

AS TELECAST

PROGRAM #12
REVISED SCRIPT

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

THE JACK BENNY TELEVISION PROGRAM

SUNDAY, FEBRUARY 23, 1958

CBS 4:30 - 5:00 PM PST

CAST: JACK BENNY
GISELE MACKENZIE
DON WILSON
DALE WHITE
MEL BLANC
PAROLE OFFICER----PAUL SERRA
CHARLIE BAGBY
DON RICE
FRANK REMLEY
SAMMY WEISS
WAYNE SONGER
HEADLESS MAN-----CHARLEY WAGENHEIM
ANNOUNCER-----ROY ROWAN
CHOREOGRAPHER----GLENN TURNBULL

ATX01 0338816

(OPEN ON FOUR STAR SET)

ANNOUNCER'S VOICE

And now the Lucky Strike Program
starring Jack Benny.

(APPLAUSE)

(APERTURE OPENS, JACK BENNY STICKS HIS HEAD OUT AND SMILES, PULLS HIS HEAD BACK IN, APERTURE CLOSES.)

ANNOUNCER'S VOICE

Don Wilson.

(APPLAUSE)

(APERTURE OPENS, DON WILSON STICKS HIS HEAD OUT AND SMILES, PULLS HIS HEAD BACK IN, APERTURE CLOSES.)

ANNOUNCER'S VOICE

And Jack's special guest, Gisele
MacKenzie.

(APPLAUSE)

(APERTURE OPENS, GISELE STICKS HER HEAD OUT, SMILES, PULLS HER HEAD BACK IN, APERTURE CLOSES.)

ANNOUNCER'S VOICE

And for his first appearance in this
country, that sensational dancer
from London, England...Mr. Gregory
Winthrop.

(APPLAUSE)

(THE APERTURE OPENS, GREGORY WINTHROP STICKS HIS HEAD OUT, THE APERTURE CLOSES AROUND HIS NECK, CUTTING OFF HIS HEAD AND IT FALLS TO THE FLOOR. JACK'S APERTURE OPENS, JACK LOOKS DOWN AT THE FLOOR.)

JACK

That's the last time I'll pay
anyone in advance.

(DISSOLVE TO OPENING AND COMMERCIAL)

JACK BENNY TV LIVE SHOW
FEBRUARY 23, 1958
OPENING OF SHOW

BENNY #57-12
2-23-58

-1A-

VIDEO

AUDIO

ANNOUNCER (V.O.)

OPEN ON BOUCHE DRAWING OF JACK
AT RIGHT SIDE OF SCREEN. TO
THE LEFT OF JACK, ON AN EASEL
IN VAUDEVILLE STYLE, IS A
CARD WHICH READS "JACK BENNY
PROGRAM".

From Television City in Hollywood,
the Jack Benny program....

THE TOP CARD GOES OFF

ANNOUNCER (V.O.)

CARD ON EASEL NOW READS:
"PRESENTED BY."

Presented by

TOP CARD GOES OFF.

CARD ON EASEL NOW READS:
"LUCKY STRIKE"

(MUSIC: SEGUE TO "LIGHT-UP TIME"
SONG UNDER:)

ANNOUNCER (V.O.)

Lucky Strike! A light smoke!

(MUSIC: PUNCTUATES)

THE WORDS "LUCKY STRIKE" ON
CARD ANIMATE AND START TO FORM
THE LUCKY STRIKE BULLSEYE.
EASEL DISSOLVES OUT.

BULLSEYE FORMS. CARD ANIMATES
INTO SHAPE OF LUCKY STRIKE
PACK.

(MUSIC: "LIGHT-UP TIME" SONG
CONTINUES UNDER:)

ANNOUNCER (V.O.)

The best-tasting cigarette ...

LUCKY STRIKE PACK IS FORMED
AND HOLDS.

(MUSIC: "LIGHT-UP TIME" SONG
CONTINUES, UNDER:)

ANNOUNCER (V.O.)

