

➤ **June 6, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	MONDAY, JUNE 6TH, 1932
	BLUE NETWORK	TIME	9.30 - 10:00 P.M. (E.D.T.)

SIGNATURE — JOLLY GOOD COMPANY

ORCHESTRA

1. I LOVE A PARADE

ORCHESTRA & CHORUS

2. THE CLOUDS WILL SOON ROLL BY

PAUL SMALL

3. IS I IN LOVE I IS

ETHEL SHUTTA

4. LOVE YOU FUNNY THING

FRAN FREY

5. OH WHAT A THRILL

ETHEL SHUTTA

6. EAT DRINK AND BE MERRY

FRAN FREY

SIGNATURE — ROCKABYE MOON

CANADA DRY GINGER ALE PROGRAM

MONDAY, JUNE 6, 1932.

SIGNATURE — JOLLY GOOD COMPANY

ANNOUNCER Ladies and gentlemen. Another half hour of entertainment about Canada Dry Ginger Ale, now available made-to-order by the glass at soda fountains. George Olsen, Ethel Shutta and Jack Benny, the Canada Dry humorist, again perform for your enjoyment.

By request, George Olsen opens the program with “I Love A Parade”.

1. I LOVE A PARADE

ORCHESTRA

ANNOUNCER And now it's Jack Benny's turn at the mike. Here you are, Jack.

BENNY Hello, you lovers of the classics. This is Jack Benny raving — Jack Benny — blue eyes, rich wavy hair — both of them — no moustache, not even fuzz — shoes, size ten — collar, the same — hat, size 9 if you laugh at my jokes — if you don't laugh, size 6 — born in Illinois — razzed in Kentucky — and considered very handsome by parents. This is Jack Benny...

I hope all you men-folks are listening in again tonight. You remember last Wednesday we had a night for Ladies' Only? I want to tell you we had a grand time. Of course since then, we have received many congratulations from the men regarding our Ladies' Night — some came by telephone — some by telegram — and some came anyway.

Now here's a letter from a man in Lunch Wagon, Ohio.

“Dear Mr. Benny: -

I thought your Ladies' Night was rotten. I'm in love with my wife and can't stand being away from her for even five minutes. And to think I was forced to go to the Club with the boys and leave my precious little wife home all alone listening to your program. You've a lot of nerve pulling that kind of stuff.

(Signed) Leonard L. Fenchel

OLSEN Well, I don't have to worry exactly. I've got a pretty good bunch of fellows in my band. They're all soloists.

BENNY I know – every man for himself.

OLSEN Jack, I don't think you know very much about music.

BENNY I don't, eh? — George, you've never heard me play violin, have you? Why, I can play as well as anybody in your orchestra. I know all the classics.

OLSEN Now wait a minute, Jack — I'm going to call your bluff. Let me hear you play something.

BENNY Okay, George, give me a violin — what will I play?

(OLSEN HANDS BENNY VIOLIN WHICH HE STARTS TUNING UP.)

OLSEN Can you play "Faust?"

BENNY Faust or slow – any tempo.

OLSEN Oh, play anything. What is your favorite area?

BENNY My favorite area is WJZ — I'm no fool! And this is the Canada Dry, made-to-order program. I'll play something popular — boys, do you "Lovable?"

OLSEN Don't play it, Jack, and keep it popular.

BENNY Now, boys, follow me on this, but don't get in my way. Better give me an "A".

BOYS (TOGETHER) "A"...

BENNY Thanks — and now, folks, I'll bet you don't believe I'm really going to play. But I am, honestly ... Give me a chord, Bert.

(PIANO CHORD — BENNY STARTS TO PLAY FIRST FEW BARS OF "LOVEABLE" – THEN STRIKES A BLUE NOTE)

Oh this violin is awful — are you surprised?

(STARTS TO SING LINE OF CHORUS)

BOYS (ABOUT 5 OF THEM) Play, it!... .play it!

(BENNY STOPS PLAYING AND SPEAKS LINE —

BENNY Canada Dry, made-to-order, can be bought at the fountain ...

BOYS Play it!... play it!...

(BENNY RESUMES PLAYING)

BENNY I'll bet nobody will believe it's me playing.

OLSEN I hope they don't think it's one of my boys.

