

(J.B.N.#20)  
PROGRAM #31  
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

*"As Broadcast"*

SUNDAY, APRIL 24, 1955

CBS

4:00 - 4:30 PM PDT

(Transcribed - Feb. 9, 1955)

CAST: JACK BENNY  
ROCHESTER  
DENNIS DAY  
DON WILSON  
HARRY SHEARER  
JIMMY BAIRD  
ARTIE AUERBACK  
MEL BLANC  
JOE KEARNS  
VEOLA VONN  
STEVIE WOOTEN  
SAMMY WEISS

JC

RTX01 0021213

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 24, 1955

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)

JG

ATX01 0021214

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 24, 1955

-B-

OPENING COMMERCIAL (CONT'D)

WILSON: Cleaner, fresher, smoother. So right now, while  
(CONT'D) 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

JC

ATX01 0021215

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 24, 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:

(SPOKEN)

Light up a Lucky

SOLO & GROUP: It's Light Up Time

JO

ATX01 0021216

(ORIGINAL SHOW)

-1-

(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...ONCE A WEEK THE BEVERLY HILLS  
BEAVERS HAVE A MEETING TO DISCUSS MATTERS PERTAINING  
TO THE GOOD AND WELFARE OF THE CLUB...AS WE LOOK IN  
ON THEM NOW, ONE OF THEIR MEETINGS IS IN PROGRESS.

(SOUND: GAVEL ON WOOD SEVERAL TIMES)

HARRY: Now, the motion before the house is: Resolved that  
the Beavers spend their treasury consisting of  
thirteen dollars and seventy two cents on a party...  
or....instead of a party we should put the money in  
the bank and save it....

(SOUND: GAVEL ON WOOD TWICE)

HARRY: We will first hear arguments in favor of having the  
party...You Jooy, may have the floor.

STEVIE: I think we should have the party because they're fur  
...We all had a good time at our last party.

JIMMY: Yeah, but at this one - let's not have any girls.

HARRY: What are you talking about Jimmy...At the last party  
the way you carried on with Kathie.

JIMMIE: She did all the carrying on Harry...I wanted to sit  
with the rest of you fellows, but Kathie led me <sup>into</sup> ~~away~~  
into a dark corner where the lights were low.

HARRY: Gee...what happened?

JC

ATX01 0021217

JIMMY: She ate my ice cream.

HARRY: Well, I think girls are fun at a party.

STEVIE: I don't know...I agree with Jimmy...~~at~~The last party we fellows wanted to go out and play tag or hide and go seek,  
~~and~~ baseball, but the girls made us play post office.

JIMMY: Oh boy, was that disgusting.

HARRY: Look fellows, let's decide first whether we're gonna have the party or save the money...then we can decide whether we want ~~to have~~ girls or not.

STEVIE: But if we ~~have~~ the party what are we going to have to eat?

HARRY: Oh, the usual thing...Popcorn, crackerjack, oh Henry Bars, peanuts, chocolate caramels, Popsicles, jelly apples, Dad' Old Fashioned Root Beet, marshmallows and ice cream.

STEVIE: What'll we have for desert?

HARRY: Look fellows, first let's settle ~~whether~~ where we're going to have the party, then we'll discuss the details...We have heard discussion in favor of spending the money in our treasury on a party. Now we will hear from the other side

JACK: I think we ought to put the money in the bank.]..And as the senior advisor to the Beavers, I'd like to tell you why.

JIMMY: (WHISPERS) Here he goes again with that "A Penny Saved is a Penny Earned" junk.

JACK: Hummmmmmmmmm.

(SOUND: GAVEL TWICE)

HARRY: Order please while we listen to Mr. Benny.

JACK: Fellow Beavers, while I'll admit that parties are fun, you've got to be practical and save money. And compared to money, parties are incon -- incon -- ~~incon~~

STEVIE: Inconsequential.

JC

ATK01 0021218

JACK: *Yes.* Yes, inconsequential.

STEVIE: (SPELLS) I-N-C-O-~~N~~--

JACK: I know how to spell it .. Now, look kids, don't get me wrong...I enjoy a good time too...I was young once myself... Why, I remember when I was a kid we used to have parties with girls and everything.

JIMMY: Gee, did they have girls in those days.

JACK: Certainly....Now look fellows, if you want to have a party, I'll show you I'm a good sport, we can have the party at my house.

STEVIE: Good...let's have it tomorrow.

HARRY: No, let's have it Friday.