.....you ever smoked!

THE HEAD ON THE BENNY FIGURE
ANIMATES, TURNS AND LOOKS --
AS ONLY JACK BENNY CAN -- AT
CAMERA.

(MUSIC: UP TO BIG "LIGHT-UP TIME"
PLAYOFF AND OUT)

INTO 30-SECOND OPENING COMMERCIAL

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

TV FILM COMMERCIAL #148
HAPPY JOE LUCKY COWBOY
(:30)

VIDEO

OPEN ON FULL MOON RIDING
JUST A FEW DEGREES ABOVE
THE HORIZON. FILMY CLOUDS
DRIFT LAZILY PAST THE
MOON. IN THE FOREGROUND
IS A GENTLE HILL SHARPLY
DEFINED IN THE MOONLIGHT.
IN THE MOONLIGHT WE CATCH
SIGHT OF WESTERN FLORA.

OVER THE CREST OF THE
HILL SCREEN RIGHT.
SLOWLY APPEARS THE FIGURE
OF A COWBOY ASTRIDE A
HORSE. FIRST HIS TIRED
HAT IS SILHOUETTED AGAINST
THE MOON, THEN HIS BODY,
THEN THE DARK BULK OF
THE HORSE. BOTH MAN AND
BEAST SEEM TRAIL-WORN.

CUT TO CLOSEUP OF COWBOY.
WE SEE IT IS HAPPY JOE
LUCKY. HE HOLDS A
GUITAR AND IS STRUMMING
IT. HE BREAKS INTO SONG.
"LS/MET" IS PRANDED
ACROSS GUITAR.

HAPPY JOE'S HANDS LEAVE
THE GUITAR. THE STRINGS
STILL FLEX, PLAYING THE
SONG, AS HE CONTINUES TO
SING, HE REACHES INTO HIS
SHIRT POCKET, EXTRACTS A
PACK OF LUCKIES, HOLDS IT
UP.

AUDIO

(MUSIC: DISTANT GUITAR
STRUMMING OPENING TO LUCKY
STRIKE SONG).

(SONG: THE CLOP-CLOP-CLOP OF
A SLOWLY WALKING, TIRED COW
PONY).

(SOUND: DISTANT, GENTLE MOOING
OF CATTLE BEDDED DOWN FOR THE NIGHT)

(MUSIC: LOUDER STRUMMING OF
GUITAR AS IT CONTINUES WITH SONG.)

(SOUND: LOUDER CLOP-CLOP-CLOP
OF WALKING COW PONY.)

(ON CAMERA - HAPPY JOE SINGING)

Light up a light smoke,

A Lucky Strike,

The right smoke's a light smoke

A Lucky Strike.

For the taste that you like

Light up a Lucky Strike.

(MUSIC: GLISS)

(MORE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
HAPPY JOE LUCKY COWBOY (CONT'D)

BENNY #57-12
2-23-58

-1C-

VIDEO

AS HAPPY JOE TAKES A WOODEN
MATCH FROM HIS HAT-BAND,
SCRATCHES IT ACROSS HIS
CHAPS, LIGHTS UP HIS
CIGARETTE, HORSE TURNS AND
SPEAKS TO CAMERA.

HAPPY JOE SWINGS AROUND
IN THE SADDLE AND STRETCHES
OUT COMFORTABLY ON THE BACK
OF THE HORSE. HE RESTS HIS
RIGHT ELBOW ON THE POMMEL,
HOLDS OUT PACK. HE RIDES
PAST SIGN-POST WHICH READS:
"IT'S TOASTED."

CUT TO TIGHT SHOT OF
HAPPY-JOE'S VEST. HIS
RANGER BADGE IS ACTUALLY
THE LUCKY STRIKE BULLSEYE.
IT ZOOMS UP TO FULL SCREEN
AND HOLDS.

BACKGROUND DISSOLVES OUT.
LUCKY STRIKE PACK FORMS
AROUND BULLSEYE.

