

(J.B.N. #22)
PROGRAM #34
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY PROGRAM

"As Broadcast"

SUNDAY, MAY 15, 1955

C.B.S.

4:00 - 4:30 PM PDT

(Transcribed - Feb. 16, 1955)

CAST: Jack Benny
Rochester
Dennis Day
Don Wilson
Mel Blanc
Charlie Bagby
Artie Auerback
Sportsmen Quartet
Frank Nelson
Sheldon Leonard
Harry Shearer
Colin Campbell
Orchid Oliver

BH

ATX01 0021299

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955
OPENING COMMERCIAL

-A-

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 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.

RM

(MORE)

ATX01 0021300

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955
OPENING COMMERCIAL (CONT'D.)

-B-

WILSON: Cleaner, fresher, smoother! So, when you buy your
(CONT'D.) next 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.

RM

ATX01 0021301

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955
OPTIONAL

-C-

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.

RM

ATX01 0021302

(FIRST ROUTINE)

-1-

(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: AND NOW, LADIES AND GENTLEMEN, LET'S TURN THE CLOCK BACK
TO ~~YESTERDAY~~ ^{Wednesday} AND GO OUT TO JACK BENNY'S HOUSE IN BEVERLY
HILLS. IT IS MORNING AND AT THE MOMENT, ROCHESTER IS
BUSY CLEANING THE DEN ...

(SOUND: VACUUM CLEANER)

ROCH: (SINGING OVER VACUUM CLEANER) OH IT'S A LONG, LONG TIME
FROM JUNE TO SEPTEMBER...BUT WHEN YOU HAVEN'T BEEN PAID,
THEY'RE MONTHS TO REMEMBER...DA DA DA DAH DUM...

(SOUND: VACUUM CLEANER OUT)

ROCH: WELL, THAT TAKES CARE OF THE VACUUMING...I BETTER EMPTY
THE BAG...

(SOUND: PHONE RING...RECEIVER UP)

ROCH: MR. BENNY'S RESIDENCE...STAR OF STAGE, SCREEN, RADIO,
TELEVISION AND MAMBO LESSONS FROM SIX TO EIGHT.

ORCHID: You can skip the commercial, Rochester...this is Suzy.

ROCH: OH SUZY...HOW ARE YOU, HONEY.

ORCHID: Don't honey me, I haven't heard from you all week.

ROCH: ALL WEEK?...ER, I CALLED ^{you} THE NIGHT BEFORE LAST.

ORCHID: You did?

ROCH: YEAH, YOU WEREN'T HOME AND I TALKED TO YOUR MOTHER.

ORCHID: That's funny...I wonder why she didn't tell me you called.

ROCH: MAYBE SHE DIDN'T RECOGNIZE MY VOICE.

RM

ATX01 0021303

ORCHID: Oh Rochester, come now.

ROCH: ~~Well~~, TO TELL YOU THE TRUTH, HONEY, I MEANT TO CALL BUT I FORGOT.

ORCHID: It doesn't matter, Rochester, because we're gonna have to stop seeing each other anyway. The way we're going, we'll never get married.

ROCH: WELL SUZY, I KNOW IT'S DISCOURAGING...BUT I PROMISE YOU WE'LL GET MARRIED ^{just} AS SOON AS MR. BENNY GIVES ME A RAISE.

ORCHID: I wouldn't wait that long for Sugar Ray Robinson.

ROCH: BUT SUZY.

ORCHID: You should have had a raise years ago.

ROCH: I KNOW, BUT THERE'S ALWAYS SOMETHING THAT TAKES PRIORITY..LIKE THIS WEEK MR. BENNY'S HAVING THE LIVING ROOM ~~RE~~DECORATED.

ORCHID: You mean he actually went out and hired a painter.

ROCH: (FACE) YEAH, MR. BENNY'S IN THE LIVING ROOM WITH HIM RIGHT NOW.

