

➤ **May 16, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	MONDAY, MAY 16TH, 1932
	BLUE NETWORK	TIME	9:30-10:00 P.M.

A. SIGNATURE

- | | | | |
|----|---|-----------------------------------|---|
| 1. | WHO | | ORCHESTRA & TRIO |
| 2. | MY MOM | DONALDSON,
DOUGLAS &
GUMBLE | ORCHESTRA AND
BADLER |
| 3. | SHE DIDN'T SAY YES
from "Cat and the Fiddle" | HARMS | ORCHESTRA, MISS
SHUTTA, FRAK
FREY |
| 4. | THAT'S HOW WE MAKE MUSIC | | ORCHESTRA |
| 5. | WHEN WE'RE ONE | FAMOUS
MUSIC | ORCHESTRA AND
SHUTTA |
| 6. | GETTING ALONG WITH YOUR
GAL | | ORCHESTRA,
SHUTTA AND FREY |

Z. SIGNATURE

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, now available at soda fountains. This program features George Olsen and his music, Miss Ethel Shutta, the star of many Broadway successes, and the Canada Dry humorist, Jack Benny.

The first number on the program is “WHO”. Fran Frey, Bobby Borger, and Bob Rice sing the vocal chorus.

1. WHO

ORCHESTRA & TRIO

ANNOUNCER And now I take great pleasure in introducing that effervescent comedian – Jack Benny.

BENNY Hello anybody. Remember me? I’m the fellow that’s been annoying you every Monday and Wednesday. Did you notice the way Mr. Thorgerson introduced me tonight? He called me the effervescent comedian. I kind of like that. Of course, I’ve been called everything, but never that. Funny thing, but at rehearsal I asked him what effervescent means, and he said, “Well, effervescent for you we would have a very nice program.” And that, ladies and gentlemen, is Canada Dry humor. Well, anyway, this is Jack Benny talking. – B as in Canada Dry, E as in Made-to-order, N as in Sold by the Glass, another N as in At All Soda Fountains, and Y because it’s good. Now, we’re not going to bore you with good entertainment like other programs. Our aim is to give the public what it wants, but the question is, “What does the public want?” One hundred and twenty million people have been trying to find out, and you’re asking me. Well, all right, I’ll tell you. Nobody knows what the public wants. But I do know that a glass of Canada Dry Made To Order never hurt anybody. And you can buy it at your favorite soda fountain made to order, – for a coin that rhymes with pickle. Or a larger glass for twice that hint. Get it? Well, that’s enough of that, even though it is sold in a glass at all fountains. And now, to continue with our program – a very popular song called “MY MOM” played by George Olsen and his Symfunny Orchestra.

2. MY MOM

ORCHESTRA

BENNY That was My Mom, ladies and gentlemen. My Mom. What a beautiful thought. It takes us back just two weeks ago to Mother's Day. Remember how we sent little remembrances to our mothers? Miss Shutta sent flowers to her mother. The boys in the orchestra sent candy and checks. And Olsen sent his laundry. George, I was only kidding.

OLSEN It's all right, Jack. Everything's all right – I'll meet you outside.

BENNY You know, folks, I never saw anyone work as hard as Olsen does on these programs. He's busy every minute. He's either rehearsing his band, or arranging the music, and in his spare time he polishes the instruments. I tell you, a fellow like that deserves a lot of credit. In fact, the only time he sleeps is when he's working. What a Trojan! And to think, years ago he was just a drummer in an orchestra. Then he lost one of his sticks and became a director.

And now, may I present Miss Ethel Shutta and Fran Frey, who will sing "SHE DIDN'T SAY YES", from "The Cat and The Fiddle." Are you all set, Ethel?

ETHEL Yes, Jack, but before I sing I'd like to tell a joke I heard today. Do you mind?

BENNY Oh, you want to tell a story first. Well, it's all right with me, but are you sure it's all right? I mean, is it something I've heard?

ETHEL No, I don't think you've ever heard this one.

BENNY Well, I'll tell you what. You see, we have to be very careful what we say on the radio, so I think you'd better whisper the story to me first, and then if it's all right you can tell it.

ETHEL All right Jack.

BENNY Pardon us a moment, please.

(WHISPERS)

Is that the story?

ETHEL Yes.

BENNY Ladies and gentlemen. Miss Shutta and Fran Frey will sing "SHE DIDN'T SAY YES," from "The Cat and The Fiddle."

3. SHE DIDN'T SAY YES

MISS SHUTTA AND FRAN FREY

BENNY Say Ethel, you've been looking very well lately. Better than ever. How much do you weigh?

ETHEL 118 pounds.

BENNY You weigh 118 pounds. That's without your lip rouge, of course.

ETHEL Yes.

BENNY 118 pounds. Ethel, how old were you when you first started to drink Canada Dry?

ETHEL Twenty-four.

BENNY There you are, ladies and gentlemen – a gain of ninety-four pounds. You just heard what this young lady said – entirely unsolicited. What Canada Dry did for her will never happen to you. And, here's a letter we just received from a drinker of our beverage. This comes from a lady in Prosperity Corners, Iowa, – and how we've been looking for those corners! Well, here's the letter.

“Dear Slur: When I first started to drink Canada Dry Made To Order Ginger Ale By The Glass I weighed three hundred pounds. But since drinking I have lost one hundred pounds, but I have found a husband who weighs 110 pounds, which gives me a net gain of ten pounds. We now have two bouncing baby boys, and Owe it all to Canada Dry. We named the younger boy Olsen, because he plays on the linoleum, and we called the older boy Benny, because he's been talking for three years and we still can't understand him. Hoping this finds you and Olsen, I remain, Yours sincerely,

Mrs. Veronica Twilt.

