

FOOTE, CONE & BELDING

Advertising

217 PARK AVENUE, NEW YORK 17, NEW YORK

CLIENT: THE AMERICAN TOBACCO CO. REVISION: _____ NETWORK: NBC
PRODUCT: LUCKY STRIKE APPROVAL: FINAL B'CAST: 7:00-7:30 P.M. EST
DATE: JAN 5, 1947 - PROGRAM #15 REPEAT: 9:30-10:00 P.M. PST
(By Transcription)

As Broadcast

"T H E J A C K B E N N Y P R O G R A M"

JACK: Yes, yes. Well, Lauren ... Lauren, shall we start rehearsing?

BACALL: No hurry, no hurry ... Have you got a cigarette?

JACK: A cigarette ... Yes yes ... here you are.

BACALL: Thanks ... Match?

JACK: Match ... You know Lauren, that cigarette I gave you is a Lucky Strike.

BACALL: I know and it's my favorite brand, too.

JACK: Really?

BACALL: Yes ... They're so round ... So firm ... so fully packed ... so free and easy on the draw.

JACK: Gee ... F. E. Boone never sounded like that ... Gosh, Lauren ... I can just picture you in a bathing suit ... holding up that big tobacco leaf ... And you know, Lauren, Lucky Strikes are made of that fine, that light, that naturally mild tobacco.

BACALL: Well, what do you know ... and I thought mother told me everything.

JACK: Well, live and learn.

BACALL: You must have learned a lot.

JACK: Yes yes ... Now let's start rehearsing ... Here's your script ... We're going to do a sketch based on your picture, "To Have and Have Not" ... You'll play the same part you did in the picture.