JACK: (RUSHING HIM) ^{Now,} Paint that corner...Now get the ceiling

above it...Now get the wall, get the wall, ^{get the wall...get} the wall. ^{The wall.}

JACK: Now, ^{Yeah, yeah,} now get the top of the window sill, ^{the top of the window sill.}

MEL: All right, all right, the sill.

JACK: ~~That's it,~~ A little more on the top...the top, the top,

good, good, now get the other window sill, the other one, ^{the other one.}

MEL: ^{I'm getting it,} I'M GETTING IT...Boyohboy, this is the last time I ever take a job by the hour.

JACK: Huh?

RM

Get the wall,

MEL: (MOCKING) [^]Get the well, get the corner, now the sill, ~~now the~~
sill-it- it's bad enough that you talked me into working for half
J- of what I'm supposed to charge...but I can't stand being
hounded like this.

JACK: Who's hounding you? You mean to tell me you've never had
customers ^{that} that took an interest and made suggestions?

MEL: Yeah, but you're the first one that ever stayed up here
on the ladder with me.

JACK: Oh...oh...I didn't realize...well, you keep working, ^{ill} I'll
let you alone for a while.

MEL: Okay, but would you do me a favor?

JACK: What?

MEL: (WHINING) This time when you leave don't put on those
fast records.

JACK: ^{Well, I...you know,} I just wanted to entertain you.

MEL: Entertain me! During ^{the} Flight of the Bumble Bee, I
finished two wells.

JACK: Alright, alright.

(SOUND: DOOR CLOSE AND FOOTSTEPS UNDER)

JACK: Hmmm. Smart aleck....He better watch his step or I'll
report him to the Union for working below scale...I wonder
why I always get --

(SOUND: PHONE RINGS AND RECEIVER UP)

JACK: Hello.

BAGBY: Hello Jack, this is your little old piano player, Charlie
Bagby.

JACK: Well Charlie, how are you?

RM

BAGBY: That's what I called about. I don't think I'll be able to make the show ~~tomorrow~~ *Sunday*. I caught a cold.

JACK: A cold eh...Gee, that's too bad...what are you taking for it, Charlie?

BAGBY: Oh the usual thing.

JACK: Well, how do you feel?

BAGBY: Fine, I can hardly walk.

JACK: Wait a minute, Charlie...have you been drinking?

BAGBY: Well, it's not my fault...The doctor told me to take two fingers of cognac.

JACK: Well?

BAGBY: I drank three whole bottles, and it hasn't gone to my fingers yet.

JACK: Now Charlie, don't try to tell me that you're just following the doctor's orders.

BAGBY: Oh yes, I am.

JACK: *Now wait a minute,* Look Charlie, there isn't a doctor in town who'd tell you to drink liquor for a cold.

BAGBY: I know...I had to go all the way to Pismo Beach before I found this one.

JACK: I thought so. *You know Charlie,* Some of these days ~~you're going to~~ --

BAGBY: Got to hang up now, it's time for my medicine. YAHOO.

JACK: Goodbye, goodbye.

(SOUND: PHONE DOWN)

JACK: He's so happy when he's sick...Gee, I'm glad he only has a cold. I'll never forget that month he staggered through pneumonia..When they finally put him in an oxygen tent it exploded...But he's a pretty good --

(SOUND: DOOR BUZZER)

RM

JACK: *Ah*, There's the door.

(SOUND: FOOTSTEPS UNDER)

JACK: (SINGS) Papa loves Mambo, Mame loves Mambo...Da da da da
da da da...da da da da da --

(SOUND: DOOR OPEN)

DENNIS: Hello, Mr. Benny.

JACK: Rochester, bring me an aspirin.

ROCH: (FADING IN) WHAT'S THE MATTER, HAVE YOU GOT A HEADACHE?

DENNIS: Hello, Rochester.

ROCH: CH, OH, OH... *Overly so* I'LL GET YOU ONE, BOSS.

JACK: Thanks. Come on in, Dennis, and close the door.

(SOUND: DOOR CLOSES)

JACK: Now what's on your mind, kid?