(FINISHES NUMBER. ROUND OF APPLAUSE)

BENNY That was Jack Benny fiddling, ladies and gentlemen. They laughed when I picked up the violin – but they didn't know I was from the finance company.

And now George Olsen has just looked in the mirror and requested himself to repeat that very popular number, "Is I In Love? I Is", sung by Ethel Shutta. This is coming to you thru the courtesy of Canada Dry Ginger Ale, made- to-order...

(ORCHESTRA STARTS UP ON THE CUE "TO-ORDER")

3. IS I IN LOVE? I IS. ETHEL SHUTTA

BENNY And now, ladies and gentlemen, the next number will be that very popular number, "Is I In Love? I Is...."

ETHEL Jack, I just sang that.

BENNY Oh, pardon me – I fell asleep for a couple of minutes. How was it – all right? Well, I'll talk a while now, Ethel, and you can go to sleep. By the way, better wake up Fran Frey – he's on next. Isn't it nice the way we relieve each other? Say, Ethel, you're looking rather tired tonight. You're not the same Ethel.

ETHEL Well, I was up late last night. I gave a birthday party to George.

BENNY Oh, you did... Was it George's birthday yesterday?

ETHEL No, it's in August, but I thought I'd get it over with.

BENNY Oh, in August — well, Ethel, if you meet me tomorrow, I'll give you your Christmas present and get that over with. Why didn't you invite me to the party?

ETHEL Oh, it was just for people we know.

BENNY Thanks – I'd like to meet you and George sometime.

(ETHEL LAUGHS)

ETHEL Don't you know George?

BENNY Yes, I gave him a party the night before last at a soda fountain.

ETHEL And what happened?

BENNY Again I picked up a check for two glasses of Canada Dry Ginger Ale, made-to-order, at all soda fountains, with the right amount of syrup.

ETHEL Now, Jack, do you mean to tell me that George never picks up a check?

BENNY Yes he picks them up. — Ethel, I'm going to tell you something. I like George personally — he's a nice fellow. But he's the most conservative man I've ever met. Many times I've heard him say that he'd give a thousand dollars to be a millionaire.

ETHEL Aw, you're kidding.

BENNY No, I'm not. But I fooled him last Wednesday night after our broadcast. We went to a soda fountain to have a drink of Canada Dry, and I accidentally left my money at home — on purpose — so George had to pay the check. Which is another victory for Canada Dry Ginger Ale, made-to-order, and so forth.

OLSEN Yes, I remember that, Jack. And you still owe me a dime.

BENNY Oh, no, George — I had a small glass. ... Great guy, Olsen — I took him to the dog races one day and he bet fifty dollars on the rabbit — to show.

Well, anyway, ladies and gentlemen, George is now going to play "Love, You Funny Thing," which will be sung by Fran Frey — who is also a funny thing — I mean a nice fellow.

4. LOVE, YOU FUNNY THING

FRAN FREY

BENNY Ladies and gentlemen, starting tonight, we are going to introduce to you each week a new guest star — that is, we get the star and you guest who it is. We will bring to you only those people whom you all know — names like Albert EinSTEIN – Franken-STEIN – and the STEIN song.

Tonight, our guest star will be — –

(HEAVY APPLAUSE)

Tonight, we have with us in the flesh – Mr. J. Nottingham Leeke — – who happened to be on the beach, picking up a pebble from a spot right near the place where Amelia Earhart started her marvelous flight across the Atlantic. What a flight that was — and here he is in person!

It is with the greatest pleasure that I present to you this evening the Honorable and Distinguished J. Nottingham Leeke!

(MORE APPLAUSE)

Where is he?

ETHEL There he is — under the sink.

BENNY Tell him to put down his wrench and come here ... Oh, Mr. Leeke, tell us how you stood on the beach while Amelia Earhart took off.

LEEKE It was a balmy summer's evening.
 And a goodly crowd was there,
 That well-nigh filled Frank's fountain
 On the corner of the square.
 The songs and witty sayings flowed thru the summer breeze
 When just then — in walked a girl —
 The lady that's known as Petrolia.

BENNY That's very interesting... Now tell us, Mr. Leeke, did Miss Earhart have any difficulty getting started?

LEEKE A bunch of boys were whooping it up in the Malumet soda fountain.
A boy stood there at the music-box, playing a ragtime tune.
The songs and witty sayings floated thru the air,
When in walked a boy for a Canada Dry -
With a lady that's known as Petrolia.

