

➤ **June 15, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	WEDNESDAY, JUNE 15, 1932
	BLUE NETWORK	TIME	9.30 - 10:00 P.M. (E.D.T.)

SIGNATURE -- JOLLY GOOD COMPANY

1. BUGLE CALL RAG	SPEC. MATERIAL ORCHESTRA	
2. PARADISE	FEIST	ORCHESTRA & SMALL
3. CRAZY PEOPLE	FEIST	ORCHESTRA & FREY
4. ROAMING FOR ROMANCE	DeS. B. & H.	ORCHESTRA & SHUTTA
5. WHY DON'T YOU GET LOST	JOE DAVIS	ORCHESTRA & GARDNER
6. I'M THAT WAY ABOUT BROADWAY	DeS.B. & H.	ORCHESTRA & SHUTTA

SIGNATURE — ROCKABYE MOON

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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.

George Olsen opens the program with “BUGLE CALL RAG.”

1. BUGLE CALL RAG

ORCHESTRA

ANNOUNCER Jack Benny is ambling over now, folks, so I’ll have to make way.

BENNY Hello, cash customers ... this is Jack Benny ... Jack as in MULE and Benny as in BENNY FRANKLIN ... the man that put a wisecrack in the Liberty Bell.

Everything’s fine in the Studio tonight. I think we’re all here. Let’s call the roll...

Fran Frey

FREY Here!

BENNY Ethel Shutta...

ETHEL Here I am, Jack.

BENNY George Olsen

OLSEN Present.

BENNY I was afraid of that Where’s that handsome boy in the orchestra?

ORCHESTRA (TOGETHER) Here!

BENNY Dick “Hotcha” Gardner...

GARDNER Here.

BENNY Paul Small. ...

SMALL I couldn't come tonight ... I'm home with a headache.

BENNY Well, be here Monday...Philander Kvetch, our janitor...

KVETCH (HARRY CONN) HERE!

BENNY Well, you should be downstairs, cleaning up. ...I guess we're all set. George Olsen looks particularly well this evening. He has a ruddy complexion from the Beach. ... Ethel has one from the drugstore... and the boys in the band are all sun-kissed. How the sun could kiss those faces, I don't know...

(BOYS IN ORCHESTRA LAUGH)

The boys laughed at that. If they understood English, I'd get killed. And now, ladies and gentlemen, I have a little surprise for you ... and a shock to me. George Olsen has gone the way of all flesh and will play "PARADISE" again. This number must have been a request, as I am sure Olsen would never have thought of that himself ... George, are you really going to play "Paradise"?

OLSEN Yes, Jack. People have written in, asking for it. They say it's a haunting melody.

BENNY That's what you get for murdering it the last time you played it ... Say, George, did you ever go haunting?

OLSEN No, did you?

BENNY Oh yes, I used to haunt big game in Africa.

OLSEN Did you find any?

BENNY Well, a two-bit limit was the best I could find... Say, folks, are we wasting our time?

George Olsen will now play "PARADISE", sung by Paul Small...by special permission of Canada Dry, made-to-order, by the glass...

(ORCHESTRA STARTS PLAYING OPENING BARS OF "PARADISE" OVER THIS SPEECH) at all fountains ...

2. PARADISE PAUL SMALL

BENNY (YAWNING) That was "Paradise," ladies and gentlemen... this is Jack Benny yawning...

And now, just a few words regarding our contest ...

(WEAK SOUR FANFARE)

We didn't need that, George... We have been getting so much undesirable mail lately regarding our contest and prizes... people who received the first prize claim that they really won the third, and vice versa... who also entered our contest. Others claim that they received no prizes at all. In fact, we have one letter from a man sign-

ing himself, Ed Cetera... who claims he has been waiting weeks for his prize, and wants to know what's the big idea. Therefore, on account of the tremendous amount of detail work on program like this ... you know, there's a lot of work mailing out fifty or sixty prizes every day, besides keeping Olsen's white shoes cleaned. So I put an ad in the paper today for a secretary...

ANNOUNCER Say, Jack, there's a young lady out here to see you.

BENNY That's what I call service! ... How do you do, Miss?

GARBO (MISS STEWART) Is this Mr. Jack-Olsen-Shutta-Benny?

BENNY Oh, I'm part of it... What can I do for you?