PACK HOLDS. ADD WORDS
"THE BEST-TASTING
CIGARETTE YOU EVER SMOKED".

AUDIO

HORSE (ON CAMERA - SPEAKING IN
MILD DRAWL)

Light up a light smoke ...

HAPPY JOE (ON CAMERA - SINGING AGAIN)

A Lucky Strike.

(SOUND: WHOCOSH OF BULLSEYE
AS IT ZOOMS TO CLOSEUP)

ANDRE BARUCH (OVER)

You'll say it's ...

... the best-tasting cigarette

you ever smoked!

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

JACK

Thank you, thank you, ladies and gentlemen, and welcome to the Lucky Strike Program. Now, the reason we had that unusual opening tonight before the commercial was because that seems to be the latest trend in television. They want something exciting right at the start. Of course, I think some of them go to extremes. I saw a show the other night..It opened up with an angry mob grabbing a man.. they dragged him down the main street of the town, tied him to a post, put a lot of branches around him, set them on fire, and while he was standing there burning at the stake, Indians were shooting arrows into him from all directions...I don't remember the title of the program..I think it was the Loretta Young Show.

JACK (CONT'D)

And now, ladies and gentlemen,
to get on with the show, I would
like to introduce my guest star
...the lovely, talented Gisele
MacKenzie.

(GISELE COMES OUT TO APPLAUSE)

JACK (CONT'D)

Well, Gisele, here you are
making your fifth appearance on
my television program.

GISELE

No, no, Jack..This is my fourth
appearance.

JACK

Gee, that's funny...I thought
it was the fifth.

GISELE

No, it's the fourth, but before I
make the fifth, I want to ask you
something.

JACK

What's that?

GISELE

Well, I know you've helped me in
the past..You've done a lot for my
career...and you were instrumental
in my getting my own show...But --

JACK

But what?

GISELE

How many times do I have to be
on your show for nothing.

JACK

Well, that's a matter of
conscience..and I haven't got one
.....Anyway, Gisele, since you
brought up that subject..let me
ask you something. A couple of
months ago when you were a guest on
Ralph Edwards "This Is Your Life",
didn't I make an appearance?

GISELE

Jack, I have a feeling the only reason you came to the studio that night was because you thought they were going to do your life.

JACK

What makes you think that?

GISELE

All week long you were taking crying lessons from Bette Davis.

JACK

It had nothing to do with the show. I was expecting the County Tax Assessor. Anyway, the point I'm trying to make is that when Ralph Edwards did your life, I was there.

GISELE

I know, and I wish you'd return my charm bracelet.

JACK

Well, if that's the way you feel about it...here.

(TAKES BRACELET OFF AND
HANDS IT TO GISELE)

I'm glad to get rid of it...
Twice I was thrown out of the
steam room at Hillcrest.

GISELE

(LOOKING AT THE BRACELET)

Jack, there's one gold charm
missing.

JACK

I melted it down for a filling.
Now, Gisele, everyone is waiting
for you to sing...So how about it.

GISELE

Okay.

JACK

I'll entertain the audience and
you tell me when you're ready.

(GISELE LEAVES)

JACK

Ladies and gentlemen, you know as
a rule, I don't tell jokes... I
just sort of ramble along and talk
..but I heard a wonderful story
the other day about a window-
washer at the City Hall in Los
Angeles. It seems this window-
washer was washing windows on the
16th floor when he lost his footing
and --

GISELE'S VOICE

I'm ready.

JACK

Hmm...

(JACK EXITS...)

(CUT TO GISELE IN SET FOR HER SONG)

(APPLAUSE)

(AFTER GISELE'S SONG)

JACK

Isn't she a great artist...You
know, I picked up Gisele in my
car and we went up to Mulholland
Drive...just the two of us...We
drove to a spot I had in mind..and we
sat there and talked for a little
while..and it worked out great.
She bought two lots from me...
I know she'll like building a
house up there because the air
is so fresh and clear and ---
Oh, that reminds me of a story
I heard the other day..it's
about a window-washer at the City
Hall in downtown Los Angeles. It
seems he was washing windows on
the 16th floor when suddenly
he missed his step and --

DON'S VOICE

Oh, Jack...Jack...

