

PROGRAM #10
"AS TELECAST"

AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY TELEVISION PROGRAM

SUNDAY, JANUARY 25, 1959 CBS 4:30-5:00 PM PST
(TAPED: SUN., JAN. 18, 1959)

CAST: JACK BENNY
GUEST: ERNIE KOVACS
DON WILSON
BEATNIKS
USHER - BOB STREET
1ST MAN - LEN LESSER
2ND MAN - JUDD HOLDREN
3RD MAN - WALTER BURKE
4TH MAN - FRANK SCANNELL
1ST PRISONER - TONY MICHAELS
2ND PRISONER - FRANK RICHARDS
WARDEN - KEN CHRISTY
GUARD - CHAS. M. ZACHA, JR.
NEW PRISONER - RAY KELLOGG
CIGARETTE GIRL - PEGGY GORDON
CAMERA GIRL - JOAN KELLY
OLD WOMAN - PATTY SAUNDERS
GIRL - BARBARA BLAKELY

EXTRAS:

ROY CLARK
DON WEISMULLER
KEVIN ENRIGHT
CHARLIE SHERIDAN

SID KANE
PAUL POWER

ATX01 0300506

JACK BENNY TV LIVE SHOW
JANUARY 25, 1959 (Taped: Jan 18, 1959)
ANIMATED OPENING OF SHOW

-A-

VIDEO

OPEN ON ANIMATED MUSICAL STAFF
WITH TREBLE CLEF LOCATED CAMERA
LEFT. IN SYNC WITH THE MUSIC
NOTES OF THE KRUETZER ETUDE
POP ON LETTERS SPELLING OUT
"THE" AND "JACK".

LOSING TREBLE CLEF CAMERA NOW
BEGINS TO PAN ALONG STAFF
PICKING UP LETTERS THE POP
ON IN SYNC TO NOTES OF ETUDE.
WORD "BENNY" IS NOW VISIBLE.

AS PAN CONTINUES LETTERS OF
WORD "PROGRAM" POP ON IN SYNC
AS THE MUSIC BUILDS AND HOLDS.

ONCE THE WORD "PROGRAM" IS
COMPLETE ON THE SCREEN, IT
ANIMATES DOWN TO FIRST SPACE
IN THE STAFF AND THE WORD "THE"
TAKES A BALANCED POSITION ON
THE TOP SPACE. SIMULTANEOUSLY
SLIDING IN FROM EITHER SIDE
ARE HEAVILY SHADED WORDS "JACK"
AND "BENNY".

AS GUESTS ARE ANNOUNCED THE
WORDS "JACK" AND "BENNY"
ANIMATE INTO TWO BLACK LINES
AND THE STAFF BEGINS TO TURN
FROM A HORIZONTAL TO A
VERTICAL POSITION.

IN SYNC WITH THE WORDS "LUCKY
STRIKE" BLACK LINES ANIMATE
INTO LETTERS; THE STAFF LINES
FORM LUCKY STRIKE CIGARETTES
IN PACK POSITION.

BULLSEYE LOGO NOW ANIMATES
AROUND WORDS "LUCKY STRIKE" AS
PACK BEGINS TO TAKE SHAPE.

PACK NOW COMPLETELY FORMED
TAKES PERSPECTIVE SETTING AT
CENTER SCREEN. A FEW
CIGARETTES POP INTO VIEW.

AUDIO

(MUSIC: KRUETZER ETUDE PLAYED
ON SOLO VIOLIN)

(MUSIC: ETUDE CONTINUES)

(MUSIC: ETUDE CONTINUES)

(MUSIC: STING AND HOLD UNDER:)

ANNCR (VO)

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

...with Jack's guest, Ernie Kovacs.

(MUSIC: SEGUE TO LAST SIX BARS OF
"HONEST TASTE" SONG UNDER:)

ANNCR (VO)

Brought to you by Lucky Strike!

Get the genuine article.

Get the honest taste of a Lucky
Strike.

(MUSIC: UP TO END)

ATX01 0300507

JACK BENNY PROGRAM
JAN. 25, 1959 (Taped: Jan. 18, 1959)
OPENING COMMERCIAL
#180 - TEST DRIVER -- LAW ENFORCEMENT MACHINE GUNNER

-B-

VIDEO

OPEN ON CU OF TEST DRIVER IN CAR! (SOUND: SPEEDING CAR...TURN OVER..
HE PUFFS ON A LUCKY, THEN HANDS IN PERSPECTIVE.)
IT TO SOMEONE OUTSIDE. SHOT OF
WHEELS AS CAR STARTS OFF. MED.
SHOT OF CAR APPROACHING RAMP.
ONE SIDE GOES UP ON RAMP, CAR
TURNS OVER. DRIVER CLIMBS OUT
OF OVERTURNED CAR AS THREE MEN
APPROACH HIM.