DENNIS: *Oh*, I just came over to bring you a piece of my birthday cake.

JACK: Birthday cake...Well, that was very thoughtful of you, *Dennis*.

DENNIS: I saved it from my party...here. *Yes...Mum...Dennis*

JACK: *Aw*, Gee, green icing...(MUNCHING) Tastes good, ~~I love~~
ate green icing before pistachio...So your birthday is today, huh?

DENNIS: No, six months ago.

JACK: (COUGHS) *Halt...Dennis*...You mean this cake is six months old.

DENNIS: It was chocolate when I bought it.

JACK: Dennis, why in the world would you bring me a cake six
Halt months old and all covered with mould?

DENNIS: *Halt* That's the stuff they make Penicillin out of.

JACK: So what?

DENNIS: You need all the help you can get.

JACK: NOW CUT THAT OUT...~~Dennis, would you do me a favor and~~
~~go home.~~

RM

DENNIS: Don't you even want to hear the song I'm ~~gonna~~ do on
the show?

JACK: Alright ~~do your song, do anything,~~ just stop feeding
me.

DENNIS: Okay....

(APPLAUSE)

(DENNIS' SONG)

(APPLAUSE)

RM

(SECOND ROUTINE)

JACK: That was very good, Dennis. And you know something, ~~kid...~~ As you were singing, I couldn't help but think that sixteen years ago when you first came to work for me, I thought you had the most beautiful voice. It had beautiful tone quality and range, and now sixteen years later nothing has changed... everything is the same.

DENNIS: Including my salary.

JACK: That's right. Now, Dennis--

ROCH: BOSS, HERE'S YOUR ASPIRIN.

JACK: I don't need it, the penicillin cured me.. Rochester, take this cake, stick a label on it and put it in the medicine cabinet.

ROCH: WHAT?

JACK: Never mind.

(SOUND: BUZZER)

JACK: COME IN.

(SOUND: DOOR OPENS)

DON: *Well*, Hello, Jack.

JACK: *Oh*, Don.. come on in.

(SOUND: DOOR CLOSSES)

JACK: *Don*, There's no rehearsal today...what are you doing around here?

DON: *Oh*, I just dropped by to return ^{*this*} ~~the~~ garden hose I borrowed from you last week.

JACK: My garden hose..Oh, you won't be needing it?

DON: Not anymore, I found a belt my size.

BB

JACK: Well, Don, there was no rush.. you could have worn the hose a while longer.

DON: I know, but it tickles when you turn the water on.

JACK: *Well that makes sense,*
I guess so..

ROCH: HERE'S TODAY'S MAIL, BOSS.

JACK: *Oh* Thanks, Rochester.

DON: Say Jack, isn't that paint I smell?

JACK: Yeah, I'm having the living room redecorated...You'll never recognize it.

DON: *Oh*, Really? What color is it going to be?

JACK: Well..the ceiling'll be sort of an off white *you see* and three of the walls are going to be beige.

DON: Uh huh..and what are you doing with the fourth wall?

ROCH: NUTHIN', THAT'S THE ONE WE SAVED FOR ADVERTISING.

JACK: Rochester --

ROCH: REMEMBER THE YEAR MAD MAN MUNTZ TOOK THE CEILING?

JACK: Rochester, stop being funny...If you'll excuse me a second, Don, I just want to glance through my mail.

DON: *Gas* Go ahead, Jack.

(SOUND: PAPER RATTLING)

JACK: ~~Let's~~ See what I got here..a bill..another bill..a circular...Hmm, another threatening letter from Arthur Murray..Well, he can teach his way, I'll teach mine....
Hey,
~~Gas~~, what's this, a letter from Waukegan..

(SOUND: RIP OF PAPER)

JACK: Well, I'll be darned.. Hey, fellows.. Here's a letter from a ~~friend~~ *pal* I haven't seen in twenty years..Stub Wilber..he was a classmate of mine in high school.

BB

DON: No kidding, Jack.

