

➤ **May 9, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	MONDAY, MAY 9, 1932
	BLUE NETWORK	TIME	9.30 - 10:00 P.M. (E.D.T.)

SIGNATURE—JOLLY GOOD COMPANY

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|----|-----------------------------|-----------|------------------------------------|
| 1. | HOW CAN YOU SAY YOU LOVE ME | DoS B & H | ORCHESTRA & GARDNER |
| 2. | IS I IN LOVE | DOs B & H | ORCHESTRA AND MISS SHUTTA |
| 3. | THREE GUESSES | SANTLY | ORCHESTRA & FRAN FREY |
| 4. | AUF WIEDERSEHN, MY DEAR | DoS B & H | ORCHESTRA & JERRY BAKER |
| 5. | SAY from "HOT-CHA" | DoS B & H | ORCHESTRA & CHORUS |
| 6. | HELLO GORGEOUS | D D & G | ORCHESTRA, MISS SHUTTA & FRAN FREY |
| 7. | SOMEBODY LOVES YOU | MORRIS | ORCHESTRA |

SIGNATURE -- ROCKABYE MOON

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ANNOUNCER Again Canada Dry, the champagne of ginger ales, presents a program to advertise the new Canada Dry made-to-order by the glass, which is now available at soda fountains. This program features George Olsen and his music, Miss Ethel Shutta, the star of many Broadway successes, and that Canada Dry humorist, Jack Benny. Just to vary things a little, Mr. Olsen and the boys start the program tonight with “HOW CAN YOU SAY YOU LOVE ME?” The vocal chorus is by Dick “Hot-cha” Gardner.

1. HOW CAN YOU SAY YOU LOVE ME ORCHESTRA & GARDNER

ANNOUNCER All right, Jack Benny, it's your turn.

BENNY Thanks, Eddie. That's some introduction. You know, Eddie, this is our third program, and you and I haven't even spoken to each other.

ANNOUNCER Oh, that's all right, Jack. I know you're busy.

BENNY I know, but you've been so nice to me – giving me those lovely eulogies and everything, and I haven't even introduced you. Now, friends, I want you to meet Mr. Eddie Thorgerson.

THORGERSON Good evening, everybody.

BENNY That was our announcer, folks. An announcer is really a master of ceremonies who doesn't take as many chances. I'd like to describe Mr. Thorgerson to you. He's a tall, handsome fellow, blue eyes, nice sleek Hollywood hair, and he has the cutest little mustache that I've ever seen. And he has it trained. Did you ever see a trained mustache? When he's happy and gay it curls upwards, and when he's sad and gloomy it curls down. Right now his mustache happens to be down, so I'd better be careful what I say. (Announcer laughs). He's laughing now. There it goes up again. Of

course, there are all kinds of mustaches, but he looks to me like he swallowed Mickey Mouse and left the tail hanging out. You don't mind these little things I say about you, do you Eddie?

THORGERSON No, that's all right.

BENNY Now, ladies and gentlemen, a real cute number called "IS I IN LOVE," with a vocal refrain by Miss Ethel Shutta, and played by George Olsen and his Tearful Troubadours. Let's away.

2.IS I IN LOVE ORCHESTRA & MISS SHUTTA

BENNY That was Miss Ethel Shutta singing. Oh Ethel.

MISS SHUTTA What is it, Jack?

BENNY Do you like broadcasting better than the stage?

MISS SHUTTA Yes, Jack. But don't you think I am as good here as I was on the stage?

[page 3 of the script in the Library of Congress collection is missing, and there is no copy of this episode in Benny's UCLA papers.]

BENNY (monologue in progress about latest contest)... Or a handful of Canada Dry with your initials on it. All we ask you to do is to write us a letter of twenty thousand words, no more, no less, twenty thousand words, briefly explaining why you like Canada Dry Made-To-Order at the fountain. First, you must go to your favorite fountain, order twelve glasses of Canada Dry Made-To-Order one at a time, and give us a trial. All you have to do is send us twelve affidavits – one for each drink – witnessed by the soda clerk, the proprietor and the mayor of your city. We will pick the three best letters telling why you like Canada Dry for the prizes. The winner of the first prize will get the second prize and the winner of the second prize will receive the first prize if he's not careful. We will have four judges selected by four other judges who will select the four judges. This contest can be closed without notice, to make room for the new Canada Dry contest which will start Wednesday at 9:30 Eastern Daylight Saving Time, and anytime at all in the West. If anybody knows what I am talking about, please add that to your letter and enlighten me. And now, the next selection will be that famous German selection, "Auf Wiedersehn," which translated into English means, "River Stay Way from My Door." Go ahead, George.

