you give me my next ~~violin~~ lesson?

MEL: I am giving you no more violin lessons..we are through.. finished.

JACK: Well, Professor LeBlanc..I guess this is goodbye, *huh?*

MEL: Oui, Monsieur Benny..au revoir.

JACK: *(Ch)* Just a second, Professor...our association has been such a long one..and now it seems to be terminating..so I'd like to give you this extra money as a little bonus.

MEL: No thank you, Monsieur..I'd like to remember you just the way you are.

JACK: *you talked me into it,*
~~Oh~~...Well, *A* goodbye, Professor.

MEL: Goodbye, Monsieur Benny.

(APPLAUSE)

(SOUND: DOOR CLOSING)

JACK: Gee, I haven't practiced my violin in months..Well, I've got nothing to do today..Maybe I ought to start right now....

(CALLS) OH, ROCHESTER.

ROCH: (COMING IN) YES, SIR.

JACK: I'm going to do a little practicing..get me my violin.

ROCH: YOUR VIOLIN?...BUT BOSS, IT'S BROKEN.

JACK: Broken?

JO

ROCH: YES, DIDN'T I TELL YOU?...LAST TIME YOU WENT OUT ON
PERSONAL APPEARANCES, YOU SENT YOUR VIOLIN BACK IN YOUR
TRUNK..AND WHEN I UNPACKED IT, I FOUND ~~ONE~~ IT WAS SMASHED.

JACK: My violin...smashed?

ROCH: YES, SIR..IT'S BROKEN TO BITS..YOU'LL NEVER BE ABLE TO
PLAY IT AGAIN.

JACK: Well, the express company will have to pay for it.

ROCH: OH, THEY'LL BE GLAD TO.

JACK: Never mind...And not only will the express company pay
for it, but so will the insurance company.

ROCH: WHAT DO YOU MEAN?

JACK: Well, don't you remember..when I told my agent I was going
to play on my personal appearance tour, he suggested I
take out accident insurance on my violin?

ROCH: NO, NO, BOSS, THAT WAS ON YOU.

JACK: On me?

ROCH: YEAH, DON'T YOU REMEMBER? THE BLUE CROSS TURNED YOU OVER
TO THE RED CROSS, AND THE RED CROSS DECLARED YOU A
POTENTIAL DISASTER.

JACK: Well, ^{work it,} send it out to be fixed right away...I want to *get it*

(SOUND: DOOR BUZZER)

ROCH: ~~SHALL I ANSWER IT?~~

JACK: ~~No, you take care of my violin..I'll answer it.~~

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS)

JACK: Oh hello, Don..

DON: Hello, *Jack*

JO

JACK: Hello, fellows.

QUART: HMMMM.

Jack: Oh, for heaven's sake,
DON: Jack, the Sportsmen are going to be busy the rest of the week so can you listen to the commercial now?

JACK: *Oh*, Sure, Don. Sure..Come on in the den. Would you like a cup of Colman --I mean coffee? How about you, fellows?

DON: *Oh* They haven't much time Jack, so we'll have to get right into the commercial. *Oh* I'm in a hurry, too.

JACK: *Well* How come?

DON: I've got to go to the doctor and have some X-rays taken.

JACK: X-rays? What's the matter?

DON: Well, you see, coming over here just now, when I crossed Sunset Boulevard, the traffic was very heavy and I think I swallowed an M.G.

JACK: ~~Oh~~.All right, Don, all right..I'll go along with your little joke. You can go to the doctor and have your X-rays..I'm sure if you swallowed an M. G., it must be causing you quite a bit of pain.

DON: Oh, that's not what's worrying me, Jack.

JACK: What?

DON: I want to find out if there was anyone in it.

JACK: ~~Oh, oh, oh~~...Well, Don..that's as far as I can go with your little fat whimsey..so let's hear the song instead.

DON: Okay, fellows, hit it.

