

➤ **May 25, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	WEDNESDAY, MAY 25, 1932
	BLUE NETWORK	TIME	9.30 - 10:00 P.M. (E.D.T.)

A. SIGNATURE

- | | | | |
|----|---|-------------|------------------|
| 1. | ASK YOURSELF WHO LOVES YOU | FEIST | SHUTTA &
FREY |
| 2. | MOONLIGHT BRINGS ME YOU | SANYLEY | PAUL SMALL |
| 3. | OH, SAY, CAN'T YOU SEE | BERLIN | SHUTTA |
| 4. | YOU CAN MAKE MY LIFE A BED OF ROSES | DE S. B. H. | FRAN FREY |
| 5. | THE NIGHT SHALL BE FILLED WITH
MUSIC | SANTLEY | SHUTTA |
| 6. | OF THEE I SING | HARMS | FRAN FREY |

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 the Canada Dry humorist, Jack Benny.

Our program opens with “Ask Yourself Who Loves you”.

1. ASK YOURSELF WHO LOVES YOU

SHUTTA & FREY

ANNOUNCER Here's Jack Benny.

BENNY Hello, anybody. This is Jack Benny telling ... Are you asking, Hmmm? This is Jack Benny — “B” as in fish – bluefish... “E” as in esparagus ... “when it comes to the ‘n’ of a perfect day... Another “N” as in when it comes “knock”... And “Y” as in Alban – Y, New York. In fact, this is Jack Benny.

And now, ladies and gentlemen, starting with tonight's program we are going to introduce the various celebrities who have helped make these broadcasts possible. I think It is no more than fair. Tonight we want to pre-sent to you the janitor of this building, Mr. Philander Kvetch! who has done so much to aid our programs by dusting off the boys in the orchestra and keeping everything spick and span. Philander, say something to the folks.

BOBBY MOORE Umph – gloop – bla, bla, etc.

BENNY Uh, uh, a little risqué, Philander ... Folks, he said it's a shame that he works so hard for the money he gets while Olsen does nothing but wave a stick at his men. Philander, he's not waving at them – he's threatening them. So don't let that worry you.

Now, girls, I want to give you a description of this man. First, close your eyes and think of Clark Gable. Now forget Gable and think of Dracula — think of Dracula after a bad night. And that's Philander. In fact, Philander met Dracula on the street the other day and scared him out of town. You know the type. He has a moustache, something like Ed Thorgerson's – our announcer — only larger. I mean, he looks as

though he had swallowed a bicycle and left the handlebars sticking out. Well, to give you a clearer description: if he had no arms or legs, he'd look like a sea lion.

BOBBY MOORE Umph – gloop – bla, bla, bla, etc,

BENNY All right, all right Kvetch, I'll tell them. It's a good thing I spent a year in Paris... Mr. Kvetch has to leave now. He has a date with the waste basket on the third floor.

On each of our succeeding programs we will try to present to you only those celebrities in whom you are interested. Next Monday we will introduce a friend of George Olsen's chauffeur!

At this time a number called, "Moonlight Brings Me You". Paul Small will sing — Olsen will direct — and I will read the want ads.

2. MOONLIGHT BRINGS ME YOU PAUL SMALL

BENNY That, ladies and gentlemen, was Paul Small singing. Paul is the newest member of our little stranded road show, and seems to be quite happy being associated with us. But we'll stop that ...

Paul, we're all glad to have you with us. Have you met the boys?

SMALL No.

BENNY Boys, meet Paul Small.

ORCHESTRA (with sarcasm) Hello...

BENNY Just one big happy family ... Paul, you're going to love this gang. Now go over in the corner and sit down until we need you.

And now get ready, music-lovers. Miss Ethel Shutta is going to sing "Auf Wieder-sehn", dedicated to Amelia Earhart who landed in Ireland. Remember, folks, dedicated to Amelia Earhart who crossed the ocean... and played by George Olsen who double-crossed his cornet-player.

Shutta No, Jack, I'm going to sing, "Oh Say, Can't You See."

BENNY Double-crossed again. Oh Ethel, what are you and George going to do tonight after the broadcast.

SHUTTA Oh, we're going out to see a movie. Would you like to join us?

BENNY Sure, what are you going to see?

SHUTTA We're going to see James Cagney. I was crazy about James Cagney in "Taxi" ... weren't you?

BENNY No, I prefer Garbo in the same taxi.

SHUTTA Say, Jack, how does it happen that you didn't keep on in the talkies? I thought you were awfully good in them.

BENNY Oh, I don't know. I used to play lover parts ... you know, I was an assistant lover. Ramon Navarro was first lover and I was his assistant. But he always showed up and I got sick of it.

SHUTTA But I thought you were great, Jack. And particularly in that picture you made celled "The Medicine Man."

BENNY Oh, did you see that?

SHUTTA Uh-huh.

BENNY Oh, you're the one who saw it.

SHUTTA Really, Jack, I thought you were swell.

BENNY No, I wasn't myself in that picture... I was in love ... you know, heartsick. And you can't work very well under those conditions.

SHUTTA Who were you in love with, Jack?

BENNY Oh, I don't want to bring it up here.

SHUTTA Aw, come on ... please!

BENNY Well, you know that movie star, Zasu Pitts?

SEUTTA Yes.

BENNY I went around with her sister, Peach Pitts. This is Jack Benny apologizing ... hmmm?

SHUTTA You know, Jack, I like to talk to you. You're so... so interesting ... You know about everything.

