

➤ **May 4, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	WEDNESDAY, MAY 4th, 1932
	BLUE NETWORK	TIME	TIME 9:30-10:00 P.M. (E.D.T.)

(REVISED 5/4/32)

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[Ed note: cover page missing from original script]

**SIGNATURE:**

**ANNOUNCER**      Tonight Canada Dry, the champagne of ginger ales, presents the second in a series of programs to advertise the new Canada Dry Made-To-Order, which you can now buy by the glass at drug stores and soda fountains. This series features George Olsen and his music, Miss Ethel Shutta, the star of many Broadway successes, and that suave comedian, and famous master of Ceremonies and Canada Dry Humorist — Jack Benny.

**BENNY**            Greetings, old friends, and welcome to our program, new friends. This is Jack Benny, folks—Benny, B like in Broke, E like in Ego, N like in Pneumonia and the other N, line in Double Pneumonia and Y line in Yolin. Anyway, to make a long story short, this is Jack Benny.

This is the second program of the new made-to-order Canada Dry series, proposed by Canada Dry, sponsored by Canada Dry and paid for by Canada Dry, of the people, by the people and for the people. Thought it would be a good idea to mention Canada Dry as often as possible right now and have it over with. I hope there is no doubt in your mind now, that this is the Canada Dry Program.

Miss Ethel Shutta and George Olsen have graciously consented to reappear for this program. I also have been hanging around the microphone since Monday. I'm no fool. Mr. Olsen, who owns the orchestra and part of his tuxedo, will start his part of the program with a very merry, optimistic number, called, "Jolly Good Company", which he dedicates to the boys in his band and what a jolly crowd they are. Heigh-ho, not three of them talk to each other. (Boys, smile a little bit, please.) They did that much better at rehearsal. Now, folks, their music may sound a little softer to you than usual to-night, but after all, this is a soft drink program. Wasn't that awful? — Suave Comedian. Of course, the boys could play louder, but right now, their instruments happen to be in the hands of the receivers. Let's go George.

**1. JOLLY GOOD COMPANY**

**ORCHESTRA**

**BENNY**            Say, George, would you like to say "hello" to the folks?

OLSEN "Hello", ladies and gentlemen, I'm very happy to be with you again.

BENNY I'm not only happy but surprised. By the way, George, do you know what I think would be a good idea—now that you have met the folks, personally, maybe they would like to know a few things about you, sort of an impromptu interview—remember your lines? You don't mind being interviewed, do you, George? I know you're so modest.

OLSEN No, I would rather like it.

BENNY How about getting Ethel in it? Oh Mrs. Olsen.

MISS SHUTTA Yes, Jack.

BENNY George, remember your wife, Mrs. Olsen?

OLSEN Oh yes, how do you do?

BENNY Ethel, I'm going to ask you and George a few personal questions. This might be interesting to our audience. George, how old are you?

OLSEN I'm forty-two.

MISS SHUTTA He's thirty-nine.

BENNY Well, everything is being reduced now-a-days. where were you born, George.

OLSEN Portland, Oregon.

MISS SHUTTA He was born in Seattle.

BENNY Well, that's Close. You know it's unusual – as a rule a person is just born in one town at a time. You must have had a hard time running between Portland and Seattle. What's your favorite pastime?

OLSEN Golf.

MISS SHUTTA Pinochle.

BENNY Mine is ringing door bells. I would like to ask you one more question—try and answer it without the echo. How long have you been connected with music?

MISS SHUTTA He's been a drummer for six years.

BENNY Well, Ethel, as long as we can't keep you out of this, how about asking—you a few?

MISS SHUTTA All right.

BENNY How old are you?

MISS SHUTTA Twenty-four.

BENNY (ORCHESTRA LAUGHS) Boys, a little professional courtesy, please. So you're twenty-four—remember, I'm supposed to be the comedian. After all, the best ten years of a woman's life is between twenty-four and twenty-five. Where were you born?

MISS SHUTTA      Pittsburgh, thank you.

BENNY              Don't thank me—I'm just here doing my work. When did you arrive in this country?

MISS SHUTTA      I said I was born in Pittsburgh.

BENNY              Oh, yes, my error, I happened to be looking at George. Have You any Children?

MISS SHUTTA      No, I'm sorry—we have no children.

BENNY              Oh, that's all right—nobody's complaining. Well, Ethel, we can't keep this up all night—how about singing a little song now?

MISS SHUTTA      All right.

BENNY              You know she was going to sing anyway, but I'm supposed to ask her.

## 2. HUMMING TO MYSELF      MISS SHUTTA

BENNY              I just received a telegram from one of our in-listeners, asking me what is meant by Canada Dry Made-To-Order at soda fountains. I imagine a lot of you folks might be interested in the explanation—in fact, I would like to know something about it myself. However, with what little I know, I shall try to make it as clear as possible. If you walk into a drug store and ask for a glass of Canada Dry Made-To-Order at the fountain, here's exactly what happens:—If you're fortunate enough to find the soda clerk available; that is not too busy making sandwiches, polishing the glasses or, if you can get him to talk to you at all, ask him for a glass of Canada Dry Made-To-Order, then he will put the right amount of the Canada Dry Ginger Ale syrup in the bottom of the glass and add carbonated water from the fountain into it—just the way you make a soda—that is Canada Dry Made-to-order. You see how easy it is. The most difficult part will be to get in touch with the soda clerk, but once you do, the rest is simple.