HE TAKES OUT LUCKIES AND LIGHTS
UP AS THEY DISCUSS PERFORMANCE.

IN SYNC. TITLE "LUCKY TRIKE"
DISSOLVES ON AND HOLDS.

ABRUPT CUT TO THE INTERIOR OF
A POLICE MACHINE GUN RANGE. AT
FAR END WE SEE PAPIER MACHE
TARGET WITH HEART AREA
CLEARLY OUTLINED. SUB MACHINE
GUN RIGHT FOREGROUND OPENS
FIRE WITH TRACERS ON THE TARGET
AND BORES A STREAM OF HOT LEAD
THROUGH THE VITAL AREA OF THE
INANIMATE SUBJECT.

DISSOLVE TO WAIST SHOT OF LAW
OFFICER JUST HAVING PLACED
MACHINE GUN IN VERTICAL RACK
CAMERA LEFT. IN HIS FREE LEFT
HAND HE HAS FRESH LUCKY
WHICH HE POPS INTO HIS MOUTH.
HE THEN PROCEEDS TO LIGHT
LUCKY. IN BG. OTHER TARGETS.

GUN OFF SCREEN OPENS FIRE. IN
SYNC. WITH BURSTS TITLE "LUCKY
STRIKE" RATTLES ON IN BITS AND
CHUNKS UNTIL TITLE IS COMPLETE,
BESIDE OUR MAN.

AUDIO

COMMENTATOR (OVER)

(SOUND: BRAKES...MOTOR OFF...DOOR
SLAM...FOOTSTEPS...IN SYNC. UNDER:)

Men like this go for fine tobacco
and no nonsense.

That's what you get with Lucky
Strike. Here's honest taste.

Fresh, smooth and unforgettable.

(SOUND: MACHINE GUN -- NOT TOO
LOUD.)

(SOUND: MACHINE GUN OUT)

When a man like this wants a
cigarette, he goes for the genuine
article!

(SOUND: OFF SCREEN MACHINE GUN
BURSTS -- SOFT)

Lucky Strike. This one is what
smoking was meant to be.

ATX01 0300508

JACK BENNY PROGRAM
JAN. 25, 1959 (Taped: Jan. 18, 1959)
OPENING COMMERCIAL
#180 - TEST DRIVER - LAW ENFORCEMENT MACHINE GUNNER

-C-

VIDEO

CUT TO CLOSEUP AS MAN SMOKES,
POLICE BADGES CAN BE SEEN ON
HIS COLLAR.

LOSE TITLE, POP ON PACK ON
BEAT AFTER "FORGET" AT MIDDLE
GROUND. ZOOM UP ON "TASTE".

CUT TO CLOSEUP OF TEST DRIVER
AS HE UNBUCKLES CRASH HELMET.

POP ON PACK AT LEFT MIDDLE
GROUND ON BEAT AFTER "LIKE."
ZOOM UP ON "TASTE".

CUT TO TIGHT CLOSEUP ON BEAT.

TITLE "THE GENUINE ARTICLE"
SLIDES ON FROM BEHIND DRIVER.

DISSOLVE ON TITLE "GET THE
HONEST TASTE OF A LUCKY
STRIKE" OVER CARTON.

HOLD WORDS OF THEME LINE.

AUDIO

SINGERS (OVER)

Never was a man who could forget

The taste of a genuine cigarette.

Get the honest taste a man can like.

The honest taste of a Lucky Strike.

The honest taste of a Lucky Strike.

COMMENTATOR (OVER)

Get the genuine article.

Get the honest taste

of a Lucky Strike.

ATX01 0300509

(AFTER OPENING COMMERCIAL)

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

JACK

Thank you very much, ladies and gentlemen, and welcome to the Lucky Strike Program...Those of you who tuned in on my show two weeks ago finally you will remember saw our parody of "Gaslight". For those of you who didn't tune in I'd like to say that Gaslight was that murder mystery... psychological drama in which I drove Barbara Stanwyck, MGM, and the Supreme Court nuts... And I do want to thank MGM for allowing me to release this picture...But then I kinda thought they would because 18 years ago they released me... They didn't exactly release me. They put me in a basket and left me on Warner Brothers doorstep... Well, so much for the past...

(MORE)

JACK (CONT'D)

and I'm looking forward to
the immediate future because
tonight or tomorrow...sometime
in the next day or two...right
after this show I'm leaving
for Miami Beach, Florida, where
I'm going to appear at the
FountainBleu Hotel for two
weeks starting February 3rd.
After that they want me to
play two weeks in Havana, Cuba.
We've already been dickering
about my working there. Naturally
I'm afraid to go there with all
the commotion, excitement, and
shooting down there a fellow
could get killed...But if they
meet my price...Eh, I'll work
it out some way...

