

PROGRAM #12  
REVISED SCRIPT

(AS TELECAST)

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY TELEVISION PROGRAM

SUNDAY, FEB. 24, 1957                      CBS                      4:30 - 5:00 PM PST

CAST: JACK BENNY

BOB HOPE

SPORTSMEN QUARTET

GIRL RECEPTIONIST ..... IRIS ADRAIN

AGENT ..... JESSE WHITE

JUGGLER ..... DUKE JOHNSON

BOY ..... PHIL PHILLIPS

TWO HEADED MAN ..... THOMAS WACE

ATX01 0337680

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
JACK BENNY TV PROGRAM

OPEN -A

OPENING COMMERCIAL

VIDEO

AUDIO

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 ... Bob Hope.

ANNOUNCER

CUT TO FILM:

"PRESENTED BY LUCKY  
STRIKE",

....presented by Lucky Strike!  
The best tasting cigarette you  
ever smoked.

"BE HAPPY --GO  
LUCKY LUCKIES TASTE  
BETTER .

CUT TO: 111 MATCH

ATX01 0337681

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
TV FILM COMMERCIAL #111

OPEN 2

"HAPPY JOE LUCKY" (ONE MINUTE)

VIDEO

OPEN ON LUCKY BILLBOARD  
CAN BE SEEN IN  
PRESPECTIVE.

ZIP PAN TO STREET  
CORNER. HAPPY JOE  
LUCKY JAUNTILY  
DANCING AROUND  
CORNER. CIGAR  
STORE INDIAN IN  
FRONT OF STORE,  
HAPPY JOE LUCKY  
REACHES INTO HIS  
POCKET AND WHIPS  
OUT A PACK OF  
LUCKIES.

HE THROWS LARGE  
WOODEN MATCH DOWN ON  
PAVEMENT. IT IGNITES  
AND BOUNCES UP IN  
FRONT OF HIM. HE  
CATCHES IT AND LIGHTS  
HIS LUCK.

HAPPY JOE LUCKY LEANS  
AGAINST BILLBOARD AND  
PUFFS HAPPILY.

DIS TO ANDRE BARUCH  
SITTING ON AN OUTDOOR  
TERRACE. HE'S HOLDING  
A PACK AND JUST  
FINISHING A PUFF ON A  
LUCKY. HE EXHALES AND  
SPEAKS.

AUDIO

(SOUND: TICK-TOCK-TICK-TOCK-  
UNDER:)

(MUSIC: FIRST FIVE NOTES OF  
"LIGHT UP TIME" SONG WHISTLED)  
(THIS IS HAPPY JOE LUCKY  
WHISTLING. HE IS JUST AROUND THE  
CORNER AND WE HEAR THE WHISTLING  
IN SLIGHT ECHO.)

JOE (SINGING)

Light up a lucky ... it's  
light up time.

Be Happy -- Go Lucky ... it's  
light up time!

GROUP (SINGING)

For the taste that you like ...  
Light up a Lucky Strike.

JOE

Relax ...  
... it's light-up-time!

ANNOUNCER

Our friend Happy-Joe-Lucky has the  
right idea. Relax...and light up  
a better tasting Lucky Strike  
(HE LEANS BACK)

(MORE)

ATX01 0337682

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
TV FILM COMMERCIAL #111

OPEN 3

"HAPPY JOE LUCKY" (ONE MINUTE) (CONT'D)

VIDEO

DOLLY IN TO MED. CU.

SUPER: LS/MFT WHICH  
ZOOMS OUT FROM BOTTOM  
OF PACK ANDRE IS  
HOLDING.

CUT TO CU HAND HOLDING  
PACK OF LUCKIES TO THE  
RIGHT OF WHICH ARE  
WORDS: "IT'S TOASTED  
TO TASTE BETTER".

CUT BACK TO ANDRE

CUT TO ONE PACK OF  
LUCKIES IN LIMBO:  
THEN THREE, FIVE  
TEN: EDGE OF CARTON  
ENCLOSING PACKS:  
COVER OF CARTON OPEN:  
COVER CLOSES (ALL IN  
TIME WITH MUSIC.)

