

➤ **July 20, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	WEDNESDAY, JULY 20, 1932
	BLUE NETWORK	TIME	9:30-10:00 P.M. (E.D.T.)

SIGNATURE - JOLLY GOOD COMPANY

1. SONG OF INDIA	ORCHESTRA
2. LET'S GO OUT IN THE OPEN AIR	ORCHESTRA & ETHEL SHUTTA & FRAN FREY
3. LITTLE FRAULEIN	ORCHESTRA & PAUL SMALL
4. SUCH IS LIFE	ORCHESTRA & ETHEL SHUTTA
5. SCAT SONG	ORCHESTRA & DICK GARDNER

SIGNATURE - ROCKABYE MOON

SIGNATURE – JOLLY GOOD COMPANY

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

George Olsen opens the program with “Song of India”.

1. SONG OF INDIA

ORCHESTRA

ANNOUNCER Ladies and gentlemen, this is Boarder’s Night ... the night dedicated to people who are away from their homes and live in boarding-houses. And now Jack Benny will guide you thru this mess. All right, Jack, you’re on ... good luck!

JACK Hello, every boarder ... this is Jack Benny talking ... the fellow who was here Monday Night. Remember ... the fellow without the moustache? ... hmm? Well, anyway, this is Boarder’s Night ... and only people who sleep in hall bedrooms and have at least three prunes for breakfast, are allowed to listen in ... also those who have the three—room apartments known as parlor, bedroom and sink. However, I suppose there will be the usual number of intruders ... just as we had on Babies’ Night when ten million grownups tuned in ... by mistake. After going to all that expense and trouble arranging a Babies’ Night, we asked over two hundred infants in various parts of the country if they listened on that gala night. They don’t even remember the incident. Why, only this morning I asked a baby in the crib if she heard our Babies’ Night. She stuck her little head out of the crib and this is what she said:

“Altho my brain was functioning clearly on that singular occasion, the idiosyncrasies in which you so flagrantly indulged were infinitely beneath my aesthetic tendencies.”

Baby! you’re talking thru your hat ... No more cradle programs for us. And that is why we are having a Boarder’s Night tonight. Are we prepared? Ha! ha! ... can a canary croon?

BALDWIN NO!

JACK Kvetch, throw the gentleman out.

(SOUND EFFECT: DULL THUD)

Now I would like to have you boarders meet a lady who has been conducting a boarding-house for the past thirty-two years. And if all these prunes that she served for breakfast in those thirty-two years were placed end to end, they would go about half-way around George Olsen's bankroll ... And those are some prunes.

I now take pleasure in introducing Miss Kitchenette Zinc.

MISS ROSS (IN HEAVY GERMANIC ACCENT)

Halloa, efreybodec.

JACK Now, Miss Zinc, tell us what your boarders do for pastime?

MISS ROSS De trink Canada Tri Gingherale by-de-glass.

JACK What?

MISS Ross De trink Canada Tri Gingherale by-de-glass.

JACK Funny, I can't understand you ... what do they do?

MISS ROSS (IN DISGUST)

De use Schmaltz' toothbicks.

JACK There you are, fellers ... another victory for Canada Dry.

MISS ROSS Bardon me, Mr. Pennec, I got some tree-minute boilet ecks on de vire, and de've been dere an hour alreaty ... I gotta, run away.

JACK All right, thanks for coming up, Miss Zinc.

The next number, boarders ... and ladies and gentlemen, is called, "Let's go Out in the Open Air." It will be sung by Ethel Shutta and Fran Frey, and will be played by George Olson who thinks a landlord is a public enemy. Go ahead, George.

2. LET'S GO OUT IN THE OPEN AIR

ORCHESTRA & SHUTTA & FREY

JACK Since announcing that tonight would be Boarder's Night, we have received thousands of letters inquiring about it. Here's a letter from a boarding-house keeper in Shower ... Bath, Maine ... This letter reads ... all right, wait till I open it ... it reads:

"WJZ BENNY,

Care of Station Canada Dry.

