

PROGRAM #15  
REVISED SCRIPT

"AS TELECAST"

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY TELEVISION PROGRAM

SUNDAY, APRIL 8, 1956

CBS

4:30-5:00 PM PST

CAST:

JACK BENNY  
GISELE MAC KENZIE  
DON WILSON  
LOIS CORBET  
STEVE BRADLEY-TOM D'ANDREA  
HARLOW-----DALE WHITE  
KID USHER-----LOUIE LETTIERI (Cancel)  
PHOTOGRAPHER--WM. MUNCHOW  
STAGEHAND-----THOMAS WADE

SL

ATX01 0336670

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
JACK BENNY TV PROGRAM

OPENING COMMERCIAL

LIVE

(MUSIC: LUCKY STRIKE THEME UP  
AND UNDER ---)

CUT TO TITLE CARD:

"THE JACK BENNY PROGRAM".

ANNOUNCER

From Television City in  
Hollywood, the Jack Benny  
Program with his special guest  
Gisele MacKenzie.

CUT TO TITLE CARD:

"PRESENTED BY LUCKY  
STRIKE".

...presented by Lucky Strike!

CUT TO TITLE CARD:  
"BE HAPPY - GO LUCKY  
LUCKIES TASTE BETTER".

(MUSIC: VAMP AND BE HAPPY --  
GO LUCKY -- SHORT VERSION)

CUT TO:

#115 BOAT

LUCKY STRIKE  
TV FILM COMMERCIAL #115  
(MOTOR BOATING)  
(1:00)

-2-

SINGERS (OVER)

OPEN ON MEDIUM CLOSEUP OF  
RUSS' HANDS MAKING THE  
LAST LOOP OF THE STARTING  
ROPE AROUND THE FLY WHEEL  
OF A SLIGHTLY BATTERED  
OUTBOARD MOTOR. HE PULLS  
VIOLENTLY, THE WHEEL SPINS  
AND STOPS DEAD.

Light up a Lucky  
It's light-up time.  
  
Be Happy Go Lucky  
It's light-up time.

WE PULL SWIFTLY BACK TO  
RUSS LOOKING FORLORNLY  
AT GRACE, THE STARTING  
ROPE DANGLING HELPLESSLY  
FROM HIS HAND. SHE SHRUGS  
PHILOSOPHICALLY AND OFFERS  
HIM A PACK OF LUCKIES.

For the taste that you like  
Light up a Lucky Strike  
Relax ...  
(MUSIC GLISS)

THEY EACH TAKE A LUCKY  
AND RUSS HOLDS THE  
LIGHTER WHILE THEY LIGHT  
UP. THEY THEN PUFF HAPPILY,  
RELAXING AGAINST THE  
GUNWALES OF THEIR IDLY  
DRIFTING LITTLE BOAT.

... it's light-up time.  
  
ANDRE BARUCH (V.O.)  
Great idea. Lean back, drift  
along, enjoy a wonderful cigarette.

IRIS ON -- FROM CAMERA TO  
SHAPE OF CARTON - AND FORM  
CARTON.

Lucky Strike. Luckies always  
taste better.

CAMERA PULLS BACK TO ALLOW  
CARTON TO FLOAT. "LS/MFT"  
ZOOMS UP FROM TOP LEFT OF  
CARTON AND HOLDS CENTER  
SCREEN.

LS/MFT?

THE CARTON TURNS ON ITS SIDE  
AND THE LETTERS "LS/MFT FLY  
DOWN INTO POSITION IN THE  
SENTENCE "LUCKY STRIKE MEANS  
FINE TOBACCO" ON CARTON.

Lucky Strike means fine tobacco  
and the famous Lucky Strike  
process ...

POP ON ABOVE CARTON "IT'S  
TOASTED."

"IT'S TOASTED" .... makes that  
naturally good-tasting tobacco ...  
taste even better.

POP ON BELOW CARTON "TO  
TASTE BETTER" IN SYNC.

(MORE)

SL

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BARUCH (CONT'D)

IRIS WIPE -- FROM SHAPE OF  
CARTON -- BACK TO RUSS  
AND GRACE IN THE BOAT.

