

➤ **June 29, 1932** ➤

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| STATION | WJZ | PROGRAM | CANADA DRY GINGER ALE, INC. |
| | AND | DATE | WEDNESDAY, JUNE 29, 1932 |
| | BLUE NETWORK | TIME | 9.30 - 10:00 P.M. (E.D.T.) |

SIGNATURE - JOLLY GOOD COMPANY

1. HOW CAN YOU SAY YOU LOVE ME

"HOTCHA" GARDNER

2. HEY DIDDLE DIDDLE

TRIO & ORCHESTRA

3. IS I IN LOVE I IS

ETHEL SHUTTA & ORCH.

4. A BUNGALOW, A PICCOLO AND YOU

FRAN FREY & ORCH.

5. THE MILLS BROTHERS

QUARTET & ORCH.

6. GOODNIGHT, SWEETHEART

ETHEL SHUTTA & BOBBY
BORGER

SIGNATURE - ROCKABYE MOON

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, and you remember, this is Babies' Night.

George Olsen opens the program with “How Can You Say You Love Me?” “Hotcha” Gardner sings a chorus or two.

1. HOW CAN YOU SAY YOU LOVE ME

ORCHESTRA & GARDNER

(Rattles – babies crying, etc. Orchestra plays “LONDON BRIDGE IS FALLING DOWN”)

BENNY Don't worry, folks ... this is Just Babies' Night ... hello, every baby ... Cootsey, cootsey, cootsey, cootsey ... this is Uncle Jack Benny talking ... Benny ... B as in LITTLE BO-HUNK-PEEP ... E as in EAR-ly to bed and EAR-ly to rise ... N as in NA-NA-NA-NA ... another N as in the same thing ... and Y as in yum-yum-yummy ... Are you paying attention, babies? ... hmmm?

Well, we're all here to play with you kiddies tonight ... Poppa Olsen came over in a 1932 Kiddie Kar... with the chauffeur walking a block ahead ... Cousin Ethel rode over in the rumble seat of a Tricycle... and Fran Frey, the Bogie Man, came over on a Scooter ... Fran looks so cute tonight ... he has on a little new white bonnet, tied with pink baby ribbon, and the prettiest blue rompers ... how do you feel tonight, Fran?

FRAN (in high falsetto) I feel like a two-year old.

JACK Well, you look like 52.

FRAN Can I help it if I worry?

JACK All right, Fran ... You'll help this program greatly by sitting down ... Well, little off-springs, here's a letter that just came in from a six-months old baby in NIPPLE-ville, O-Kansas, regarding Canada Dry Ginger Ale. It writes us—

“For the past five months I have been drinking milk out of the bottle and have been wondering why I couldn't sleep nights and was unable to comprehend coherently during the daytime” ... this baby must have been Nicholas Murray Butler...

Well, anyway, it continues to say—

“I have worried until I have very little hair on my head. So one day, as I was holding the bottle of milk in my hand, with the nipple in my mouth, I said to myself, ‘Johnny, you’ve been a sucker long enough.’ So I switched to your Canada Dry Ginger Ale, made-to-order by the glass, and NOW I am not only the best-looking baby in town, but feel stronger than ever and have obtained a good job in the steel mills. I am working six days a week and am the main support of my family.

(Signed) KIDDIE from KANSAS CITY”

Another victory for the steel mills ... er, Canada Dry Ginger Ale! Ah! It’s letters like these that make letter like these ... like letters like these ... believe me.

And now Georgie-Porgie will play “Hi-Diddle-Diddle,” sung by Skippy Fran ... Snooky Rice ... and Pudgie Borger ... How anybody over six-months of age can listen to this, I don’t know.

2. HI DIDDLE DIDDLE

ORCHESTRA & TRIO

BENNY

You know, little tots, as I look around the Studio, I see many baby celebrities here this evening. Of course a few phonies ... which can’t be helped ... they’re liable to sneak in any place.

Unfortunately, some of the infants had to leave early. Babe Ruth was here ... but he had to run home as it was getting late. ANOTHER home run for the Babe.

We also had Baby-faced MacLarnan up here... and Mahatma Gandhi. Mahatma took advantage of this occasion just because he holds his wardrobe together with a safety-pin. However, we sent him away as he is over the age limit and that’s what I call... taking GANDHI from the babies...

(BABY STARTS CRYING)

Aw, what’s-matter wiz little ootsey-wootsey ... Hah! Here’s a little feller from over in Long Island, who is crying for ASTORIA ...

And now we have a surprise for you ... we have brought a little baby up here tonight ... a boy, his father tells me ... well, not exactly a baby ... he’s a year-and-a-half old and has two strikes on him already AS HIS NAME IS Lucifer. I understand that Lucifer has appeared in amateur theatricals like the Elk’s Minstrels and things of that sort. He has a phenomenal voice for a child that age ... mind you, only a year-and-a-half, and he is going to sing for you ... Oh, I forgot to mention that Lucifer is the son of George Hicks, our announcer ... Come here, Lucifer ... say hello to the folks ...

