

➤ **June 13, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	MONDAY, JUNE 13, 1932
	BLUE NETWORK	TIME	9:30-10:00 P.M. (E.D.T.)

SIGNATURE — JOLLY GOOD COMPANY

ORCHESTRA

1. BLUE DANUBE	STRAUSS	SPECIAL ARR.ORCHESTRA
----------------	---------	-----------------------

2. ROCK A BYE MOON	ROBBINS	ORCHESTRA & SHUTTA
--------------------	---------	--------------------

3. SCAT SONG	MILLS	ORCHESTRA & GARDNER
--------------	-------	---------------------

4. LULLABY OF THE LEAVES	BERLIN	ORCHESTRA &
SMALL		

5. BANKING ON THE WEATHER	WITMANN	ORCH.SHUTTA & FREY
---------------------------	---------	--------------------

6. I'VE GOT THE POTATOES	DES. BROWN & HEN.	ORCHESTRA & FREY
--------------------------	-------------------	------------------

SIGNATURE -- ROCKABYE MOON

		PROGRAM	CANADA DRY GINGER ALE, INC.
STATION	WJZ	DATE	MONDAY, JUNE 13, 1932
	AND	TIME	9:30-10:00 P.M. (E.D.T.)
	BLUE NETWORK		

SIGNATURE – JOLLY GOOD COMPANY

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 a special arrangement of “Blue Danube.”

1. BLUE DANUBE

ORCHESTRA

ANNOUNCER And now, folks, here’s Jack Benny. Okay, Jack.

BENNY Are you ready – hmmm? As they say in the stock market. ... high – low, everybody. This is Jack Benny...the masseur of ceremonies, coming to you direct from the Canada Dry Room. Am I steamed up?

Tonight, folks, is our big night... the coast-to-coast-to-coast hookup between Alaska and New York ... coasting us a Pretty Penny. Do I know what I’m talking about? Of coast!

This hookup will come to you at exactly ten minutes of ten ... Eastern Standard Daylight Saving Time... or ten o’clock If your watch is fast... or any time if it stopped.

This being the sixth successive week of our serious ...er, series ... I have been requested to say a few words regarding our product ... Canada Dry Ginger Ale which is now sold by-the-glass at all fountains. How many ...

(PHONE STARTS RINGING)

of you are still unfamiliar with the method of making Canada Dry at the fountain?

(VOICE HEARD ANSWERING PHONE: Hello! yes, yes, etc...)

How many of you are still in doubt as to how to order it? Well, I’d like to tell you that —

COULTER Call for you, Jack.

BENNY Pardon me just a moment...

Hello! ... Who? ... Oh, Molly ... Hello, Molly ... Please don't call me here ... I'm busy... Yes, yes ... I've got the tickets ... huh-huh, two tickets for Central Park, right on the aisle ... All right ... all right ... call me later... Yeah, next winter ... I'm going to be busy all summer ... Good-bye.

(SOUND EFFECT: HANGING UP RECEIVER)

Now when you are thirsty and step up to the fountain and ask for a glass ...

(PHONE RINGS AGAIN. VOICE HEARD ANSWERING IT)

of Canada Dry, here is exactly what will happen ... the Soda clerk will put the right amount of syrup in the glass ...

COULTER For you again, Jack.

BENNY Pardon me a moment, folks ...

Hello ... hello ... Molly? ... For heaven's sake, Molly, certainly I love you ... of course I do, but there's a time and place for everything... This is not the place and it isn't time yet ... Good-bye ...

(BLOWS KISS INTO PHONE)

Good-bye ...

(SOUND EFFECT: HANGING UP RECEIVER)

That was not static folks... those were kisses.

Now as I said before, the soda clerk will put the right amount of Syrup in the glass ... then he will add charged water...

(PHONE RINGS AGAIN)

Stir it up and then ... it's Molly! ... Never mind, Doug, I'll answer that.

Hello! ... Who is this? ... Yes, this is Jack ... WRONG NUMBER!

(SOUND EFFECT: HANGING UP RECEIVER)

That was Molly's sister, Hotta ... You know... .Hotta-Molly ... Am I hotta to-night-a?

Well, anyway, that's how Canada Dry Ginger Ale is made-to-order at the fountain. It's also good with ice cream...and still better without phone calls.

And now Ethel Shutta will sing, "Rockabye Moon." It will be played by George Olsen and his Panama Hat Band. Hmm!

2. ROCK A BYE MOON ETHEL SHUTTA

BENNY That was "Rock a Bye Moon", sung by the sweet and charming Ethel... Say, Ethel, where did you get that wonderful coat of tan?

ETHEL I told you I was going to the beach for the weekend... Where did you go, Jack?

BENNY I spent four days at Lake Chip-a-munga-chakwa-chobee.

ETHEL Where?

BENNY Lake Chopee-Chippee... Ethel, do I have to go thru that again?

ETHEL Is it nice up there?

BENNY It's a lovely place, Ethel. But it's the smallest lake you've ever seen. In fact, it reminds me of a glass of Canada Dry without the glass.