POP ON ABOVE CARTON  
"LIGHT UP A LUCKY"

POP ON UNDER CARTON  
"IT'S LIGHT UP TIME"

AUDIO

ANNOUNCER (CONT'D)

You'll find that Luckies do taste  
better. And for good reasons.  
First, LS/MFT -- Lucky Strike means  
fine tobacco. And then that fine  
good-tasting tobacco is toasted...  
"IT'S TOASTED" to taste even better.  
Cleaner, fresher, smoother.  
So, light up a Lucky (MOTIONS WITH  
PACK, SMILES) You'll say it's the  
best-tasting cigarette you ever  
smoked!

SINGERS (OVER)

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

GIRL

(SPEAKING OVER SLISSANDO OF MUSIC)

Light up a Lucky!

SINGERS AGAIN

...it's light up time.

ATX01 0337683

(AFTER COMMERCIAL)

(JACK COMES OUT TO "LOVE IN BLOOM" AND APPLAUSE)

JACK

Thank you, thank you, ladies and gentlemen...and welcome to the Lucky Strike Program...First of all, I want to say how very happy I am that last week I was nominated for the Emmy Awards this year. But then I was nominated three years ago...I was nominated two years ago...I was nominated last year. Naturally these nominations have always made me excited and enthusiastic...and yet I have never actually won the award. That's like a tennis player jumping over the net and then finding out he lost the match... But then I shouldn't be unhappy as long as the people around me receive recognition. Now only yesterday the boys in my orchestra were awarded the Good Housebreaking Seal of Approval... The reason they won the award is because when they want to break into a house, they don't jimmy a door or smash a window.

(MORE)

JACK (CONT'D)

They have a neater way. Remley, my guitar player, went to a locksmith and had his finger filed into the shape of a key.....

It's quite an idea...Last night Remley was walking down the street, a fellow stopped him and said, "Could you tell me which way to Wilshire Boulevard?"

Remley pointed and opened up a jewelry store...Now I'd be the last one in the world to say that he took anything..but today he's strumming his guitar with a diamond stick-pin...And then, of course, there have been other members of my cast who have been selected for their --

(BOB HOPE COMES OUT INTERRUPTING JACK)  
(APPLAUSE)

HOPE

Thank you very much, ladies and gentlemen..Thank you...

(TO JACK)

And thank you, Lawrence Welk.

JACK

Bob, for heaven's sake..you weren't supposed to come out for five minutes. I was right in the middle of my monologue.

HOPE

(ASIDE TO JACK)

That's why I came out. Get off the stage..I'll hold them till you get out of the building.

JACK

Look, Bob --

HOPE

Quiet...Ladies and gentlemen.. a funny thing happened to Yul Brynner at a basketball game.

JACK

Well, that I don't get at all.

HOPE

You would if you saw a ball being dribbled down the court with its tongue hanging out.....Now do you get it?

JACK

I got it, I got it..Now Bob, if you had come to my dressing room before the show like I asked you to, you would've known that you weren't supposed to make an appearance until I introduced you.

HOPE

Jack, I tried to get to your dressing room, but as I came down the hall some people stopped me and I couldn't get away from them. They wanted to know how a comedian works..how he commands the attention of the audience... and how he gets big laughs.

JACK

Oh, tourists?

HOPE

No, your producer, your director, and your writers.

JACK

Well, I have news for you. They'll be tourists tomorrow.

HOPE

But how can you fire them? They're your relatives.



JACK

Not for long. I'm having my  
blood changed in the morning.

HOPE

That should take about two minutes.....

(LOOKING OFF TO SIDE OF  
AUDIENCE)

Now ladies and gentlemen, I have  
another joke that I think you'll --

JACK

Wait a minute, Bob..Why do you  
keep looking over there?

HOPE

I'm playing to the ushers. I  
go over big with men in uniform.