GARBO Did you advertise for a sector-ary?

BENNY A what?

GARBO A sector-ary... you know, a woman to be your right-hand man.

BENNY You mean a secretary.

GARBO Yes... I think so.

BENNY I want a girl to help me with the details of this program... answering the fan mail, and so forth.

GARBO Oh, that should be easy... I've answered as many as three letters a day.

BENNY Hm, I see... Have you had any experience?

GARBO Have I? Why, I was up in an aeroplane once, and when we were flying back we ran into a big mountain and it hit us and...

BENNY All right... experience OKAY... Now how much money do you want?

GARBO Well...

BENNY Well?

GARBO Well... the money...

BENNY Yes, the money. ... How much salary do you want?

GARBO Well. ... I'm in the habit of getting fifty dollars a week.

BENNY That's fine ... but this job will break you of that habit. Now I'll give you twenty dollars a week... and, as business picks up and things get better, I'll make it eighteen!

GARBO Thanks, Mr. Benny ... that's awfully nice of you, because I've only got five dollars to my name.

BENNY Here, give me that five and you'll have twenty-three coming to you on pay day...

Oh, by the way, what's your name?

GARBO Garbo.

BENNY Garbo...that's a familiar name...you're not Greta.

GARBO No, Smalla.

BENNY Oh, Smalla Garbo! ... were you ever in the movies?

GARBO Sure, I just came from there... I had a nice seat in the balcony and...

BENNY That's two dollars off your salary... Well, Miss Garbo, you're my secretary now. Will you take the duster and do a little shorthand around the furniture. I'll call you later. Mr. Olsen is getting impatient to play another request number called "CRAZY PEOPLE," sung by Fran Frey, played by George Olsen and requested by nobody.

3. CRAZY PEOPLE FRAN FREY

BENNY Oh, Miss Garbo...Smalla

GARBO Yes, Mr. Benny.

BENNY Come over here, we've got work to do today ... Say, Smalla, you're not a very pretty girl. Did you have your face lifted?

GARBO (SLOWLY) No, I've still got it.

BENNY That was my fault for asking. ...Now, let's get down to work. First, I want you to take a very important letter. We are going to find out right now why the company that manufactures our prizes has not sent them to us. TAKE A LETTER. Fink, Jones, Smith, Watkins, Goldman Brothers and Gillihan... and Sons Company, Incorporated ... Better put another Gillihan in so they'll be sure to get it. Dear Frank ... We are having a lot of trouble with our Canada Dry Ginger Ale, made-to-order, by the glass contest ...

GARBO What?

BENNY Canada Dry Contest ... you've heard of Canada Dry, haven't you?

GARBO (WITH ASSURANCE) Oh yes, I was there when it was raining, too.

BENNY Something tells me you'll be out of work tomorrow ... now, let's go ahead. ... We have ordered six Grade A Contest Prizes and one dozen Grade B and C for our foreign trade, but so far have not received these shipments, and three of our best states are without prizes. If we do not receive the merchandise by morning, we will have to order our prizes in future from Sink, Schmell, Twunk, Hoomentasch, Wheeler and Woolsey, Brothers and Sons, Incorporated ... who have been soliciting our business for some time.

I certainly hope you are not letting that little bill we owe you from last year stand in the way of our friendship. I know we promised to pay you ON time, but what I really meant was that we will pay in IN time. If you are worrying about the money we owe you, stop it immediately. Let us do the worrying. I have worried so much lately that even my toupee is getting gray.

So just forget everything and send us our prizes without further delay. If we do not hear from you by return mail I will not only put the matter in the hands of my attorney, but am seriously thinking of beating you up.

Yours very truly,

Sign it— GEORGE OLSEN

P.S...

Regards to your wives ... Mrs. Fink, Jones, Smith, Watkins, Goldman Brothers and Gillihan...Sons, Company, Incorporated, and whatever new partners you may have added, who have wives... Well, that's that... Now, Miss Garbo, what have you got?

GARBO Just a little rheumatism.

BENNY Didn't you take down what I just dictated?

GARBO Dictated?... Why, I thought you were talking to Olsen.

BENNY My next trick, ladies and gentlemen will be making a woman disappear ... Miss Garbo, will you please run out and get me some Christmas cards?

GARBO Sure, but they won't be ready until Christmas.