JIMMY: Nah, let's have it Saturday.

JACK: Let's not rush into the party...Let's at least wait till it's somebody's birthday so we'll get something...How about that.

HARRY: Fine...I make a motion that we adjourn.

STEVIE: I second the motion.

(SOUND: BANG OF GAVEL FADE INTO:)

(TRANSITION MUSIC)

(SOUND: STREET NOISES AND WALKING FOOTSTEPS)

JACK: ~~Gee, it's a nice day...~~ I'm glad we got the meeting over early so I could walk home...I love walking through

~~Beverly Hills...Everything looks so nice...Oh, there's Howard Hughes' house...it's so high, it looks like it has snow on the roof...I wonder how much those ermine shingles cost...I think I'll take a short cut home and walk by this~~  
~~bridle path...~~ Gee, the boys were cute today discussing the party.....

(MORE)

JACK (CONT'D) I'll never forget the first party I ever attended when I was a kid...I met a girl there named Betsy, and boy, did I have a crush on her...and ~~then~~ after that party I never saw Betsy again....I understand she was busy making a flag or something.....Sometimes I think ~~that~~ *that* the....

(SOUND: HORSES HOOVES GALLOPING UP)

(NOT TOO FAST)

JACK: Oh, I better get out of the way of ~~that~~ *that* man riding up on the horse ~~there~~ *there*...

(SOUND: HORSE COMES CLOSER AND STOPS...)

ARTIE: Hello Mr. Benny.

JACK: Why, Mr. Kitzel.

(APPLAUSE)

JACK: ~~What~~ *What* are you doing on that horse, Mr. Kitzel?

ARTIE: *Ch* This I do occasionally for the exercise.

JACK: Well, it seems a pleasant way of working out.

ARTIE: Working out, yes, pleasant, no.

JACK: Why, what do you mean?

ARTIE: Well, when the horse is ~~going~~ *coming* down, I am going up, and when the horse is coming up, I am going down, and when we are coming together it is not exactly inconsequential.

JACK: ~~I know that you mean~~ *Look, Mr. Kitzel*. Is this your horse?

ARTIE: No, I'm renting him occasionally from a riding academy...

But he's a very ~~rough~~ *rough*...

(SOUND: SCUFFLING OF HORSES HOOVES NERVOUSLY)

MEL: WHINNIES...

ARTIE: Easy..Easy, *easy*, Mendel.

*Jack: Inconsequential?*

*Artie: I.N.C.C.....*

*Jack: I know how to spell it!!*



JACK: *Mr. Kitzel* ..... The horse's name is Mendel?

ARTIE: Only when I'm riding him.

JACK: Oh, oh, oh. *I told you.*

ARTIE: Now, as I started to ~~say~~, *you know* he's a very smart horse. *back* he's been on television, in movies...everything. He does tricks. *Just ask him, Mr. Bessy*  
A Ask him how much two and two is...

JACK: Okay...Tell me, Horsie--how much is two and two...

MEL: WHINNIES....

(SOUND: THUMP OF HOOF ON GROUND FOUR TIMES)

JACK: Gee, that's wonderful. He really is a smart horse.

ARTIE: *Yeah*...he earns about fifteen thousand dollars a year.

JACK: Say, that ain't hay.

ARTIE: To him it is.

JACK: Yeah...Gee, he's a nice looking horse. *huh?*

MEL: (WHINNIES LIGHTLY) *Jack: First time I've ever seen a horse with a mustache.*

JACK: You know, a horse is an amazing animal...here it's so huge *body* and tremendous...and yet the hair from its tail makes a thing as delicate as the bow for my violin.

MEL: FRIGHTENED ANGRY WHINNY...

ARTIE: *When, when, steady, steady, hey.* Take it easy, ~~take it easy~~, he didn't mean you personally.

JACK: Hamm.....

ARTIE: Well, I *got it on galloping already* ~~better continue with my ride~~.

JACK: Okay, it was nice seeing you again, Mr. Kitzel.

ARTIE: Likewise I'm sure.

JACK: Goodbye.

ARTIE: Goodbye.....Hi Ho Mendel, Away.....

(SOUND: HORSES HOOVES GALLOPING OFF....)

(APPLAUSE)

BY

JACK: What a clever horse that was... Who'd ever think that  
Mel Blanc could count up to four.. Well, I better be  
getting home.

(TRANSITION MUSIC)

(SOUND: KEY IN LOCK...DOOR OPEN)

ROCH: (OFF) IS THAT YOU, MR. BENNY....