(DON COMES OUT DRESSED IN SIAMESE COSTUME INCLUDING PAGODA-TYPE
HAT, TO APPLAUSE)

(JACK LOOKS AT DON..THEN CALLS OFF STAGE)

JACK

Oh, stage hands, will you get
this thing off the stage.

DON

Jack...it's me...Don..Don Wilson.

JACK

Oh, for heaven's sakes..I thought
you were something that fell off
the top of a Chinese restaurant...
All right, Don, so it's you. Now
tell me, if it isn't asking too
much, what are you dressed like
that for?

DON

Well, Jack, earlier in the season
I did a commercial where I dressed
in a Calypso costume.

JACK

Oh, and this time you're doing
something Chinese.

DON

No, no. Jack, I am Siamese.

JACK

Siamese?

DON

If you please.

JACK

Well, heavens to Yul Brynner..
So you're going to do a Siamese
number?

DON

Well, Jack, Siamese dancing isn't
done by one person alone, so my
son Harlow is here to assist me.

JACK

Your son Harlow!

DON

(CALLS)

Come on out, son.

(HARLOW COMES OUT DRESSED IN SIAMESE COSTUME.)

JACK

Well, I've heard of Siamese twins,
but this is ridiculous.

(TO HARLOW)

So you're going to assist your
dad, eh?

HARLOW

That's right, Mr. Benny. We're
going to do a dance together.

JACK

Oh, I see. Well, go ahead and
let's see -- Oh, by the way
Harlow, aren't you afraid that
you'll lose that hat when you
start dancing?

HARLOW

Well, I don't know about Daddy's,
but mine is nailed on.

JACK

Nailed on?

DON

A few thumb tacks, he makes a
big thing out of it.

JACK

Oh...oh,...well, Don, you and
your son do your Siamese dance.
Let's not keep our viewers
waiting. You don't mind if I
stand here do you?

DON

All right...Mr. Merrick, if you
please.

(AFTER DON AND HARLOW EXIT)

JACK

For those of you who tuned in late and missed that number, congratulations... And now let's see...Oh, yes. I started to tell you a story about a window washer... Anyway, this window washer was working on the City Hall building in downtown Los Angeles. He was washing the windows on the 16th floor when he suddenly lost his footing, fell to the ground and sprained his ankle. So someone asked him, "How could you fall 16 floors and only sprain your ankle? And he said, "Fortunately, the smog broke my fall."

SIAMESE SONG & DANCE

We are gentlemen from Siam
We are known as Slim and Slam
Very fine dancer that I am
Yes, I am
I guess I am.
From Siam

(DANCE)

If some day perhaps by chance
You decide to try this dance
First you should call ambulance
In advance
Take no chance
Before you dance.

(DANCE)

Around the world it's Lucky Strike
Luckies have that taste you like
On plane or train or motor bike
East or West
Smoke the best
Smoke Lucky Strike
Thialand may have Yul Brynner
But in my land Luckies are the winner
Light up a fine tasting Lucky
You'll enjoy every puff on a Lucky

(DANCE)

(BOW TO FLOOR, ON TOPS OF HEAD IT SAYS "LUCKY STRIKE")

(APPLAUSE)

(MEL BLANC, WHO IS SEATED IN THE CENTER OF THE AUDIENCE, GETS UP AND EXCUSES HIMSELF AS HE WORKS HIS WAY TO THE AISLE)

MEL

Pardon me...Pardon me...

JACK

Now when this happened, a lot of people gathered around and they started to --

MEL

Pardon me...pardon me...pardon me...

JACK

(NOTICING MEL)

Wait a minute...What's going on here?

(MEL COMES UP THE AISLE AND UP ONTO THE STAGE)

JACK (CONT'D)

You can't come up here like this... who are you, anyway?