Next time you're out for  
enjoyment --

RUSS HAS REWOUND THE  
STARTING ROPE AND IS ABOUT  
TO PULL IT AGAIN WHEN  
GRACE STOPS HIM WITH A  
"WAIT A MOMENT" GESTURE.

make it even more enjoyable --  
light up a Lucky.

SINGERS (OVER)

AS GRACE THEN REACHES OVER,  
CUT TO CLOSEUP OF THE  
SWITCH. SHE FLICKS ON THE  
SWITCH WHICH ALL ALONG HAD  
BEEN OFF.

For the taste that you like,  
light up a Lucky Strike,  
Right now ...

(SPOKEN)

CUT BACK AS RUSS PULLS THE  
ROPE AND THE ENGINE STARTS.  
LAUGHING AND SMOKING HAPPILY  
THEY SPIN OFF WHILE GRACE  
SNUGGLES COMFORTABLY AGAINST  
RUSS.

Light up a Lucky.

(SINGERS AGAIN)

PAN WITH BOAT AND HOLD  
IT CENTER SCREEN AS RUSS  
AND GRACE HEAD TOWARD  
OPEN WATER.

It's light-up time.

ANDRE (OVER)

FROM WAKE OF BOAT ZOOM  
UP SUPERED LUCKY CARTON  
TO FULL SCREEN AND WIPE  
ON IN SYNC: "THE BEST  
TASTING CIGARETTE YOU EVER  
SMOKED."

You'll say it's ...  
... the best-tasting cigarette  
you ever smoked.

(AFTER OPENING COMMERCIAL)

JACK COMES OUT WEARING A CARNATION IN HIS LAPEL, TO  
MUSIC & APPLAUSE.

JACK

Thank you, thank you, thank you,  
ladies and gentlemen, and welcome  
to the Lucky Strike Program.  
Tonight...tonight...

(NOTICES CARNATION IN HIS  
LAPEL)

Isn't this a pretty flower?...  
You know, ordinarily I don't  
wear a carnation in my lapel...  
but there's a little old lady  
outside the studio who sells  
flowers -- she must be ninety  
years old - and when I saw her  
sitting there today with that  
tattered shawl over her head,  
I just couldn't resist buying  
this flower from her. I gave  
her 50 cents for it. You know,  
when you do something like that,  
it really makes you feel so good  
... Besides, wearing the flower  
while I'm working makes it  
deductible....Of course, speaking  
of deductions, I have been asked  
to read something here.

(MORE)

JACK (CONT'D)

This is very important. It's from  
the Income Tax Department.

(STARTS TO PUT GLASSES ON)

I only wear these on account of  
the smog....I can see it better  
...Now this is very important,  
so I want you to listen to it...

(READS)

"Each year carelessly prepared  
tax returns cause your Department  
of Internal Revenue untold delay  
and inconvenience. So this year,  
before filing yours, please make  
sure that it is correct.

Remember ... your tax return is  
wrong if it is incorrectly  
figured ... illegible ... unsigned  
... or if you have any money left  
over ... Also ... for those of you  
in Los Angeles who wish to pay your  
tax in person, this is to remind  
you that the income tax office is  
now on the first floor ... It used  
to be on the tenth floor but we're  
a little afraid ... this being  
Leap Year.

(TAKES OFF GLASSES)

(MORE)

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JACK (CONT'D)

Why my writers think this is a funny subject for television, I'll never know. .... Speaking of taxes, I must tell you what Charlie Bagby, my piano player put down as business expense... eighty dollars for a fingerprint removing kit...And Frankie Remley, my guitar player ... three hundred dollars for Sen Sen ... Of course, his income tax is nothing. It's the liquor tax that kills him.... There's a fellow that really likes bourbon. When he sees a bottle, he's so anxious to get at it that he doesn't even bother with a corkscrew. He goes right at it with his teeth. In fact, Remley has swallowed so many corks he's the only man I know who can walk to Catalina....There's nothing funnier than to see Remley trying to take a bath ....You think I'm making this up.

(MORE)

3L

ATX01 0336676

JACK (CONT'D)

Anyway, to get on with the show,  
ladies and gentlemen....right  
now I'd like to present a young  
lady who was on my program last  
year and I asked her to come on  
again....So she flew from New  
York just for this engagement. A  
wonderful talent, and one of the  
singing stars of the Lucky Strike  
Hit Parade...Miss Gisele MacKenzie.