(MORE)

JACK

And now, ladies and gentlemen,
I'd like to present my guest
star, a young man who in my
opinion is one of the most
versatile comedians in all of
show business...Mr. Ernie Kovacs.

ERNIE KOVACS COMES OUT TO APPLAUSE.

JACK (CONT'D)

(SHAKING HANDS WITH KOVACS)

Nice to have you on the show,
Ernie.

KOVACS

I want to thank you for that
introduction, Mr. Benny.

JACK

Mr. Benny? We've known each
other too long. You don't
have to call me Mr. Benny.

KOVACS

I can't help it. Standing here
in the presence of someone who has
reached such eminence in the field
of comedy makes me feel so humble
that in the ancient tradition of
the Orient, I feel that I should
fall upon my knees and commit
Hari Kari.

JACK

Commit hari kari? On my
television show?

KOVACS

It won't hurt anything. I
bleed in black and white.

JACK

Well...that would be something
first in television. But,
Ernie, I must say that I do
appreciate your compliment, in
all modesty I must admit that I
have been fortunate in television.

KOVACS

Not only in television, but radio
and pictures. You made your last
picture fifteen years ago and
people are still talking about it.

JACK

Just a minute, Ernie...

(LAUGHINGLY)

...that could be taken either way.

KOVACS

If it could, I guess I gave it
the wrong inflection.

JACK

Now wait a minute...Listen, Ernie...
I didn't bring you out here to
argue with you...

(MORE)

ATX01 0300513

JACK (CONT'D)

I was very, very serious when I introduced you as one of the most versatile comedians. When you had your own television show, I watched all of your programs and, believe me, your dialogue was so sparkling, witty and original...I wish my writers could be that funny.

KOVACS

You...use writers?

JACK

Ernie, don't you use writers?

KOVACS

Only for suicide notes.

JACK

Now I wish I'd let him commit hari kari...But, Ernie, you really interest me. I've learned so much about you since you've been out here. You've done so many things....And I heard that as busy as you are, you still find time for a hobby, I understand.

KOVACS

Yeah...I guess I'm just about the world's most renowned moustache collector.

ATX01 0300514

JACK

Moustache collector?

KOVACS

Listed in the Encyclopedia
Brittanica. It's called
Fuzzomologist.

JACK

Fuzzomologist? Oh, for
heaven's sakes.

KOVACS

What's the matter?

JACK

You just finished a crossword
puzzle I've been working on for
two weeks.

KOVACS

Jack, have you ever considered
what a moustache would do for
you?

JACK

No, no, I haven't.

KOVACS

I found it to be a very
important influence in my life...
There was a time when I was shy
...withdrawn...but the moment I
grew a moustache, it changed
my whole personality.

JACK

Really?

ATK01 0300515

KOVACS

Yes...I was the most popular
eight year old on the block.

JACK

You wore a moustache when you
were eight years old?

KOVACS

On my way to school people used
to point at me and say, "Help
that little old man across the
street."

JACK

That's funny...I don't wear a
moustache and that happened
to me yesterday.

KOVACS

(LOOKING CLOSELY AT JACK)

You know, Jack...you could
change your whole personality.
I have my moustache collection
right here.

JACK

Look, Ernie...

KOVACS

(CALLS)

Would you bring my collection
out, please?

JACK

Moustache collection?

I've heard of a lot of other...

ATX01 0300516

A BEAUTIFUL GIRL COMES IN WHEELING A CART ON WHICH IS A CLOSED SHALLOW BOX. SHE GIVES KOVACS A KISS.

KOVACS (CONT'D)

(TO JACK)

It's the moustache...

THE GIRL KISSES KOVACS AGAIN...HE FINALLY PUSHES HER AWAY.
(JACK APPROACHES GIRL...KOVACS HOLDS UP HAND)

KOVACS (CONT'D)

Barely enough for me...

You're crushing my picture
of Bert Parks... Later perhaps.

HE BEATS HER OFF AND SHE EXITS.

KOVACS

It's enough to drive you to
shave.

JACK

I can imagine.

KOVACS

(OPENING THE BOX)

Now, then, what kind of a
moustache would you prefer?

JACK

Well....

(LOOKING OFF AFTER GIRL)

If you're going to shave yours,
I'd like that one.

KOVACS

No, no, Jack...We have to find
one to suit your personality.

HE HANDS JACK A MIRROR, THEN REACHES INTO THE BOX AND BRINGS OUT A NORMAL MOUSTACHE.

KOVACS (CONT'D)

Here...something more for your personality. Let's try this.

HE PUTS THE MOUSTACHE ON JACK. JACK LOOKS AT HIMSELF IN THE MIRROR.