BENNY Tell me — did the plane run into any air pockets?

LEEKE Under a spreading stop-go tree, the village copper stands.

The smith, a mighty man was he

And in walked —

BENNY I know – I know — and in walked a lady that's known as Petrolia ... Well, Mr. Leeke, it was very nice of you to come here, as these little intellectual discourses by a mug like you are very enlightening.

LEEKE Thank you.

BENNY And, Mr. Leeke — will you forget everything that happened tonight — including our address?

LEEKE I'll be glad to. How do I get out of here?

BENNY Do you see that window over there?

LEEKE Yes.

BENNY Well, jump out and turn to your left ... This leads into our next number called, "Oh, What A Thrill"! George Olsen and his Malumet Cafe Orchestra will now whoop it up — and it will be sung by the lady known as Ethel Shutta.

5. **OH, WHAT A THRILL! ETHEL SHUTTA**

BENNY Hello! This is Jack again.

And now for more news of our contest — — —

(SOUR FANFARE)

Of course you all know the trouble we had recently in trying to run a hundred percent contest. You remember it finally went into the hands of the receivers? Well, we are now very happy to announce that the sheriff has returned our prizes, realizing the situation and how times are — thousands of people walking around without first, second or even a third prize. Mighty square of the sheriff...

We have been receiving so much fan mail lately, asking us what has become of our Limerick Contest — why did we drop it — or did we drop it?

Here's a letter from a lady in Junk Junction, N. W.

ETHEL

Where's N.W., Jack?

BENNY

Near Washington — the letter reads:

"Dear, oh dear — what became of your Limerick Contest? You told us to write five new lines for a four-line verse, and the following week you sing a theme song. What do you expect us to do with our limericks?"

Well, ladies and gentlemen, this is all Greek to us, as we do not even remember the incident. We had absolutely nothing to do with limericks — unless my memory has failed me — which has often happened. However, it is a corking idea and an excellent suggestion.

So tonight we will give you a limerick... All right now, fellows, put down your girls and pick up your paper and a pencil. Prepare for the limerick — and listen carefully. Here it is:

There was a young girl from Czecho-Slovakia, who had all her jewels in Hock-ia...

She married a man from Kro-dents-ko-vitch, Russheea.

JOCKIA...SOCKIA...MOCKIA

Very clever, isn't it? That poem, folks, received the Kibitzer Prize in New York City as the best limerick of the year, and was given 24 hours to leave town.

Now listen very carefully — all you have to do is fill in the period at the finish of this limerick — with a little plug for Canada Dry. THE BEST PERIOD WINS A PRIZE! Don't send in commas or quotation marks — we have enough of these — just a neatly written PERIOD. Penmanship and neatness will count. Write your period on one side of the paper only, using a capital period — not a small period. PERIOD!

Our first prize will be a baby safety razor — making it safe to raise the little shaver... This is J.B. talking.

The second prize will be a complimentary ticket to the Sahara Desert, good for the month of August only. This ticket is not transferable.

The third prize will be three cheers — and a table, making a lovely set for your dining-room.

Each and every one of these prizes will come to you, fully equipped with freewheeling and balloon tires.

No employee or relative of Canada Dry and, more important, of George Olsen — will be allowed to enter this contest. Of course if they do, it's just low—down politics. That's all I can say.

And now a happy, optimistic little number called, “Eat, Drink and Be Merry,” played by George Olsen who can certainly do the first two. Fran Frey will sing, accompanied by the Canada Dry Ginger-Allies.

6. EAT DRINK AND BE MERRY

FRAN FREY

BENNY

That was the last number of the eleventh program on the sixth of June. Hope you will all be with us next Wednesday night – as we are going to have a lot of fun. The sheriff has left for a two weeks’ vacation.

Have to leave you now. Are you yawning? — hmmm?
feel that way...

Well, good-night, if you

SIGNATURE—ROCKABYE MOON

ANNOUNCER

The next time you visit a soda fountain, ask for a Canada Dry ice cream soda. You will find it a delicious drink – a real treat on a hot day. Canada Dry is also available in bottles as well as made to order by the glass. You are invited to listen in again at this same time Wednesday night, when Jack Benny, Ethel Shutta and George Olsen will entertain. This is the National Broadcasting Company.