MEL

I happen to be a member of the Los Angeles Chamber of Commerce... and I feel it is my duty to defend our fair city against your disparaging remarks.

JACK

What?

MEL

You may have thought that was a very funny joke you just told about the smog, but I didn't.

JACK

But, Mister...it was all done in the spirit of fun. I didn't mean anything by --

MEL

I don't care what you meant. I'm getting sick and tired of people talking about the smog conditions in the Los Angeles area. They say smog is a menace ... but I am proud to say that I was born in Los Angeles and I've lived here all my life... and as far as I'm concerned it is a wonderful place to live.

(STARTING WITH THE NEXT SENTENCE, MEL STARTS TO SNIFFLE AND SNUFFLE, WORKING INTO COUGHS AND CHOKING AS HE GOES ALONG, UNTIL HE IS WHEEZING AND CHOKING TO DEATH.)

MEL (CONT'D)

I will admit we do have a very mild problem, but cheap comedians like you would have people believe that there hangs over the city a thick, shroud-like pall of fumes which taint the atmosphere and restrict visibility. Now this is a ridiculous untruth which I deny because every day I...I...

(AT THIS POINT, HE HAS A LONG SPASM OF COUGHING AND WHEEZING..
AND AS SOON AS HE CAN SPEAK, HE SHOUTS OFF STAGE.)

MEL (CONT'D)

Close those windows back there
and turn on the air-conditioning.

(HE GOES DOWN THE STEPS, UP THE AISLE AND OUT OF THE STUDIO,
COUGHING AND CRYING)

JACK

Well... I'm not sure, but I'll
bet he's a counter-spy from
Florida. But if he was from
Florida he'd have snow-shoes.

(CALLS OFF STAGE)

Oh, Gisele...Gisele...

(GISELE COMES OUT CARRYING LIFE MAGAZINE)

JACK (CONT'D)

Well, Gisele. I'm not going to
let you come on my show and get
away with just singing one song
--- Gisele, what's that?

GISELE

It's this week's issue of Life
Magazine. I was just reading it..
and there's a whole spread in here
all about you.

JACK

Well, isn't that nice? All about
me, eh?

GISELE

Yes, on the cover -- "Jack Benny,
" Square of Hollywood."

JACK

Let me see that...That's Squire
-- S-Q-U-I-R-E...Square!

GISELE

Well, it's a wonderful article.
You ought to go out and buy a
copy.

JACK

Yeah, I'll--- eh...I can see it
Wednesday when I go to my
dentist.

GISELE

Well then you'll need my
charm bracelet.

JACK

Now, Gisele - right now it's
time we did a number together.
How about a duet?

GISELE

Whatever you say, Squire.

JACK

Fine.

(CALLS OFF STAGE)

Will somebody bring out those
violins, please?

(A MAN WITH NO HEAD COMES OUT CARRYING TWO VIOLINS. JACK
TAKES THEM.)

JACK

Thank you, Gregory Winthrop.

(MAN TAKES LIFE MAGAZINE AND EXITS)

JACK

Wait a minute -- What am I
saying? He can't hear anything!

(HE HANDS HER ONE
VIOLIN)

GISELE

All right, what shall we play?

JACK

Well, we've always done our
numbers with just the two of us,
but this time I thought I'd add
something. I'm going to bring out
some of the boys in the orchestra
to help us and we'll have a jam
session.

(CALLS)

Come on out, fellows.

(BAGBY, SONGER, REMLEY, RICE, WEISS, AND ANOTHER MAN COME OUT.)

(MORE)

JACK (CONT'D)

Now Gisele, you know all the boys,
so I'll introduce them to the
audience..... Ladies and gentlemen,
the fellow on the end is Charlie
Bagby, our pianist. ...Next is
our clarinet player, Wayne Songer.
He doesn't look very good. He's
been kinda despondent since Jayne
Mansfield got married. ...This is
Frankie Renley, our guitar player.
We're very proud of him. He just
went through a government test.
He spent 7 days in a bottle...This
is Don Rice, our bass player...and our
drummer, Sammy Weiss...Well, that's
it...And now, Gisele, let's start the --

GISELE

Wait a minute, Jack. Who's that
fellow standing on the end? What
does he play?