JACK

Look, Bob, do me a favor, will  
you? Get off the stage and let  
me give you the introduction the  
way I was supposed to...At least  
we'll get started right.

HOPE

Okay.

(HOPE STEPS OFF THE STAGE)

JACK

And now Ladies and gentlemen,  
it gives me great pleasure to  
bring to you my guest star..Mr.  
Bob Hope.

(HOPE COMES OUT TO "THANKS FOR THE MEMORY" AND APPLAUSE)

HOPE

Thank you, thank you, ladies and  
gentlemen..And thank you,  
Lawrence Welk.

JACK

Hm.

HOPE

A funny thing happened to Yul  
Brynnner in a bowling alley.

JACK

Wait a minute, Bob..you just did  
a Yul Brynnner joke fifteen seconds  
ago.

HOPE

You mean we've got the same  
audience?

JACK

Yes, Bob, and I hope they'll be  
with us for at least another  
twenty-five minutes.

HOPE

I'll get your balloons and my fans,  
I'll be right back.

JACK

Hm..Look, Bob, you don't have to prove to me that you're a great comedian because I know you are...and I also appreciate your versatility as an actor. I mean, I saw your latest picture "Beau James" and you did a magnificent job portraying the fabulous Jimmy Walker.

HOPE

Well, thank you, Jack.

JACK

And you should be proud that you were the first one to be picked to portray Walker's life.

HOPE

No no, Jack. I must be the second. I heard that Phil Harris was the first to portray the life of Walker.

JACK

That was Hiram...Phil's picture wasn't distributed, it was distilled...But Bob, getting back to your picture, I want to thank you for giving me the opportunity to be in it. Even though it was a small part, I enjoyed doing it.

HOPE

Well, Jack, it certainly helped having you, Jimmy Durante and Georgie Jessel...in the movie.

JACK

I can understand that, Bob. It does give the story realism when you have people in it who knew the main character personally.

HOPE

It certainly does..and if we ever  
make the life of Lincoln, we'll  
call on you again.

JACK

Promises, promises. When I see  
the script, I'll believe it....  
But, Bob, I'll bet you got a  
kick out of playing the life of  
Jimmy Walker.

HOPE

It was wonderful, Jack. Those  
were the days.. The roaring  
twenties...the heyday of the Palace  
Theatre..vaudeville at its peak...  
You know, I'll bet a lot of people  
don't know that in those days we  
used to be a team. You and I  
did an act together.

JACK

That's right. Things were pretty  
tough for us then..We used to do  
a split week here..a split week  
there.

HOPE

Gosh..remember those acts that  
used to be on the bill with us on  
the Lowes circuit.

JACK

Yeah..Those were the days.

(DISSOLVE TO STAGE. A GIRL COMES OUT AND REMOVES TOP CARD,  
REVEALING CARD THAT SAYS "THE SPORTSMEN". SPORTSMEN COME  
OUT AND DO A MEDLEY OF SONGS APPROPRIATE TO THAT ERA WITH  
POSSIBLY "MR. GALLAGHER AND MR. SCHEEAN" FOR COMMERCIAL  
LYRICS.)

(APPLAUSE)

SPORTSMEN

Hello, Hello, Hello, Hello  
The old songs, the old songs  
The good old songs for me  
I love to hear those minor chords  
And good close harmony.  
Way down upon the Swanee River  
Far, far away.  
Dare's where my heart is turning ever  
Dare's where de old folks stay.  
Down yonder something beckons to me  
Down yonder that's where I want to be

JAY & BOB

I wanta watch that fine tobacco grow

MARTY & GUERNEY

The kind you always find in Luckies, you know

BOYS

Uncle Joe and other men you know say that

GUERNEY

Down in Dixie Land, it's the favorite brand.

BOYS

Smoke Luckies see how happy you'll be  
Smoke Luckies and you all will agree  
Ask Daddy or mammy  
Or Remley or Sammy  
Then light up a Lucky with me.