LUCIFER

Hello, everybody.

BENNY

Now tell everyone your name.

LUCIFER

My name’s LUCIFER HICKS.

BENNY

That’s a nice name ... what are you going to sing for us, my little man?

LUCIFER (whispers) What am I supposed to say now?

BENNY (whispers) Say ... I'm going to sing OLD MAN RIVER.

LUCIFER (repeats) I'm going to sing OLD MAN RIVER.

BENNY Old Man River ... isn't that a rather difficult number for a little chap like you?

LUCIFER No, not for me... it's easy!

BENNY All right ... Old Man River ... give him a chord, George.
(Strikes chord)

FRAN (in heavy voice – sings)
Old Man River, Old Man River ... he just keeps arolling along, etc.

JACK LUCIFER! ... LUCIFER! ...

FRAN (heavy voice) What?

BENNY Now here's a nickel ... go out and buy yourself some rough-on-rats.

FRAN (heavy voice) SCRAM, WILL YUH, BENNY?

JACK Now, Lucifer. Uncle Jack kick teeth out... what is this younger generation coming to, anyway? ... Well, don't blame Lucifer because you can't tell how a voice will come over the air.

Oh, I forgot to mention that Junior is the seventh son of our announcer ... which is ANOTHER victory for George Hicks, made-to-order, by the glass and sold at all fountains.

Well, I'm sorry I started the whole thing. You can't trust babies ... you don't know what they are liable to do next.

(PHONE RINGS)

Oh, pardon me, folks ... hello, ... oh, hello, baby ... MY BABY ... how is oo? ... I said, oo ... double o ... yes, baby ... did you have a good time last night, babe? ... mean, baby ... what time did you get home this morning? ... no, you can't come up here now ... this is BABIES' NIGHT ... well goodbye, baby ... see you later ...

That was my baby... 29 years old and still ga-ga.

And now little Ethel will sing "Is I In Love, I Is," played by Daddy George Olsen and his Baby Elephants.

3. IS I IN LOVE I IS

ORCHESTRA & SHUTTA

BENNY That was "Is I In Love, I Is," sung by our baby, Ethel Shutta.

And now, I want all of you kiddies to listen in carefully as we have several nursery rhymes tonight, which many of you newcomers have never heard before. These

rhymes come to you by special permission of Mrs. Mother Duck ... or, Goose. Are you ready?

Ethel, you recite the first one.

ETHEL

All right, Jack ...

Mary had a little lamb,

Its FLEAS were white as snow,

And every place that Mary...

JACK (whispers)

Ethel, you've got that wrong. It isn't FLEAS, but FLEECE!

ETHEL

Oh, FLEAS! ... and all the time I thought it was FLEECE. Well, I'll start over again...

Mary had a little fleece,

Its lamb was white as snow,

And every place that Mary went

She ... she ... she ...

BENNY

She ordered Canada Dry ... isn't that cute?

All right now, Ethel, it's my turn ...

Little Paul Small,

Sat in a hall,

Eating his Christmas pie.

He put in his thumb, pulled out a megaphone,

And said what a CROONER am I.

Are you babies enjoying this? ... Ethel, let's you and I do one together, Huh?

ETHEL

No, I don't wanna.

BENNY

Aw, come on, Ethel, nobody's listening in, anyway... on such a hot night as this, I'll start it ...

Where are you going, my pretty maid?

ETHEL

To the soda fountain, sir, she said.

BENNY

What are you going to buy, my pretty maid?

ETHEL

Canada Dry, by-the glass, sir she said,

BENNY

And what is your fortune, my pretty maid?

ETHEL

My face is my fortune, sir, she said.

BENNY

I see that you're broke, then, my pretty maid.

ETHEL (with force)

I'm getting hungry, sir, she said.

BENNY (increasing in volume)

I KNEW THAT WAS COMING, MY PRETTY MAID.

ETHEL (with still greater force)

I'M SO HUNGRY I COULD EAT A HORSE, SHE SAID.

(GALLOPING OF HORSES' HOOVES)

BENNY And here's your horse, my pretty maid ...

Would you like horse radish, sir? she said.

(ETHEL LAUGHS)

ETHEL What's the next line, Jack?

BENNY All right, Ethel, let's drop the whole thing.

Little Bo-Peep.

Lost some sleep ... and that's what is going to happen to you babies if you continue to listen in to this stuff.

I feel awfully silly tonight. Think I'll start life all over again. George! go out and get me a pair of short pants.