GISELE ENTERS TO APPLAUSE.

JACK

Well, Gisele, here we are  
together again....And it's so  
nice having you on my show.

GISELE

Thanks, Jack, it's nice to be  
here, but I feel sort of strange.

JACK

Strange? What do you mean?

GISELE

Well, I'm not used to being  
introduced without stepping  
out from behind Snookie Lanson.

BB

ATX01 0336677



JACK

Oh, that's right....He's on the  
Hit Parade. Snookie Lanson....  
Snookie! How did he ever get a  
name like that?

GISELE

I don't know, and with a name  
like Gisele, I haven't got the  
nerve to ask him.

JACK

Well, you shouldn't feel that  
way....I think Gisele is a very  
pretty name....and incidentally,  
my favorite animal.

GISELE

That's Gazelle.

JACK

Oh, yes, yes. Now Gazelle...  
Gisele...You know, talking  
about names ... I have a very  
peculiar middle name ... I  
never use it and very few  
people know about it.

GISELE

What is it?

JACK

Tecumsah...Jack Tecumsah Benny

GISELE

Tecumsah?

SL

JACK

Yes....it's an old Indian name.

GISELE

What does it mean?

JACK

Old Indian. That's the silliest thing we'll say today...But Gisele...getting back to the Hit Parade. I want you to know, I watch it every week and you're doing a wonderful job.

GISELE

Thank you, Jack...Oh, that reminds me. When I told Dorothy Collins I was coming out to be on your program, she told me to say hello for her and give you a kiss.

JACK

Oh well, go ahead.

(GISELE KISSES JACK)

JACK

Well I thought she'd send a bigger kiss than that.

GISELE

She did, but when you carry it 3,000 miles it loses something.

(MORE)

SL

JACK

Oh well, thank her for me anyway.  
Now, Gisele I know everybody is  
anxious to hear you sing....And  
while you're on, I have go to my  
dressing room and get something.  
I'll be right back. Good luck.

(JACK GIVES GISELE A KISS)

I would have given her a bigger  
kiss, but when you carry it for  
62 years it loses something.

HE LEAVES AND GISELE DOES HER SONG.

POOR PEOPLE OF PARIS

CUT TO JACK'S DRESSING ROOM.

JACK IS IN THE DRESSING ROOM..TAKES VIOLIN CASE,  
PUTS IT ON TABLE AND OPENS IT...TAKES OUT VIOLIN,  
SHAKES IT BACK AND FORTH, AND A CLOUD OF DUST FLIES  
OUT FROM IT.

JACK

I wish Rochester would beat the  
rugs with something else....  
Let's see, I'll take my good  
bow....

(TAKES OUT OF CASE)

and I'll need some rosin.....

VOICE (O.S.)

You can't go in there.

STEVE (O.S.)

What do you mean I can't go in.

I'm Steve Bradley, his publicity  
man.

AS HE IS CLOSING THE CASE, THE DOOR FLIES OPEN AND  
STEVE BRADLEY ENTERS, FOLLOWED BY A PHOTOGRAPHER  
WITH A FLASH CAMERA.

STEVE

Oh oh oh there you are, Jack...  
I've been looking all over for  
you.

JACK

Hello Steve.

STEVE

(TO PHOTOGRAPHER WHO IS  
ABOUT TO TAKE A PICTURE)

Hold it, Charlie, no pictures  
till he gets his make-up on.

JACK

I've got my make-up on.

STEVE

Oh..Charlie, put on a yellow  
filter and do the best you can.

JACK

Don't be funny..and look Steve..  
I haven't time for publicity  
now.

STEVE

But you said you wanted me to  
come down and take some pictures  
of you.

SL

JACK

(MAD)

Now now...What's news about me  
being in my dressing room? Where  
were you when I was buying flowers  
from the old lady?....Some  
publicity man....you're never  
around when I need you.

STEVE

OOOOOOOOOhhh, I like that snarl,  
get it, Charley, get it.

THE PHOTOGRAPHER TAKES A PICTURE.

JACK

Wait a minute.

