

➤ **June 8, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	WEDNESDAY, JUNE 8, 1932
	BLUE NETWORK	TIME	9:30-10:00 P.M. (E.D.T.)

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SIGNATURE - JOLLY GOOD COMPANY

ORCHESTRA

1. EAT DRINK AND BE MERRY	STEPT & POWERS	ORCHESTRA & FREY
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2. IF I WERE ONLY SURE OF YOU	BERLIN	ORCHESTRA & SMALL
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3. PICNIC FOR TWO	AGER, YELLEN & BORN.	ORCH. SHUTTA & FREY
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4. THE NIGHT SHALL BE FILLED WITH MUSIC	SANTLY	ORCHESTRA & SHUTTA
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5. SHE'S A CORNFED INDIANA GAL	FEIST	ORCHESTRA & FREY
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6. I BEG YOUR PARDON MADEMOISELLE	STEPT & POWERS	ORCHESTRA
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SIGNATURE - ROCKABYE MOON

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**ORCHESTRA**

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 “Eat, Drink and Be Merry.”

**1. EAT DRINK AND BE MERRY**

**ORCHESTRA & FREY**

ANNOUNCER      And now Jack, the American people are clamoring for you. Here he is, folks, Jack Benny.

BENNY            Hello, if you're not too busy. This is Jack Benny talking — Jack Benny —height, 5 foot, 9 — complexion, fair — jokes, the same — despises work — fond of good food — hobby, golf — very bad at hobby — weight, 155 pounds – I mean, 153.

VOICE            Jack, 151.

BENNY            Sold at 151 — well, to make a long story uninteresting, this is Jack Benny ... “B” as in Bye, Bye Blackbird — “E” as in —

OLSEN            Say, Jack, you're not going to start that again.

BENNY            All right, George, any time you've heard it, stop me. Did you hear the one about the two Irishmen —

OLSEN            Stop, Jack, Stop.

BENNY            Okay, George. You know, a lot of people have been complaining that we do not answer their fan letters promptly. So before going any further, I want to dispose of our fan mail immediately. BOY, hand me those letters.

VOICE            Here it is, Jack.

BENNY Your English is awful. You should say, "Here they are."

VOICE No, here it is.

BENNY All right, give me that letter. It reads: "We heard you play the violin Monday night and enjoyed it very much. All our neighbors moved — even the wolf left our door.

(Signed) Francis H. Glum.

Hmmm, Francis, eh? Well, we'll have to answer that.

*"Dear Sir — or Madame, as the Francis might be. I did not take up the violin to keep the wolf from your door.*

*And now there has been a request for Paul Small to sing: "If I Were Only Sure of You".*

Okay, Paul —

## 2. IF I WERE ONLY SURE OF YOU ORCHESTRA & PAUL SMALL

BENNY That was "Minnie, the Moocher", sung by Paul Small. I'd like to tell you Paul's right name, but we are only allowed 30 minutes on the air. Say, I don't believe I ever described Paul to you. Well, he's a dreamy, romantic type of fellow, — a cross between Robert Montgomery and Wallace Beery-more — or less. He's quiet, unassuming — almost monotonous. In fact, he's an ex-service man. Only this morning he asked me if I'd take a walk with him to Washington. Can you imagine that? One night he got into a fight in a poolroom, and now he wants a bonus. Well, that's Paul Small.

And now, before introducing the next number, I just want to say that a lot of people have asked us what is Canada Dry, made at the fountain, and all the details. So to make it clear, we have brought Canada Dry down to the studio by-the-glass IN PERSON, and we are going to interview him. CANADA DRY, meet the ladies and gentlemen!

HIGH-PITCHED VOICE Hello, everybody.

BENNY Now, CANADA DRY, tell me where you were born?

HIGH-PITCHED VOICE Canada.

BENNY That's strange — how were you brought up?

HIGH-PITCHED VOICE By the bottle — but they tell me I'm just as good by-the-glass.

BENNY What's your full name? (SPEAKING IN DEEP-SET VOICE) CANADA DRY GINGER ALE.

(Changing quickly to... )

HIGH-PITCHED VOICE Canada Dry Ginger Ale,

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BENNY (In high-pitched voice) How you like  
(changing quickly to heavy voice)  
How do you like living at the fountain?

HIGH-PITCHED VOICE Everything is all right – until the clerk puts me in the glass and squirts charged water in my eye.

BENNY Well, remember you're just the flavor.

HIGH-PITCHED VOICE I'm very popular, though. Lots of people ask for me.