BENNY Do you know what kills me, Ethel! Everybody thinks we're here to talk about Canada Dry, made-to-order... (Music starts opening bars) by the glass ... at all fountains

3. OH SAY CAN'T YOU SEE

ETHEL SHUTTA

BENNY How many of you people are aware of the real value of Canada Dry Ginger Ale? How many of you think it is merely a good drink, Hmmm?

Now we received a letter from a man out West – I'm not going to bore you by reading it — But this man claims that he has, for years, been troubled with neuritis. In fact, he had the oldest neuritis in the West, left to him in a will by a relative — which included one cattle. Well, to make a long story monotonous, this fellow states in his letter that for two years he has been unable to walk. And what did he do? Only last week, after hearing us on the air, he bought a glass of Canada Dry ... and is now

able to walk with the aid of two crutches. So, folks, you see that besides being a great drink, Canada Dry also has the heart of a mother.

I expect another testimonial tomorrow — which we mailed at five o'clock today.

And let me tell you just one little thing that happened to me this afternoon ... this is not because I am advertising this product ...

While walking down the street, I turned a corner looking for prosperity, and ran into a severe headache. So what did I do? You can't tell me, eh? Just as I thought ... well, I'll tell you.

I walked to the nearest soda fountain, ordered a glass of made-to-order Canada Dry, and drank it. And have I still got my headache, ladies and gentlemen? You said it!

And now to make it worse, Fran Frey will sing, "You Can Make My Life A Bed of Roses."

4. YOU CAN MAKE MY LIFE A BED OF ROSES

FRAN FREY

BENNY

George, I think that number you just played cured my headache. I know it couldn't have been those four aspirins I took.

And now, ladies and gentlemen, just relax and prepare for more news of our contest. Are you prepared, hmmm?

(WEAK FANFARE)

But first of all folks, I'd like to read what some of the greatest men in the world have said about our contest.

A few of the eulogies...

Here's what Arthur Brisbane, the famous cartoonist, says, "I never heard of it." One from Herbert Hoover, vice-president of the United States.

He says: "It is contests like yours that will bring back prosperity – to England."

And here's one from Paul Revere. He says: "I'd like to ride in your next contest."

Ah! One from ex-Kaiser Wilhelm. Here's what he says: "Vot contest?" We say: "Dot contest!"

Here's one from John D. Rockefeller ... the golf player ... He says: "Your contest is oil-right." Remember, ladies and gentlemen, I only read these ... I don't write them.

Ah! Here's one from Calvin Coolidge. He says ... "Humph!"

And now that I've read you these lovely eulogies, it is with the greatest of sorrow that I must tell you that our contest dropped 16-1/4 points and is now in the hands of the receivers. Our liabilities are three valuable prizes including a round-trip ticket

to Siam, two dogs and an echo. Our assets are three million and one fan letters, one toothbrush and six pictures of Olsen. The sheriff has attached the three prizes which would have gone to the following unlucky winners...

(SOUR CORNET)

The first prize was won by Sven Olsen ... who happens to be George Olsen's brother... Congratulations, George!

The second prize was won by Robert L. Jennings. And what a coincidence! He happens to be the second violinist in Olsen's Band ... Congratulations, George!

And the third prize, strange to say, would have gone to Ethel Shutta's sister who sent in her answers two weeks before the contest started.

This amazing paradox has never been equaled. However, three people out West deserve honorable mention ... one from Idaho ... one from South Dakota ... and one from Nebraska ... Congratulations, Wyoming!

And now, folks, this contest will be resumed just as soon as we can talk things over with the sheriff, who, I understand, is a pretty tough mug.

Next number, ladies and gentlemen, is called "The Night Shall Be Filled with Music," played by George Olsen, sung by Ethel Shutta and watched by the sheriff.

5. THE NIGHT SHALL BE FILLED WITH MUSIC ETHEL SHUTTA

BENNY

I have just talked to the sheriff and we may be able to get our prizes, after all. So do not leave your homes until further notice!

And now, folks, a very important detail that I forgot to mention. Last week we made several tests of this priceless beverage, Canada Dry. Static proves ... I mean, statistics prove that there are 254,763 products in this country... perhaps more. And out of this huge, amazing number, only Canada Dry, made-to-order, has stood the test. Now how – why – and where? First, we will take "how". Or, let's take "why". No, let's take "where" ...

Last week we visited a big industrial plant in the hills of Kentucky where thirty-six thousand man were employed making something or other. Mind you, ladies and gentlemen, thirty-six thousand men in one plant! We took each and every man, blindfolded him securely with clear cellophane, then gave to each of them a glass of made-to-order Canada Dry. They drank it thoroly. And what was the result? Out of the thirty-six thousand men, only THREE said it was Russ Columbo!

And not being satisfied with this, tomorrow afternoon we are going to subject Canada Dry to the acid test – an endurance test which will startle the world.

And now George Olsen will startle all of us by playing "Of Thee I Sing" in the proper key. Go ahead ... startle us, George.

6. OF THEE I SING

ORCHESTRA

BENNY

That was the last number of the eighth program on the twenty-fifth of May. And don't forget to listen in next Monday night when we come to you with the new tests including a mental one for this program, and tell you more serious facts about Canada Dry, made-to-order, by the glass at all soda fountains.

This is Jack Benny talking. See you Monday ... Are you suspicious, hmmm? Good—night, then.

SIGNATURE – ROCK A BYE MOON

ANNOUNCER

Canada Dry is saying good night 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.