P.S. Have seen your picture in our local paper and think you have an ideal face for broadcasting.”

Those are the kind of letters we like to get. And now, ladies and gentlemen, there has been a request for Mr. Olsen to repeat a number that was done on the opening program. And of course, Mr. Olsen and his boys play anything by request, as well as by ear. In fact, since we have started these broadcasts, some of them have even taken up music. George, would you like to announce this yourself? I know how you hate to do it, but come on over.

TERRIBLE CRASH

That's Olsen rushing to the microphone.

OLSEN Introduces next number.

4. THAT'S HOW WE MAKE MUSIC

ORCHESTRA

BENNY Wasn't that cute? That number must have been requested by the lovers of Micky Mouse. And while the boys were playing, we gave our visitors in the studio lollipops and rattles. Olsen himself will be eight years old next Tuesday. Look at him. Right now he's got a great big smile on his face that's fading into a silly grin. And now, ladies and gentleman, what you have all been waiting for, — the progress of our contest.

DRUM ROLL AND FANFARE.

On account of the popularity of our contest that was started last Monday night, the Board of Directors got together and decided to continue it for at least another year, to give the children a chance to grow up and enter it. In picking the winners of this contest, we have already decided what the prizes might be. Now listen to this. How would you like to go to Siam for a three days vacation at our expense? Imagine spending three days with Uncle Siam without any cost to you except the boat fare. Siam – with its beautiful Eiffel Tower, Yangtse River, the pyramids, a trip down the Nile – a trip up the Hudson if you're not careful. Just think of it! Siam – with its sunken mountains and bone dry lakes; it Riviera and its castles in Spain. And at whose expense, ladies and gentlemen? Ah, that's the only thing that worries us. And remember, that is only the first prize. The second surprise – or – er – prize, will be just the reverse – there will be a trip from Siam right to the U.S.A. Our United States, with its beautiful Panama Canal – the Hawaiian Islands – and the 12-mile limit. Our third prize will be a hunting trip – hunting for the first two prizes. Of course, we have new rules governing this contest, which we will give you immediately following the next number. And now, Mr. Olsen and his Disconnected Yankees will play that very beautiful song "WHEN WE'RE ONE." I am very happy to state there will be no vocal chorus, by special permission of our sponsors – Canada Dry Ginger Ale Made To Order ... (Music starts)

5. WHEN WE'RE ONE

ORCHESTRA

BENNY

Sold by the glass at any soda fountain. I announced there was to be no vocal chorus in that last number, but try and get out of it. And now, for the rules for our contest.

(WEAK FANFARE)

We have been receiving letters every day – some written in pencil, some in ink, and some in Pittsburgh. Of course, they really weren't all letters – some of them were warnings. We also have – now listen to those – (TELEPHONE BELLS RINGING) There are over eight hundred phone calls that we haven't even answered yet, asking about the contest. As per our request last Monday night, many straws were sent in with thoughts regarding Canada Dry written on them, but it turned out to be a straw vote. This is Jack Benny talking. And now for the new rules. Have the male member of your family – either father or brother – put on his stiff bosom dress shirt and stand perfectly still facing the radio. Then take a blue or red crayon and write clearly just twenty-five reasons why you think Canada Dry is the best beverage on the market. This must be written clearly across the bosom of the shirt – between the second button and the fifth rib. When you have finished this simple task, remove your father from the shirt and send us the shirt by parcel post – not the father, mind you, because in a recent contest over six hundred fathers were sent in by mistake, and they're still in the dead letter office. As a final warning, don't tell us you lost your shirt in this contest. I hope this is as clear to you as it is to us. Now go ahead, folks. Good luck, and I'll be a'rootin' for you. George, I think we're on the right track now.

GEORGE Yes, and I certainly like the way you're handling this contest, and thanks for mentioning my name so many times during this program.

BENNY That's all right, George. Anytime I can give you a plug I'll be glad to do it.

OLSEN I know, Jack, and anytime I can give you a plug I'll give you one.

BENNY Yes, but I hope it's not like the plug you gave me yesterday in the second race. What a horse that was.

OLSEN Well, he came in, didn't he?

BENNY Yes, but he took the Lincoln Highway.

OLSEN How much did you lose on him?

BENNY That horse cost me twelve dollars.

OLSEN Well, you shouldn't bet so much.

BENNY Bet nothing, I bought him. And now, a brand new song called "When You're Getting Along With Your Gal." Played by George Olson and his Ex-Glass Blowers.

6. WHEN YOU'RE GETTING ALONG WITH YOUR GAL

ORCHESTRA

BENNY That was the last number of the fifth program on the sixteenth of May. Are you sleeping? Hmm? And don't forget, folks, there's only two weeks until the first of June. The weather will be getting warmer, beverages will be in demand, so first of all I'll ask you what is thirst? Thirst, my friends, is just a mouthful of nonsense which can easily be cured at any soda fountain by asking the clerk for a glass of Canada Dry Made To Order Ginger Ale.

We have to leave you now, and remember, we'll be back Wednesday night with some new tunes, new rules for the contest, new jokes, and puzzling riddles. And so to bed. Goodnight, then.

SIGNATURE – ROCKABYE MOON

ANNOUNCER Canada Dry is saying goodnight until next Wednesday 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.