JACK

Nothing. He's their parole officer.
Look, Mister, would you mind leaving?
I'll be responsible for them.

OFFICER

Oh, I'm sorry, Mr. Benny, but I
can't leave them unless someone
is willing to put up bail.

JACK

Bail? Well, how much would it
be?

OFFICER

(LOOKING THEM OVER)

Well ... I think a dollar and a
half ought to do it.

JACK

Oh, all right.

(TAKES OUT MONEY AND HANDS
IT TO THE MAN)

GISELE

Say, it's gone up.

JACK

Yeah! It used to be fifty cents.

(THE MAN LEAVES)

Now, Gisele, what do you think
we ought to play? These boys
can follow us on anything.

GISELE

Well, how about something like
"Downtown Strutter's Ball"...or
"Sweet Georgia Brown"?

JACK

Sweet Georgia Brown would be fine.
We'll just play a couple of choruses
and --

(LOOKS OFF STAGE)

What?Oh.

(MORE)

Now, Giselo, I'll tell you
what. We'll play the
first chorus by alternating. You
see, I'll take one strain and you
take the next one.

GISELE

Oh, you mean, sort of share the
responsibility?

JACK

Yes, you can call it that. All
right, fellows...give us an
introduction.

(JACK PLAYS THE FIRST STRAIN AND THEY ALTERNATE FOR A FEW
STRAINS, WITH GISELE OUTSHINING JACK. THEN JACK STOPS HER.)

JACK

Wait a minute...Wait a minute...
There's something wrong with this
arrangement....

(JACK WHISPERS TO BABY...HE PASSES HER WHISPER ALL THE WAY
DOWN THE LINE)

JACK

All right, let's start that again.

(ON JACK'S STRAIN THE BOYS PLAY LOW..ON GISELE'S STRAIN THEY
PLAY LOUD AND DROWN HER OUT)

GISELE

Wait a minute, Jack..wait a minute.

JACK

What's the matter?

GISELE

Why is it when you play, they're
nice and soft, and when I play,
they drown me out?

JACK

Because I put up their bail,
that's why....All right, fellows,
let's take it again and we'll play
it straight this time. Don't show off
it's a beautiful counter-melody.

(THEY PLAY THE SONG TO A HOT FINISH)

(APPLAUSE)

JACK

Now, ladies and gentlemen, we'd
like to play "Tea for Two"

(THEY START TO PLAY THE NUMBER AND MEL COMES DOWN THE AISLE AND UP ONTO THE STAGE AND TAPS JACK ON THE SHOULDER.)

JACK

(STOPPING THE MUSIC)

Hold it..hold it...

(TO MEL)

What happened..What do you want now?

MEL

Mr. Benny, I'm a little ashamed of myself for interrupting you in the middle of your show and bawling you out about that smog joke...It was really a pretty good joke and I want to apologize.

JACK

That's all right, forget it.

MEL

You can tell that joke any time you want to.

JACK

Well, thank you.

(MEL STARTS OFF)

JACK

Let's take it in the middle, fellows.

And now Ladies and Gentlemen, we'd like to play "Tea for Two"

(AS THEY START TO PLAY, MEL STOPS, TURNS, LOOKS AT JACK..GOES BACK TO JACK, TAKES THE VIOLIN AWAY FROM HIM, PLAYS WITH THE REST OF THE GROUP...THEY ALL GO OFF PLAYING, LEAVING JACK STANDING ALONE IN THE MIDDLE OF THE STAGE)

(FADE OUT)

DON

Jack will be back in a minute
with his guest Gisele MacKenzie,
but first here's a word about a
light smoke..Lucky Strike.