JACK: Yeah, and he's coming out here for a visit.. Let's see.. arriving on the Super Chief at Union Station two thirty P.M. on Wednesday the -- hey, that's today. I better get down there.

DON: I'll go with you, Jack.

DENNIS: Me, too.

JACK: Good. I'll just grab a jacket, and we'll go down to the station and meet my friend Stub.

(TRANSITION MUSIC)

(SOUND: FOOTSTEPS ON CEMENT)

DENNIS: Gee, with that freeway we sure made good time getting here.

JACK: Yeah...Come on, let's go in the station.

(SOUND: DOOR OPENS..STATION NOISES UP AND DOWN)

MEL: (P.A.) TRAIN NOW LEAVING ON TRACK FIVE FOR ANAHEIM, AZUSA, AND CUCA -- MONGA.

(APPLAUSE)

DON: I guess we ^{better} go to the South End of the depot to meet ^{the} incoming passengers.

JACK: Yeah, but I better check at the information desk and see if Stub's train is on time, ^{huh?}

SHELDON: Hiya bud.

JACK: Huh?

SHELDON: Long time no see.

JACK: ~~oh~~ Yeah, yeah.. Come on, fellows.

DON: ^{Jack, Jack} Isn't that ^{the} ~~that~~ race track tout.

BB

JACK: Yeah, I'm always bumping into ~~him~~ ^{that tank}. Look, why don't you and Dennis just browse around while I get the information, ^{huh?}

DON: Okay.

JACK: Now ^{lets see the} where's ~~that~~ information booth..

(SOUND: STATION NOISE UP AND DOWN)

MEL: (P.A.) CORRECTION PLEASE...THERE WILL BE NO TRIP TO ANAHEIM, AZUSA, AND CUCAMONGA AS PREVIOUSLY ANNOUNCED.. THAT TRAIN HAS JUST BEEN RENTED TO THE FAIRFAX KIDDY PARK.

(SOUND: STATION NOISES UP AND DOWN)

JACK: Gee, it's ^{crowded --- so} crowded here, excuse me...pardon me...I wonder if I --

ARTIE: Hello, Mr. Bonny.

JACK: ~~Huh?~~ Why, Mr. Kitzel.

(APPLAUSE)

JACK: Mr. Kitzel, what are you doing ^{here} at the ~~retirood~~ station?

ARTIE: I'm taking a trip to New York.

JACK: Well, well, all the way to New York, ^{huh?}

ARTIE: Yes, and I can see my wife's face now.. Boy, will she be surprised!

JACK: Oh, she doesn't know you're coming.

ARTIE: She doesn't know I'm going.

JACK: Mr. Kitzel, don't tell me you had an argument with your wife?

ARTIE: ~~Well~~ ^{Mr. Bonny,} It isn't my wife, it's our relatives.

JACK: Your relatives, eh? ^{Artie: What why} ~~well~~ are a lot of them living ^{there} with you?

ARTIE: HOO HOO HOO...you think this station is crowded...At the last count, thirty-six relatives came to live with us.

BB

JACK: Thirty-six relatives?

ARTIE: *Yeah* Twelve of them we are taking their word, they have ~~no~~ *int gold*
birth certificates.

JACK: Oh, I see.

ARTIE: What a crowd, *we gold* in my house.. Every place they are sleeping...
...On the couches...on the beds..on the chairs..and on
top of the piano is my cousin Murphy.

JACK: Murphy..your cousin?

ARTIE: He's one of the twelve, we're taking his word for it.

JACK: ~~Off~~..Well, have a nice trip, Mr. Kitzel, and look me up
when you get back.

ARTIE: This is a promise..goodbye.

JACK: ~~So long~~ *Goodbye, goodbye Mr. Kitzel*

(APPLAUSE)

(SOUND: STATION NOISES UP AND DOWN)

MEL: (P.A.) ATTENTION PLEASE..WE HAVE JUST LEARNED THAT
WHILE COMING THROUGH ALBERQUERQUE, THE WESTBOUND
SUNSHINE LIMITED HIT A COW AND WILL BE DELAYED SEVERAL
HOURS.