And now we are going to give you babies a Limerick Contest in your own language, in which you will have to fill in only last line. There is really no excuse for anyone not entering it as it will be made as simple as possible ... Here it goes...

GA-GA-GA GA-GA-GA GA-GA-GA

GA-GA-GA GA-GA-GA GA-GA!

GA-GA GA-GA

GA-GA GA—GEE! ...

Now all you have to do is fill in the LAST LINE, making it rhyme with GEE. The baby winning the first prize will receive a pair of golf knickers with a genuine imported safety pin ... the winner of the second prize will receive an all-day sucker ... and the winner of the third prize will receive a half-day sucker.

And now George Olsen, who is biting his nails, will play, "A Bungalow, a Piccolo and You," sung by Junior Fran, through the courtesy of Canada Dry – Ginger Ale – made-to-order – by the glass, etc.

(Music starts on cue "made-to-order")

4. A BUNGALOW A PICCOLO AND YOU

BENNY Say, George, what have you got to offer for Baby's Night?

GEORGE (Announces his specialty MILLS BROTHERS)

5. MILLS BROTHERS novelty

ORCHESTRA & QUARTET

JACK And now for our bedtime story. Which one would you kiddies like to hear? ... Little Red Riding Hood ... or Jack and the Beanstalk ... or Three Weeks? ... Oh, you would, eh? Well, you'll get Little Red Riding Hood and like it. So let's go ...

(SOUR FANFARE)

This isn't a contest, George.

Well, little offsprings ... once upon a time there was a little girl who lived in the woods with her mother and father. She always wore a green sweater, a blue skirt and a yellow beret ... so they called her little Red Riding Hood. I guess they called her that because her fingernails were always tinted raspberry.

Well, one day her mother asked her to take a basket of food over to her grandmother who lived five minutes from the station, according to the real estate agent ... But, no kidding, it was a two-hour walk or twenty-five minutes by bus ... First, Little R. R. Hood asked her brother, Little White Walking Pants to go with her, but he said no. So she took the basket and started out alone for a tramp in the woods. It doesn't give the name of the tramp, but it could be anybody in Olsen's band.

She finally arrived at her grandmother's house where she met a wolf at the door ... which, in those days, was quite a novelty. Now Little Red Riding Hood had never seen a wolf before and, thinking it was a great big dog, she sang three choruses of ROVER, KEEP AWAY FROM MY DOOR! assisted, no doubt, by Fran Frey and Paul Small ... This scared the wolf inside the house, whereupon he jumped into bed and covered himself with a crazy quilt made up of Olsen's fan mail, and played the part of the sick grandmother who was attending the opening of Texas Guinan's new night club ...

Now wait until I turn the page ...

So Little Red Riding Hood, unaware of this feature picture plot, walked right up to the bed ... and was she fooled? YOU SAID IT, CHILDREN! Little Red Riding Hood asked, "Where's my grandmother?" but the wolf put on his spectacles and answered, "I am your grandmother ... and what did you bring me, my dear?" "I brought you these sandwiches and some fruit and cigars." And the wolf said, "WHAT? No Canada Dry Ginger Ale, made-to-order by the glass at all fountains?"

(Ahem! I nearly forgot that.)

And, finally, Little Red Riding Hood got suspicious and said, "What sharp eyes you've got, grandma!" and the wolf said, "The better to see you with, my dear." And she said, "What a long schnozzle you've got," and the wolf said, "The better for talking pictures, my dear."

(Can you imagine, George, a wolf in a Fox picture? My! My! how they put it over on those kiddies!)

Then she came closer and said, "Grandma, what large ears you've got." And the wolf said, "And so has Clark Gable, my dear."

And with that (starts yawning) little Red Riding Hood got sore ... (more yawns) and the wolf jumped out of the bed, ad lib... and the sandwiches lived...

GEORGE Hey, Jack! Wake up ... wake up ...

JACK Oh, yes ... and the grandmother lived happily ever after.

And now George Olsen will play, "Goodnight, Sweetheart," sung by Ethel Shutta and Bobby Borger, thru the courtesy of Canada Dry – Ginger Ale... made-to-order, by the glass at all fountains ...

(MUSIC STARTS ON CUE "MADE-TO-ORDER")

6. GOODNIGHT, SWEETHEART

ETHEL SHUTTA & BOBBY BORGER

(SIGNATURE- "ROCKBYE MOON")

JACK That was the last number of the eighteenth program on the 29th of June ... are you sleeping, kiddies? ... I have to leave you now.

(Starts singing—)

So, go to sleep, my babies, my babies ... Isn't that awful, Ethel?

ETHEL You took the thought right out of my head.

JACK So nightly-night, then.

ANNOUNCER Now's the time to ask for a Canada Dry ice cream soda when you visit a soda fountain. It's a delicious drink – a real treat in this hot weather – night or 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 Co.