Dear Cur: (Imagine spelling Sir with a "C")

I listened in to your program the other night when you told a lady how to make a Fran Frey. I followed your rules closely, made the dish and served it to my fifteen boarders. I am now very anxious to keep the seven survivors, as boarders are hard to get these days. I have often heard you mention “Hotcha Gardner” on your program, which sounds very appetizing. Please advise me how you make it. Will be listening in Wednesday night.

(signed) Mrs. SALLY PHANE

All right, Mrs. Phane, tune me in clearly ... and listen. In the first place, this dish does not have to be a Hotcha Gardner. It could just as well be a Hotcha Dumpling ... or a Hotcha Tamale ... Now which do you prefer, Mrs. Phane?

MISS ROSS

I like it very plain.

JACK

Say, is this a radio or a telephone?

But, first of all, what is Hotcha? ... It comes from that Latin gambling phrase, “I got-cha” ... and as in that other Latin word, “watcha” ... like “watcha-doing tonight?” ... See? ... Watcha ... gotcha ... hotcha ... Now what other program could give you this valuable information? You said it ... plenty of them.

All right, then, now in making a hotcha gardner, you take the whites of two second-story yeggs ... beat these yeggs up until help arrives ... then you add a tumbler of somersault ... the acrobatic kind ... and season with a pinch of writing pepper. (Be sure to write on only one side of the pepper.) Then you put this on your range and hold the high note ... Now in order to time this so it does not burn, I would suggest that you hum two choruses of “Paradise” ... or “Lullaby of the Leavings.”

Of course, that is only the “cha.” It is easily made into a “Hot-cha” by putting Gardner in the pot, accompanied by Paul Small and Fran Frey.

Is that clear, Mrs. Phane? ... Now please be sure and let us know how many boarders you will have left next week ... as we will have another dish for the remaining few.

Say, was that right, Hotcha?

GARDNER

Aw, don't bother me. I'm reading a book.

JACK

There you are, Madam ... just as I told you ... Next week, if you will listen in, we will tell you how to make an Ethel Saute ... with sport dressing.

And now, boarders, when you hear the three little chimes, George Olsen and his boys will play, “Little Fraulein.” It will be sung by Paul Small.

(SOUND EFFECT:

3 DISTINCT COW BELLS

What chimes? ... Boys, is there nothing you can do right?

ORCHESTRA

Nothing!

JACK Play, George...

3. LITTLE FRAULEIN

ORCHESTRA & SMALL

JACK We have another surprise for you ... even for us. Tonight we bring you for the first time on the air one of the well-known boarders of the world ... the Mexican Border. He comes direct to you from Rio Grand ... Street, where he is a well-known door-mat ... I mean, mat-a-dor. His daily pastime is fighting the bull! ... And now may I present to you Mr. ...er ... what's your name, sir?

RALPH ASHE (with Spanish accent)

I am Uncle Don Pedro ... from Dontown ... and who are you?

JACK I am Don good and tired from playing golf.

ASHE The Golf of Mexico, Senor?

JACK All right, I'll tell the jokes on this program, Pedro ... I suppose you came here prepared to entertain your fellow-boarders tonight?

ASHE Sie Sie, senor.

JACK You mean, see, see, senor.

ASHE Yes ... see, see, senor ... what's the diff'rance?

JACK Of course you're a real Mexican, aren't you Pedro?

ASHE See ... I was born in Mehchico.

JACK Born where?

ASHE Mehchico.

JACK Mehchico ... is that the way they pronounce it down there?

ASHE See ... See.

JACK Well, I was born in Brookchlyn ... Anyway, it mex no difference. Tell us, Pedro, what are you going to do to entertain us tonight?

ASHE I weel do like I do in Mehchico ... I will fight de bool.

JACK You will fight the bull? ... Did you hear that, you lucky customers? ... a bull fight right in this studio ... Say, Pedro, did you bring the bull with you?

ASHE I always have heem with me.

JACK All right, folks, we'll have to clear out the studio. We're going to give our customers a real bull fight ... Nothing is too good for our customers.

(SOUND EFFECT: Scraping of feet, moving chairs, etc.)

TRUMPET CALL

JACK Scram, everybody!

Ladies and gentlemen, you are about to witness a fight to the finish ... between Don Pedro, the Mexican Border ... and Joe Bull ... of Bull, Montana ... I know what you're thinking of, you little customers, you.