JACK: Yes, Rochester...

(SOUND: DOOR CLOSSES)

JACK: Any mail or phone calls?

ROCH: BOTH, WE GOT A BILL FROM THE PHONE COMPANY.

JACK: A bill from the phone company?

ROCH: YEAH, FOR THE MONTH OF MAY.

JACK: But this is only April.

ROCH: IT'S FOR 1954.

JACK: We paid that in August.

ROCH: THAT WAS ~~FOR~~ 1952.

JACK: What happened to 1953?

ROCH: THEY TOOK THE PHONE OUT.

JACK: What?

ROCH: ~~Remember~~ <sup>Isn't the year</sup> <sup>Carrie</sup> WE USED PIGEONS.

JACK: Oh yes... But I had to stop that. Everybody in Pershing  
Square knew ~~what we were talking about~~ <sup>my business</sup>... Well, I think  
I'll go in the library and read awhile.

ROCH: OH, I FORGOT TO TELL YOU...MR. WILSON IS HERE TO SEE YOU.

JACK: Don't <sup>Wilson?</sup> Where is he?

ROCH: ASLEEP IN THE DEN.

JACK: Asleep? Well, I'll go in and ~~talk~~ <sup>see</sup> at him...

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

DY

DON: (SNORES LIGHTLY THREE OR FOUR TIMES)

JACK: Look at him lying there.... <sup>It's</sup> ~~this is~~ the only room I've  
ever seen with wall to wall flab! .....Hello, Don.

DON: (SNORES ONCE)

ROCH: BOSS, HE MUST BE DREAMING ABOUT SOMETHING TO EAT, HE'S  
GOT HIS THUMB IN HIS MOUTH.

JACK: What?

ROCH: RIGHT UP TO THE ELBOW.

JACK: Yeah.... I better take it out.... (GRUNTS TWICE)

(SOUND: LOUD SUCTION POP)

JACK: There... Gee, I wonder what he's dreaming about now...  
Look at that smile on his face....

DON: (SNORES A COUPLE OF TIMES..THEN MUMBLES..) Ah, Ava....

~~(SNORES)~~.....Ah, Marilyn.....(SNORES).....Ah, Lana.....

JACK: Oh, the chubby little rascal....Look who he's dreaming  
about.

DON: ~~(SNORES) Ah, Marilyn, Lana, Ava (SNORES) You're all~~ <sup>you girls are</sup>  
so beautiful....I can't help noticing your hands.

JACK: Hands? <sup>Look the way you</sup>

DON: (SNORES) ~~You all look so beautiful holding~~ those Lucky  
Strikes.

JACK: ~~Commercial?~~ Commercial? Can't he even dream sustaining...For  
heaven's sakes.

DON: (SNORES) LS (SNORES) MFT (SNORES) LS (SNORES) MFT ~~(SNORES)~~  
...(SNORES) LUCKY STRIKE MEANS FINE TOBAC (SNORES) CO.

JACK: Gee, listen to that.

DON: ~~(SNORES)~~ And Lucky Strikes are Toasted, too. (SNORES)

JACK: I've never <sup>go lucky</sup> seen anyone sleep with such a happy smile...  
<sup>Lachester,</sup> You know, dreams are funny. Did I tell you about the  
~~dream~~ <sup>one</sup> I had last night?

ROCH: NO... WHAT WAS IT? *You know,*  
JACK: What a dream ~~about~~. I dreamed I was shipwrecked on a  
desert island.  
ROCH: UH HUH.  
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....

(SOUND: PHONE RINGS)

ROCH: WANT ME TO ANSWER THE PHONE, MR. BENNY?  
JACK: Yes please, Rochester.

(SOUND: PHONE RINGS...TWO FOOTSTEPS...RECEIVER  
OFF HOOK)

ROCH: MR. BENNY'S RESIDENCE....  
OUR LAUNDRY IS FAST  
OUR SERVICE IS GRAND.  
WE DO YOUR SHEETS IN THE BENDIX  
AND YOUR UNDIES BY HAND.....  
ROUGH DRY ROCHESTER SPEAKING.

SAMMY: Hello Rochester -- I'd like to speak to Mr. Benny....This  
is Sammy the Drummer.

ROCH: JUST A SECOND...(CALLS) OH MR. BENNY, IT'S FOR YOU...  
IT'S SAMMY THE DRUMMER FROM YOUR ORCHESTRA.

DY

JACK: *Oh*, Thanks.....Hello Sammy.

