

PROGRAM #7  
REVISED SCRIPT

(A S T E L E C A S T)

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY TELEVISION PROGRAM

SUNDAY, DECEMBER 16, 1956

CBS

4:30-5:00 PM PST

CAST: JACK BENNY  
DENNIS DAY  
DON WILSON  
HARLOW.....DALE WHITE  
MR. YAMATASHI.....FRANK KUMAGAI  
MIKADO CAST:

DANCERS:

Carey Leverette  
Casse Jaeger  
Roy Clark  
Gerald Gotham  
Barba Jarel  
Gloria De Werd  
Patty Wharton  
Donna Pouget

Jack Regas.....Choreographer

SINGERS:

Norma Zimmer  
Betty Noyes  
Betty Allan  
Dorothy McCarty  
Robert Stevens  
Max Smith  
Wm. Lee  
Thurl Ravenscroft

ATX01 0337045

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
JACK BENNY TV PROGRAM

OPEN -A-

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...Dennis Day.  
...presented by Lucky Strike!

CUT TO TITLE CARD:

"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:  
103 HAPPY JOE

ATX01 0337046

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
TV FILM COMMERCIAL #103  
SCOOP - BROUGHAM SCENE  
(1:00)

OPEN -B-

CLOSE SHOT OF CLOCK  
RESEMBLING TIFFANY CLOCK  
ON FIFTH AVENUE.

(SOUND: TICK TOCK - TICK TOCK)

CAMERA TRUCKS BACK AS HORSE-  
DRAWN BROUGHAM ENTERS SCENE.

(SOUND: CLIP CLOP - CLIP CLOP)

HORSE LOOKS AT CLOCK IN  
PASSING.

(SOUND: CLIP CLOP - CLIP CLOP)

CAMERA CUT TO CLOSER SHOT OF  
HORSE AS HE SINGS OPENING  
LINES.

HORSE (SINGS)

Light up a Lucky

It's Light Up Time.

CAMERA CUTS BACK TO CLOSE  
SHOT OF DRIVER.

DRIVER (SINGS)

Be Happy Go lucky

It's Light Up Time.

CAMERA PANS BACK. SCOOP  
LEANS OUT FROM INSIDE BROUGHAM.  
SCOOP OFFERS DRIVERS LUCKIES.

SCOOP (SINGS)

For the taste that you like,

Light up a Lucky Strike.

TOP COLLAPSES, GIRL IS SHOWN  
SEATED NEXT TO SCOOP. SHE  
PUTS HER ARMS AROUND SCOOP.

GIRL (SINGS)

Relax

CAMERA PANS TO OTHER CLOCK  
ON STREET. (11:05)

GROUP (SINGS)

It's Light Up Time.

DOLLY INTO CLOSE SHOT CLOCK.

ANNOUNCER

FACE OF CLOCK DISSOLVES TO  
BULLSEYE LUCKY STRIKE

There's a time and place for  
everything. And the right time  
for a Lucky is any time...

PACKAGE STARTS INTO DISSOLVE.

...you want to enjoy a great  
cigarette.

(MORE)

RTX01 0337047

TV FILM COMMERCIAL #103

OPEN -C-

LUCKY STRIKE BULLSEYE  
DISSOLVE INTO SUN.

ANNOUNCER (CONT'D)

And the right place for a Lucky...

CAMERA DOLLIES BACK  
RETAINING SUN IN UPPER RIGHT  
FIELD. FADE IN SCOOP IN  
FOREGROUND IN FLORIDA LOCATION.  
NEW GIRL POSED ON DIVING BOARD.  
GIRL DIVES INTO POOL.

...is wherever....

...you happen to be at the time...

EVERYTHING DISSOLVES OUT  
EXCEPT HUGE SPLASH.

ANNOUNCER

You'll always enjoy Luckies ---  
because --

SPLASH HOLDS ON SCREEN SCENE  
BECOMES "OLD FAITHFUL" GEYSER  
AT YELLOWSTONE PARK. SHOT OF  
SCOOP AND GIRL WATCHING GEYSER  
HE OFFERS HER A CIGARETTE. CUT  
TO CLOSER SHOT AS HE LIGHTS HIS  
AND GIRL'S CIGARETTES. SCOOP  
AND GIRL BLOW SMOKE TO UPPER  
HALF OF SCREEN.