BENNY Wait for them. And now, Ethel Shutta will sing another request entitled, "ROAMING FOR ROMANCE." This will be played by King Cole Olsen and his Fiddlers Three... while I gaze out of the window into the silly...stilly night.

4. ROAMING FOR ROMANCE ETHEL SHUTTA

OLSEN This is George Olsen, ladies and gentlemen. Jack Benny seems to be busy at the moment, arranging another very important hookup, and has asked me to introduce the next number, "WHY DON'T YOU GET LOST?" It will be sung by Dick Hotcha Gardner. Let's go, boys.

5. WHY DON'T YOU GET LOST? DICK HOTCHA GARDNER

BENNY And now, ladies and gentlemen, another big event comes to you tonight thru the courtesy Of Canada Dry Ginger Ale, made-to-order, by the glass — another severe test of endurance ... stamina ...and class.

Tonight, CANADA DRY boxes for the Middle weight Championship of the World, including Siam and Hello, Alaska. His opponent will be the present champion, ONE-ROUND CIRCLE of Roundhouse, Pennsylvania... CIRCLE has a great record...in one hundred and twelve fights he won 12 on fouls and the other hundred were in the bag, but CANADA DRY won all of his fights in the glass.

This fight will be brought to you thru another tremendous hookup ... we will now take you direct to the Ring side of MEDICINE CHEST GARDEN ... where this battle of the Half Century... everything's coming down ... will take place!

(BEGIN STATIC...CROWD MUMBLING, EXCHANGING BETS, BUZZING, ETC.)

Well, here we are ... The house is jammed! People are hanging on the grafters ... rafters. And what a beautiful sight... the Garden is filled with roses... Harry Rose... Billy Rose... and Sam Rose...

The place is packed with celebrities ... Mayor Hoover just walked in and took his customary seat at the ring side ... members of the Senate and Congress are here... Ah! here comes E. Livermore Dunk, Secretary of the Navy... Bean Company ... followed by the Honorable C. Berry, Secretary of Research... In the third row I see Philander Kvetch, Secretary of the Interior ... of our Studio... Ah! here comes J. Herkimer Twazz, Secretary of Space... and over there's Miss Smalla Garbo, Secretary of Jack Benny... In fact, the whole cabinet is here ... they think this fight is going to be a pudding... Get it?... cabinet pudding... I will now turn the mike over to Mike Angelo, the great chiseler ... Okay, Mike... take the mike...

MIKE (HARRY CONN) Thanks, Jack.

BENNY Thanks, Mike.

MIKE Dis fight comes to you tru de coitesy of Canada Dry Ginger Ale, which is now sold at all fountains in the glass... it is made to order with the right amount of syrup and charged water. No kiddin', folks, it's A GREAT DRINK, ... take it, Jack.

BENNY Thanks, Mike.

MIKE Thanks, Jack.

BENNY They are now in the center of the ring, taking instructions from the referee ... who used to be an umpire but couldn't see good. ONE-ROUND CIRCLE is the first to enter the ring... Take it, Mike.

MIKE Thanks, Jack.

BENNY Thanks, Mike.

MIKE Dis fight comes to you tru de coitesy of Canada Dry Ginger Ale... which you can get at the fountain in the glass. Take it, Jack...

BENNY Thanks, Mike.

MIKE Thanks, Jack.

BENNY What a fight!... what a fight!... Oh, Pardon me, it hasn't started yet. They are sitting in their corners awaiting the bell. The betting is furious ... George Olsen just bet the carbon from his motor that the fight won't go four years... Mike, take the mike.

MIKE Thanks, Jack.

BENNY Thanks, Mike.

MIKE Dis terrif battle is coming to you tru de coitesy of... You take it, Jack.

BENNY Thanks, Mike.

MIKE You're welcome, Jack.

(WARNING WHISTLE)

BENNY That was the 65-minute warning... they are getting ready... ONE-ROUND is removing his robe... he has trained faithfully and looks the picture of health... CANADA DRY removes his glass... making the weight makes him look a little drawn and pale dry... but he's in there to fight for the Champagne-ship... are you following me, sponsors?

(GONG RINGS)

There they go ... ROUND ONE! ...