ETHEL Aw, a lake can't be that small.

BENNY It can't, eh?... I'd hate to drop a blotter in it.

ETHEL Is it hard to get fish up there?

BENNY No, all the grocery stores have them.

ETHEL That must be some place.

BENNY Oh, I had a lot of fun. I lived in one of those small country hotels where you get real good meals. You know, for breakfast, we had scrambled eggs...one egg on the table and everybody scrambled for it...And the best coffee you ever drank. And I liked the way they served it, too ... half-and-half... half in the cup and half in the saucer... You don't lose any of it that way. But I never tasted such fruit. They had a bowl of fruit on the table...plums, peaches, and grapes...and it all tasted alike... tasted like wax to me.

ETHEL Jack, maybe it was ornament fruit.

BENNY No, just plums, peaches and grapes... I liked the plums, tho... they looked like prunes with a face massage.

ETHEL My favorite fruit is bananas.

BENNY I like Bananas, too... no Bones in them. Of course, that was just for breakfast. Then at dinner, they served the wolf at the door...I was afraid to come down for supper because my police dog was missing.

ETHEL Didn't they have any sports up there at all?

BENNY Oh yes... we played tennis on Sunday... without tennis balls.

ETHEL Well, Jack, how could you play?

BENNY We swatted flies at each other... And what do you suppose happened the last day, Ethel?

ETHEL I don't know, Jack.

BENNY The hotel burned down...and 80,000 insects were homeless.

ETHEL Jack, I don't believe a word you say.

BENNY Neither do I... Are you singing the next number, Ethel?

ETHEL No, Hotcha Gardner will sing "The Scat Song." It will be played by George Olsen and—

BENNY ...and his Musical Kindergarten...Come, Ethel, let's away...

3. SCAT SONG HOTCHA GARDNER

BENNY As you all know, we try on nearly every one of our programs to bring a celebrity to you as our Guest Star— someone who has accomplished something outstanding. Tonight we have with us the famous orator, Theodolphus...T... Snick...Professor of Pig Latin in the University of Notre-Public.

(APPLAUSE)

You have, perhaps, read some of the learned professor's books, including "The Outline of History" by H. G. Wells...If you haven't, it's your loss... Snick's. His last famous speech took place while walking down Broadway, talking to himself. He will continue it on the air at this time and place.

And now may I present the eminent professor Theodolphus... T... Snick! Who will speak to you on the subject: "Alphabet Soup and how to Read It."

(MORE APPLAUSE)

He comes to you through the courtesy of Canada Dry Ginger Ale, made-to-order by the glass at all soda fountains.

Why is Canada Dry Ginger Ale the finest drink on the market today?

COULTER Jack, the professor is waiting.

BENNY I beg your pardon... Go ahead, Professor.

SNICK (stuttering) Hello... every b-b-b-b-b-body.

BENNY Guess I'll take a nap for a while.

SNICK Ladies and g-g-g-g-g Ladies and g-g-g-g-g

BENNY Ladies and gentlemen! ... go ahead...

SNICK It b- b - b - b - b - b— be—hoooooooooo—

BENNY It behooves me to say...You know, Snick, we're only on the air for half an hour. You'll have to do something about it.

SNICK (hurriedly) Well, all I want to s-s-s-say is that I g-g-g-g-g-got—I got—I got—I got — (whistles)

BENNY Are you Snick or Ray Perkins? Now listen, Professor, President Hoover only talks fifteen minutes. Who do you think you are?

SNICK w-w-w—well—I’ll t-t-t-t- tell you.

BENNY Now wait a minute...do you stutter like that all the time?

STICK (straight) No, only when I t-t-t—t—t—talk.

BENNY I see. Go ahead with your speech.

SNICK In order to read alfa-alfa-alfa-alfa...

BENNY Say, Snick, I’m afraid we’ll have to call the whole thing off. You remind me of the travelling salesman...the farmer...and the farmer’s stutter. Well, to be honest with you, Snick, our time is limited. So if you’ll just announce the next number on our program, we’ll call it square.

SNICK Aw-aw-aw-aw-aw-all right... the next number will b.b.b.b.b...

(SOUND EFFECT: GLASS CRASH)

BENNY Ladies and gentlemen, the next number will be a request to repeat, “The Lullaby of the Leaves,” played by George Olsen and sung by p-p-p-p-p-p- (whistles)...Paul Small

4. LULLABY OF THE LEAVES

PAUL SMALL

BENNY And now, ladies and gentlemen, for the biggest event in our Canada Dry series... the greatest accomplishment since the history of the radio...our hookup with Station W-O-O-F, Alaska!...

We will take you right to the Ice Palace, Where you will hear Eski-Mo Bimberg and his Igloo Syncopators. Moe from Alaska...do you NOME?

There will be a slight delay, folks, sometimes it takes three or four days to get this hookup. So please stand by...or sit by... or go to sleep and we’ll call you.

HERE WE GO!

(BEGIN STATIC NOW)

B.K. ALASKA!