Luckies taste better.

SMOKE FORMS INTO LETTERING  
"LUCKIES TASTE BETTER"  
ON TOP OF SCREEN AS SCOOP  
AND GIRL LOOK UP AT LETTERING.  
PACKAGE COMES TO FULL SCREEN  
AS REST OF SCENE FADES OFF.

Lucky Strike is made of fine,  
naturally good-tasting tobacco...

LETTERING "IT'S TOASTED"  
COMES OFF PACKAGE TO FULL  
SCREEN.

that's toasted to taste better.

LETTERING "IT'S TOASTED"  
CONTINUES OFF SCREEN.  
LETTERING "CLEANER" ZOOMS  
UP TOWARD CAMERA. LETTERING  
"FRESHER" ZOOMS UP TOWARD  
CAMERA.

Cleaner -

Fresher -

LETTERING "SMOOTHER" ZOOMS UP  
TOWARD CAMERA. ONE "O" IN  
"SMOOTHER" REMAINS ON SCREEN.  
REST OF SCENE FADES OFF. "O"  
BECOMES CLOCK. PACKAGE FADES  
OUT.

Smoother -

(MORE)

ATX01 0337048

TV FILM COMMERCIAL #103

OPEN -D-

SCOOP

And that's why Luckies taste better..  
...every time.

DISSOLVE TO SCOOP AND  
GIRL ON SEAT. DIS. IN  
REST OF BROUGHAM AND  
BACKGROUND SIMILAR TO  
OPENING SCENE. CAMERA  
TRUCKS TO CLOSER SHOT  
OF GIRL AND SCOOP.

ANNOUNCER

So make your next pack of  
cigarettes...  
...Lucky Strike..

ANNOUNCER

SCOOP PUSHES PACK OF  
CIGARETTES UP TO FULL  
SCREEN AS SCENE FADES  
OFF. HOLD ON CLOSE  
SHOT OF PACKAGE.

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

ATX01 0337049

(AFTER OPENING COMMERCIAL)

(JACK COMES OUT TO MUSIC & APPLAUSE)

JACK

Thank you, thank you, thank you...  
Good evening, friends, and  
welcome to the Lucky Strike  
Program...I usually say, "Good  
evening, ladies and gentlemen,"  
but this close to Christmas I  
think it's nice to call you  
friends...And there are only  
seven more shopping days left  
for you to earn that title...  
But this is an exciting time of  
year, isn't it? I mean, with all  
the shopping and everything...You  
know, I'll bet I've been in every  
department store in Los Angeles...  
and every store I went into I got  
something.

(MORE)

JACK (CONT'D)

That is, I got something in every store except Sak's Fifth Avenue. There they said I was too big to sit on his lap..... Some Santa Clause -- never heard of a thyroid condition...But I did get a lot of shopping done. I got things for my director...my producer...my writers. However, it's always a problem to find something for my orchestra so I just forgot about it. In the first place, with their disregard for our parole system, I'm not sure they'll be home for Christmas... However, I will say that Remley, my guitar player, has managed to keep out of trouble the last few weeks, and got himself a good job. Well, it's not exactly a job. He goes around ringing doorbells and for fifteen cents he'll breathe on your Christmas tree and turn it white...

(MORE)

JACK (CONT'D)

Unfortunately, he melts some of the ornaments, but then that's the risk you take...Well, to get on with the show, ladies and gentlemen...on tonight's program I am going to do something rather unusual for me...something I've never done on television. So tonight we are going to do a condensed version of Gilbert and Sullivan's famous operetta... The Mikado. Now whenever I do anything, I like to do it right... So I went to the trouble of acquiring a Japanese Opera Company direct from Tokyo. For years this troupe has been under the guidance of one of the greatest Japanese impresarios. He's been such a great help to us all during the long hours of rehearsal that I'd like to have you meet him... Mr. Sumoto Yamatashi.