(OUT TO COMMERCIAL)

VIDEO

OPEN ON DARK SCREEN. SUDDENLY
DOOR OPENS AND LIGHT GOES ON.
WE ARE LOOKING THROUGH A
REFRIGERATOR FROM BACK TO
FRONT. THROUGH THE ASSORTMENT
OF FOOD CONTAINERS, ETC.,
ON THE SHELVES WE SEE RUSS'
FACE. IN HIS MOUTH IS UNLIT
LUCKY STRIKE. DRESSED IN
PAJAMAS AND ROBE HE IS
"RAILING" THE ICE BOX.

LIGHT GOES ON IN KITCHEN
AS GRACE COMES IN DOOR.
CUT TO TWO-SHOT AS RUSS
SHUTS REFRIGERATOR DOOR.

GRACE LIGHTS RUSS' UNLIT
LUCKY. DOLLY IN AS RUSS
MOVES TO TABLE WITH FOOD.

WHITE LINE ANIMATES
AROUND CIGARETTE TO
FORM BOX.

BACKGROUND DISSOLVES OUT
LEAVING PK. WHITE IN WORD
"LIGHT" IN BOX.

THE WORD "LIGHT" ANIMATES
INTO THE LETTERS "LS/MET".

LUCKY STRIKE PACK BUILDS
FROM THE BOX "LS/MET".
THE BOX BECOMES THE BOTTOM
OF THE LUCKY STRIKE PACK.

"IT'S TOASTED" ZOOMS
UP FROM BULLSEYE ON PACK
AND HOLDS.

AUDIO

(MUSIC: REVISED VERSION LIGHT
UP TIME SONG.)

SOLO (OVER)

Light up a light smoke.

A Lucky Strike.

The right smoke's a light smoke

A Lucky Strike

For the taste that you like

Light up a Lucky Strike.

(MUSIC: GLISS)

(SPOKEN)

Light up a light smoke.

SOLO (OVER)

A Lucky Strike.

ANDRE BARUCH (V.O.)

When you smoke a Lucky, you're
smoking light.

Lucky Strike means fine tobacco.

Superely light ... naturally
good-tasting tobacco.....

... that's toasted to enhance
the lightness ... to make the
taste even better. So

(MORE)

VIDEO

"IT'S TOASTED" POP OUT.
WIFE ON IN SYNC. WITH
ANNOUNCER'S VOICE THE
WORDS: "LIGHT UP A
LIGHT SMOKE ... LIGHT
UP A LUCKY!"

IRIS FROM BULLSEYE TO
MEDIUM SHOT RUSS AND
GRACE AT KITCHEN TABLE.
GRACE POURS MILK
WHILE RUSS SMOKES.

IRIS FROM GRACE BACK TO
BULLSEYE AND PACK.
WIFE ON "THE BEST-TASTING
CIGARETTE YOU EVER
SMOKED!"

AUDIO

ANDRE BARUCH (CONT'D)

Light up a light smoke ...
light up a Lucky.

(MUSIC: IN)

SOLO (OVER)

For the light smoke you like,
Light up a Lucky Strike.

(SPOKEN)

Light up a light smoke

SOLO (OVER)

A Lucky Strike.

(MUSIC: OUT)

You'll say a Lucky is the best-
tasting cigarette you ever smoked!

(TAG)

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

JACK

Thank you, thank you....And now
I'd like to ask my guest star
to come out again and take a
bow....Gisele MacKenzie.

(GISELE COMES OUT TO APPLAUSE)

JACK

Anyway, Gisele...thanks for being
with me tonight and good luck
on your own show.

GISELE

Thanks, Jack.

(GISELE LEAVES)

JACK

Ladies and gentlemen, February is Heart Month. Help the Heart Fund help your heart. Give generously to Heart, care of your local Post Office.... I'll be back in two weeks...and next week be sure to watch "Bachelor Father" starring John Forsythe... Goodnight.