JACK

I look like Colonel Blimp. I don't like this one. Doesn't do anything for me.

KOVACS TAKES THAT MOUSTACHE OFF JACK. PUTS ANOTHER ON. JACK

KOVACS

A smog filter. ~~WHAT IS THIS?~~

JACK

A smog filter?

KOVACS

You can put it on your nose or your exhaust pipe.

JACK PULLS IT OFF.

KOVACS (CONT'D)

Let's not give up, Jack...Ah, this one will be very popular now that Alaska is a state.

(PUTS A WALRUS MOUSTACHE ON JACK)

A walrus moustache.

JACK

(LOOKING AT SELF IN MIRROR)

Does this bring out my personality?

KOVACS

I don't know...If we put a
fish in your mouth...

JACK PULLS OFF THE MOUSTACHE.

Chic and petit. Oh boy...Huh?

HE PUTS AN ATTRACTIVE MOUSTACHE ON JACK.

JACK

This one. I like this one.
I could wear it all the time,
I really could.

KOVACS

I think it's beginning to work
now...Look.

AN OLD LADY COMES UP ON STAGE FROM AUDIENCE, KISSES JACK,
DOES AN ECSTATIC BACK FLIP, THEN EXITS OFF STAGE.

JACK

That's the one that helped me
across the street yesterday.
Well, I don't know, Ernie.

USHER COMES ON STAGE.

USHER

Pardon me, but there's a phone
call for Mr. Kovacs...It's a
Mr. Sherman.

JACK

Is that Mr. Sherman the movie
producer?

KOVACS

Yes...He's casting a new picture.

JACK

A picture?

KOVACS

(TO USHER)

Look, I'm in the middle of a
show, would you tell him I can't
take the call now.

JACK

I'll take it! I'll take it!

KOVACS

On second thought, maybe I
better talk to him.

KOVACS RIPS MOUSTACHE OFF JACK. WE HEAR RIP AND JACK RUBS
HIS LIP.

JACK

Okay...while Ernie is gone to
use the phone, I'll have Don
Wilson do the commercial.

ERNIE KOVACS EXITS TO APPLAUSE, PUSHING CART OFF.

JACK (CONT'D)

Oh, Don...Don Wilson. Would you
come out, please?

DON COMES OUT TO APPLAUSE. HE IS WEARING A BEATNIK BEARD.

JACK (CONT'D)

Don, I know we have Ernie Kovacs
as a guest and we did a lot of
jokes about moustaches, but this
is ridiculous.

DON

Man, this has nothing to do
with Kovacs. All us boys at the
coffee house wear beards.

JACK

Coffee house?

DON

(WITH A CIRCULAR
MOVEMENT OF HAND)

Like yes.

JACK

Like yes?!...Don, you've started
hanging out in coffee houses?

DON

Expresso, man, Expresso.

JACK

Don, I never thought you'd become
a beatnick...A fatnick, yes...
but a beatnick no,

DON

(TAKING JACK'S HEAD IN
HIS HANDS)

Oh, man, your melon has corners
on it.

JACK

Now cut that out. Look, Don,
I don't know what you're talking
about but obviously you have
something in mind so get started
with it.

DON AND GROUP DO COMMERCIAL. APPLAUSE.

DON

Beat, beat, beat, beat
Listen to the beat
Beat, beat, beat, beat...
Listen to the beat
If you're bugged with your business
If you're weary of your wife
Don't be dull or dejected
There's a better way of life.
Just forget responsibilities
Prepare to have a treat...manlike.

GROUP

Split to the coffee house
and listen to the beat.
Yes, we're the beat generation,
Assorted aggregation.
We scorn obligation...
No, we won't conform...
Oh, dig the beat generation,
A modest operation,
We're taking the nation by a very little storm.

DON

Lend an ear to our story, chum.
If you're a working man
Take a break...light a Lucky
Which there's no smoke better than.
Get the taste that's true and always rich
A taste just mild enough.

MORE)

DON (CONT'D)

You'll dig the taste of Lucky
Strike. When you begin to
puff...puff...puff...puff...
You begin to puff.

GROUP

Puff...puff...puff...puff...puff...
Luckies sure enough.

MAN

Hey, Don.

DON

Yeah, man.

MAN

If you're gonna be beat, the
first thing you gotta do is
communicate. I mean like you
gotta talk the language you know.

DON

Like how?

GROUP

A cig is what you're smoking and
jazzy means it's great. A cat
is one who's on the beat. An
outer gets the gate.

DON

So don't be an outer...just be a
cat. And puff on a Lucky while you
chitchat. For that's the way you're
smoking. If you're smoking on the
beat...beat...beat...beat...
Smoking on the beat.