SAMMY: Say Jack, would it be okay if Charlie Bagby missed the band rehearsal tomorrow?

JACK: Why, what's the matter with Charlie?

SAMMY: Well, he hasn't recovered from the accident he had on the fishing trip we took to Lake Mead last week.

JACK: I didn't know he had an accident....what happened?

SAMMY: He fell off the boat and disappeared under the water.

JACK: Disappeared under the water?

SAMMY: *Yep*, we couldn't find him..we tried everything..we even baited a hook with a bottle of Old Crow hoping he'd bite on it.

JACK: That ought to have trapped ~~him~~ *Charlie*.

SAMMY: It didn't though, all we caught was Frank Remley.

JACK: Wait a minute -- Remley didn't fall in the water too, did he?

SAMMY: He wasn't even on the boat, he swam in from Los Angeles.

JACK: I knew he could do it... It's wonderful to see Frankie do the Australian Crawl across the Mojave Desert. Well, we'll try to rehearse without Bagby....So long, Sammy.

SAMMY: Goodbye.... Oh by the way, Jack, I want to thank you for lending me that the other night.

JACK: Oh, that's all right, Sammy... ~~But~~ the next time don't part it in the middle *you know*... So long.

(SOUND: RECEIVER DOWN)

~~JACK: Say Rochester, I'd like---where did he go.~~

~~DON: (ONE HEAVY SNORE)~~

~~JACK: I wasn't asking you.....(UP) Oh Rochester.~~

~~DY~~

ROCH: (OFF) I'M IN THE KITCHEN.

JACK: Oh.

(SOUND: FOOTSTEPS...DOOR OPENS...AND NOW WE  
HEAR LIGHT METALLIC NOISES)

JACK: What are you doing?

ROCH: I'M OILING THE GARBAGE DISPOSAL.

JACK: Why does it need oiling?

ROCH: BECAUSE WE'VE HAD IT FIVE YEARS AND HAVEN'T DISPOSED  
OF ANYTHING.

JACK: Hmmm....Look Rochester -- that's the trouble with --

(SOUND: DOOR BUZZER)

ROCH: WANT ME TO ANSWER THE DOOR?

JACK: No, I'll get it.

(SOUND: WALKING FOOTSTEPS)

JACK: (SINGS) Oh, Mr. Sandman, let me finish my dream. The one  
on the island. I'll keep it clean.. Da da da de --

(SOUND: DOOR OPENS)

*Oh,*  
DENNIS: Hello Mr. Benny.

JACK: Oh, hello Dennis -- come on in.

(SOUND: DOOR CLOSES)

JACK: How you feeling, kid?

DENNIS: Fine...I came over to ask you a favor.

JACK: A favor?

DENNIS: Yes, I'm on my way to buy a new suit, and I thought *maybe* you'd  
help me pick one out.

JACK: Dennis, you're a grown man...surely you ought to know how  
to pick out a suit for yourself.

DENNIS: Well, I don't.

DY

JACK: You don't -- haven't you ever bought a new suit before?

DENNIS: Not since I worked for you.

JACK: Now wait a minute, Dennis, I pay you a good salary. What do you do with your money?

DENNIS: <sup>(ok)</sup> I've been saving it for a rainy day.

JACK: What?

DENNIS: In California that can break you.

JACK: Look, Dennis --

DENNIS: ~~In California~~ I had to float a loan.

JACK: Now cut that out....And stop with those jokes about rain in California. We need rain. If it didn't rain in California, what would happen to the crops?

DENNIS: What are you growing this year?

JACK: Rice....Now dry your feet and let me hear the song you're going to do on the show Sunday.

DENNIS: Yes sir.

JACK: Come on..you can accompany yourself on the piano in the den.

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

DENNIS: Hey, when did you get that big overstuffed sofa.

JACK: That's Don Wilson...Now go ahead and sing.

(APPLAUSE)

(DENNIS AND ORCHESTRA DO SONG)

(APPLAUSE)

BY

(SECOND ROUTINE)

JACK: <sup>*was very*</sup> Dennis, that ~~song~~ <sup>*was very*</sup> very good.

DENNIS: A lot you know about singing.

JACK: Oh, be quiet.

DON: I thought it was good, too.

JACK: Oh, Don.. Don, you're awake... You know, Don, I can't understand why you --

(SOUND: PHONE RINGS)

JACK: Hello.

MEL: (CHINESE) Hong too jong foo won tong lang-hee phoon.