BOB

Pack o' my heart, I love you  
We'll never part, I love you  
Fresher by far  
Far above par  
Toasted to taste even better

SPORTSMEN

Take a puff you'll not regretter  
Smoke Luckies  
See how happy you'll be  
Smoke Luckies  
And you all will agree  
There really is nothin'  
Like puffin' and puffin' on Luckies  
So light one with me.  
Said the Governor of Tennessee  
Light up a Lucky with me  
They're better tasting  
Light up a Lucky with me.

(APPLAUSE)



CURTAIN OPENS ON:

(OUTER OFFICE OF THEATRICAL AGENT'S OFFICE.)

(A MAN IS SITTING IN A CHAIR WAITING FOR AN INTERVIEW, AND A RECEPTIONIST SITS BEHIND A DESK, TYPING. ON THE WALLS ARE SEVERAL THEATRICAL POSTERS, AND BEHIND THE RECEPTIONIST'S DESK IS A LARGE ONE ADVERTISING "EVA TANGUAY, THE 'I DON'T CARE' GIRL". THE PHONE RINGS AND THE RECEPTIONIST STOPS TYPING TO ANSWER IT.)

GIRL

Weber Theatrical Agency...No,  
I'm sorry, I can't interrupt  
Mr. Weber now. He's in his  
office talking to a client...  
Could you call back later?  
Thanks.

(SHE GOES BACK TO HER TYPING. THE MAN GETS UP FROM HIS CHAIR AND GOES OVER TO HER.)

MAN

Look, Miss, I've been waiting  
for over an hour.

GIRL

(STOPPING TYPING)

I know...but you're not the only  
actor that Mr. Weber handles.

(POINTING TO POSTERS)

So you'll just have to wait.

MAN

Oh, all right.

(THE GIRL STARTS TYPING. THE MAN GOES BACK TO HIS CHAIR,  
PICKS UP THREE INDIAN CLUBS AND STARTS JUGGLING THEM.)

GIRL

Look, would you stop that juggling  
in here? It's very disturbing.

MAN

Okay, okay, I'll leave.

(HE THROWS THE THREE CLUBS INTO THE AIR ONE AT A TIME. THEY DO NOT COME DOWN. SLOWLY, HE GOES OVER TO HIS CHAIR, DELIBERATELY PUTS ON HIS COAT AND HAT, THEN WALKS BACK TO THE CENTER OF THE ROOM. ONE BY ONE, THE THREE CLUBS COME DOWN, HE CATCHES THEM AND LEAVES. THE GIRL GOES BACK TO HER TYPING. JACK AND BOB COME IN. JACK CARRIES HIS VIOLIN IN ITS CASE. THEY GO OVER TO THE RECEPTIONIST.)

JACK

Miss..We'd like to see Mr. Weber.

GIRL

Do you have an appointment?

JACK

Appointment? We're Benny and Hope.

GIRL

Benny and Hope?

JACK

Yeah. Don't you recognize us?

GIRL

Why, is there a reward?

HOPE

You don't understand, girlie..

We do a vaudeville act.

GIRL

Really? Which one throws the fish?

HOPE

Say, that's clever. You ought to be in show business yourself.

GIRL

Me...in show business?

HOPE

Yes, I know a near-sighted knife  
thrower who just lost his assistant.

JACK

Take it easy, Bob..Look, Miss,  
we don't want to argue we'd just  
like to --

THE PHONE RINGS

GIRL

Excuse me, please.

(INTO PHONE)

Weber Theatrical Agency..What?  
You say you have a bird that  
talks?..That's wonderful, bring  
it in.

(HANGS UP)

JACK

What's so unusual about a bird  
that talks?

GIRL

This is a chicken.

JACK

Oh.

GIRL

Now what did you want?

JACK

We'd like to see Mr. Weber.

GIRL

Well, first I'll need some  
information...What's the name  
of your act again?

HOPE

Hope and Benny.

GIRL

I thought you said it was Benny  
and Hope.

HOPE

At two o'clock our billing changes.

GIRL

Well..What kind of an act do  
you do?