(COMMERCIAL)

(APPLAUSE)

JO

SYNCOATED CLOCK

Now, HERE'S A CLOCK THAT WORKS ALL-RIGHT
IT WORKS ALL-RIGHT BUT NOT EXACTLY QUITE
INSTEAD OF GOING TICK TOCK TICK
THE CRAZY CLOCK GOES TOCK TICK TOCK

THE EXPERTS COME TO HEAR AND SEE
BUT NONE OF THEM CAN SOLVE THE MYSTERY
WE CALLED PROFESSOR EINSTEIN TOO
HE SAID "THERE'S NOTHING I CAN DO"

THE MAN WHO MADE IT RAVED AND RAVED
BECAUSE NOBODY COULD SAY WHY THIS SILLY CLOCK BEHAVED
THE HICKORY DICKORY WAY

IT HAS A SYNCOATED TICK, A STEADY RHYTHM, REALLY KIND O' SLICK
IT HAS A BEAT THAT WE ALL LIKE - AS PLEASING AS A LUCKY STRIKE
IT'S LIGHT UP TIME - LET'S LIGHT UP A LUCKY STRIKE
IT'S LIGHT UP TIME - ROUND AND FIRM AND FULLY PACKED
IT'S LIGHT UP TIME - BETTER TASTING THAT'S A FACT
SO LET'S LIGHT UP A LUCKY
PUFF ON A LUCKY STRIKE
THE SMOKE THAT YOU WILL LIKE

FOR THE TASTE THAT YOU WILL LIKE
COME LIGHT UP A GOOD OLD LUCKY STRIKE
IF WE JUST COULD FIND A RHYME
YOU KNOW WE'D SAY IT'S LIGHT UP TIME.

(MORE)

BENNY

-9B-

SYNCOATED CLOCK (CONT'D)

L - S - L - S M - F - T

THAT'S THE CIGARETTE FOR YOU AND ME
ROUND AND FIRM AND FULLY PACKED
YOU KNOW IT'S TOASTED, THAT'S A FACT
LIGHT UP A LUCKY.

JG

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(SECOND ROUTINE)

-10-

JACK: ^{Hey, Don,} Don..Sportsmen, ^{that} that was wonderful...it will sound great on the show.

DON: ^{Oh,} ~~Don~~ glad you like it, Jack...^{Oh} Say, before I run along, I was ^{just} thinking...if you're not doing anything, maybe we can play some golf this afternoon.

JACK: Oh, I'm sorry. Don, I've got a date. ^{you see,} Dennis Day and I are going ^{out} on a picnic.

DON: Just the two of you?

JACK: No, we're going with a couple of girls.

DON: Well, I hope you enjoy yourself...so long, Jack...

JACK: So long.

(SOUND: DOOR OPENS & CLOSSES)

JACK: Say...look what time it is...(CALLS).. OH, ROCHESTER?

(SOUND: DOOR OPENS)

ROCH: YES, MR. BENNY.

JACK: Did Dennis Day call?

ROCH: YES SIR. HE'S GOT A COLD AND HE WON'T BE ABLE TO GO ON THE PICNIC WITH YOU.

JACK: How do you like that...and I made a date with these two girls...Gee, I don't know what to ~~do~~ - - -

(SOUND: DOOR BUZZER)

JACK: Now who can that be...

(SOUND: COUPLE FOOTSTEPS...DOOR OPENS)

BOB: Hello, Jack.

JACK: ^{Hey} Bob...Bob Hope!

(APPLAUSE)

JO

ATX01 0021195

JACK: ~~See~~^{Well}, it's good to see you, Bob...Come on in.

BOB: Okay, but tell me when twelve minutes are up, I only put a penny in your parking meter.

JACK: Don't worry, I'll validate your ticket...Come on in.

(SOUND: DOOR CLOSES)

JACK: Gee, it's nice of you to drop in on me like this, Bob.

BOB: Well, this isn't exactly a social visit.

JACK: You mean...you have some business to discuss with me?

BOB: Yeah, Jack, I came over here about several big business deals.

JACK: What are they?

BOB: Well, I'd like you for a guest star on my television show, also my radio show, I want you to play a part in my next picture, and I need three quarts of Zebra milk.