4. AUF WIEDERSEHN ORCHESTRA

BENNY That is to me a beautiful number – Auf Wiedersehn. I always liked those hot tunes. Isn't it funny? Here we are in America listening to "Auf Wiedersehn," while right now in Germany the biggest hit is "Minnie the Moocher." Say George, what does "Auf Wiedersehn" really mean?

OLSEN Well, I don't know how to explain it, Jack. Well, for instance, you ask me to lend you ten dollars.

BENNY You want me to ask you for ten dollars. All right, George, let me have ten dollars.

GEORGE Auf Wiedersehn!

BENNY I see. Well, you see, folks, what Auf Wiedersehn really means. It means that if you happen to be playing poker with Olsen, and he opens the pot, you could throw away four kings. And now, another number called "Say," from that big Broadway extravaganza – "Hot – Cha." Mr. Olsen will direct, the boys will sing, and I will relax.

5. SAY from HOT-CHA ORCHESTRA & CHORUS

BENNY That was three broken down boys imitating a phonograph record – or – er- rather three boys imitating a broken down phonograph record. Say George, I just noticed that during the last number one of your saxophone players was sound asleep.

OLSEN That's all right, Jack, we weren't playing very loud.

BENNY I know, George, but he kept snoring all through the number. I think he should either play the saxophone or snore in the right key.

OLSEN Well now Jack, do me a favor, will you?

BENNY Just a minute George – remember what you were going to say. This is the Canada Dry Made-to-Order-Ginger-Ale-Sold-By-The-Glass-At-All-Fountains-program. Now George, what did you say?

OLSEN Well, what I started to say was you just attend to your jokes and I'll take care of the orchestra.

BENNY I'm sorry, George. It just happens that I have a good ear for music. I don't know whether or not you know it, but I'm a very good violinist myself. When I was a kid I worked under Kreisler for years.

OLSEN The coupe or the sedan? (ORCHESTRA LAUGHS)

BENNY Now folks, don't forget. This is the Canada Dry ginger ale program.

OLSEN (LAUGHS) All right Jack. By the way, that's a new suit you have on tonight, isn't it?

JACK Yes. I was hoping you'd notice it. I bought it yesterday. Paid ninety dollars for it.

OLSEN That's a lot of money.

BENNY Yes, but I got nine pairs of pants with the suit. Of course, I haven't got them all on. I guess they gave me more than one pair of pants to take my mind off the coat. Of course, the coat is a little roomy, but then it was made that way.

OLSEN Isn't that a ready-made suit?

BENNY Oh, no. It was made to order – That is, it was really made for somebody else, but I bought the ticket.

OLSEN I think the ticket would fit you better than the suit. (ORCHESTRA LAUGHS)

BENNY Did you hear that laugh? What a fool I am trying to buck the union. Well, the studio is packed with Olsen's relatives, and they request him to play another number called "Hello Gorgeous." This will be sung by Miss Shutta and Fran Frey. They'll make merry and I'll make up some new jokes.

6. HELLO GORGEOUS

ORCH., MISS SHUTTA & FRAN FREY

BENNY That was "Hello Gorgeous," played by George Olsen and his Cornfed Cuties. Before I introduce our next number, I want to remind you of the Canada Dry contest which was started ten minutes ago and will end abruptly Wednesday night. In fact, we have already received a wire regarding the contest, by someone who suspected it, and I'd like to read you the wire. "Dear Canada Dry Sold by the Glass at All Fountains": We wish you success in your new contest. Of course, we have been trying to win contests for years, but so far we have lost our home...

[Final pages of May 9, 1932 script are also missing.]