ATX01 0300524

ALL

A Lucky Strike is the utmost.
The very living utmost.
From East to the West Coast
Lucky Strike is really in.
Get a good grip on your lighter
And prepare to have a treat.
Men, like, light up a Lucky
And you're smoking on the beat.

(AFTER INTEGRATED COMMERCIAL)

JACK

I don't know. Times have changed.

I used to be a minuet-nik.

KOVACS COMES BACK ON.

KOVACS

I'm sorry I took so long, Jack,
but it's all settled.

JACK

Good, good. Did Mr. Sherman
offer you a part in the picture.

KOVACS

(WITH CIRCULAR HAND MOTION)

But, yes. But I turned it down.

JACK

You turned down the picture.
But why?

KOVACS

Well, Jack, it's a story about
a prison with the rock pile...
leg irons...jute mills...and all
that stuff.

JACK

What's wrong with that?

KOVACS

Those things are passé. Prisons
aren't like that any more. Now
they use the scientific approach.
The prisoners now have
recreation...visiting privileges
...honor systems.

JACK

You're right, Ernie. I was
reading an article about that.
The emphasis now is on
rehabilitation...on being nice
to the prisoners.

KOVACS

That's true...and if the present
trend continues, can you imagine
what it will lead to?

JACK

I certainly can.

KOVACS

Well, with your help, let's show
the audience what prisons could
be like in 1970.

JACK

All right, Ernie...let's do that...

(CALLS)

A little prison music, please.

PRISON MUSIC

EXTERIOR STILL SHOT OF HILLCREST COUNTRY CLUB.

ATX01 0300527

DON'S VOICE

Ladies and gentlemen, this is Claremont Prison, a federal penal institution in the year 1970. Claremont Prison, typical of many institutions throughout the country, is located on Nob Hill in San Francisco, overlooking the Golden Gate Bridge. Here, taking their course of correction, are such notorious criminals as Mugsy McGurk.

CLOSE UP OF TOUGH-LOOKING MUGSY MCGURK.

Mr. McGurk, how long have you been in Claremont Prison?

1ST MAN

(MOOLEY)

Now let's see...I've been incarcerated in this rehabilitation center for nigh onto 16 years.

DON'S VOICE

Sixteen years?

1ST MAN

Yep...Four more years and they give me a gold watch...Would you like to meet some of the other boys?

DON'S VOICE

Yes, yes, I would.

ATX01 0300528

1ST MAN

(POINTING TO HIS RIGHT)

Over there stands the country's
number one counterfeiter.

CAMERA MOVES OVER TO MAN WHO LOOKS LIKE GEORGE WASHINGTON.

DON'S VOICE

So you're the country's number
one counterfeiter.

2ND MAN

No.

CAMERA PULLS BACK TO INCLUDE A MAN TO HIS RIGHT.

2ND MAN (CONT'D)

(POINTING TO MAN ON HIS RIGHT)

He's the counterfeiter, I'm his
model.

DON'S VOICE

Oh...then you're the counterfeiter.

3RD MAN

That's me...Inky Green.

DON'S VOICE

Tell me, what made you take up
counterfeiting?

3RD MAN

Well, I used to be a shoplifter...
then one day my conscience bothered
me so I figured I ought to start
paying for the stuff.

DON'S VOICE

Well, all I can say is you're all
heart, Stinky.

ATK01 0300529

3RD MAN

That's Inky!

DON'S VOICE

Now, ladies and gentlemen, having
met some of the inmates, we bring
you "A Day in Claremont Prison"
...or...Blockhouse Ninety.

STINGER AND MUSIC

CUT TO LARGE CELL WITH NO DOOR ON IT. ON THE REAR WALL IS A
LARGE WINDOW WITH BARS SET CLOSER TOGETHER THAN NORMAL. TWO
MEN ARE IN THE CELL PLAYING CHECKERS. ONE OF THEM IS GETTING
A SHINE. A MAN COMES IN WITH SOME MAIL.

4TH MAN

Mail call...Mail call...I've got
some letters for Killer Kovacs
and Benny the Louse...Where are
they?

1ST PRISONER

I don't know, I haven't seen them
this morning. Did you, Joe?

2ND PRISONER

No...

(TO MAN SHINING HIS SHOES)

Did you, Warden?

WARDEN

No.

WE HEAR AN AUTO HORN.

4TH MAN

Here they come now.

KOVACS AND JACK COME IN IN A GOLF CART WITH GOLF BAGS IN THE REAR. KOVACS IS DRIVING AND WHEN THE CART STOPS, THEY GET OUT.

JACK

Well, Killer, you sure played a great game today. Your drives are improving.

KOVACS

Yeah...much better than yesterday.

JACK

Oh, I just remembered...we forgot to pay the caddy.

KOVACS

We won't have to...I ran over him.