STEVE

That'll be great..Benny the Tiger..  
Gives me a sensational idea for a  
publicity stunt. We can tie it  
right in with the circus being  
in town. We'll take a picture  
of you with your head in a lion's  
mouth.

JACK

Me put my head in a lion's mouth!  
Are you crazy? I wouldn't do a  
thing like that.

STEVE

Get that shot, Charlio...Benny,  
the Yellow Belly.

BB

CHARLIE SNAPS A PICTURE.

JACK

Look, I've had enough of this..  
And Charlie, tear up those  
pictures.

STEVE

What are you doing? I need  
pictures. I've got a three-  
page spread lined up for you in  
a very important magazine.

JACK

A three-page spread...Is that good.

STEVE

Good? It's sensational! The  
whole magazine's only four pages.

JACK

Four pages?

STEVE

It's shoved under every door in  
Pocatello, Idaho...

JACK

Oh, for heavens sake...I'm getting  
out of here.

HE STARTS TO LEAVE AND STEVE PULLS HIM BACK

BB

ATX01 0336684

STEVE

Look Benny, you're not cooperating  
....If you want publicity, I need  
pictures with oomph. You haven't  
taken a good picture since that  
one where you were lying on a  
bear skin rug.

JACK

What?

STEVE

And that was two years ago.

JACK

(LEAVING)

Look, Steve, I can't argue with  
you, I've got to go...You can  
take pictures after the show.

STEVE

(HOLLERING AFTER JACK)

Okay, okay..see you later....

(TO CHARLIE)

You know, Charlie, I can't  
understand that guy Benny..  
You'd think he'd cooperate. I  
picked him up when he was nothing  
...nobody even heard of him..  
and I made a big star out of him.

BB

ATX01 0336685



CHARLIE

Gee, how long have you been with  
him?

STEVE

Six months...Come on, Charlie,  
let's go. I hear there's a guy  
around named Sinatra with a  
promising voice. Let's go and nail him.

AS THEY LEAVE, WE CUT BACK TO STAGE.

(MUSIC AND APPLAUSE)

BB

ATX01 0336686

JACK COMES ON WITH VIOLIN TO APPLAUSE

JACK

You know, ladies and gentlemen,  
I like doing these shows where  
I get the opportunity to play  
the violin....And I've really  
been practising lately...because  
on the 28th of this month I'm  
giving a concert at the Municipal  
Auditorium in Oklahoma City with  
the local symphony. This is a  
charity affair...and I'm going  
to play some very difficult  
numbers. Now after the concert in  
Oklahoma City, I'm going on to  
visit all the key cities that I  
can work into my schedule.

LOIS PUSHES DON OUT ONTO THE STAGE, AND IS FOLLOWED BY  
THEIR SON HARLOW.

LOIS

Go ahead, Donald.

DON

But, Lois...

LOIS

Go ahead, go ahead.

JACK

Don....Mrs. Wilson...what is this?

LOIS

Go ahead, Don, tell him.

JACK

Somebody tell me, I'm in the  
middle of a show.

DON

Well, Jack. you know how anxious  
we are for our son to become an  
announcer.

JACK

Oh no, not again. I gave him a  
chance a few weeks ago and he  
couldn't remember one line of the  
commercial...It was so embarrassing  
....even you got mad at him and  
pushed him off the stage.

LOIS

That's why I came down today.  
The whole thing was Don's  
fault.

DON

My fault?

LOIS

Yes.... You see, Jack, our boy  
is very sensitive and Don doesn't  
know how to handle him.

JACK

(LOOKS AT HARLOW)

Sensitive? Look, Mrs. Wilson...  
I'd be very happy to give him  
another chance, but how do I know  
the same thing won't happen?

LOIS

Because, I've been working with  
him. All he needed was someone  
who had a little patience and  
could give him a feeling of  
confidence. Now please, Jack...  
for my sake, give him another  
chance.

JACK

Well...all right.

LOIS

Now Harlow, go ahead and  
recite the commercial....and  
don't be nervous..Mother's  
standing right beside you.

BB

ATX01 0336689

HARLOW

Okay.

(CLEARS THROAT)

L S, M F T...L S, M F T...

Lucky Strike means fine tobacco.

Yes, Lucky Strike means fine  
tobacco. For the taste that you  
....that you.....