JACK: The rice will be there tomorrow. Good bye.

(SOUND: RECEIVER DOWN)

JACK: <sup>*You know, Don,*</sup> Hmm... Now Don, as I was saying, I can't understand why you came over to my house to sleep.

DON: <sup>*Well,*</sup> Jack, that was <sup>*really*</sup> an accident. I came about something else.

JACK: Oh, what was it?

DON: Well, I read something in one of the trade papers that might interest you.. Twentieth Century Fox is making a big cinemascope picture and they're looking for ~~someone~~ <sup>*Don, No, no, Don, No, no, Jack,*</sup>

JACK: <sup>*Jack*</sup> A leading man, a leading man, a leading man, a leading man-- a

DON: <sup>*leading man, a leading man...*</sup> ~~no~~ they've already got a leading man.

JACK: Oh, <sup>*oh*</sup>

DENNIS: They wanted me but I didn't have a new suit.

JACK: Dennis, stop will you.

DON: <sup>*Cl*</sup> Here Jack -- I brought the column over with me -- you can read it yourself.

BB

ATX01 002122B



JACK: Let's see....."Production is being held up on one of Fox's epics because the time of the picture is the early twenties and they are unable to locate a very vital prop. ....A nineteen twenty three Maxwell.....<sup>Mr.</sup> Zanuck will pay handsomely to anyone who can supply such a car".....Oh boy that's the model I have.....A late nineteen twenty three Maxwell.....Am I in luck.

DON: What are you going to do?

JACK: I'm going right over there with my car.....(CALLS) Oh Rochester?

ROCH: (OFF) YES, MR. BENNY.....

JACK: (CALLS) Get the car....We're going over to Twentieth Century Fox Studios.

ROCH: FOX STUDIOS? WITH ~~PICTURES~~ <sup>PICTURES</sup> I THOUGHT WE WERE OUSHGA SPEELED.

JACK: It's not me they want--it's my car.....Come on, let's get going.

DENNIS <sup>Jack</sup> What about my suit?

JACK: We'll drop you off on the way to the studio.....Do you want to come too, Don?

DON: <sup>Ch</sup> No, I'll <sup>stay</sup> stay here and sleep.

JACK: Okay.....Come on Dennis.....Let's get in the car.

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

JACK: Dennis, what kind of a suit do you want to get?

DENNIS: <sup>W.C.</sup> Something with two pairs of pants. I can wear them both at once like my friend does.

BB

ATX01 0021229

JACK: Your friend wears two pairs of pants at once? What's his name?

DENNIS: Mendel, he's a horse.

JACK: Oh yes, I met him this afternoon.

DENNIS: He counts better than I do.

JACK: *I know, I know... come on,*  
~~All night, all night...~~ get in the car.

(SOUND: LOUSY CAR DOOR OPEN, PEOPLE IN CAR,  
DOOR SLAMS.)

JACK: Okay, start the car, Rochester.

ROCH: YES, SIR.

(SOUND: STARTER WHINES AND BLENDS INTO MEL  
BLANC RUNNING THE GAMUT OF SNEEZES,  
CHOKING, ETC...)

JACK: Hmmm, I wonder if this causes smog, or if smog causes this.... Try it again, Rochester.

ROCH: YES SIR.

(SOUND: WE DO THE MOTOR BIT AGAIN AND MEL  
REALLY GOES CRAZY)

JACK: *Q* - I wonder why it won't start.

ROCH: OH, OH, IT'S MY FAULT, MR. BENNY....I FORGOT TO PUT IN THE CLUTCH.

JACK: Hmmm...

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

JACK: *✓* Where are you going, Rochester?

ROCH: TO GET THE CLUTCH.

JACK: Now look--stop with the jokes, and start the car, *will you...*

ROCH: YES SIR.

(SOUND: DOOR CLOSES.....STARTER....THEN MOTOR  
CATCHES AND GOES...)

BB

JACK: There, it's going.

(SOUND: LOUSY MOTOR GOING ALONG....AND LOUSY  
BEEP OF HORN.....)

JACK: Now turn here Rochester, and then go straight down to Pico.

ROCH: YES SIR.

DENNIS: Say Mr. Benny -- look behind you-- there's a kid on a  
bicycle hanging on the car hitching a ride.

JACK: What?...Look Sonny, that's the most dangerous thing anyone  
can do. Didn't your parents tell you to be careful when  
you're on your bike and never to hitch rides on cars! Now  
let go.