JACK

Oh, good, good...Say, Warden, when you finish there, will you take care of these clubs?

WARDEN

Yes, sir.

4TH MAN

Here are some letters for you.

(HANDING LETTER)

Here's yours, Killer.

(HANDING LETTER)

And here's one for Benny the Louse.

4TH MAN EXITS. JACK OPENS HIS LETTER.

KOVACS

Hey, who's it from?

JACK

(PEERING AT LETTER)

I don't know...It's kind of dark
in here...I can't see...

KOVACS

Wait a minute...I'll get you a
little more light.

JACK

Yeah, get some more light, will
you? I can hardly read this.

KOVACS PULLS ON A CORD AT THE SIDE OF THE BARRED REAR WINDOW
AND THE BARS PULL TO ONE SIDE LIKE A VERTICAL VENETIAN BLIND.
WE HEAR THE CLANKING OF METAL BARS AS THIS HAPPENS.

JACK

Hey, it's from my wife. Look
how she starts it. Isn't that
cute? "Dear Louse..."

WARDEN

Hey, Louse, do me a favor, will
you? This is Claremont Prison.
Why don't you change your name?

JACK

(SCRATCHING)

If you change my sheets, I'll
change my name.

WARDEN

We change them three times a day.
You're always complaining...always
complaining.

KOVACS

Never mind...just clean the clubs
or I'll call the governor. Get
this out of here.

WARDEN DRIVES OFF IN GOLF CART.

KOVACS

(TO CHECKER PLAYERS,
ANGRILY)

Checkers...checkers...all the
time checkers.

JACK

What's the matter, Killer?
They're not bothering anybody.
They're a couple of nice guys.

KOVACS

Nice guys. All I know is when
I came up here, they promised me
a single room...stinking judge!

TWO MEN WALK BY CARRYING TENNIS RACQUETS AND TOWELS AND
WEARING STRIPED TENNIS SHORTS. KOVACS GOES OVER TO THE
BULLETIN BOARD.

KOVACS (CONT'D)

Look, they posted the week's
activities...

(READING)

On next Tuesday the Polo match
will be delayed a half hour in
order not to conflict with the
cha cha lessons.

JACK

Who needs cha cha lessons?

ATK01 0300533

KOVACS

You do. During the New Year's
Eve party you stepped all over
my feet.

JACK

Well, you deserved it. Wearing
a dress with that silly moustache.
That was ridiculous.

A PRISON GUARD COMES IN CARRYING TWO SUITCASES.

JACK (CONT'D)

Hey, what's going on here?

GUARD

The warden is bringing in a
new prisoner.

JACK

In this same room?

KOVACS

Another one? Oh, that stinking
judge.

GUARD EXITS.

WARDEN'S VOICE

Right this way.

THE WARDEN ENTERS WITH A NEW PRISONER. THE WARDEN SHOWS
HIM AROUND THE CELL.

WARDEN (CONT'D)

Now this takes care of the air
conditioning...this dims the
lights...restful, isn't it?

ATX01 0300534

JACK

Late, also.

WARDEN

This regulates the H1 F1 and...

(OPENING DOOR IN
STONE WALL)

and here is your color television
set.

(CLOSES DOOR)

I hope you enjoy your stay.

WARDEN EXITS.

NEW PRISONER

Say, fellows, is this one of
those prisons without bars?

JACK

No...no...We have bars all over.
We have a bar in the lounge...one
in the dining hall...and one in
the gas chamber.

NEW PRISONER

A bar in the gas chamber?

KOVACS

You know...one for the road.

NEW PRISONER

Hey, fellows, when do we eat
around here? I'm starved.

JACK

I wish you'd mentioned it. About
time.

(MORE)

ATK01 0300535

JACK (CONT'D)

(PICKS UP PHONE)

Hello...Room Service?...This is
Cell Number 785...We have a
standing order to have dinner here
every night at five o'clock.. Where
is it?

CHEF WHEELS IN A CART LADEN WITH FOOD. THE CHEF IS DRESSED
IN FULL REGALIA AND IS FOLLOWED BY TWO WAITERS, PUSHING TABLE
SET WITH PLATES AND FLOWERS.

JACK (CONT'D)

(HANGS UP. TO
NEW PRISONER;)

You'll like the food in here.
Won't he, Killer?

KOVACS

Yeah, it's great.

AS THEY CONTINUE EATING A CIGARETTE GIRL COMES IN.

CIGARETTE GIRL

Cigarettes...cigarettes...Candy
...souvenirs...cigarettes...
cigarettes....

JACK

Yes, thanks. I'll have some
Luckies.

A GIRL ENTERS WITH A CAMERA.

CAMERA GIRL

Would you like your picture taken?

KOVACS

No, thanks.

CAMERA GIRL STARTS TO EXIT.