BENNY You're a pretty good-sized fellow, aren't you?

HIGH-PITCHED VOICE Yes, but I want you to meet my big brother, LARGE GLASS.

BENNY (In high voice)  
Where is he?  
(Changing quickly to heavy voice)  
Where is he?

HIGH-PITCHED VOICE Here he is.

BENNY Large Glass, say something to the people.

TOUGH VOICE Hello, everybody.

BENNY I'll bet you folks think I'm a ventriloquist... Say, your big- brother looks like quite a husky fellow.

HIGH-PITCHED VOICE He's the champion of ginger ales.

BENNY You mean, the champagne.

HIGH-PITCHED VOICE Oh, is that the way you say it?

BENNY All right, boys – thanks. You can go now. That was a great boost. Where are you going now?

HIGH-PITCHED VOICE Back to the fountain. This is a busy day. They need us.

BENNY Well – goodbye.

HIGH-PITCHED VOICE Good-bye.

BENNY Two swell fellows.  
(Changing to high-pitched voice)  
And now, ladies and gentlemen —  
(Into normal voice)

The next number on our program is called, “A Picnic for Two”, which will be sung by Ethel Shutta and Fran Frey...

(changing into high voice)

And played by George Olsen

(Back to normal voice)

I'll kill those two guys.

### 3. A PICNIC FOR TWO                      ORCHESTRA, SHUTTA & FREY

BENNY                      That was “I Love A Parade”, sung by Ethel Shutta and Fran Frey. Say, Ethel. I'm going away for the week-end — a little vacation. Would you and George like to go along?

ETHEL                      Well, George and I were planning to go away, too. Where do you generally go, Jack?

BENNY                      Oh, I go to a place in the country called Hay Fever Falls — gee, it's swell up there, Ethel — so nice and quiet, and healthful, too. As soon as you get there, the mosquitoes come over and vaccinate you.

ETHEL ( LAUGHS )      No, I wouldn't care for that.

BENNY                      Oh, you'd like to, Ethel. It's so quiet and restful — the idea of a place where you go to bed with the chickens and get up full of feathers.

But, Ethel, speaking about vacations — I want to tell you what I think is the finest rest in the world.

ETHEL                      What's that, Jack?

BENNY                      A boat trip to Europe.

ETHEL                      You know, Jack, I've never been, to Europe.

BENNY                      Well, I went last summer on my first trip, and it was a great thrill. Ethel, if you ever go abroad, do as I did – take a sixteen-day boat — you know, one of those small cabin steamers ... I want to tell you, Ethel. it's the most soothing trip in the world.

ETHEL                      Is it really, Jack?

BENNY                      Yes, ma'am. All you do is lean over the railing and relax.

ETHEL                      Were you sick, Jack?

BENNY                      Sick? Why, the third day out I commenced to look like my passport picture.

ETHEL                      You must have had rough weather.

BENNY                      Rough? See this ring around my neck, Ethel?

ETHEL Yes, I often wondered what that was.

BENNY Well, that's where I wore a port hole for sixteen days. But, Ethel there was one fellow on that boat for whom I felt really sorry. I mean I never saw a man that ill. For four days he just sat in a deck-chair without moving. He was as pale as a ghost.

ETHEL Poor fellow.

BENNY Ethel, I felt so sorry for him that I walked over and spoke to him. I said — "Mister, this boat doesn't seem to agree with you, either. Have you ever made an ocean trip before?" And he said, "Have I? I'm the CAPTAIN!" Say, Ethel, you're going to sing the next number, aren't you?

ETHEL Yes, Jack.

BENNY And now, George Olsen and his Deckhands will sail into a number called "The Night Shall be Filled with Music," piloted by Olsen, while Ethel will semaphore the lyrics. Ahoy there, Mates!

#### 4. THE NIGHT SHALL BE FILLED WITH MUSIC ORCHESTRA & ETHEL SHUTTA

BENNY That was "The Saint Louis Blues", sung by Ethel Shutta. This is Jack Benny again, the traveling sailor.

Say, do you know when I was telling you about my boat trip to Europe, I left out the funniest incident of all?

THORGERSEN Say, Jack...

BENNY You'll scream, at this ... this'll kill you ...

THORGERSEN But, Jack ...

BENNY All right, Ed, I'll be with you in a minute. When we landed at Cherbourg — a port in Ireland —

THORGERSEN Say, Jack, the sponsors want you to devote a few minutes to telling the audience about the product.

BENNY What product?

THORGERSEN Canada Dry Ginger Ale, made-to-order.