(SOUND: CAR AND BEEP OF HORN)

ROCH: MR. BENNY, YOU SHOULD HAVE LET THAT KID KEEP HOLDING ON.

JACK: Why?

ROCH: I'M EMBARRASSED, HE JUST PASSED US.

JACK: Never mind--just drive.

ROCH: YES SIR.....

(SOUND: CAR PUTTING ALONG)

DENNIS: Hey, hey, look at that.

JACK: What?

DENNIS: Up in the sky...that blue and gray pigeon with the thing tied  
to his leg.

JACK: ~~She~~...no wonder Claudette didn't come to my party last year.  
She didn't get the invitation...Everybody from Pershing  
Square was there, but no Claudette....~~On Rochester pull~~  
~~In at that filling station on the corner.~~

BB

ROCH: WHAT FOR?

JACK: I'm going to have the car filled with gas.

DENNIS: Oh boy, this is exciting.

JACK: Dennis, keep quiet.....And Rochester, after you get the car filled up, we'll drop Dennis off and then go to the studio.

(SOUND: MOTOR UP, AND INTO:)

(TRANSITION MUSIC)

(SOUND: CAR GOING ALONG....SUSTAIN IN B.G.)

ROCH: GEE BOSS, THE GATEMAN LET US DRIVE RIGHT INTO THE STUDIO WITH THE CAR.

JACK: Yeah, and he said he'd phone the producer, Mr. Kearns, to tell him we were coming.....That must be him over there signalling us to stop....

(SOUND: CAR COMING TO STOP)

*Pardon me,*  
JACK: Are you Mister Kearns?

KEARNS: *Oh,* Yes, are you the man with the car?

JACK: That's right--here it is.

KEARNS: *Oh,* Wait a minute, this won't do at all.....We want a Maxwell and on this car it says Lincoln.

ROCH: HE WAS THE FIRST OWNER.

JACK: Don't be so funny ~~Rochester~~--that's a Lincoln hub cap we found, Mr. Kearns...

KEARNS: *Oh...well,*  
Then why are you using it for a door.

JACK: *Can* It fits, it fits....~~This is~~ *It's* a 1923 Maxwell....

KEARNS: Oh yes, so it is, so it is....*Well,* Now Mr. Benny, let's get down to business....Will fifty dollars be alright.

BB

JACK: Only fifty....Make it seventy five and it's a deal.

KEARNS: *Oh* ~~that~~ that's a lot of money for renting a car, seventy five dollars a day.

JACK: A day? I thought you wanted to buy it....Yes, I think fifty is a fair price.

KEARNS: Good.....Now, I'd like to ~~see~~ *hear* how the motor sounds.

JACK: Rochester, start the car again, *will you?*

ROCH: YES SIR.

(SOUND: STARTER STARTS AND MEL CHIMES IN AND

*All right. That's - That's -*  
KEARNS: <sup>SUSTAIN..)</sup> That's good.

JACK: By the way, Mr. Kearns--what are you going to use my car for?

KEARNS: Well, when the picture opens we see a shot of this car driving down the street, and Marilyn Monroe is sitting in it.

JACK: Marilyn Monroe!

(SOUND: MOTOR RACES RAPIDLY WITH INCREASING  
SPEED AND THEN LOUD WHOOSH STEAM)

JACK: Rochester, the radiator blew its cap.....See if you can fix it.

KEARNS: *Well,* The motor sounds okay--you can turn it off.

(SOUND: MOTOR OFF)

KEARNS: Now Mr. Benny, if you'll just sign this paper, we'll consummate the deal.

JACK: Okay....but what else are you going to do with my car in the picture?

KEARNS: Well, in the final scene we're going to run it off a one thousand foot cliff.

BB

JACK: My car....you're going to run my car off a cliff?

KEARNS: Yes, you mean it hasn't already been done?

JACK: Certainly not....And I can't agree to a deal like that..  
this car has been with me so long, it's almost part of me....

*Gee,* If this car were run off a cliff...it would be like....  
well, ~~like~~...like me being pushed off a cliff.

KEARNS: That's a deal you should discuss with Warner Brothers.

JACK: ~~Not~~...Well, your deal might not be too bad.. I think *that*  
~~I~~ *might consider* ---

(SOUND: RUNNING FOOTSTEPS)

DON: (OUT OF BREATH) *Jack Oh, gosh,* Jack, Jack, I've looked all over for you.

JACK: Why *don't*?

DON: Claudette Colbert got your invitation, ~~and~~ she'll be at  
your party Saturday.