ATX01 0300536

JACK

Wait a minute, Miss...come back.

KOVACS

But I don't want my picture taken.

JACK

But Killer..I want something to
remember you by. This is your
last day here..Today you're being
released.

KOVACS

(EMOTIONALLY UPSET)

You promised you wouldn't talk
about that.

JACK

Come on, Killer...let's have
our picture taken.

KOVACS

Well, okay...lend me your comb.

JACK HANDS HIM A COMB, KOVACS COMBS HIS MOUSTACHE. THEY
POSE, THE GIRL TAKES THEIR PICTURE.

CAMERA GIRL

I'll have this for you in a few
minutes.

WARDEN COMES IN WITH TWO GUARDS.

WARDEN

Killer Kovacs, your time has
come.

JACK

They're after you, Killer. You
gotta go.

ATX01 0300537

KOVACS

I don't want to go! I don't want
to go!

JACK

Take it easy, Killer...go like a
man...the rest of the guys look
up to you as an example.

KOVACS

I don't care about being an
example. I don't want to go.

JACK

Killer, control yourself.

KOVACS

(CALLS)

I'm going, fellows.

HE SHAKES HANDS WITH JACK.

JACK

Good bye, Killer.

KOVACS

Good bye, Louse.

HE SHAKES HANDS WITH NEW PRISONER.

KOVACS

Good bye, Alfred.

HE SHAKES HANDS WITH INKY

KOVACS

So long, Stinky.

INKY

Inky!

KOVACS

Inky...Inky!

HE SHAKES HANDS WITH 1ST MAN AND THEY SOB.

WARDEN

Come on, Killer, we're waiting.

PRISONERS LINE UP TO SAY GOODBYE TO KOVACS AS HE WALKS THE
LAST MILE. THEY HUM "GOING HOME" AS HE SLOWLY WALKS BY THEM
...AT ONE POINT HE STUMBLES AND THE GUARDS HOLD HIM UP.
~~SOMEONE SAYS "HE'S DEAD"~~

KOVACS

(AS THEY REACH THE DOOR)

I can't face it! I can't face it!

WARDEN

You've got to...Open the door.

ONE OF THE GUARDS OPENS THE DOOR. WE SEE PROCESS SHOT OF
CARS DRIVING BY ON BUSY STREET.

KOVACS

(HYSTERICAL)

Taxes...and traffic. You can't
do this to me. You can't do this
to me. Please...please!

THEY THROW HIM OUT AND CLOSE THE DOOR BEHIND HIM.

JACK

I never thought Killer would
crack...but we all have to go
sometime.

(HOLDING UP SMALL JAR)

Here, stranger, have some caviar.

NEW PRISONER

Thanks. By the way, Louse, how
long are you in for?

ATX01 0300539

JACK

Ten years.

NEW PRISONER

Ten years...What did you do?

JACK

Nothing, I won it on a quiz
program.

JACK LOOKS AT THE AUDIENCE. CHEF BEGINS SERVING FOOD.

MUSIC STARTS

MUSIC UP FULL AND APPLAUSE

DON

Benny the Louse will be back in
just a moment with his guest,
Ernie Kovacs, but first, here's
a word about the honest taste of
a Lucky Strike.

CUT TO COMMERCIAL.

JACK BENNY PROGRAM
JANUARY 25, 1959 (Taped: Jan. 18, 1959)
CLOSING COMMERCIAL
#178 WRECKER -- SURF FISHERMAN

-28-

VIDEO

OPEN ON A LONG SHOT OF A STEEL BALL SWINGING MENACINGLY BACK AND FORTH ON THE END OF A WIRE CABLE.

CAMERA FOLLOWS AS BALL WHIPS SUDDENLY FROM LEFT TO RIGHT AND SMASHES INTO A BRICK WALL. BRICKS EXPLODE IN A SHOWER OF DUST.

CUT TO MCU OF OPERATOR OF HOUSEWRECKING CRANE SITTING IN THE CABIN OF HIS MACHINE. THROUGH THE CABIN WINDOW WE GLIMPSE THE HALF-SMASHED WALL AND THE SUSPENDED STEEL BALL. HE IS SMOKING A LUCKY.

CUT TO CU AS TITLE BEGINS TO TUMBLE DOWN IN PIECES, FORMING WORDS "LUCKY STRIKE" HOLD.

ABRUPT CUT TO DAWN SETTING ON BEACH. A MODERATELY HEAVY SURF IS RUNNING. A MAN, CENTER FOREGROUND WINDS UP AND LETS FLY IN PERFECT SURF CAST. HE HAS A LUCKY IN HIS MOUTH.

TITLE "LUCKY STRIKE" SHIPS ON INSIDE OUT IN SYNC.