(SOUND: STATION NOISES UP AND DOWN)

DON: Jack..Jack.

JACK: What is it, Don.

DON: Look who I just bumped into.

JACK: Hey, it's the Sportsmen *The Sportsmen* -- hiya fellahs.

MEL: (P.A.) ATTENTION PLEASE..NOW ARRIVING ON TRACK 18, THE
CHIEF FROM CHICAGO..ON TRACK TWO, THE LARK FROM SAN
FRANCISCO..AND ON TRACK 5, A COW FROM ALBERQUERQUE.

BB

JACK: Gee, I bet that one is really tenderized...Now tell me, *hey*
Spartan
~~for~~ ~~the~~, what are you doing here at the station?

DON: *Oh,* I'm afraid they haven't time to talk, Jack. They have
to catch a train.

JACK: Oh, where are they going?

DON: To Goldsboro, North Carolina.

JACK: ~~But boys, pray tell me~~ Why?

BB

QUART: IF YOU KNOW WHAT WE KNOW
THEN YOU'LL GO WHERE WE GO
WHERE THEY GROW TOBACCO
OH LSSS MFF LSMFT
YOU'D BE SO HAPPY
WHEN YOU'D SEE A LUCKY
YOU CANNOT MEASURE THE PLEASURE
THAT YOU WILL GET FROM SMOKING LUCKY STRIKE
SO JACKSON, BEE BEE
AND DON'T CRY
WE'RE ON OUR WAY
OH HAPPY HAPPY DAY
SO TAKE IT, DON, AND CARRY ON
OH WAY DOWN SOUTH WHERE THEY GROW TOBACCO
THAT'S WHERE WE BELONG
FORWARD MEN AND STAY IN LINE
IT'S ONWARD, ONWARD TO CAROLINE
That's where we'll get
~~RIGHT HERE WE NEED~~ A RHYME
FOR LIGHT UP TIME
OH LSSS MFFF
LSSS MFFF
IT'S LSMFT FOR ME.

BB

(THIRD ROUTINE)

JACK: Well, ^{have} have a nice trip, fellows.

MEL: (P.A.) ATTENTION, PLEASE, ^{attention} ~~PLEASE~~. TRAINS NOW LEAVING FOR
LAS VEGAS ON TRACKS SEVEN AND ELEVEN.

JACK: Don, we better--

MEL: (P.A.) THESE TRAINS ARE PULLED BY DICEL ENGINES.

JACK: Don ~~we~~--

MEL: (P.A.) ROLL 'EM.

JACK: Don, we better get that information about Stub's train,
come on, ^{I think} it's right over here. ^{There's the information booth there.}

(SOUND: FEW FOOTSTEPS)

JACK: Oh Mister..Mister..

NELSON: YEESSESSSSSS.

JACK: Are you the information clerk?

NELSON: Well, what do you think I am in this cage...a parakeet with
a mcustache.

JACK: Wait a minute..the last time I was down here, they had you
behind the ticket counter..how did you get information.

NELSON: I dialed one one three.

JACK: Now ~~out that~~ ^{will you stop that....} ~~out~~...all I want to know is if the Super Chief
will be arriving on time.

NELSON: Let me see..The California Limited leaves in fifteen
minutes, the Grand Canyon departs in a half ^{an} hour.. the
Challenger is leaving in an hour and a half.

JACK: Wait a minute, I want to know about a train coming in....

^{why} why do you keep telling me about trains that are leaving?
NELSON: ^{Well,} In psychiatry they call it The Power of Suggestion.

JACK: ^{Look it} ~~Alright, alright~~, you still haven't answered my question..
when will the Super Chief be in?

NELSON: In exactly fifteen minutes.

JACK: Thank you.. Come on, Don.