LOIS

(SWEETLY)

That you like, dear.

HARLOW

Oh, yes....For the taste that  
you like, dear, light up a Lucky Strike  
....the cigarette that's so round,  
so firm, so fully....so fully...

LOIS

Packed.

HARLOW

Fully packed ... and so..and so..  
...and so--

DON

(MAD)

And so free and easy on the draw!

HARLOW

And so free and easy on the draw!

JACK

Don, you're making him nervous.  
Lois was right. You don't know  
how to handle him. Continue  
son -- I mean, Harlow.

HARLOW

Okay...Lucky Strike is made of  
fine -- made of fine --

LOIS

(BEGINNING TO LOSE HER POISE)

Fine tobacco!

HARLOW

Fine tobacco...and it's toasted  
to....toasted to...

LOIS

(MAD)

To taste better...Toasted to  
taste better! When I pounded  
it into your head last night,  
I thought that fat would absorb  
something!

DON

Darling --

LOIS

You keep quiet! Now look here,  
Harlow --

JACK

Mrs. Wilson --

LOIS

You shut up!...Now look here,  
Harlow. I'm going to give  
you one more chance! Now take  
it again and start right from  
the beginning!

HARLOW

Okay....Ladies and gentlemen...  
L S, T F M.

LOIS, JACK, AND DON

TFM!!

HARLOW

I mean S M F...

LOIS

S M F! I spent three weeks  
with you, trying to teach you  
something. How can you  
embarrass me like this?....  
Your mother....your own flesh  
and blood.

DURING ABOVE SPEECH, LOIS GRABS THE VIOLIN OUT OF JACK'S  
HAND AND HITS HARLOW OVER THE HEAD WITH IT.

JACK

Mrs. Wilson!

SHE HANDS JACK BACK THE VIOLIN STUB AND PUSHES HARLOW  
OFF THE STAGE.

LOIS

Get off the stage.....

(PUSHING DON)

And you, to...Off, off, off, off.

SHE PUSHES THEM BOTH OFF THE STAGE, LEAVING JACK  
STANDING THERE WITH THE STUB OF A VIOLIN IN HIS HAND.

JACK

After Oklahoma City, I'm going  
to visit all of the key cities  
that I can work into my schedule....  
But right now I'm going to play  
a duet with Gisele MacKenzie.  
If you remember, we played one  
together last year and we got  
so many requests to ---

GISELE ENTERS CARRYING TWO VIOLINS.

GISELE

Jack...Jack...I saw what  
happened so I got a violin  
for you, too.

JACK

Thank you, Gisele.

(CALLING O.S.)

Oh, stagehand!

STAGEHAND COMES ON. JACK GIVES HIM THE BROKEN  
VIOLIN

Save the strings.

STAGEHAND EXITS

Gisele, I hope the emotional scene you  
just saw with Mr. and Mrs. Don Wilson  
and their son Harlow didn't disturb  
you.

GISELE

Oh, no - not at all...By the  
way, Jack, don't the Winstons.....



JACK

You can't mention Winstons on this program.

GISELE

Haven't the Wilsons got a son bigger than Harlow?

JACK

Yeah, he's not in Hollywood any more. They had to move him to Glendale to make way for the freeway ....You know, Gisele, a while back I was talking about playing the violin on a personal appearance... You know I've always felt that if I had studied the violin diligently -- and I mean this -- today I could have been what I've always wanted to be -- Treasurer of the Musicians Union...Now, Gisele, what do you suggest that we play this time?

GISELE

Well...How about Mendelsohn's Concerto in E Minor?

JACK

Oh, for heaven's sakes, you would pick the one number that always gives me trouble.

GISELE

All right then...How about  
Zigeunerweisen by Sarasate?

JACK

Well, I hate to play anything  
when I don't know the composer,  
personally. There must be  
something else.

GISELE

All right, how about "Raise  
The Awning, Mother, Daddy's  
Leading A Shady Life."

JACK

Hmmm...Gisele, did you make  
that up?

GISELE

When you hit me with that  
Freeway joke, I had to come  
back with something.

JACK

I don't blame you. I'll  
tell you what...why don't we  
play the number we played a  
year ago. Everybody seemed  
to like it.

GISELE

You mean "Getting To Know You"?

