

➤ **May 11, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	WEDNESDAY, MAY 11TH, 1932
	BLUE NETWORK	TIME	9:30-10:00 P.M. (E.D.T.)

---

SIGNATURE

- |    |  |                |   |
|----|--|----------------|---|
| 1. | OOH, THAT KISS                           | HARMS          | ORCHESTRA & FRAN<br>FREY                |
| 2. | THERE I GO DREAMING AGAIN                | DeS.B.& H      | ORCHESTRA & MISS<br>SHUTTA              |
| 3. | CPAZY PEOPLE                             | FEIST          | ORCHESTRA & FRAN<br>FREY                |
| 4. | WHEN THE SUN KISSES THE<br>WORLD GOODBYE | DeS.B.& H      | ORCHESTRA & MISS<br>SHUTTA              |
| 5. | I'M PINS AND NEEDLES IN LOVE<br>WITH YOU | SANTLY         | ORCHESTRA, FRAN<br>FREY AND MISS SEUTTA |
| 6. | THEN THE LIGHTS ARE SOFT<br>AND LOW      | KEIT-<br>ENGEL | ORCHESTRA & MISS<br>SHUTTA              |
| 7. | GOT A DATE WITH AN ANGEL                 | HARMS          | ORCHESTRA & JERRY<br>BAKER              |

## **SIGNATURE – JOLLY GOOD COMPANY**

**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 their Canada Dry humorist, Jack Benny.

The first number on the program “Ooh That Kiss.” Fran Frey sings the vocal chorus.

### **1. OOH THAT KISS**

#### **ORCHESTRA & FRAN FREY**

**ANNOUNCER**      Okay, Jack Benny. You’re next.

**BENNY**      Hello somebody. This is Jack Benny talking. There will be a slight pause while you say “What of it.” After all, I know your feelings, folks, I used to listen in myself. Well now that we understand each other, this is the fourth program of the Canada-Dry-Ginger-Ale-Made-To-Order-By-The-Glass-at-all-Soda Fountains-Series. That’s my recitation this week. Next Week, I will recite the “Shooting of Dan McGrew” ... You remember that one. “A bunch of the boys were whooping it up at the Malumet saloon, when in walked a guy for some Canada Dry with a great big toy balloon.” James Finecomb Reilly. I am going to recite that next week by special omission of the copyright owners. Of course, I am not much at poetry, but after all, what is a program without a poem or two? It generally much better. Mr. Olsen and his orchestra will now play a very soothing number called “THERE I GO DREAMING AGAIN,” which will be sung by Ethel Shutta while Olsen and his boys do the dreaming. You know that reminds me of something I told you last week. Remember my telling you how wealthy Olsen is? Well, I just found out something very funny. Of course, I don’t know how it will strike you. Olsen owns four automobiles, three yachts, two aero planes and six motorcycles, and yet he walks in his sleep. Isn’t that funny? Well, maybe I’m wrong. Go ahead, George.

### **2. THERE I GO DREAMING AGAIN**

#### **ORCHESTRA & ETHEL SHUTTA**

**BENNY**      That was “There I Go Dreaming Again,” by special permission of two veronal tablets. Say Ethel!

MISS SHUTTA Yes, Jack.

BENNY Do you know, Ethel, your voice is improving with each program.

MISS SHUTTA Do you really think so, Jack?

BENNY Well, nevermind what I think. I'm just saying what we rehearsed. You remember – we rehearsed this morning. Now let's start it all over. Ethel, I think your voice is improving with each program.

ETHEL Thanks.

BENNY Yes, I think it has a much finer quality and you're putting more soul into it.

ETHEL Well, that's nice to hear it from you.

BENNY Well, to what do you owe this improvement?

BENNY & SHUTTA I drink Made-To-Order Canada Dry sold by the glass at all soda fountains.

BENNY You just heard what Miss Shutta, late of the Follies, said and it was entirely unsolicited. Thank you, Ethel. Here's your check. Don't worry about dropping it. It'll bounce back. You know, silly or not, this is only our fourth broadcast, and I'd like to read you some of the wires and fan mail we received. Eddie, let me have a few of those wires, will you? Thanks. Here's one that I received from Louisville, Kentucky. From Miss Constantine Syriococapopolous. That must be an old established family. It couldn't be a new name. Anyway, it says:

“DEAR MR. BENNY: I UNDERSTAND YOU ARE MASTER OF CEREMONIES ON THE CANADA DRY PROGRAM TONIGHT. HOPE YOU ARE BETTER THAN THE FELLOW WHO WAS THERE MONDAY NIGHT.”