BENNY              And now another selection by George Olsen and his Public Enemies. Mr. Olsen will lead the number and the boys will follow him—out of the studio. Now take it easy, George, you know one thing about these programs, you don't have to exert yourself playing the numbers. You know what I mean, don't take yourself too seriously, because I bet there are a lot of bridge games going on tonight that we haven't even disturbed. The title of this number is "Sing A New Song" and it's a request. Someone just sent in a telegram—it says, "Mr. Olsen – please play Sing A new Song Wednesday Night and I will be listening in Friday afternoon." George, can you make this last until Friday?

## 3. SING A NEW SONG      ORCHESTRA

OLSEN              This is George Olsen. Oh, Jack, do you mind if I introduce this number—it's kind of a novel thing and I'd like to announce it myself. You don't mind, do you?

BENNY All right, it's O.K. with me, George – but I would suggest that you try to make the announcement in English, if possible. But just before you start this, I would like to tell you something confidential. I don't know whether I ought to bring it up here or not, but there has been some complaint about your cornet player. You know the one with big nose. You know, George, that's the largest awning I've ever seen on a man.

OLSEN Well, he can't help that, Jack.

BENNY I know, George, but he doesn't have to go around frightening the boys. My, what a nose—I'll bet he can smoke a cigar under a shower.

OLSEN Makes announcement

#### 4. I'LL MISS YOU IN THE EVENING ORCHISTRA

BENNY That Was "I'll Miss You In The Evening", folks, and Canada Dry has spared no expense in giving the boys a real atmosphere for this number—in fact, right now in the studio there's a full moon smiling down at Olsen; there are hundreds of trees with millions of leaves and birds singing in the tree-tops. I Know birds as a rule do not sing in the evening, but I can't help that. I'm only the Master of Ceremonies. You know with the depression even the birds didn't go south this winter—although a few of them went as far as Washington to find out what's the big idea. And now, another number by Mr. Olsen, folks, Olsen—O like in he owes me money, L like he lied when he borrowed it, S like what a sap I was, E like in what an Easy Mark, N like in Never Again. But before they play this number, I'm supposed to say something for the benefit of my sponsors. All I can think of right now is Canada Dry—isn't that funny? I wonder if that can be it? Well, anyway, sometimes your eyes deceive you, often your ears deceive you, but your taste, never—it knows Canada Dry. Oh, well, go ahead boys—and by the way the number is "I Know You're Lying", with the assistance of Fran Frey and Miss Shutta and the Four Marx Brothers.

#### 5. I KNOW YOU'RE LYING ORCH., MISS SHUTTA, FRAN FREY

BENNY Say George, I'd like to try out something tonight, if I may. You know, I don't know whether you know this or not, but I used to be in pictures. Of course, I've been away from the screen now for a couple of years, but I am still indirectly connected with it. I'm a sort of scenario writer. I have one that I wrote about a year ago. I still have it, and I'd like to have your approval on it before I send it in to the different studios. I have a nucleus of it here.

GEORGE WHAT?

BENNY A nucleus. We'll both look that up later. You see, George, I happen to be very fond of California, and this story is all about the wonderful California climate and air that we hear so much about in the East. You know, we always hear about how wonderful

the weather is in California. I spent two weeks there last winter and they had fourteen unusual days. Although one thing I like about Los Angeles—no matter how hot it is in the daytime it's always cool in Alaska. Well, anyway, the opening scene takes place in southern California—Los Angeles where a boy and his sister have been living for about ten or fifteen years, and the sister decided to take a trip to New York City, which she does. Well, on the train she becomes a classical dancer. She becomes a dancer. This she learns from trying to get into her clothes in an upper berth. Get the continuity? Well, anyway, she arrives in New York and after two or three days becomes very ill due to the change of climate, so she wires her brother to join her at once, and her brother jumps on a bicycle in Los Angeles and rides all the way into New York, and upon his arrival he finds his sister seriously ill. In fact, she's on her deathbed, and the boy realizes her condition, and he punctures the tire of his bicycle and the wonderful California air immediately cures his sister. I don't know whether to send that in or not. What do you think, George?

GEORGE WELL, Jack, to tell you the truth, I wasn't listening.

BENNY Well, that was sweet of you, George. The next selection will be by George Olsen and his Australian Woodchoppers. They will play "Rose Room".

## 6. ROSE ROOM

## ORCHESTRA

BENNY That, ladies and gentlemen, was the last number of our second program on the fourth of May, and this is Jack Benny talking. Are you restless, hum? Hope to see you next Monday, and don't forget folks, "When the ginger ale comes over the fountain—Well—goodnight then—

ANNOUNCER (Over signature)

Ladies and gentlemen, we are concluding the second program of a series, sponsored by Canada Dry, the ginger ale now available, made-to-order at drug stores and soda fountains, as well as in bottles. Canada Dry has presented Jack Benny, Ethel Shutta and George Olsen and his music. This same group of artists will be with you at the same time Monday evening.

