

➤ **May 18, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	WEDNESDAY, MAY 18, 1932
	BLUE NETWORK	TIME	9.30 - 10:00 P.M. (E.D.T.)

SIGNATURE—JOLLY GOOD COMPANY CAMPBELL, DONNELLY

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|----|---|--------------------|-----------------------------|
| 1. | WEDDING OF THE PAINTED
DOLL from "HOLLYWOOD
REVUE" | SHERMAN CLAY | ORCHESTRA &
ETHEL SHUTTA |
| 2. | THE TARTAR'S DAUGHTER | Unpublished L616 | ORCHESTRA &
FRAN FREY |
| 3. | HUMMING TO MYSELF | DeS B & H | ORCHESTRA &
ETHEL SHUTTA |
| 4. | COLORS:
(A) I'M BRINGING A RED
RED ROSE
(DONALDSON)
(B) WHEN THE BLUE OF
THE NIGHT (DeS
B&H)
(C) YES WE HAVE NO
BANANAS (SHAPRIO)
(D) LITTLE WHITE LIES
(DONALDSON)
(E) STARS AND STRIPES
FOREVER (SOUSA) | | ORCHESTRA |
| 5. | LOVE MAKING WEATHER | TEAM AT WLW
(?) | ORCHESTRA |
| 6. | GOOFUS | FEIST | ORCHESTRA |
| 7. | SOMEBODY LOVES YOU | MORRIS | ORCHESTRA |

SIGNATURE – JOLLY GOOD MOON [sic] CAMPBELL, DONNELLY

N. DE VORE ADDS: Items queried (?) are inadequately identified and may be performed only on the sole responsibility of the sponsor of the program.

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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 that Canada Dry humorist, Jack Benny. Our program opens with an old favorite, “WEDDING OF THE PAINTED DOLL.”

1. WEDDING OF THE PAINTED DOLL ORCHESTRA

THORGERSEN And now we will hear from our messer of ceremonies – Jack Benny.

BENNY Hello nearly everybody, this is little Jack Benny talking. Benny – B as in Hive, E as in irritate, N as in alphabet soup another N as in the same soup and Y as in Vice President. We all know this is a rather late hour – at least here in the East—and that at this time mothers are usually singing their children to sleep. But who sings the mothers and fathers to sleep? That is the object of our programs, ladies and gentlemen. That is our aim – to sing and talk you to sleep, and to those of you who have already gone to bed, let me say this – several glasses of Canada Dry will not only pep you up, but will keep you awake, at least until our program is over. And that’s something in times like this. And now, on with our entertainment. The next number will be a very novel number called “The Tarter’s Darter,” and will be sung as usual by Mr. Fran Frey, our vocalist. And by the way, ladies and gentlemen – I have introduced nearly everyone on this program but Mr. Frey. I must apologize. Say Fran, say something to our customers.

FREY Hello everybody, I have been waiting for this chance to talk to you, and you don’t know how glad I am to be here...

BENNY All right, Fran. Never mind. I just wanted you to say hello. Mr. Frey is – er—what you would call a – er—reformed crooner, and he comes to us directly from the Metropolitan Opera House, where he was an usher for five years. Of course, that wasn't meant to be funny, ladies and gentlemen, because an usher at the Metropolitan Opera House is by no means a small position. I might say it is equivalent to a one-club bid in bridge. Are you tuned in, dummies? Hmm? For the benefit of those of you who do not play bridge, the dummies are the people who sit around and play while the fourth one goes out for a drink. Incidentally, this is the Canada Dry Program. However, to get back, Mr. Frey, who is still standing here, I might add that he has a very distinctive personality, and resembles three movie stars. He has Jimmy Durante's nose, Garbo's feet, and Gable's ears. In fact, he's a sort of a cross between the devil and the deep blue sea. And he's the kind of a fellow that sips Canada Dry Ginger Ale. You know what I mean – he's a sipper. I treated him to a glass last night and he made an evening of it. You can't make any money out of a guy like that. I could tell you more, but Mr. Frey is anxious to sing. He will be accompanied, of course, by George Olsen and his Hungry Hungarians.