(A DIGNIFIED JAPANESE COMES OUT DRESSED AS A TYPICAL AMERICAN BUSINESSMAN.)

(APPLAUSE)

JACK

Mr. Yamatashi, it's a pleasure  
to have you with us and I hope  
you and your troupe are enjoying  
your stay here in Los Angeles  
...there are so many interesting  
sights.

YAMATASHI

So we have been told, but so  
far we have not been able to see  
much of city.

JACK

Oh, yes, you've been busy with  
rehearsals and everything...too  
much work.

YAMATASHI

No, too much smog.

JACK

Oh...Well, that building that sticks up through the green cloud is City Hall...However, Mr. Yamatashi, I must say in defense of Los Angeles that on some days it is so clear that you can see Cucamonga.

YAMATASHI

Oh well, I hope soon we have clear day. I have been looking for Cucamonga.

JACK

You've been looking for Cucamonga?

YAMATASHI

Yes..Kimo Cucamonga, he is my  
cousin.

JACK

Oh..Well, I hope you see him  
soon...Now Mr. Yamatashi, I just  
wanted the audience to see  
you now..and, thanks again  
for your help.

YAMATASHI

Very good, Mr. Benny, but before  
I go, would like to have word  
with you.

JACK

What about?

YAMATASHI

Well, this morning my troupe  
and I read the fine print in the  
contract you gave us.

JACK

You read the fine print?

YAMATASHI

Yes, There are fifteen of us  
and we put our glasses together.

JACK

Oh..oh..Well, I wouldn't  
worry about the contract.

(MORE)

JACK (CONT'D)

And don't forget, when we discussed the arrangements, you were very pleased when I said the members of your troupe would live in my house..and you were very happy when I said that I would be responsible for their welfare.

YAMATASHI

Very true, but when you said you would make them feel at home, I did not know you would have them planting rice in the shallow end of your swimming pool.

JACK

Well, I'll explain all these things to your group in the morning when they come down for breakfast. Naturally, being in a new country, there are a lot of things that they probably don't understand.

YAMATASHI

Oh, yes...many things very confusing. Members of company want to know why Americans always in such a hurry.. freeways...zoom zoom zoom...

(MORE)

YAMATASHI (CONT'D)

Also puzzled why people wear shoes  
in house...Also something else  
hardest of all to understand.

JACK

What's that?

YAMATASHI

What happened to Notre Dame this year?

JACK

That's been bothering me, too, and  
I'm about as Irish as you are. Now,  
Mr. Yamatashi, you've been a very  
good sport coming out here...  
and once again I want to thank  
you.

YAMATASHI

Thank you, Mr. Benny.

(YAMATASHI BOWS TO AUDIENCE..THEN BOWS TO JACK.

YAMATASHI LEAVES STAGE.)

JACK

Such a fine gentleman. Ladies and  
gentlemen, it always gives me  
great pleasure to bring on the  
singing star of my show, Dennis  
Day. He's not only one of my  
favorite singers, but you have no idea  
how many letters I receive telling me how  
they love it when Dennis sings a beautiful  
ballad. So here he is now..Dennis Day.

(DENNIS COMES OUT DRESSED LIKE ELVIS PRESLEY..  
WITH GUITAR, SIDEBURNS, ETC.)

(APPLAUSE)

JACK

Dennis, what's all this?

DENNIS

I'm going to do an imitation of  
Elvis Presley. I think your fans  
would like that.

JACK

Oh..you think my fans would like  
that.

DENNIS

I'll have them jumping out of their  
wheel chairs.

JACK

Look..

DENNIS

I did it for my Mother's Women's  
Club and you should have heard them  
scream.

JACK

They did?

DENNIS

Yeah, I forgot my pants.

JACK

What?

DENNIS

Step aside, I need plenty of leg  
room for this.

(SPREADS LEGS WIDE LIKE PRESLEY)

A-one, a-two, a-three ...

JACK

Hold it, hold it ... hold it ... wait  
a minute, Dennis.