DON: *Oh*, Wait a minute, Jack, what track does the train come in on
..We have to know what gate to wait at. *Oh look---*
the window, *why don't you* ask the men where to go.

JACK: Okay..Oh Mister, *Mister* could you tell me where to go?

NELSON: What did you say?

JACK: *I said,* Could you tell me where to go?

NELSON: If you ask me that once more, I might let you have it.

JACK: Oh, never mind. Say Don, *Don---* what happened to Dennis?

DON: He's right over there weighing himself.

JACK: Oh yes.

(SOUND: FEW FOOTSTEPS..POUNDING OF MACHINE)

JACK: *Well,* Dennis, what are you jumping on that machine for?

DENNIS: *Well,* I put a penny in, but no peanuts came out.

JACK: Dennis, that's a weighing machine...it's a scale..when you
put a penny in a little card comes out...There it is, down
there.

DENNIS: Oh yes, *hey gee,* ~~Gee~~ *look*. I weigh a hundred and fifty-five pounds.

DON: And Dennis, on the other side is your fortune.

DENNIS: *Oh* My fortune? *Oh* Let me see...Gee, now they tell me.

JACK: What does it say?

DENNIS: "No peanuts."

JACK: Well come on, kids, we better get over to meet the train,

DON: *Look*, Jack, there's plenty of time *now*, why don't we *go* get a sandwich
first.

JACK: *Well*, There's not that much time, *line got ----* I'm gonna meet the train.

DON: Well, I'm gonna get a sandwich..*would* You like to come with
me, Dennis?

DENNIS: ..Well...

JACK: Let him go alone, Dennis, you come with me.

DENNIS: Okay.

SHELDON: Hey bud..bud..

JACK: Who, me?

SHELDON: No, you with the pointed head.

DENNIS: He means me.

SHELDON: Yeah you..come here a minute.

JACK: Well, this is a switch.

DENNIS: Look, Mister--

SHELDON: What are you doin'?

DENNIS: I'm going with Mr. Benny.

SHELDON: Uh uh.

DENNIS: What?

SHELDON: Go with Wilson.

DENNIS: Wilson?..Why?

SHELDON: Look at the form..he's always out in front.

DENNIS: Well, I don't know..what about Benny?

SHELDON: Benny hasn't got a chance. His photo finish was the Horn
Blows at Midnight. ^{How} Take my word for it, bud, stick with
Wilson.

DENNIS: Well..(IMITATING) Come here a minute.

SHELDON: What?

DENNIS: I'm sticking with Benny.

SHELDON: Why?

DENNIS: Wilson's carrying too much weight.

SHELDON: What?

DENNIS: He's got everything in the back stretch.

SHELDON: ^{Well, see} Okay. ^{see} you in the poorhouse.

JACK: Come on, Dennis. *Come on. Stop - stop wasting time.*

CB

DON: *Yeah* ~~Well~~, it is getting late *Well*. I suppose I'd better go with you, too.

(SOUND: STATION NOISE UP AND DOWN)

MEL: (P.A.) THE SOUTHBOUND LIMITED NOW LEAVING FOR LAGUNA, CAPISTRANO, SAN DIEGO..(MEXICAN ACCENT) TIA JUANA, ACAPULCO, AND MEXICO CITY, I THEREENK.

DON: *Jack* Jack, this is the gate right here.

JACK: Yeah...~~there~~ sure ~~are~~ a lot of people waiting.

HARRY: (CRIES AND KEEP CRYING SLIGHTLY OFF MIKE)

JACK: Boy, I can hardly wait to see Stub again. *Good old Stub.*

DON: Yeah, I'll bet he'll be glad to see you, too..Come on, let's edge over a little.

JACK: I wonder what that kid is crying about.

MEL: (P.A.) ATTENTION..THE SUPER CHIEF IS NOW ARRIVING ON TRACK EIGHT.

DENNIS: Come on, Mr. Benny, everyone's getting ahead of us.

JACK: That poor kid..I better see why he's crying.