JACK: Thanks, Bob...I appreciate your thinking of me...So you want me to do a picture with you, eh?

BOB: Yeah, Jack...and it's going to be a very exciting one. ^{You} You and I play the part of two oil prospectors down in Texas.

JACK: Say, that sounds good...~~By the way, you really do own some oil wells in Texas, don't you.~~

BOB: ~~That's right.~~

JACK: ~~Well~~^I, tell me something, Bob...Are the people down there really as rich as we keep hearing about?

BOB: ^{Oh} They sure are...In fact, Texas is the only place in the world ^{where they} ~~that~~ send "Care" packages to Beverly Hills.

JO

JACK: *Bob, it's true. Damn them, Howard Hughes is declared a vagrant.*
Oh, stop..Care packages to Beverly Hills. *By the way,*

Bob, I meant to tell you. I read your book *"Have, Tux*

Will Travel." *I read that.*

BOB: *That's \$3.50 for the cloth cover and \$1.00 for the paper cover. Jack, let's*
~~\$2.95~~ at your regular bookstore... How did you like what

I wrote about you? *Jack?*

JACK: Well, it was very nice, Bob, but I felt that you could
have devoted more space to me, *in your book,* considering the fact that
I'm responsible for your success in pictures.

BOB: How are you responsible for my success in pictures?

JACK: *Well,* If I hadn't been so lousey, you wouldn't have gotten

anywhere.

BOB: *I feel better, so I don't want to tell you, Jack.*
~~spek~~, you shouldn't talk that way about yourself, *I think*

you're great in pictures. In fact, I think you're great
in everything you do.

JACK: Really, Bob?

BOB: Yes, and that's not just my opinion, it's also the opinion
of your writers who wrote this script.

JACK: Now wait a minute, Bob --

(SOUND: DOOR OPENS)

JACK: --my writers are very --

ROCH: EXCUSE ME, MR. BENNY, I DIDN'T---OH, HELLO, MR. HOPE.

BOB: Hello, Rochester.

JACK: Did you want to see me about something, Rochester?

ROCH: WELL, THE MAIL JUST CAME.

JACK: Anything important?

ROCH: JUST SOME CIRCULARS, SOME BILLS, AND A CARE PACKAGE FROM
HOUSTON.

JACK: Gee, Bob...you weren't kidding after all.

BOB: MR. BENNY, IF THERE'S ANYTHING YOU WANT, I'LL BE IN THE KITCHEN.

JACK: Okay...

(SOUND: DOOR CLOSSES)

BOB: *Hey* Now Jack, getting back to the picture...do you want to be in it with me?

JACK: I guess so...what is it going to be called?

BOB: The Road to Dallas.

JACK: Hey, wait a minute...you make all of ~~the~~ ^{your} Road pictures with Bing Crosby...how come he's not going to be in this one?

BOB: Well, as I told you, it's going to be made in Texas, and Bing is a little sensitive ^{around} about Texas since they turned him down.

JACK: Turned him down--for what?

BOB: He wanted to buy it.

No!!!, Bob, look at it, I know...
JACK: ~~Just a minute, Bob~~...I know ^{that I mean, he's got a lot of de.} Bing is loaded...but how could ^{could} any one man buy the State of Texas?

BOB: Gary's working now.

JACK: Oh yes...I forgot...Okay, Bob...it's a deal.

BOB: Good. Well, I guess I'll be running along.

JACK: So long, Bob, it was nice ~~of you to~~ ^{okay} wait a minute.

BOB: Huh?

JACK: Bob, you can do me a big favor if you're not doing anything this afternoon.

BOB: Not doing anything..I have a radio rehearsal, I have a script conference for my T.V. show..I have to go to a book store and autograph copies of "Have Tux, Will Travel"... I have to be interviewed for a fan magazine... and I have costumes fittings for my picture.

JACK: Oh, it's a shame you're so busy, Bob...You see, I have a date with two ~~girls~~ ^{new ones} -----

BOB: Where do we pick them up?