ABSORBED IN THE OUTCOME OF HIS TRY, HE SMOKES UNSELF-CONSCIOUSLY.

AUDIO

(SOUND: SOUND OF DEISELS -- NOT TOO LOUD)

(SOUND: "WHUMMMMMMP" AS STEEL BALL HITS WALL)

(SOUND: MUFFLED RUMBLE OF MACHINES -- UNDER:)

COMMENTATOR (OVER)

You can be awfully busy and still have time for a cigarette.

A lot of men like this one ...

(SOUND: OFF SCREEN DEMOLITION NOT TOO LOUD)

like this one. Lucky Strike. It's the genuine article.

(SOUND: SURF POUNDING IN ON BEACH MIXED WITH THE CRY OF GULLS -- NOT TOO LOUD)

(SOUND: THE SCREAM OF THE REEL AS IT UNWINDS AT HIGH SPEED -- NOT TOO LOUD)

COMMENTATOR (OVER)

Outdoors you can taste it when you smoke -- Lucky Strike.

(SOUND: REEL OUT)

The honest taste of fine tobacco. That's what you get with Lucky Strike. Smoke one and see.

ATX01 0300542

JACK BENNY PROGRAM
JANUARY 25, 1959 (Taped: Jan. 18, 1959)
CLOSING COMMERCIAL
#178 WRECKER -- SURF FISHERMAN

-29-

VIDEO

CUT TO CLOSEUP OF FISHERMAN ON
DOWNBEAT OF SONG. IN BACKGROUND
WE SEE DUNES.

POP ON PACK AT MIDDLE-GROUND,
SCREEN RIGHT, ON BEAT AFTER
"FORGET". ZOOM UP ON "TASTE".

CUT ON BEAT TO WRECKER AT SCREEN
RIGHT, PACK ON LEFT.

CUT ON BEAT TO TIGHT SHOT OF GUY,
LOSING SUPERED PACK.

ANIMATE ON TITLE, "THE GENUINE
ARTICLE" IN SYNC.

DISSOLVE TO CARTON BELOW "GET
THE HONEST TASTE OF A LUCKY
STRIKE".

HOLD WORDS.

AUDIO

SINGERS (OVER)

Never was a man who could forget

The taste of a genuine cigarette.

Get the honest taste a man can like

The honest taste of a Lucky Strike.

The honest taste of a Lucky Strike.

COMMENTATOR (OVER)

Get the genuine article.

Get the honest taste ...

. . . of a Lucky Strike.

ATX01 0300543

TAG

JACK COMES OUT TO MUSIC & APPLAUSE.

JACK

Thank you, ladies and gentlemen..
and now once again I'd like to
bring out my guest star..Ernie Kovacs....ERNIE.

KOVACS COMES OUT TO APPLAUSE.

JACK

Ernie, it was nice having you
on the show and it was a lot of
fun doing that prison sketch,
wasn't it?

KOVACS

Yes, but do you think we
started a crime wave?

JACK

No..some of the comic books
beat us to it...But, Ernie, at
the finish when you had to leave
the prison, I thought you did
a terrific job of acting..In fact,
it was so good it got me right here.

(PATS CHEST)

KOVACS

If that's the place you keep the
wallet, we got it.

JACK

That's all right. We won't forget.

KOVACS

Jack, before I go, I want to
compliment you for your wonderful
performance in that picture,
"Bell, Book and Candle."

JACK

Wait a minute, Ernie...I wasn't
in "Bell, Book and Candle."

KOVACS

Well, I was and nobody's even
mentioned it.

JACK

I'm sorry...I forgot about it...
and thanks again. Now Ernie,
I believe our half hour is up...
so good bye.

KOVACS

(DRAMATIC)

I don't want to go...I don't
want to go...In five minutes I
would have been on overtime.

APPLAUSE

JACK

Ladies and gentlemen, next week
be sure to watch Bachelor Father
starring John Forsythe and I'll
be back in two weeks when my guest
star will be Danny Thomas...and
also, but don't tell her...Mary
Livingstone.

MUSIC & APPLAUSE

OUT TO CREDITS

JANUARY 25, 1959 TV LIVE SHOW
END CREDITS
AND SELL
(Taped: Jan. 18, 1959)

AFTER TAG, MUSIC SNEAKS
IN AND DISSOLVE TO CARDS.

CARD #1	Directed by SEYMOUR EERNS
CARD #2	Producer HILLIARD MARKS
CARD #3	Written by SAM PERRIN GEORGE BALZER HAL GOLDMAN AL GORDON
CARD #4	Musical Director MAHLON MERRICK
CARD #5	Art Direction ROBERT TYLER LEE
CARD #6	Associate Director HOWARD A. QUINN Technical Director KEN KAYLOR Lighting Director JAMES RICE Set Decorator ANTHONY MONDELL