JACK: Well, *what do you know, The pigeon finally made it*  
~~I hope she enjoys herself with the Beauvons, they're~~  
~~the only other ones that'll be there.~~

(APPLAUSE & PLAYOFF)

THE JACK BENNY PROGRAM  
APRIL 24, 1955  
FIRE ALLOCATION #1

DON: Ladies and gentlemen, tonight, through carelessness -  
a fire could start - a fire that could claim your life  
and the lives of your children. Don't let it happen!  
Be on guard constantly against fire. Make sure every  
match, every cigarette is put out. Always check the ash  
trays before leaving the house or retiring for the night.  
Observe all fire regulations! Remember, only you can  
prevent fires!

Thank you.

(APPLAUSE)

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

BB

ATX01 0021235

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 24, 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!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time.

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

(MORE)

BB

ATX01 0021236



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 24, 1955

-E-

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.~~

3B

ATX01 0021237

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
APRIL 24, 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 0021238

(TAG)

VEOLA: Hold still, Mr. Benny.

JACK: (MUMBLES WITH PENCIL IN MOUTH) *Look; 1 --- But 2 ---* ~~But~~ I want to --

VEOLA: Please, Mr. Benny, don't talk till I'm finished taking  
your temperature and your pulse.

DON: *Now look,*  
Jack, you better not move or you'll disturb the splints.

JACK: How was I to know ~~that~~ when the car went over the cliff,  
I'd have to be driving it... ~~what~~ some people won't do for  
money. I think that's the silliest thing I ever --

(SOUND: PHONE RINGS..RECEIVER UP)

JACK: Hello....Oh, *Now wait a minute ---* ~~but really~~... Well, okay, I'll be there.

(SOUND: RECEIVER DOWN)

DON: Who was that? *Jack?*

JACK: Fox Studios. Tomorrow I do retakes. Goodnight, folks.

(APPLAUSE AND MUSIC)

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

BB

HERBERT TAREYTON

HR 304F

(Jingle)        Get true tobacco taste in a filter tip cigarette  
                 The easy-drawing Filter Tip Tareyton Cigarette  
                 The pearl-gray Charcoal filter tip cigarette  
                 Smoke Filter Tip....Tareyton  
                 Take your cue from the Red, White and Blue on the  
                 package  
                 Smoke Filter Tip Tareyton.

ANNOUNCER:      You'll enjoy true tobacco taste when you smoke Filter  
                 Tip Tareyton with the pearl-gray activated charcoal  
                 filter. Try easy-drawing 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.

DH

ATX01 0021240

BEA: Pop the question? Why Mabel, how do you know? What happened? What did he say ~~to you?~~

(SOUND: BUZZER)

BEA: Tell me all about it.

SHIRL: Your switchboard is buzzing.

BEA: I won't answer 'til you tell me...Come on, Mabel, don't keep me in suspense...I'm getting all over goose-pimples.

(SOUND: BUZZER)

BEA: Don't hold out on me...You've agitated my curiosity...tell me what --

(SOUND: BUZZER)

SHIRL: Gertrude, the switchboard.

BEA: Oh, okay.

(SOUND: PLUG IN)

BEA: Due to a strike, only emergency calls will be handled.

(SOUND: PLUG OUT)

BEA: Now Mabel, tell me what happened...What did he say to you?

SHIRL: He didn't say anything. He just kissed me.. and I felt so silly.

BEA: Why?

SHIRL: When he kisses me with those thick glasses on, I feel like I'm window shopping.

BEA: *Yeah* I know just what you mean.

SHIRL: You do?

BEA: Yeah...one time when he was kissing me, I saw my reflection in his glasses and I thought my mother was watching us...

~~Anyway, Mabel~~

DY

(SOUND: THREE BUZZES..FADING TO THREE CLICKS)

JACK: Operator...Operator...I want the mimeograph department...  
What?...Well, when you get them, tell them to send the  
scripts out to my house....Goodbye.

(SOUND: RECEIVER DOWN)

JACK: ~~HEY~~ Kids, there's nothing to do but wait, *I guess.*

(SOUND: DOOR FLUNG OPEN)

JACK: We won't be able to rehearse until --

HY: HOLD EVERYTHING, HOLD EVERYTHING, BENNY, I'M BACK.

JACK: Steve!

HY: Yeah, Benny, you wanted a baseball team and Bradley didn't  
let you down.

JACK: *Hey*, That's swell.