2. THE TARTAR'S DAUGHTER

ORCHESTRA & FREY

BENNY That's the silliest thing I've ever heard in my life – “The Tartar's Darter.” What titles they're getting nowadays. I don't know where Olsen digs them up. And now, my followers...

OLSEN (interrupts) Just a minute Jack. What do you mean – “my followers.” You know I'm on this program too.

BENNY I know, George, but whenever I mention myself, I always mean both of us. You and I are pals – fifty-fifty on everything.

OLSEN Well, that's all right, then.

BENNY For instance, you know that hundred dollars I owe you?

OLSEN Yes.

BENNY Well, I'm willing to split it.

OLSEN Thanks, Jack. And to show you that I'm a regular fellow, I'll forget fifty of it.

BENNY Okay, George, and I'll forget the other fifty.

(BOTH LAUGH)

OLSEN That was very funny, Jack, but you've told that before.

BENNY What's the difference? You've been wearing that same suit for three years.

OLSEN Well, it's a good looking suit, isn't it?

BENNY You and it remind me of that popular song – “SHINE ON, HARVEST MOON.”

OLSEN Of course, Jack. You're the Beau Brummel of this outfit. How do you keep your clothes in such good shape?

BENNY Well, George, I have a Japanese valet who keeps everything in tip-top shape. Yogi, come here. Yogi, this is Mr. Olsen. George, this is Yogi.

OLSEN I'm glad to meet you. How do you like working for Jack Benny?

VALET (with Jewish accent) Well, I'll tell you. It's dis vay.

BENNY Get out of here.

OLSEN I thought he was a Japanese.

BENNY He is, but don't forget he's worked two years for Benny Rubin. And if Benny is listening in, I mean Georgie Jessel. The next number is "HUMMING TO MYSELF" and Ethel Shutta sings the vocal chorus.

3. HUMMING TO MYSELF SHUTTA

BENNY THAT was 'Humming to Myself,' sung by that sweet and charming Ethel Shutta. What a sense of humor she has. Say Ethel, I'd like to tell that story you told me about George and your brother Frank. Do you mind?

ETHEL No, Jack. Go ahead. It's all right with me.

BENNY Well, it's the funniest thing I ever heard. I must tell them. You know, folks, this is really a true story. I'm going to tell it, Ethel.

ETHEL Go ahead.

BENNY Well, anyway, Ethel Shutta and George Olsen have been married for six years. Isn't that right, Ethel?

ETHEL Six years and a week.

BENNY Six years and a week. Gee, and it only seems like six years to George. Well, anyway, the second year they were married, Ethel's brother Frank came to visit them. He came for lunch one day and stayed six months. You know – one of those hanger – arounders? Of course, to appreciate this story you should know Ethel's brother. I mean he's one of those fellows when you first meet him you don't like him at all, and after you know him a while you hate him. Well anyway, George finally got tired of Frank hanging around, so he asked his wife how long her brother was going to stay, and Ethel said that she didn't know. They just couldn't get rid of him. So George said, "I've got a great idea! Tonight at dinner I'll start a big argument over the soup. You see, I'll say the soup is bad and you say it's good, and finally I'll ask your brother Frank what he thinks of it, and if he sides with either one of us we will tell him that he cannot agree with one or the other in the family and he'll have to leave." So that

night at dinner – this'll kill you – that night at dinner when the soup was served, George started the argument, and he said, "Ethel, this soup is awful tonight!" And Ethel said, "I think it's better than usual." So George – you'll scream at this – George said, "I think it's terrible," and he turned to her brother and he said, "Frank, what do you think of the soup?" And Frank said. "I don't know anything about it. I'm staying for four more weeks." From last reports, he's still with them, and Olsen is wearing his clothes.