JACK

Violin, Soft Shoe, and Snappy Patter.

GIRL

And where have you played?

JACK

Oh, all over.

HOPE

Just tell her the important ones.

JACK

Well..we did a week in Stormlake,  
Iowa..A week in Mountain Home,  
Nebraska..Three days in Greenleaf,  
New Mexico...and we also played  
the Palace here in New York.

GIRL

Storm Lake..Mountain Home...  
Greenleaf..and the Palace...Well,  
at least you worked your way up.

HOPE

No, we played the Palace first.

JACK

Yeah.

GIRL

Well, Mr. Weber is busy with  
a client right now so --

(THE DOOR TO THE INNER OFFICE IS PARTIALLY OPENED.)

GIRL

Oh, he's through. Just a minute.

AGENT'S VOICE

Good luck on your tour..and I'll  
be in the office all afternoon if  
you want to call me about anything.

MAN'S VOICE

Thank you, Mr. Webber.

(THE DOOR OPENS COMPLETELY AND A MAN WITH TWO HEADS COMES  
OUT, GOES OVER TO THE HATRACK, PUTS A HAT ON EACH OF HIS  
HEADS, STARTS FOR THE DOOR, STOPS, CHANGES THE HATS  
FROM ONE HEAD TO THE OTHER, AND THEN LEAVES.)

HOPE

Hey, did you see what I just saw?

JACK

Yeah.

HOPE

Good. I was going to change  
bootleggers.

GIRL

Don't laugh..at least he's working.

JACK

With the price of haircuts, he  
better be.

(THE CURTAIN OPENS ON THE TYPICAL INNER OFFICE OF A  
THEATRICAL AGENT.)

GIRL

(PRESSING INTERCOM)

Mr. Weber, there are a couple  
of gentlemen here to see you.

AGENT

Send them in.

HOPE

It's 2:00. Our billing changes.

(JACK AND HOPE GO INTO THE AGENT'S OFFICE.)

AGENT

Come on in, fellows..come on in,  
close the door..sit down.

JACK

No thanks..Mr. Weber, I'm Jack  
Benny and this is Bob Hope.

HOPE

That's right, Mr. Weber. You  
booked our act into the Palace  
seven years ago.



AGENT

Oh yes. What business are you in now?

HOPE

What business are we in!

(TAKES OFF SHOE, BRINGS OUT FOLDED PIECE OF PAPER THAT COVERED A HOLE IN THE SOLE, AND HANDS IT TO JACK)

Show him our review from Stormlake.

JACK

(PUTTING UP HIS HANDS AND BACKING AWAY)

Forget it.

(HOPE PUTS THE REVIEW BACK IN HIS SHOE AND PUTS IT BACK ON.)

JACK

Look, Mr. Weber, we came all the way up here to see you because we thought you were the only one who could book us.

AGENT

Please, fellows.

HOPE

Our new act is sensational..at least give us a chance.

JACK

All we need is one good break.

AGENT

I gave you a break when I put you in Loew's Flatbush.

HOPE

Some break...They opened with Finks  
Mules, then Major Doty's Dogs came  
out, then Manny's Monkeys, then  
Powers Elephants.

AGENT

So what?

HOPE

By the time we came out, we looked  
like the last two passengers on  
Noah's Ark.

AGENT

Look, boys, I'm very busy and--

JACK

Please, Mr. Weber, just listen  
to our opening number..It'll  
only take a second.

AGENT

All right, but before you --

(THERE IS A KNOCK ON THE DOOR, AS JACK TAKES VIOLIN  
OUT OF CASE.)

AGENT

Excuse me..

(CALLS)

Come in.

(THE DOOR OPENS AND A BOY OF ABOUT NINE YEARS OF AGE  
COMES IN.)

BOY

Mr. Weber, here's the ten per cent  
commission I owe you for booking  
my act last week.

AGENT

Thank you.

HOPE

Wait a minute, sonny, what's  
your name?

BOY

Eddie Cantor.