JACK: At their apartment. ^{New ones} We're late now, so I'll call the girls and tell them that you're coming instead of Dennis Day.

(TRANSITION MUSIC)

BEA: Who was that on the phone, Mabel?

SHERLEY: It was Mr. Benny, Gertrude..He says Dennis Day can't come with us on the picnic.

BEA: That's too bad.

SHIRLEY: So he's bringing Bob Hope instead.

BEA: That's even worse.

SHIRLEY: What are you talking about?

BEA: Well, I know a girl who's been out with Bob a couple of times and she complained about that nose of his.

SHIRLEY: That's some nose he's got.

BEA: Yeah, but it can be very economical...With Bob a girl can get kissed and have her ears pierced at the same time.

SHIRLEY: ^{Well} Well, I'd still rather kiss Bob than Jack...I kissed him once and it was awful.

BEA: What's wrong with kissing Benny?

JO

SHIRLEY: Well, with his eyes and those thick glasses, you feel like you're studying a blue-bottle fly under a microscope.

BEA: ~~Yes~~ ^{Bob}, you're right... Come on, let's finish wrapping the sandwiches.

SHIRLEY: Okay.

(SOUND: WRAPPING OF PAPER)

BEA: Hey...how come you're marking prices on the sandwiches?

SHIRLEY: If we have any left over, Jack takes them home and puts them in his machine.

BEA: Oh yes, I forgot...there, the lunch is all ready.

SHIRLEY: ~~Bob~~, I'm kind of excited about this date...How do I look?

BEA: Okay.

SHIRLEY: Are the seams in my stockings straight.

BEA: This one is, and this one is, but this one isn't.

SHIRLEY: Stop trying to be funny.

BEA: Okay, I'm sorry...Say, when we go on the picnic, how are we going to pair off?

SHIRLEY: I guess Bob and I should be with each other because we're the youngest.

BEA: What do you mean you're the youngest?

SHIRLEY: Well, I'm younger than you and Bob is younger than you.

BEA: You keep talking like that, Mabel, and I'll tell everybody about your first husband.

SHIRLEY: Oh no you won't.

JO

BEA: ~~Oh yes I will, Mrs. John Wilkes Booth....~~ Now come on,
let's stop arguing..we're supposed to wait in front of
the house.

SHIRLEY: Okay, I'm ready.

(SOUND: COUPLE FOOTSTEPS..DOOR OPENS..

FOOTSTEPS DOWN COUPLE STEPS)

BEA: Gee, we got a real nice day for the picnic.

SHIRLEY: Oh, I gotta go back in.

BEA: Why?

SHIRLEY: I forgot the opener for the canned beer.

BEA: Don't bother, with Hope's nose we won't need one..Oh, *look*,
look, there they come down the block..wave to them, I
think they see us.

(FADE TO)

(SOUND: WALKING FOOTSTEPS)

JACK: Gee, it was real nice of you to come on this date with
me, Bob.

BOB: *Well*, Don't worry, Jack, the pleasure is all mine.

JACK: Oh look...look..there are the girls we have the date
with.

BOB: Those...those...those?

JACK: ~~Now~~ Wait a minute..don't look so disappointed, Bob..
I'll admit they're not exactly chickens.

BOB: Oh, I don't know..the tall one has feathers growing
out of her neck.

JACK: Now look, Bob --

JO

BOB: Jack..are you sure we're taking those two on a picnic?
JACK: Yes, why?
BOB: They look more like something you'd find at a picnic.
JACK: Look, Bob..please act nice..Come on, I'll introduce
you.. (UP) Hello, Mabel..hello, Gertrude.
GIRLS: Hello, Jack.
JACK: I'd like you to meet a friend of mine..This is Bob Hope.
SHIRLEY: Hello Bob.
BEA: Hello, Bob.
BOB: Hello, GIRLS?
JACK: Look, it's getting late. ^{Now} Let's get started for the
picnic.