DENNIS

Huh?

JACK

I'm not letting you do an imitation  
of Elvis Presley on my show.

DENNIS

Why not?

JACK

Because every time you turn on the  
television set that's all you see,  
Everybody's doing an imitation of  
Elvis Presley.

DENNIS

If enough of us do it, maybe he'll  
stop.

JACK

Never mind ...

(JACK RIPS OFF SIDEBURNS)

And where did you get these  
ridiculous sideburns?

DENNIS

Off my chest.

JACK

Dennis ... you shaved all this  
hair off your chest?



-11-12-

DENNIS

I didn't have to, it was  
pasted on there, too.

JACK

Oh, fine ... Now, Dennis, just  
sing your song ... the one you  
rehearsed.

DENNIS

Okay.

(JACK TAKES GUITAR FROM DENNIS AND LEAVES)

JACK

(WALKING OFF)

Everybody wants to imitate  
Elvis Presley.

(DENNIS SINGS SONG)

(APPLAUSE)

ATX01 0337061

LOVE IN A HOME

YOU CAN TELL WHEN YOU OPEN THE DOOR  
YOU CAN TELL IF THERE'S LOVE IN A HOME.  
EVERY TABLE AND CHAIR SEEMS TO SMILE  
DO COME IN, COME AND STAY AWHILE.  
YOU ALMOST FEEL YOU'VE BEEN THERE ONCE BEFORE.  
BY THE SHINE AND THE GLOW OF THE ROOM  
AND THE CLOCK SEEMS TO CHIME  
COME AGAIN ANYTIME  
YOU'LL BE WELCOME WHEREVER YOU ROAM  
YOU CAN TELL WHEN THERE'S LOVE IN A HOME.

(AFTER DENNIS' SONG)

(JACK COMES OUT TO DENNIS)

JACK

Dennis, I'm really proud of you.  
I really am. You did that  
number beautifully.

DENNIS

I thought there were a few  
places where I was a little  
flat.

JACK

No, no, Dennis, every note was  
as true as could be. It was  
beautiful.

DENNIS

I still think that during a  
few spots I could have been  
better.

JACK

No no, it was beautiful ... Why  
do you say these things?

DENNIS

When you're talented, you can  
afford to be modest.

JACK

Oh ... yes yes ... there is  
something to that, Dennis.

(MORE)

JACK (CONT'D)

And now that you brought it  
up, there are a lot of times  
when I feel that I could be  
a lot funnier.

DENNIS

So do I.

JACK

What?

DENNIS

When you're talented you can  
also afford to be honest.

(HE WALKS OFF)

(JACK LOOKS AFTER HIM)

JACK

You know, ladies and gentlemen,  
the reason Dennis is so hard  
to handle is that he's so  
independent since he got  
another job. You can see him  
every week. They use his head  
for a bubble on the Lawrence  
Welk Show. And now, ladies and  
gentlemen, at this time the  
Sportsmen Quartet has prepared  
a very wonderful --

(DON COMES OUT ON STAGE)

DON

Oh, Jack ... Jack.

JACK

What is it, Don? Where are  
the Sportsmen?

DON

That's what I want to talk to  
you about. After dress rehearsal  
they told me that they had a  
chance to get an out-of-town  
job if they went right away,  
so I took the liberty of  
telling them that they could  
leave.

JACK

You ... you took the liberty  
to telling the Sportsmen they  
could leave?

DON

Yes, Jack.

JACK

Oh, I see ... Well, Don, the  
next time you take the liberty  
of running my show, the  
unemployment line will not  
only be longer, but fatter ...  
What are we going to do for a  
commercial?

DON

Oh, Jack, you don't think I'd  
let the Sportsmen go without  
having something to replace them?

JACK

Well, that's different. Who have  
you got to take their place?

DON

My son, Harlow.

JACK

Harlow!

DON

(CALLING)

Come on out, son.

(HARLOW ENTERS)

JACK

Oh, no, Don...no no...not again.  
Last year, not once, but twice,  
you talked me into giving your  
bouncing boy a chance to do the  
commercial and it was awful...it  
was embarrassing. Your boy is  
not an announcer and you might as  
well know it.