DON: *Oh* ~~now~~ Jack, how can you butt in, you don't even know the kid.

JACK: Well, I can't just let him cry.

HARRY: (CRIES CLOSER)

JACK: What seems to be the trouble, sonny. Did you lose your mommy.....Look, I don't know what's wrong, but I wish you'd stop crying.

HARRY: If you give me a nickel, I will..(AND CRIES)

JACK: (LOOKS AT AUDIENCE)

DON: Go ahead Jack, give it to him.

JACK: But Don, I don't even know the kid.

DENNIS: The people are starting to come up the ramp.

CB

JACK: Alright kid, here's a nickel, now you can stop crying and dry your eyes because everything is ^{going to} ~~gonna be~~ --

HARRY: LET GO OF IT ALREADY.

JACK: Oh..oh...

HARRY: Here you are, Dad.

NELSON: Thanks..I didn't think you could do it.

JACK: Hmmm.

DON: Jack, do you see your friend?

JACK: No..I don't..I hope he didn't miss the train, ^{gee} that's the way he was in school, ^{too...} completely irresponsible, ^{that's what Miller} I was two years older than Stub and he got in the habit of letting me do his thinking for him.

(SOUND: STATION NOISES UP AND DOWN)

MEL: (P.A.) ATTENTION, PLEASE, ATTENTION..THE LURLINE NOW ARRIVING ON TRACK FIVE.

JACK: Lurline?

MEL: (P.A.) MAN, WAS IT FOGGY.

JACK: Hm.

DENNIS: Well, there's no sense standing here, let's go home.

JACK: ^{Yeah} Yeah, I guess so. Gee, I'm sorry I dragged you both down here on a wild goose chase.

COLIN: Beg pardon..but could you be of a little assistance to me.

JACK: Huh? Oh, what can I do for you? ^{What?}

COLIN: Well, I don't see so good any more, would you mind reading an address I've got written down ^{here on this piece of paper}

JACK: ~~Why certainly~~

COLIN: ~~Now let's see..where did I put that piece of paper..~~

JACK: ~~It's in your hand.~~

CB

COLIN: ~~Oh yes, the fingers are a little numb. Here, would you
just read me that address.~~

JACK: Let's see..(READS) 366 North Camden Drive, Beverly -
wait a minute, that's my address.

COLIN: Well, Jaaaaack Benny!

JACK: Stub..Stub Wilber..Gee, it's good to see you..Come on
Stub, we've got ^alot to talk over..here, I'll carry your
bags.

COLIN: Never mind the bags, carry me.

JACK: Gee, it's amazing how old you can get when you don't lie
about your age....Come on, everyone, let's go home.

(PLAYOFF)

(APPLAUSE)

C_B

THE JACK BENNY PROGRAM
MAY 15, 1955
FIRE ALLOCATION #3

-20-

DON: Friends, every minute -- day and night -- a destructive fire starts. And in nine out of ten cases, most fires start because someone was careless! Don't let that someone be you. Be sure your electrical wiring is properly installed. Put cigarettes and matches out before you discard them. Be on guard constantly against fire. Remember, only you, can prevent fires!
Thank you.

(APPLAUSE)

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

CB

ATX01 0021322

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955

-D-

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 - 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. 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!

(MORE)

CB

ATX01 0021323

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 1955

-E-

CLOSING 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:

(SPOKEN) Light up a Lucky

SOLO & GROUP: It's Light Up Time

CB

ATX01 0021324

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY PROGRAM
MAY 15, 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

CB

ATX01 0021325

(TAG)

-21-

JACK: Gosh, Stub..isn't it wonderful..your first day in California.

COLIN: Yeah..can I go to bed now?

JACK: You want to go to sleep? But it's so early.

COLIN: I know but I'm so tired of painting this room.

JACK: We just have to finish this ceiling and then we can go to sleep.

MEL: Yeah, yeah, sleep.

JACK: Goodnight, folks.

(APPLAUSE & MUSIC)

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

CB

ATX01 0021326

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 0021327