JACK

Eddie Cantor?

BOY

(WALKING OUT DOOR SINGS  
LIKE CANTOR)

Potatoes are cheaper, tomatoes  
are cheaper, Now's the time to  
fall in looooooove.

HOPE

He'll never get any place.

AGENT

Now there's a kid with a lot  
of talent.

JACK

Some talent. He sings three songs  
then spends two hours talking  
about the good old days.

HOPE

Yeah. He stole everything from  
Jessel.

JACK

Yeah, yeah...Now look, Mr. Weber,  
how about listening to our new  
routine? It's really sensational.

AGENT

Oh, all right, if you insist.

HOPE

Ready with your violin, Jack?

JACK

Ready ... One ... two ...

(JACK PLAYS FIRST STRAIN OF "TEA FOR TWO" ON VIOLIN  
WHILE HOPE DOES A SOFT SHOE DANCE. THEY STOP.)

JACK

Oh, Mr. Hope.

HOPE

What is it, Mr. Benny?

JACK

Have you heard that they're making  
women's bathing suits out of  
spun glass?

HOPE

Women's bathing suits out of  
spun glass? Well, that's worth  
looking into.

JACK

(LAUGHS IT UP)

(JACK PLAYS SECOND STRAIN OF "TEA FOR TWO" ON HIS  
VIOLIN WHILE HOPE DOES SOFT SHOE DANCE ... THEY STOP.)

HOPE

You know, Mr. Benny, I love  
music.

JACK

So do I. Music once saved my  
uncle's life.

HOPE

How did music save your uncle's  
life?

JACK

They played the Star Spangled Banner  
just as he was sitting in the  
electric chair.

(HOPE LAUGHS IT UP. JACK PLAYS THIRD STRAIN OF "TEA FOR  
TWO" WHILE HOPE DOES DANCE ... THEY STOP)

HOPE

Oh, Mr. Benny.

JACK

Yes, Mr. Hope.

HOPE

I want you to meet my new girl  
... Her name is Well Enough.

JACK

Why do you call your girl Well  
Enough?

HOPE

Because I want the boys to leave  
Well Enough alone ... HA HA HA.  
... Okay, Benny ... now let's  
give him the big finish.

(JACK PLAYS REST OF "TEA FOR TWO" WHILE HOPE DANCES TO  
A BIG FINISH.)

JACK

Well, Mr. Weber, what do you think  
of it?

(THE AGENT OPENS A DRAWER, TAKES OUT TWO DUELLING PISTOLS,  
CROSSES HIS ARMS AND HANDS ONE TO EACH OF THE TWO FELLOWS.)

AGENT

I'll count ten and good luck to both of you. ... If you miss each other, I hope you get me.

JACK

Oh, Mr. Weber, we can't be that bad.

AGENT

Well, to tell you the truth, fellows, I'm confused. The whole act leaves me cold. It's neither fish nor fowl.

HOPE

That's how much you know. The last agent we went to said it was both.

JACK

Mr. Weber ... you mean you can't book us anywhere?

AGENT

Actually, I don't have a thing open for a double. Have either of your considered doing a single?

JACK

What and break up the act!



HOPE

(PUTTING HIS ARM AROUND JACK)

Why, we've been together for years.  
You can't split Benny and Hope.

JACK

Yeah, it's ridiculous. We're  
more than just a team, we're partners  
friends, buddies ... Why, we'd  
rather starve than let anything  
come between us.

AGENT

That's a shame because I've got  
an opening for a single in Akron.  
pays fifteen dollars a week.

JACK

I'll take it.

HOPE

But Jack, what about the team,  
the partners, the friends, the  
buddies?

JACK

Well, Bob, I gotta think of myself.  
After all, I'm not getting any  
younger.

AGENT

Look, fellows, there's no sense  
arguing. Now take it or leave it.

HOPE

That's right ... I'll take it for  
fourteen dollars.

JACK

What?...Look, Mr. Weber, rather  
than let you hire this no-talented  
wage cutter, I'll take the job  
for ten dollars.