(START TRAIN EFFECT)

We are passing Florida!...the playground of America...with apologies to Atlantic City...

(BOAT WHISTLE)

Now we're passing over Havana. Hello, there, you peanut vendors... get a load of that rhumba

(SECOND BOAT WHISTLE)

Ah, now we're nearing Sweden! George, say hello to the folks.

OLSEN Jack, this isn't the way to Alaska.

BENNY It's all right. I've got a tourist ticket ... it doesn't cost any more.

(AEROPLANE EFFECT)

Is that an aeroplane ... or Uncle Don?

(COW BELLS)

Ah! at last, Alaska!... hear those sleigh bells...HELLOOOOOOOOOO, ALASKA!

DISTANT VOICE You've got the wrong station...this is BROOKLYN!

BENNY After all that travelling...Hello, hello... Operator... Operator...

(STOP ALL STATIC EFFECT HERE)

Ladies and gentlemen, something has gone wrong with our hookup. While we're investigating, George Olsen and his Stand-by Orchestra will entertain us with "Banking on The Weather." It will be sung by Ethel Shutta and Fran Frey.

6. BANKING ON THE WEATHER

ETHEL SHUTTA AND FRAN FREY

BENNY We have finally succeeded in getting Alaska. You see, we had a small map before and didn't realize how far away Alaska really is...DO you Saskatche-wan?

(START STATIC AGAIN)

In just a moment you will hear the voice of Eski-Mo Bimberg, formerly of St. Louis, MO. And mo' popular than ever.

Here we are ... HELLOOOOOOO, ALASKA!

MOE (from distance) HELLOOOOOOOO!

BENNY Is this Alaska...or Chile?

MOE It's Alaska and it's chilly.

BENNY How's the weather up there?

MOE It's 40 below zero, and we're having our Indian Summer.

This is Station W—O—O—F, Alaska ... Moe Bimberg and his Igloo Syncopators... We are broadcasting from the Ice Palace, thru the courtesy of Canada Dry Ginger Ale...with ice. We will now play the latest song hit to reach Alaska.

(3-piece brass band go into “HI LEE...HI LOW” while they are playing, Jack Benny ad libs —

BENNY We had to get Alaska to hear that...

Well, you can't expect any hot numbers from those guys—they're all sitting on cakes of ice.

SNICK Say, what's g-g-g-go ... go-go—going on there?

BENNY Hey, Snick, get out of Alaska... You're in Moe's way.

(FINISH OF NUMBER “HI LEE HI LOW”.)

That's fine, Moe. Now play an old number.

MOE We don't know any old numbers. Say, Jack, since I got up here, I notice the Alaskans have been crazy about the Canada Dry contest, and they want to know if you'll start one for them.

(FADE DOWN ON STATIC)

BENNY Why, certainly, Moe...be glad to... We have never failed anybody...So listen carefully, you little Eskimosers... it is very simple and takes just two days of your spare time.

MOE The days are six months long up here.

BENNY Well, I can't help that...

Here are the simple rules...never mind using pens or pencils. Since we have started our contests, the pencil companies have sold as many pencils as we have sold Canada Dry Ginger Ale, and we can't have that.

So follow these rules closely...take a dried fish... bite clearly across the back what you think of Canada Dry, made-to-order. Bite on one side of the fish only. In fact, we want you to tell the whole tale at the end of the fish. Words are all we want... don't write music on the scales...

(That may be a bad joke, but somebody will like it.)

And now, Alaskans, it is very essential in your message on the fish that you say something nice about Canada Dry, as we might as well remain friends.

Your entries must be packed tightly in cans and shipped to us prepaid. Try to get these fish to us by Friday...as things are bad here, too. Don't send us any sea lions as our janitor gets very jealous of anything around here that looks like him.

And now for the prizes ... the winner of the first prize will receive a photograph of a ten-dollar bill...The second prize will be a large handsome sized box of wrinkles, gathered from the face on the bar-room floor...

And the third prize—which is always our best prize — will be six assorted icicles... which will be sent to you in time to start your 6-day bicycle race. Is it all clear, Alaska?

MOE Yes, the weather up here is marvelous.

BENNY Well, our time is up ... Cheerio, Moe!

MOE Cheerio, Jack!

(CUT OFF ALL STATIC HERE)

BENNY Ladies and gentlemen, we are back in New York... Turn off the heat, Kvetch.

MOE Say, Jack, can I go home now?

BENNY Yes, here's your check.

And now George Olsen and his Ginger-alians will play another request number, "I've Got the Potatoes," sung by Fran Frey. Say, Fran, is Ethel going to sing it, too?

FREY Alasker.

BENNY Oh, Fran!

6. I'VE GOT THE POTATOES

FRAN FREY

BENNY That was the last number on our thirteenth program on the 13th of June. Are you superstitious...hmmmm? Be sure to listen in Wednesday night for the announcement of the winners of tonight's contest. I must leave you until Wednesday...And as they say Alaska, YOUkon go to bed now...so goodnight, then.

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.