OLSEN Say Jack, I'd like to introduce our next number.

OLSEN Introduces Color Tune.

BENNY Heliotrope routine.

4. COLOR TUNE

BENNY Is that the finish of that number, George?

OLSEN Yes.

BENNY Oh you should have kept that up two or three days. It's a shame to drop a high class thing like that. Now, let's play "Ring Around the Rosy." And now, ladies and gentlemen, the highlight of our program – the continuation of our Canada Dry contest.

(FANFARE)

I know you will all be glad to hear that our contest is coming along great. We have had returns from all points on the map. Some people have returned their radios, others have returned to their phonographs and our sponsors have returned to billboard advertising. In fact, the progress is phenomenal. Remember folks, on Monday night we told you that the first prize might be a trip to Siam? But remember this, anyone who is not a winner of this contest and takes the trip to Siam does so at his own risk. We have already received a postcard from the King of Siam congratulating us on our idea. Here's the card, which reads:

Our natives are tickled black over the prospect of taking your winners to lunch. They will be the lunch. Seventy-five years ago we had a group of contest winners here for dinner. They were put in the pot and were they mad? Huh! They were boiling!

You just heard what the King of Siam said about Canada Dry Made To Order Ginger Ale Sold At All Fountains. Now we have also found that on account of the excellent results we are getting we are able to offer a fourth, fifth and sixth prize. Listen carefully. How would you like to own your own tooth brush? Think of it! Your own tooth brush, and each and every bristle yours.

(TELEPHONE BELL)

Hello. Hello. Yes, this is Jack Benny. Yes lady, your radio is okay. I said a tooth brush. What? What? No no. I'm sorry, we cannot make it a shoe horn. No no, you'll have to try some other contest. Good bye. And now folks, I'll tell you how to win our shoe horn – or – er—tooth brush. In the first place, we just want your spare time and your week-ends. Now in order to give us an even break, we have several new rules governing this contest, which will be announced immediately after the next number, which is "LOVE-MAKING WEATHER," played by George Olsen and his Disappointed Maestros.

5. LOVEMAKING WEATHER

BENNY Now folks, take out your papers and pencils and follow the new rules closely. First, you must forget all the other rules, and prepare for another brand new idea – the first time on the air – a limerick contest. What an idea! I will now give you the first limerick, but you will have to follow closely and remember each and every word and rhyme.

(CYMBAL CRASH)

There once was a girlie named Henry
Who helped her mother on Thursday
She heard Olsen's band on her radio
And now she is living in Newark.

Now all you have to do is write four new lines in place of our four lines, using the words "Canada Dry Made To Order By The Glass" in each sentence. Now, to be sure that you have the limerick correct, I will repeat it. Listen closely.

There once was a girlie named Olsen
Who helped her mother in Newark
She heard Thursday's band on Saturday night
Hickory, dickory, dock.

You have been hearing limericks, — not static. Please send in immediately your four lines on a piece of cheese in sandwich form, with mustard. This must be placed between two slices of rye bread.

OLSEN Make mine ham.

BENNY One ham – toast. Imagine how these answers will go with a glass of Canada Dry Made to Order at your soda fountain. And now, another crazy tune called "Goo-fus," sung by Dick "Hot-Cha" Gardner, and played by George Olsen and his Ginger-Alians.

6. GOOFUS ORCHESTRA & GARDNER

BENNY That was the last number of the sixth program on the nineteenth [sic] of May. And this was the Canada Dry Ginger Ale Program. Are you drinking, hmm? Do you remember, there was a request made last week for you to send old shoes to Olsen's

boys in the orchestra? There was a slight mistake made, and we would like to have the names and addresses of the two people who did send in shoes, as they forgot to take their feet out. Next week we are going to show you how Canada Dry Ginger Ale is really made to order at the fountain. We hate to leave you now, but we must go. Goodnight then.

SIGNATURE – ROCKABYE MOON

THORGERSON Canada Dry is saying goodnight until 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.