BENNY By-the glass?

THORGERSEN Yes, by-the-glass.

BENNY Are the sponsors listening in tonight?

THORGERSEN Certainly.

BENNY                      Funny – I never get any fan mail from them.

THORGERSEN            Jack, just say a few words about Canada Dry.

JACK                      All right, Ed — get me that soap box. I'll make a speech tonight that will go down in history.

Ladies and gentlemen — Toastmaster — Guest of Honor — Friends, Romans and Countrymen ... step up closer while I say a few words to you about the champagne of ginger ales. Now you drink Canada Dry and I drink Canada Dry. WHY? Step up a little closer, folks, and I'll tell you why. BECAUSE — it's an economical, thirst-quenching, thoroly satisfying effervescent beverage. (WHISTLES)

(ROUND OF APPLAUSE)

I thank you!

And furthermore, we are not merely satisfied with the fact that you order a glass of Canada Dry. We are also interested in the spirit in which you order it. That's the thing! When you go to a soda fountain, do you walk in with vim and vigor — or do you come in alone? There's only one man I know of who hesitates about drinking Canada Dry by-the-glass — and that man is — George Olsen! Why? Because — one glass of Canada Dry makes him feel like a new man, and how he hates to buy the new man a drink.

(MORE APPLAUSE)

Now you take conditions in Nicaragua fifteen years ago — the year they had peace. Was there ever a happier, healthier race of people in the world than in Puerto Rico —

THORGERSEN (CORRECTING HIM)      Nicaragua, Jack.

BENNY                      I mean, in Nicaragua. Sugar was plentiful that year. So were pineapples. And, if you're still listening in, so were bananas. That is why they were so healthy, folks — bananas never hurt anyone — they're yellow! ... Of course, I personally like bananas because there are no bones in them.

And in conclusion, all I can say, fellow-citizens and voters, is that if I am elected, I will do just as I promised. I want to thank you all for your kind consideration and careful attention.

(APPLAUSE – CHEERS, ETC)

(BREATHLESSLY)      Hello, everybody, this is Jack Benny, talking from a horizontal position on the floor of the NBC Studios. Am I tired?

So now, Fran Frey will sing a little novelty number which he wrote himself, called "I'm A Cornfed Indiana Girl." Fran will sing – George will direct — and I will catch my breath.



## 5. I'M A CORNFED INDIANA GIRL

## ORCHESTRA &amp; FRAN FREY

BENNY Fran, I must compliment you. Did you really write that song?

FRAN Yes, Sir — what do you think of it?

BENNY Well, Fran, don't get discouraged. Rome wasn't built in a day. (LAUGHS) Lovely fellow, Fran. And now, ladies and gentlemen, more news of our contest.

(CORNET SOLO — "HUNT" MUSIC)

Say, George, this is a CONTEST — not a fox hunt.

(SOUR FANFARE)

Since Monday night we have received bundles of limericks filled in with periods, as we requested. We have looked each and every one over carefully — that is, each bundle — and the periods came in swell, although some jumped out of the envelopes. People who could not write periods sent in poppy seeds, while others sent in ball bearings. These, of course, were immediately disqualified.

Now we're not going to beat around the bush or stall with our prizes — we will give them out immediately. Here are the winners — 34,765 people were tied for first place. Great work. And 65,012 were tied for second place. Congratulations, second placers. While 13,876 were tied for third place. In fact, we only found one loser who happened to be out of town and knew nothing about our contest. So we will immediately send him the three prizes. His name is ... J. Fitzhugh Quick, of Apple Dumpling, Indiana. Congratulations, Fitzhugh, and I hope the prizes fits-you, Fitzhugh. Gee, I wish I had picked out a guy by the name of Smith.

And now, ladies and gentlemen, I wish to announce that on next Monday night on this Canada Dry program, we are going to have a world-wide hook-up — a network hooking up New York – China – Alaska – the South Pole – and Jimmy Durante's schnozzle in Hollywood, California. DON'T FORGET TO LISTEN IN. We will not hook YOU.

While you are making a note of this announcement, we will hear a snappy little number called "I Beg Your Pardon, Mademoiselle," sung by our trio, and played by George Olsen and his champagne of Ginger-Alians.

## 6. I BEG YOUR PARDON, MADEMOISELLE

## ORCHESTRA &amp; TRIO

BENNY That was the last number of our twelfth program on the 8th of June.

**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 Monday night, when Jack Benny, Ethel Shutta and George Olsen will entertain. This is the National Broadcasting Company.