(MUSIC & APPLAUSE)

(CUT TO CREDITS)

FEBRUARY 23, 1958 TV LIVE SHOW END
CREDITS AND SELL.

AFTER TAG, MUSIC SNEAKS IN
AND DISSOLVE TO CARDS.

CARD #1

Director

SEYMOUR BERNS

CARD #2

Producer

HILLIARD MARKS

CARD #3

Written by

SAM PERRIN

GEORGE BALZER

HAL GOLDMAN

AL GORDON

CARD #4

Musical Director

MAHLON MERRICK

Assistant to the Producers

JACK LANGDON

CARD #5

Art Direction

ROBERT TYLER LEE

CARD #6

Technical Director

KEN TAYLOR

Lighting Director

JAMES S. RICE

Set Decorator

JACK SHILTZ

Associate Director

JOHN F. MEYERS

Appearing on tonight's program were

Mel Blanc and Dale White.

Words and Music for "Two Gentlemen from
Siam" were written by Mahlon Merrick.

BENNY 57-12
2-23-58

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DON WILSON (V.O.)

CARD #8
BACHELOR FATHER CARD

Remember, one week from tonight, on this same station, be sure and watch the new "Bachelor Father" show, starring John Forsythe.

DISSOLVE TO CARD #9
"TRACKDOWN"

And next Friday on most of these stations watch the exciting new series about the Texas Rangers - "Trackdown".

DISSOLVE TO CARD #10

Brought to you by Lucky Strike, product of the American Tobacco Company ...
remeber, tobacco is our middle name.
(BEAT) And here's a word for filter tip smokers.

OUT TO FILTER TIP TARETYON
(:30)

BTX01 0338850

POP ON ABSTRACT SHAPE.

JINGLE (V.O.)

Mildness ...

POP ON LARGER SHAPE.

Mildness ...

POP ON STILL LARGER SHAPE.

Mildness ...

LARGER SHAPE INCLUDING
"MILDNESS."

Mildness.

REVEAL COMPLETE GIRL AND
LETTERING.

Mildness makes the difference.

DB TO MCU AS GIRL TAKES
PUFF. TAKE OUT SLOGAN AS
GIRL LIFTS PACK INTO FRAME.

(O.C.) That's something TAREYTON taught
me.

HOLD ON MCU OF GIRL WITH
PACK IN FRAME.

When you smoke a lot, TAREYTON'S
mildness does make a difference ... you
get more enjoyment all the way.

CUT TO FULL HEAD SHOT -
WORD MILDNESS ON SCREEN.

JINGLE (V.O.)

Mildness ...

CUT TO TIGHTER SHOT OF
HAND.

Mildness ...

CUT TO STILL TIGHTER SHOT
WORD MILDNESS INCLUDED ON
RIGHT OF FRAME.

Mildness ...

CUT TO ECU OF HAND HOLDING
CIGARETTE AND WORD MILDNESS.

Mildness ...

WIPE ON BALANCE OF SLOGAN.

Mildness makes the difference.

CUT TO PACK FRAME LEFT
SUPER "SMOKE FILTER TIP
TAREYTON."

Smoke FILTER TIP TAREYTON.

CUT TO ECU OF TOP HALF OF
PACK LETTERING SCRAMBLES
TO READ "MILDNESS MAKES
THE DIFFERENCE".

FILTER TIP TAREYTON, Mildness makes
the difference.

BENNY #12
2-23-58

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DON WILSON (V.O.)

Ladies and gentlemen, although our medical scientists are learning more and more about heart disease, we still have to solve many serious problem before heart disease can be controlled. Help speed progress by giving to you local Heart Association, or to HEART, care of your post office. Help your HEART FUND help your heart.

Thank you.

DISSOLVE TO CARD #11
"THE JACK BENNY PROGRAM
IS A J & M PRODUCTION"

DON WILSON (V.O.)

Jack Benny's next television program will be in two weeks with Jimmy Stewart. This is Don Wilson saying goodnight.