DON

Jack, believe me, this time it  
will be different.

(MORE)

DON (CONT'D)

All last summer he took elocution lessons...and not only is his enunciation perfect, but you should hear his beautifully rounded tone. The way he says "L S M F T" will just -- Well..Go ahead, Harlow, show him..Say L S M F T.

HARLOW

Okay.. L S M F T.

JACK

(CLAPPING HIS HANDS IN  
ECSTASY)

That was beautiful!

DON

I knew you'd think so, Jack..And wait till you hear the way he says "Lucky Strike means fine tobacco." Go ahead, Harlow...say it.

HARLOW

Lucky Strike means fine --

DON

And when he says "It's toasted to taste better, cleaner, fresher, smoother", it will just thrill you. Go ahead, Harlow...say "It's toasted to taste better, cleaner, fresher, smoother."

HARLOW

It's toasted to --

DON

But the best thing of all is the  
way he says "For the taste that  
you like, light up a Lucky Strike  
..It's light up time." Go ahead,  
Harlow, show him.

HARLOW

For the --

DON

And when he says --

HARLOW

(STAMPING HIS FOOT

IN RAGE)

Let me say it!

JACK

Yes, Don...for goodness sakes...  
You said you wanted me to hear  
him and then every time he tries  
to say something, you have to  
open your big fat mouth.

HARLOW

(WALKING TO JACK)

(MAD)

You can't talk to my daddy like  
that.



JACK

But, Harlow, I'm on your side.

HARLOW

I don't care, you can't come  
between father and son.

JACK

(TO AUDIENCE)

I wouldn't get between you two  
unless I had time to leave a  
note.

(TO HARLOW)

Anyway, I was only trying to help  
you.

DON

Well, we don't need your help.

JACK

Well, let me tell you something,  
Don...Don't you ever try to get  
Harlow on this show again. I've  
been in this business a long time.  
I know what kind of a show people  
like...I know what I'm doing.

DON

Then why aren't you funnier?

JACK

Because I'm modest, and shut up.

DON

Come on, Harlow, let's go.

(THEY DO THEIR LITTLE KICK TOGETHER AND WALK OFF ARM IN ARM)

(APPLAUSE)

JACK

I don't know how I ever get a  
show on the air. I have an  
announcer who takes the liberty of  
running my show. I have a  
singer who wants to do silly  
imitations of Elvis Presley yet.  
And all on a day when I'm trying  
to do something classy like the  
Mikado... Well, in spite of them,  
we're going to do what I said we'd  
do.. So now, ladies and gentlemen,  
my cast and myself will present The  
Mikado.

(JACK LEAVES. CUT TO YAMATASHI WHO IS STANDING AT A  
LECTURN.)

THE MIKADO

(Music)

MEN: If you want to know who we are,  
We are gentlemen of Japan  
On many a vase and jar  
On many a screen and fan,  
We figure in lively paint  
Our attitude's queer and quaint  
You're wrong if you think it ain't  
On vase and jar, on screen and fan  
On many, many, many, many, many, many, many, many a jar.  
Oh! Oh! Oh! Oh!  
On vase and jar, on screen and fan.

MAN (Spoken)

Yum-Yum, the Mikado has arrived. Before long  
we will know the plight of KO-KO and the state  
of your marriage.

MIYA SAMA

GIRLS &  
BOYS: Miya sama miya sama on himma na naye ni  
Pira pira suru no wa Nangia na  
Toko Tonyare ton yare na!

(Don Wilson enters)

DON: A more humane Mikado never did in Japan exist  
To nobody second I'm certainly reckoned a true philanthropist.  
It is my very humane endeavor to make to some extent  
Each evil liver a running river of harmless merriment.

(More)

DON: (Cont.)

My object all sublime I shall achieve in time  
To let the punishment fit the crime, the punishment fit the  
crime.

And make each pris'ner pent, unwillingly represent  
A source of innocent merriment, of innocent merriment.