SHIRLEY: Okay, where's your car?
JACK: The car's around the corner, but we're not using mine,
we're in Bob's.
BEA: Oh, isn't that swell, Mabel..this time we can ride up
the hills, too.
JACK: Yeah, let's get going.

(TRANSITION TO PICNIC MUSIC)

(SOUND: OUTDOOR NOISES..BIRDS..CRICKETS..
ETC..WALKING IN WOODS)

JO

BOB: Hey, let's rest..I m getting tired.

JACK: Okay..there's a couple of nice places ^{where} ~~here~~ we can eat
our food...Here under this tree, or by that little
stream.

SHIRL: ^{Oh} Let's eat here under the tree, fellows, it's safer.

BEA: What do you mean it's safer, Mabel?

SHIRL: ^{Well} In case something starts chasing us, we can climb the
tree.

BEA: What's going to chase us?

BOB: Don't look at me.

JACK: Come on, let's not sit in the shade..let's get out in
the sun.

BOB: No Jack, it's nice right here.

JACK: Well, you kids can stay in the shade if you want to..
I'm getting out in the sun.

(SOUND: COUPLES FOOTSTEPS)

BEA: Gee, look at him..He really wants to get a sun tan..
He's taking off his coat, shirt, and hair.

BOB: ...Yeah, what a guy Benny is...He goes on a picnic to
Calabassas, gets a sun tan, and then tells everybody
he's been shipwrecked on a desert island surrounded by
a hundred girls.

JACK: What?

BOB: I've had that dream, too, with no interruptions.

JACK: All right...all right.. Now come on, ~~kids~~, let's have
some fun..let's go wading in this stream.

SHIRL: Okay, Jack..come on, Bob..Come on, Gertrude.

(SOUND: FOOTSTEPS...AND BABBLING OF A BROOK)

BB

BOB: Boy, what slowpokes you are...I'm the first one to get my shoes and socks off.

BEA: (SOTTO) Hey, Mabel, look...look what funny feet he has... only five toes.

JACK: Come on, let's get in the water.

(SOUND: SPLASHING NOISES)

BOB: Wow, this water is cold.

BEA: Yes, and the rocks are so sharp.

SHIRL: They hurt your feet.

JACK: Gosh, it doesn't bother me a bit.

BEA: Of course it doesn't hurt your feet...you've still got your shoes on.

BOB: He doesn't want to take them off, he'll wet his money.

JACK: Oh stop kidding.

SHIRL: Hey-look, fellows...looka that frog.

MEL: (FROG CROAKS)

BOB: Yeah, there he goes.

(SOUND: SHORT SLIDE WHISTLE UP AND DOWN)

MEL: (FROG CROAKS)

BEA: Let's catch him.

SHIRL: Yeah, let's.

BOB: Okay, quiet now.

(SOUND: SLIDE WHISTLE UP AND DOWN)

MEL: (FROG CROAKS)

JACK: Look, if you want to catch him, you'd better---

(SOUND: SLIDE WHISTLE UP)

BEA: Where'd he go, where'd he go.

BB

JACK: (MUMBLING WITH MOUTH FULL) Don't just stand there,
pull him out....(REGULAR VOICE) This is silly, I'm
getting out of here ~~now~~...Ooooooh, ooooooh....I'm
slipping.

BEA: LOOK OUT, JACK --

(SOUND: SPLASH OF BODY IN WATER)

JACK: Help..help..I can't swim..I can't swim.

BOB: Well, try standing, the water's only three inches deep.

JACK: (SPLUTTERING AND SNEEZING) Come on, help me..(SNEEZES)
Build a fire, I'm getting a chill.

BOB: Okay, but I haven't got any matches.

SHIRL: I haven't got any.

BEA: I haven't got any either...how will we start the fire?

BOB: Why don't you try rubbing your legs together?

BEA: Why don't you forget you're a comedian..everybody else
has.

Bob Can you imagine being a comedian when you're in a situation like this?
JACK: *Look, kids, I have my cigarette lighter here. I'll start the fire.*
Look, kids, I have my cigarette lighter here. I'll start the fire.