JACK

Yes, that's the one and do me a  
favor, will you? Don't show off.  
Just play the harmony.

GISELE

Okay,

JACK

Wait till I rosin up a little  
bit.

TAKES OUT ROSIN AND STARTS TO ROSIN BOW

GISELE

Jack, green rosin?

JACK

This has chlorophyll in it...

Dennis gave it to me on

St. Patrick's Day. All right -

let's do it..."Getting To

Know You"....

THEY PLAY DUET "GETTING TO KNOW YOU"

(APPLAUSE)

DON

Jack will be back in just a

moment, but first a word to

cigarette smokers.

CUT TO CLOSING COMMERCIAL.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
TV FILM COMMERCIAL #113

GISELE MACKENZIE AND  
HAPPY JOE LUCKY

OPEN ON TIGHT CLOSEUP OF  
BACK OF A CANVAS CHAIR, IT  
READS "GISELE MACKENZIE."

(MUSIC OVER: ACCORDION PLAYING  
LAST "IT'S LIGHT UP TIME" PHRASE  
IN "LIGHT UP TIME" SONG.)

HAPPY JOE LUCKY  
(ON CAMERA)

PULL BACK TO TWO-SHOT OF  
GISELE IN ATTRACTIVE  
COCKTAIL DRESS SEATED IN  
CANVAS CHAIR. HAPPY JOE  
LUCKY IS ALSO SEATED  
ACROSS ARMS OF A CANVAS  
CHAIR PLAYING ACCORDION.  
HIS CHAIR READS "HAPPY  
JOE LUCKY."

How do you like your music, Gisele?

GISELE (ON CAMERA)

Depends. Right now I'm in a bouncy  
mood.

CUT TO CU OF HAPPY JOE.

HAPPY JOE (V.O.)

Let's go!

CUT BACK TO WIDE SHOT:  
HAPPY JOE PLAYING  
ACCORDION IN LEFT  
FOREGROUND WHILE GISELE  
SINGS AND DANCES IN  
RIGHT MIDDLEGROUND.

(MUSIC: QUICK INTRO AND A  
SWINGING ACCORDION VERSION OF  
"LIGHT OF TIME.")

GISELE

Light up a Lucky

It's light-up time

Be Happy, Go Lucky

It's light-up time.

(MORE)

CUT TO TWO-SHOT AS SONG  
ENDS. HAPPY JOE'S HAT  
FLIES IN THE AIR IN  
VAUDEVILLE FASHION AND HE  
REACHES UP AND RETRIVES IT.

HAPPY JOE (ON CAMERA)

Wowee!

GISELE (SPEAKING ON  
CAMERA)

CUT TO MEDIUM SHOT OF  
GISELE.

But sometimes I like my music dreamy  
-- like this.

CUT TO TWO-SHOT. HAPPY JOE  
SWAYS WITH EYES CLOSED,  
LOST IN RAPTURE AS HE  
PLAYS AND GISELE SINGS.

(MUSIC: DREAMY ACCORDION VERSION  
OF "LIGHT UP TIME" SONG)

GISELE (SINGING ON  
CAMERA)

For the taste that you like  
Light up a Lucky Strike  
Relax ...  
It's light up time!

AS HAPPY JOE PLAYS  
GLISSANDO, GISELE  
RECLINES IN HER CHAIR.

(MUSIC: GLISS)

HAPPY JOE (SPEAKING  
ON CAMERA)

CUT TO CU OF HAPPY JOE  
AS HE PRODUCES A PACK  
OF LUCKIES AND SPEAKS.

Yessir. Fine tobacco that's  
toasted to taste even better.  
That's what makes a Lucky taste so  
good. You'll say it's the  
best-tasting cigarette you ever  
smoked.

(MORE)

GN

CUT BACK TO TWO-SHOT AS  
HAPPY JOE PLAYS AND SINGS  
AND GISELE TAKES A LUCKY  
FROM HIS PACK AND PUTS IT  
IN HIS MOUTH.

HAPPY JOE (SINGING  
ON CAMERA)

For the taste that you like

GISELE (SINGING ON  
CAMERA)

Light up a Lucky Strike.