MIKADO (Spoken)

Yum-Yum, bright dawns your wedding day. I decree  
that joy shall reign in Titipu throughout the  
gala festivities.

YUM-YUM

But what of KO-KO?

MIKADO

That wretched miscreant! Summon him immediately.  
But insignificant wretch he may be, proffer him  
a welcome becoming his exalted station.

THE LORD HIGH EXECUTIONER

MEN: Behold the Lord High Executioner  
A personage of noble rank and title  
A dignified and potent officer  
Whose functions are particularly vital  
Defer, Defer - to the Lord High Executioner  
Defer, Defer - to the noble Lord  
To the noble Lord High Executioner

(Jack Benny enters)

TIT WILLOW

Jack: On a tree by a river a little Tom-tit  
Sang "Willow, tit willow, tit willow"

(More)

JACK: (Cont.)

And I said to him "Dicky bird why do you sit  
Singing willow, tit willow, tit willow?  
Is it weakness of intellect, birdy" I cried  
"Or a rather tough worm in your little inside?"  
With a nod of his poor little head he replied  
"Oh willow, tit willow, tit willow".

MIKADO (Spoken)

This is a very sad tale you sing of Ko-Ko.

JACK (Spoken)

It is, your Excellency, but my own plight will be far more  
miserable if I am refused the hand of lovely Yum-Yum.

(Crowd noises)

MIKADO

What is all this commotion?

YUM-YUM

It is a stranger who approaches.

(Dennis enters)

DENNIS

Gentlemen, I pray you, tell me where a gentle maiden  
dwelleth named Yum-Yum. The ward of Ko-Ko. In pity  
speak, oh speak, I pray you.

JACK

Who are you who ask this questions?

DENNIS

Come gather round me and I'll tell you.

WAND'RING MINSTREL I

DENNIS: A wandering minstrel I  
A thing of shreds and patches  
Of ballads songs and snatches

(More)

DENNIS: (Cont.)

And dreamy lullaby  
My catalogue is long  
Thro every passion ranging  
And to your humors changing  
I tune my supple song  
I tune my supple song  
Are you in a sentimental mood?  
I'll sigh with you  
Oh ----- sorrow.

One for Yokohama  
Two for Tokyo  
Three for Nagasaki  
Now go cat, go  
But don't you step on my blue suede sandals.  
You can do anything  
But lay off my blue suede Sandals.  
You can ride in my rickshaw  
Eat my rice  
Fill my pogoda  
With big fat mice  
Take my tea pots  
Break the handles  
But uh, uh honey  
Lay off of my sandals  
Don't you step on my blue suede sandals  
Go cat, go  
Go cat, go, etc, etc, etc,  
(INTO PANDEMONIUM)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
TV FILM COMMERCIAL #108

-22E-

CHRISTMAS CARTON  
(1:00)

OPEN ON MEDIUM SHOT OF LIVING ROOM SUPER "SEASON'S GREETINGS." PAN TO GRACE AND RUSS AT A TABLE IN SAME SETTING AS THE "BUDGET" COMMERCIAL. NOW, HOWEVER, THEY ARE WEARING DIFFERENT CLOTHES. THEY ARE BOTH SMOKING LUCKIES. RUSS IS WRITING THE LAST OF A PILE OF TAGS FOR A STACK OF CHRISTMAS CARTONS. GRACE TAKES THE TAGS. AFTER RUSS WRITES ON THEM, AND STICKS THEM ON THE CARTONS. THE GRANDFATHER'S CLOCK STANDS IN SOFT FOCUS IN THE BACKGROUND. IT READS A FEW MINUTES PAST 8.

CUT TO GRACE ALONE. SHE PUTS CARTON ON TABLE.

SHE PICKS UP ANOTHER CARTON AND HOLDS IT, REFERRING TO IT AND SHOWING IT TO US AS SHE SPEAKS TO US.

CUT TO CU CARTON IN HER HANDS.

CUT BACK TO GRACE.

(SOUND: PRESENCE IN THE ROOM, MUSIC OF BELLS)

SINGERS (OVER)

Give lots of Luckies

At Christmas time

Be Happy, Go Lucky

At Christmas time.