(SOUND: CIGARETTE LIGHTER STRIKING..FIRE
CATCHING)

JACK: Ah, that's better.

SHIRL: Come on, let's eat..we can start with sandwiches while
the weiners are roasting.

(SOUND: PSSST OF BEER CAN BEING OPENED)

BOB: Ahhhhhhh...Gee, this beer is good and cold.

BEA: You see, Mabel, I told you...we didn't need a can
opener.

Bob Can you imagine being a comedian when you're in a situation like this?
JACK: *Pass me one of those sandwiches, please.*

BB

BOB: Here you are, Jack.

JACK: Thanks..Now let's all enjoy ourselves.

BEA: Yeah..we certainly have a beautiful sunny day for our picnic.

BOB: That's right..^{Hey}You know, Jack, it's funny.

JACK: What is?

BOB: Well, here we are, two comedians, and between us we must have told millions of jokes about how it rains in California when it really doesn't.

JACK: Yeah, but our listeners know that it's all in fun.

(SOUND: LIGHT THUNDER)

BOB: Sure, anyone who's ever been here knows it never rains in California.

(SOUND: LOUDER THUNDER)

JACK: Gee, if it did rain, what would be funny about telling all the jokes? ^{huh?}

BOB: That's the basic humor of the whole thing.

^{Jack} Jack (SOUND: REAL LOUD THUNDER AND HEAVY RAIN)

JACK: I'll have another chicken sandwich, Mabel.

BOB: So will I.

(SOUND: IT'S REALLY RAINING NOW)

BOB: You know, Jack, we should thank our lucky stars that we live in California.

JACK: Yeah...what a country...Well, it's about time we started back...shall we go get in the car?

BOB: ~~Let's~~ let's wait here till it floats by..we're downhill.

JACK: Okay. ^{When the com-}

(SOUND: TERRIFIC THUNDER AND DOWNPOUR)

(PLAYOFF & APPLAUSE)

BB

THE JACK BENNY PROGRAM
THE AMERICAN TOBACCO COMPANY
APRIL 17, 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 LPM, but first let's hear that catchy Lucky Strike "Light-up Time" tune again.

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 first let's hear that catchy Lucky Strike "Light-up Time" tune again.

BB

-D-

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 1955

CLOSING COMMERCIAL

LIGHT UP TIME .21 sec.
JINGLE - #1

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: 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.
Lucky Strike means fine tobacco. And Lucky
Strike is the cigarette that's toasted. Yes,
IT'S TOASTED to bring Luckies naturally good-
tasting tobacco to its peak of flavor so that
it tastes even better. Cleaner, fresher,
smoother. "Fine tobacco" and "It's Toasted"
add up to real, deep-down smoking enjoyment for
you.

(MORE)

BB

ATX01 0021208

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 1955

CLOSING COMMERCIAL (CONT'D)

WILSON: (CONTINUED) 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!

LIGHT UP TIME
JINGLE 3 $\frac{4}{3}$.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

BB

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
APRIL 17, 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:

(SPOKEN)

Light up a Lucky

SOLO & GROUP: It's Light Up Time

BB

ATX01 0021210

(TAG)

JACK: Bob, I want to thank you very much for appearing on my show tonight.

BOB: You're welcome, Jack. And don't forget....you promised to mention my picture.

JACK: Oh yes.. ladies and gentlemen.. Bob Hope can currently be seen in "The Seven Little Foys".. He also makes a personal appearance tonight in Chicago, Illinois.. and Gander, Newfoundland... Tomorrow night in Singapore and Guam.... And the following night in Casablanca and Pomona.... However, I can be seen tonight on television over the CBS network.... Goodnight, Bob... Goodnight, folks.

MEL: (MOOOOOOOOOO)

JACK: Oh, I'm sorry.. Goodnight, Mel.

(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.

TAG

Jack: Ladies and gentlemen, I want to tell you about my new show. It's called "The Seven Little Foys". It's a little bit different, so come in and watch it. Goodnight, Bob, Goodnight, folks.

BB

HERBERT TAREYTON

HR 301F

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

BB