ONE-ROUND walks to the center of the ring ... CANADA DRY runs ...they are now sparring for an opener... er, opening ...ONE-ROUND looks worried, but CANADA DRY is very cool ... are you at the fight, sponsors?... ONE-ROUND leads a terrific clinch to the jaw, but CANADA DRY can take it ...the referee separates them... CANADA DRY misses a left to the referee ONE-ROUND is fainting, but CANADA DRY revives him ...

What's this? SCHMELLING walks in to the ring to be introduced, and is knocked out... Ah, well, he came in a week too soon...

CANADA DRY keeps stabbing his left... he's very good with his left but he's also good with ice cream... ONE-ROUND pokes a straw into Canada Dry's eye ... THERE THEY GO! ... left-right ... left-right...left-right ...left-right ... left-right ... what a fight...WHAT A MIX-UP!...left-right ... left-right...

(ORCHESTRA GOES INTO "ANVIL CHORUS" – IN TEMPO BUT VERY PIANISSIMO)

The boys are now marching to their corners ...WHAT A FIGHT! And the best round since Prosperity went around the corner... Mike Angelo...

MIKE Thanks, Jack.

BENNY You're welcome, Mike.

MIKE Dis slaughter comes to you tru de coitesy of—

(GONG RINGS)

BENNY ROUND TWO!...

They both rush to the center of the ring, but ONE-ROUND detours ... CANADA DRY follows him in a taxi ...they are back to the center of the ring ...ONE-ROUND has a deep cut over his lip ...No, he drank water out of a ketchup bottle ... CANADA DRY swings thirty-seven hard rights to ONE-ROUND'S jaw and receives 110 in return ... each a knockout punch...

(ROAR OF THE CROWD)

The crowd roars ... with James Cagney ...

WHAT'S THAT?... CANADA DRY is down on one knee and is going to sing "Mammy"... but Olsen can't play it ... So he gets up and goes after ONE-ROUND... They go into a clinch... again they go into a clinch – clinch – clinch – clinch...what a fight! I mean, what a clinch!... This clinch comes to you thru the courtesy of Canada Dry...

Look! Canada Dry is chewing ONE-ROUND'S ear... he likes cauliflower ... WHAT A FIGHT, but try to get your money back...CANADA DRY leads a right to the ankle ... ONE-ROUND claims a foul, but it was a clean kick in the ankle ...he's yellow but CANADA DRY IS amber... he is some amber (HOMBRE) ombray... They're now going into a clinch... hugging each other... Joan Crawford's entering the ring and claims the scene was stolen from her last picture with Clark Gable ... But such is not the case...

Again, they are fighting ... ONE-ROUND crosses a right to the jaw... Joan Crawford crosses the street ...CANADA DRY counters with an uppercut and, incidentally, CANADA DRY is sold at the counter...

THE CROWD IS GOING MAD! I don't blame them. CANADA DRY lunges forward with a hard right to the jaw ONE-ROUND goes down ONE! ... TWO... THREE!... FOUR!...

(TERRIFIC ROAR OF CROWD)

FIVE! ...SIX! ...SEVEN! ...EIGHT! ...

(NOISE DIES DOWN)

NINE to be continued on Monday night by courtesy of Canada Dry Ginger Ale, sold at all fountains ... by the glass.

Follow this closely... who wins this big fight? Who knows... who cares? Order your copies of our next broadcast in advance... DID ONE-ROUND take a dive?... or has CANADA DRY something on him? WHO KNOWS?...WHO CARES? ... OR DON'T YOU CARE?...

(WHISPERS INTO MIKE)

I don't know who's going to win, folks ... but keep this under your hat... here's a little tip ... IF ONE-ROUND CIRCLE doesn't win, then CANADA DRY is a cinch ... Even George Olsen bet on him, and you know Olsen. George spent a week in Glasgow and three Scotchmen who hung out with him, went broke... All right, George, let's get back to the Studio.

6. I'M THAT WAY ABOUT BROADWAY

ETHEL SHUTTA

BENNY

That, ladies and gentlemen, was the last number of the fourteenth program on the 15th of June... Were you excited, hmmm? ... Be sure to listen in Wednesday night

for the continuation of this terrific battle... Sorry we couldn't finish it tonight. And, as they say in Germany, are you Berlin?... Well, good-night, 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 Monday night, when Jack Benny, Ethel Shutta and George Olsen will entertain. This is the National Broadcasting Company.