HOPE

Oh yeah, well, I'll take it for  
eight!

JACK

I'll take it for five!

HOPE

I'll take it for three!

JACK

Well, I'll take it for nothing!

HOPE

So will I!

AGENT

For nothing? Congratulations, you  
open Tuesday with a talking chicken.

HOPE

Jackie, did you hear that ...

We're working!

JACK

Bob!

(JACK STARTS PLAYING "TEA FOR TWO" AND BOB STARTS DANCING  
AS THE CURTAIN COMES DOWN.)

DON

Jack and his guest star Bob Hope  
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 (1:00)

-27-

#137 (SOLITAIRE)

VIDEO

OPEN ON LOW ANGLE SHOT  
LOOKING UP AT RUSS THROUGH  
A GLASS COFFEE TABLE. HE  
IS PLAYING SOLITAIRE  
OUTDOORS ON A PATIO. THE  
CARDS ARE LAID OUT ON THE  
TABLE. ALSO IN PROMINENCE  
ARE A PACK OF LUCKIES, AN  
ASH TRAY AND A BOOK OF  
MATCHES. GRACE IS LOOKING  
OVER RUSS' SHOULDER. HE IS  
PLAYING QUITE RAPIDLY, BUT  
THEN HE STOPS, PUZZLED.  
GRACE REACHES OVER, PICKS UP  
A CARD HE HAS OVERLOOKED AND  
PLACES IT ON A PILE, GIVING  
HIM AN ARCH LOOK. RUSS LOOKS  
PLAYFULLY PEEVED.

GRACE THEN PICKS UP  
LUCKY PACK FROM TABLE  
AND OFFER RUSS ONE.  
WE PULL BACK AND CRANE  
UP AND OVER TABLE FOR  
2-SHOT AS THEY LIGHT UP.

ZOOM TO TIGHT CLOSEUP  
OF RUSS ENJOYING HIS  
LUCKY. HOLD.

CUT TO CLOSEUP OF RUSS'  
HAND PLACING CARDS ON  
TABLE. GRACE'S HAND  
COMES IN AND PLACES  
LUCKY PACK ON TABLE  
(TOWARD CAMERA)

AUDIO

(SOUND: SNAPPING OF CARDS ON  
TABLE)

(MUSIC: BIG BAND BEHIND:)

SINGERS (OVER)

Light up a Lucky, it's light  
up time.

Be Happy -- Go Lucky, it's  
light up time

For the taste that you like,

Light up a Lucky Strike --

(MUSIC: OUT)

MAN (SPEAKING--OVER)

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

ANNOUNCER (OVER)

You couldn't ask for a better deal.

Run through a pack of Luckies --

(MORE)

ATX01 0337715

#137 (SOLITAIRE) (CONT'D)

VIDEO

"F" AND "T" ZOOM UP  
FROM BOTTOM OF PACK  
AND OTHER LETTERS  
POP ON SUPERING:  
"FINE TOBACCO".

SUPER DISSOLVES TO:  
"IT'S TOASTED". POP  
ON BELOW:  
"TO TASTE BETTER".

SUPERS POP OUT AND A  
PACK OF MATCHES DROPS  
ON TABLE BESIDE PACK  
OF LUCKIES.

CRANE DOWN AND AROUND  
FOR A LOW ANGLE SHOT  
LOOKING UP AT RUSS AND  
GRACE HAPPILY SMOKING  
AND ABSORBED IN THE  
SOLITAIRE GAME. PACK  
OF LUCKIES IS PROMINENT  
IN FOREGROUND.

SUPER TITLE  
DRAMATICALLY:  
"BEST-TASTING  
CIGARETTE YOU  
EVER SMOKED."

AUDIO

ANNOUNCER (CONT'D)

every one is just what you want --  
a genuine cigarette.

Nothing but fine tobacco.

Nothing but naturally mild,  
good-tasting tobacco ...

... that's TOASTED to taste even  
better. Cleaner, fresher,  
smoother.