Give the folks that you like

A gift of Lucky Strike

This year.

GRACE (SPEAKING)

Give cartons of Luckies.

SINGERS (AGAIN)

At Christmas time.

(HUMMING OF "LIGHT-UP TIME" THEME  
CONTINUES BEHIND:)

GRACE (SPEAKING)

These Christmas cartons of Luckies  
make wonderful gifts for every  
smoker on your list. They're so  
bright and colorful and they say  
"Merry Christmas and Happy Smoking"  
two-hundred times!

(MORE)

ATX01 0337075

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
TV FILM COMMERCIAL #108 (CONT'D)

GRACE (CONT'D)

CUT TO CU GRACE.

That's right, each carton contains  
10 packs -- 200 of those better-  
tasting Luckies. They're so nice  
to give...and so wonderful to get.  
So this Christmas -- give cartons  
of Luckies!

SHE PUTS CARTON ON TABLE.  
CUT BACK TO MED. SHOT OF  
GRACE AND RUSS AND THE SONG  
RESUMES "OVER." THEY  
CONTINUE LABELLING. SHOT  
FEATURES CARTONS IN PROMINENT  
FOREGROUND.

DOLLY IN TO CU GRACE AS SHE  
TAKES DEEP PUFF ON HER LUCKY  
AND SMILES AT US.

SINGERS (OVER)

Give the folks that you like  
A gift of Lucky Strike  
This year...

GRACE

Give cartons of Luckies.

SINGERS (AGAIN)

at Christmas time.



-23-24-25-

(TAG)

(AFTER CLOSING COMMERCIAL, JACK COMES OUT TO MUSIC & APPLAUSE)

JACK

Thank you very much, ladies and gentlemen. At this time I had planned to bring out the Japanese impresario, Mr. Yamatashi, to take a bow, but unfortunately, he just committed Hari-Kari.

(DENNIS LEAVES)

JACK

Ladies and gentlemen, I have a very important announcement to make. Thousands of refugees from Hungary are in desperate need of food, clothing, and shelter. Won't you please help these troubled people by sending a contribution to your local Red Cross Chapter today...Thank you...Ladies and gentlemen, I'll be back in two weeks, and next week be sure to watch Ann Sothern. Goodnight, folks.

(APPLAUSE & MUSIC)

(CUT TO CREDITS)

ATX01 0337077

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DECEMBER 16, 1956

CREDITS

CARD #4  
JACK BENNY PROGRAM

CARD #5  
DIRECTED BY RAPLH LEVY

CARD #6  
PRODUCED BY HILLIARD MARKS

CARD #7  
WRITTEN BY

CARD #8  
MUSIC AND ASSOCIATE PRODUCER

CARD #9  
ART DIRECTOR

CARD #10  
TECHNICAL DIRECTOR, LIGHTING  
DIRECTOR AND SET DECORATOR

CARD #11  
JACK BENNY PROGRAM

DON (VOICE OVER)

Appearing on tonight's program were  
Frank Kumagai and Dale White.

CARD #12  
ANN SOTHERN MEMO CARD  
(Music Out)

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

TO TAREYTON HITCHHIKE

ATX01 033707B

THE AMERICAN TOBACCO COMPANY  
FILTER TIP TAREYTON  
APPROVED SOUND TRACK FOR  
FILTER TIP TAREYTON.  
HITCHHIKE #338

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VOICE OVER

If you're a filter tip smoker --  
you'll get more enjoyment out of  
Filter Tip Tareytons! Mildness  
makes the difference. Yes,  
Tareyton mildness makes a wonderful  
difference in your smoking. Pack  
after pack, your taste stays clean,  
fresh, wide-awake -- you get a  
filter that really filters -- you  
get the flavor, the satisfaction  
you want. Yes, in Filter Tip  
Tareyton mildness makes the  
difference...try them -- you'll see.

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DISSOLVE TO CARD

JACK BENNY CARD

DON (VOICE OVER)

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.

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

This is Don Wilson saying good night.

SYSTEM

ATX01 0337080