HAPPY JOE PLACES  
ACCORDION ON FLOOR AND  
SITS ON IT. AS IT  
COMPRESSES BENEATH HIM  
IT PLAYS THE GLISS.

HAPPY JOE (SINGING  
ON CAMERA)

Right now ...

(MUSIC: ACCORDION GLISS)

GISELE LIGHT HIS LUCKY  
FOR HIM.

GISELE (SPEAKING ON  
CAMERA)

Light up a Lucky!

HAPPY JOE EXHALES HAPPILY  
AND THEY SING TOGETHER

HAPPY JOE & GISELE  
(SINGING ON CAMERA)

It's light up time!

GN

ATX01 0336700

(TAG)

JACK AND GISELE COME OUT TO "LOVE IN BLOOM" AND APPLAUSE.

JACK

Thank you very much, ladies and gentlemen...Gisele, again may I say how nice it was to have you on the program.....and I want to tell you how much I enjoy your show and Dorothy Collins and all of them.

GISELE

Well, thank you, and I must say that your support and your generous guidance and advice have been a great help to me.

JACK

Oh well....

GISELE

No, no I mean it. I don't know what I would have done without you. Why, you've been like...like a father to me.

JACK

Hmmmmmm....Go be nice to people. I'll see you afterwards.

GISELE

Thank you, Jack.

GISELE EXITS



JACK

Ladies and gentlemen, be sure to  
watch Ann Sothern next Sunday  
and I'll be back in two weeks...  
when my guest star will be Chief  
Thunder Cloud. He's not much of  
an actor, but it's all in the  
family....Goodnight, folks.

APPLAUSE, MUSIC

CUT TO CREDITS:

CREDITS

CARD #4  
JACK BENNY PROGRAM

CARD #5  
DIRECTED BY RALPH LEVY

CARD #6  
PRODUCED BY HILLIARD MARKS

CARD #7  
WRITTEN BY

CARD #8  
MUSIC & ASSOCIATE PRODUCER

CARD #9  
ART DIRECTOR, TECHNICAL  
DIRECTOR & SET DECORATOR

DON (VOICE OVER)

CARD #10  
JACK BENNY PROGRAM

Appearing on tonight's program  
were Tom D'Andrea, Lois Corbet  
and Dale White.

CARD #11  
ANN SOTHERN MEMO CARD

Remember - one week from tonight,  
on this same station, be sure and  
watch Ann Sothern in "Private  
Secretary".

CARD #12  
JACK BENNY PROGRAM

Jack Benny's next television  
show will be in two weeks.

(MUSIC: OUT)

TO TAREYTON HITCHHIKE

TR

THE AMERICAN TOBACCO COMPANY  
FILTER TIP TAREYTON  
HT 333F :30

LONG SHOT DESK TOP WITH  
ASHTRAY, BOOK, CIGARETTE BOX  
WITH MINIATURE SWISS COUPLE.  
ZOOM IN TO CU AS MAN'S HAND  
PUTS PACK OF FILTER TIP  
TAREYTON ON BOOK.

MATCH DISSOLVE TO LIVE  
SWISS COUPLE DANCING ON  
ENLARGED REPLICA OF SAME SET.

MUSIC

The taste is great in a Filter Tip  
Tareyton

All the pleasure comes thru in a  
Filter Tip Tareyton

Smokes milder, smokes smoother,  
draws easier

COUPLE JUMPS BACK INTO  
POSITION ON CIGARETTE BOX.  
MATCH DISSOLVE TO ...

... ORIGINAL SET. MAN'S HAND  
TAKES PACK FROM BOOK AND  
BRINGS IT TO FULL SCREEN.

Yes, the taste is great in a  
Filter Tip Tareyton.

TR

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE

-35-

ANNCR (VO)

DISSOLVE TO CARD

POWHATTAN WITH "THE AMERICAN  
TOBACCO COMPANY" ABOVE AND  
"AMERICA'S LEADING  
MANUFACTURER OF CIGARETTES"  
BELOW.

The Jack Benny program has been  
brought to you by The American  
Tobacco Company -- America's leading  
manufacturer of cigarettes. The  
Jack Benny Program has been selected  
for viewing by our Armed Forces  
Overseas.

DON

FIRE PREVENTION TELOP

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

JACK BENNY CARD

SYSTEM

TR

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