Here's a wire from my favorite uncle in Waukegan, Illinois:

“MR. JACK BENNY, c/o WJZ, NEW YORK: MY DEAR NEPHEW: LIKE YOU BETTER THAN ANYONE ON THE AIR. YOUR PROGRAMS ARE ABSOLUTELY MARVELOUS AND I WILL BE LOOKING FORWARD TO HEARING YOU EVERY MONDAY AND WEDNESDAY. PLEASE SEND ME FIFTY DOLLARS.”

That was my uncle, all right. Now he has something else to look forward to. Here's a letter from Chicago, Illinois. It says “Dear Colonel Stoopnagle”. Oh, that's a mistake. Thinks I'm Uncle Don. Oh, George, here's a letter for you. It's signed John MacTavish.

GEORGE Go ahead, read it, Jack.

BENNY By the way, there's money in it. It says:

“DEAR MR. OLSEN: ENCLOSED FIND A ONE DOLLAR BILL. PLEASE PLAY “GOOD NIGHT SWEET HEART” AND SEND ME THE FIFTY CENTS CHANGE. “ (Olsen laughs)

Imagine offering Olsen half a dollar to play a song. Well, he took it. Oh, here's a very sweet wire from a hospital in Philadelphia.

“DEAR MR. BENNY: I AM A PATIENT IN THIS HOSPITAL AND AT THE PRESENT TIME HAVE THE USE OF ONLY ONE ARM AND ONE LEG. I HEARD YOUR BROADCAST MONDAY NIGHT AND AS SOON AS I CAN USE BOTH ARMS AND BOTH LEGS HEAVEN HELP YOU.”

Now, isn't that sweet?

OLSEN (WHISPERS) Jack, that's all the mail.

BENNY Well folks, lack of time prevents us from reading the thousands of letters that are here in the studio. And now, Fran Frey sings a crazy tune called “CRAZY PEOPLE.” Of course, I'm all right.

### 3. CRAZY PEOPLE

BENNY That gives you a rough idea of what the Canada Dry sponsors are paying for. Say, George, where do you get all those crazy tunes?

OLSEN Oh, I dig them up, I have a lot of tunes like that.

BENNY Well George, I think you deserve a lot of credit for the way you arrange those numbers. You know, you're one of the most resourceful leaders I've ever known.

OLSEN Thanks, Jack. Now I want to tell you something. I think you're one of the best masters of ceremonies I've ever been associated with.

BENNY Thanks, George. You certainly know your business.

OLSEN Thanks, Jack. And you certainly know yours.

BENNY George, between you and me, two finer liars never met. You know, folks, we are two awful liars, with or without a microphone. But to show you what a liar Olsen is, when he wants to feed his own dog he has to get someone else to call him.

OLSEN Well Jack, last time I whistled to feed my dog, you turned around.

BENNY Well, you know how tough times are. The next number, ladies and gentlemen—

OLSEN Say Jack. What about that contest you started on Monday night?

BENNY What contest?

OLSEN What contest? Why that thing you started Monday night, asking everybody to send in letters and you'd tell them the results tonight.

BENNY I don't remember anything about that.

OLSEN Well that's a fine one. You get everybody sending in thousands of letters and here you don't even remember it.

BENNY Oh that contest. Oh yes. I forgot all about it. Certainly we have thousands of letters here. Ladies and gentlemen. You remember that tournament we started Monday night asking you to send in a letter of twenty thousand words, briefly explaining why you liked Canada Dry Made To Order At The Fountain? Well, we have already received 94,308 letters (WHISTLE). Oh wait a minute. Here's the letter carrier. That makes it 94,309 letters trying for the valuable prizes offered by Canada Dry. While Miss Shutta sings the next number I'll go through each and every letter very carefully. She's going to sing "WHEN THE SUN KISSES THE WORLD GOODBYE" and goes tabloid. Played by George Olson and his Bearded Ladies.