No time like right now to light on

(MUSIC: IN)

SINGERS (OVER)

For the taste that you like,  
Light up a Lucky Strike --

(MUSIC: OUT)

MAN (SPEAKING -- OVER)

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

(MUSIC: "LIGHT UP TIME"

PLAYOFF)

(TAG)

(AFTER COMMERCIAL, JACK COMES OUT TO MUSIC AND APPLAUSE)

JACK

Thank you very much, ladies and gentlemen...You know, Bob and I weren't really a team. We just made the whole thing up. How did you like that act we did? The only way it could've been worse was if Hope played the violin and I did the dance...But I do want to say that I feel very fortunate that we were able to get Hope on the show today ...the way he travels. I'll give you an idea of how he travels. You know those fellows who recently flew around the world in 45 hours? Bob passed them twice...As a matter of fact, he did a show for them while they were refueling in mid-air...But anyway, I'm glad he was with us, and I'd like him to come out now to take a bow.

(HOPE COMES OUT TO APPLAUSE)

JACK

Bob...I want to tell you something...

(MUSIC: INTRO TO "THANKS FOR THE MEMORY")

JACK

(SINGS)

Thank you so very much,  
For being on my show  
You really made it glow  
And I'm especially happy  
That you didn't ask for dough.  
Oh, thank you so much.

HOPE

Jack, I must say to you  
I'm always glad to do  
A guest shot here with you.  
As far as legal tender goes  
Tomorrow I will sue.

JACK

Sue!

HOPE

Don't thank me so much.

JACK

Many's the time that we parted.

HOPE

And only one thing I requested.  
It's something my agent suggested.  
If we mention names  
Please plug Beau James.

JACK

Thanks to you, audience.  
You were so nice, you know,  
For sitting through my show.

HOPE

When doors are locked  
And exits blocked  
Where else they gonna go?

JACK AND HOPE

Thanks again, Bob.

(APPLAUSE)

JACK

Thanks again, Bob.

(BOB LEAVES)

JACK

Ladies and gentlemen, just a  
reminder that February is Heart  
Month...so send in your contribution  
to the National Heart Association...  
I'll be back in two weeks with a  
show that we did while we were in  
Venice. Not this Venice, - Venice  
over there.

(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 AND ASSOCIATE PRODUCER

CARD #9  
ART DIRECTOR

CARD #10  
TECHNICAL DIRECTOR, LIGHTING  
DIRECTOR AND SET DECORATOR

CARD #11  
JACK BENNY PROGRAM

CARD #12  
ANN SOTHERN MEMO CARD  
(Music out)

TO TAREYTON HITCHHIKE.

DCN (VOICE OVER)

Appearing on tonight's program were  
Jesse White, Iris Adrish, Phil  
Phillips and Duke Johnson. Bob  
Hope appeared thru the courtesy of  
Chevrolet.

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

THE AMERICAN TOBACCO COMPANY  
FILTER TIP TAREYTON  
HITCHHIKE #337-F

FIRST VOICE

If you're a filter tip smoker  
-- you'll get more enjoyment  
out of Filter Tip Tareytons!

SECOND VOICE

Mildness, makes the difference.  
Yes, Tareyton mildness makes a  
wonderful difference in your  
smoking!

FIRST VOICE

Pack after pack, your taste  
stays clean, fresh, wide -

SECOND VOICE

You get a filter that really  
filters.

FIRST VOICE

You get the flavor, the  
satisfaction you want.

SECOND VOICE

That's right, in Filter Tip  
Tareytons mildness makes the  
difference... try them -- you'll  
see.

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.

HEART FUND TELOP

Ladies and gentlemen, the month of February has been designated American Heart Month. Remember, when you give to the Heart Fund you invest in the future safety of your heart and the hearts of your loved ones. Send a generous contribution now to your local Heart Association, or to HEART, care of your post office. Help your HEART FUND help your heart.

Thank you.

JACK BENNY CARD

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

This is Don Wilson saying goodnight.

SYSTEM