HY: *Now*, Just sign this contract and the team is yours for a  
thousand dollars.

JACK: *Well*, Good good.

(SOUND: PEN SCRATCHING)

JACK: There you are...Now what's the name of the team?

HY: The B.B.B.'s.

JACK: B.B.B.'s...What's that?

HY: Benny's Buxom Bloomer-girls.

JACK: Bloomer-girls?

HY: CERTAINLY, BENNY, I CAN SEE IT NOW...ALL OVER THE SPORTING  
PAGE...PICTURES OF BOB HOPE AND HIS INDIANS...BING CROSBY  
AND HIS PIRATES....JACK BENNY AND HIS BLOOMERS.

JACK: But Steve, you can't do this to me...I ~~can't~~ --

HY: SO LONG, BENNY, SEE YOU OUT AT THE FIELD.

(SOUND: DOOR SLAMS)

PE

JACK: STEVE...STEVE...How do you like that...A girls team...

I ~~am~~ got a mind to --

DENNIS *Oh*, Mr. Benny...Mr. Benny --

JACK: What?

DENNIS: Your slip is showing.

JACK: Oh, quiet. Imagine a girl's baseball team.

(APPLAUSE & PLAYOFF)

PE

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
MAY 1, 1955

Opening: 1.36 Closing: 1.32  
Total: 3.08

CLOSING COMMERCIAL

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

LIGHT UP TIME  
JINGLE #1 - .21 sec.

(SOUND: TIC TOC - 6 BEATS)

GROUP: Light up a Lucky

SOLO: It's Light Up Time

GROUP: Be Happy Go Lucky

SOLO: It's Light Up Time

For the taste that you like

Light Up a Lucky Strike

GROUP: Relax!

(HUM GLISS)

SOLO & GROUP: It's Light Up Time

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

(MORE)

DH

ATX01 0021244



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
MAY 1, 1955

-E-

CLOSING COMMERCIAL (CONTD.)

WILSON: So right now, friends, or anytime at all when it's  
(CONTD) 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

RM

ATX01 0021245

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
THE JACK BENNY PROGRAM  
MAY 1, 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!

(HUMS GLISS)

SOLO: Light up a Lucky  
(SPOKEN)

SOLO & GROUP: It's Light Up Time

RM

ATX01 0021246

THE JACK BENNY PROGRAM  
MAY 1, 1955  
FIRE ALLOCATION #2

-21-

DON: Ladies and gentleman, here is an important message from the United States Forestry Service: Picnic time and camping time have frequently become disaster time. A lighted match or cigarette carelessly discarded -- the burning embers of a campfire -- often start forest fires that destroy watersheds and burn millions of acres of timber that is vitally needed to build America's strength. When you're in the woods do your part to prevent forest fires. Be sure every campfire ... every match ... every cigarette ... is out. Remember: Only you can prevent forest fires.  
Thank you.

(APPLAUSE)

DON: 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.

DON: 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.

JG

ATX01 0021247

(TAG)

JACK: Well, Rochester, I've got to rush over to the studio and do my last television show of the season.

ROCH: YES, I KNOW...SAY, BOSS, USUALLY ON YOUR LAST SHOW YOU SEND OUT TICKETS TO ALL YOUR FRIENDS.

JACK: I did this time, Rochester. Everyone I know is going to be in that audience except Mr. Scarlotti.

ROCH: MR. SCARLOTTI, WHO'S HE?

JACK: My fourth violin teacher, may he rest in ~~peace~~ *his strain jacket*....  
Anyway, folks, I'll see you in a few minutes on my television show and next week again on radio.

(APPLAUSE AND MUSIC)

DON: The Jack Benny Program tonight was written by Milt Josefsberg, John Tacksherry, Al Gordon, Hal Goldmen, 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.~~

JG

ATX01 0021248

HERBERT TAREYTON

HR 305F

(Jingle)      Get true tobacco taste in a filter tip cigarette  
                 The easy-drawing Filter Tip Tareyton Cigarette  
                 The pearl-gray Charcoal filter tip cigarette  
                 Smoke Filter Tip...Tareyton  
                 Take your cue from the Red, White and Blue on the  
                 package  
                 Smoke Filter Tip Tareyton.

ANNOUNCER:    Yes, you'll really enjoy true tobacco taste when  
                 you smoke Filter Tip Tareyton, the cigarette with  
                 the pearl-gray activated charcoal filter. Try  
                 Filter Tip Tareyton.

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

DH

ATX01 0021249