#### 4. WHEN THE SUN KISSES THE WORLD GOODBYE ORCHESTRA & MISS SHUTTA

OLSEN Ladies and gentlemen. This is George Olsen. I will have to introduce our next number as Mr. Benny is still busy looking through the contest letters. So with his permission we will play "I'M PINS AND NEEDLES IN LOVE WITH YOU", with the assistance of Miss Shutta and Fran Frey.

#### 5. I'M PINS AND NEEDLES IN LOVE ORCHESTRA, MISS SHUTTA & FRAN FREY

BENNY George, George, a terrible thing has happened. In looking through some of the letters, ladies and gentlemen I find that we forgot to mention a very important detail last night, which means that you will have to send us in another letter. I will explain this immediately. Of course, your old letters will not be wasted, as we have to paper the walls of our studio. Please disregard the rules we gave you last Monday for this contest, we have changed our mind, and will have to simplify it. We notice that all our letters come from grown-ups. We have none from the children. In fact, one of our letters had gray hair and was postmarked 1864 B.C. – Before Contest. Now, in order for the babies to get in on this, — Hello Babies (RATTLE) (ORCHESTRA ga-gas) here are the new rules. Walk up to your favorite soda fountain, order a glass of Canada Dry Ginger Ale Made To Order By The Glass and sip it through a straw — Of course, this is optional. You can either sip it through a straw or drink it right out loud. But if you do happen to sip it through a straw, save It! Don't go a-losin' it. Why? Send it to your Canada Dry cleaners to be pressed. Then, on one side of the straw write us why you like Canada Dry Made To Order by The Glass, and on the other side, write the Star Spangled Banner. Mail your straws to us at your earliest convenience, as the straw hat season opens next week. We will not tell you what the prize is yet, but keep a scallion in mind. And now, to get on with our program. Miss Shutta will sing "WHILE LIGHTS ARE SOFT AND LOW," accompanied by George Olsen and his Unmounted Police.

**6. WHILE LIGHTS ARE SOFT AND LOW****ORCHESTRA & SHUTTA**

BENNY                    Say, George, would you repeat that last number you just played, I would like to play a chorus on the violin.

OLSEN                    You don't play the violin, do you Jack? I thought you were kidding me the other day.

BENNY                    Oh yes, I play a little – I'm not a Galli Curci, but I do fairly well. I used to play in vaudeville and there was one number of mine, which was a favorite. It's a little French song called, La Mo To Jour, La Mo. You know, that, don't you, George?

OLSEN                    Yes, I think we can play that.

BENNY                    Well, wait a minute, I want to explain this number. Ladies and gentlemen, I'm going to play a little French song and as I play it in its native tongue, I think a word of explanation might not be amiss. Years ago, during an Algerian uprising, an Arab Chieftain stole the daughter of a French merchant and carried her away to his camp in the desert. And although he held her a captive, he treated her with utmost kindness and as a matter of fact, fell desperately in love with her. Now, during the period of her incarceration — this is Jack Benny speaking — she reciprocated his love and as he held her madly in his arms, she took the dagger from his belt and stabbed him with a fatal thrust – and made good her escape. And this song, ladies and gentlemen, is the dying wail of the Arab. Now, that I've explained that, there will be no use playing the song. I'll save it for some other time, so now, another number called "GOT A DATE WITH AN ANGEL", sung by Jerry Baker and played by George Olsen and his Ginger-Alians.

**7. GOT A DATE WITH AN ANGEL****JERRY BAKER AND ORCHESTRA**

BENNY                    That was our last number of our fourth program on the eleventh of May. Are you still conscious? Hmm? ...Remember the new rules for the contest and we are anxious to get your letters. And by the way, if you happen to have any old clothes or shoes that you're about to throw away, we would appreciate it very much if you would send them to the boys in Olsen's Orchestra. By that I mean instead of throwing your old shoes at the cats in the back yard, send them in here to the boys. They make the same noises and wear the shoes besides.

GONG

Goodnight then.

**SIGNATURE — ROCK A BYE MOON**

ANNOUNCER            Ladies and gentlemen. Canada Dry is saying goodnight until next Monday at this same time, when the champagne of ginger ales will again present Jack Benny, Ethel

Shutta, and George Olsen and his music. Canada Dry is now on sale, Made-To-Order by the glass, at soda fountains, as well as in bottles. This is the National Broadcasting Company.