This fight will be refereed by those four Mexican football players ... One Don and three to go.

Here they come into the ring ... the first to enter is the Matador ... and his little brother, Cuspi ... who will second him. All right, Senor Olsen.

(ORCHESTRA PLAYS OPENING BARS OF "TOREADOR"
SONG FROM THE OPERA "CARMEN.")

SOUND EFFECT: BULL'S HOOFS.

FRAN FREY (bellowing) Ma-ax! ... Ma-ax!...

JACK AH! here comes the bull.

PAUL (loud) AND HOW!

SOUND EFFECT: GONG

JACK They are now in the center of the ring. The bull looks confident, but Don says it is meat for him ... Jack Benny talking and Canada Dry Ginger Ale is paying.

ORCHESTRA BOYS (ad lib) Hooray! ... bravo! ... Boo! ... etc ... etc.

JACK Don grabs the bull by the horns, but the bull tears out of a clinch and chases Don around the ring.

ASHE (muttering) Sacramento!

FRAN MA-AX ... MA-AX ... MA-AX ... MA-AX.

JACK Ah! he's paging the Four Maax Brothers ... Well, it looks like the Don is don ... But no! ... he steps to the right and escapes a wild uppercut from the bull.

ASHE Sacramento!

JACK The bull is running away! ... Don is after him with his sword ... And how that bull can take it ... What's this? ... they break and meet in the center. The bull leads a long hoof to the jaw, nut Don counters to the sirloin with mashed potatoes ... what a mash ... THEY BREAK AGAIN...

SOUND EFFECT: GONG

ORCHESTRA BOYS (ad lib)

HOORAY! ... BRAVO! ... DON PEDRO! ... BOO!

JACK (quickly) just as the gong brings the first round to a close.

Cuspi is working over Pedro ... while the bull is over in his corner, looking over the stock ticker.

And now I will give the mike to ... No, I will not plug any product between rounds...

PAUL SMALL (HIGH VOICE)

Get your Canada Dry Ginger ale, by-the-glass ... etc. etc.

BALDWIN (HEAVY VOICE)

You can't enjoy the bull fight without a glass of Canada Dry Ginger Ale made-to-order, etc. etc.

THOMAS Here, boy! give me fifteen glasses.

SMALL & BALDWIN (REPEAT THEIR LINES)

JACK That noise is just something that they happen to be selling ... sounds like Canada Dry Ginger Ale to me ... But who knows? Anyway, it's a swell drink with...

(SOUND EFFECT: GONG RINGS)

(Mumbling of crowd)

ROUND TWO! ... Kid Chocolate steps into Berg ... I mean, Don steps up to the bull with a knife and fork ... but the bull is in rare condition ... He steps away. Now they are feinting ... the bull is now charging Pedro ... I don't blame him. Who wants to work for nothing? ... And now they are clashing...

ANNOUNCER (INTERRUPTING)

Jack ... Jack! ... here's a note from the sponsors.

JACK A note from the sponsors, eh? ... Pardon me just a moment, folks ... So that's what the sponsors want ... Okay, I'll give it to them...

They are still fighting ... and the bull sidesteps by courtesy of Canada Dry Ginger Ale ... they are now battling hoof to toe ... by courtesy of Canada Dry Ginger Ale ... there goes a right to the bull's eye ... by courtesy of Canada Dry ... another right ... now a left ... by courtesy of Canada Dry ... Pedro is down to the floor ... by courtesy of ... a left ... by courtesy of ... the bull ... Canada Dry ... Don Pedro ... by courtesy ... (Gives a heave) Ah!...

ANNOUNCER Ladies and gentlemen, Jack Benny has just collapsed ... thru the courtesy of Canada Dry Ginger Ale ... which is now sold by-the glass at all fountains.

Well, the fight is over ... and the bull is the winnah!

ORCHESTRA BOYS BRAVO! ... HORRAY! ... CHEERS, etc.

ANNOUNCER And now the bull will say a few words to the radio audience.

FRAN FREY (imitating bull) Hello, ma-a-a ... I'll be right ho-oome.

ANNOUNCER George Olsen and his Orchestra will now play, "Such Is Life", sung by Ethel Shutta.

4. SUCH IS LIFE

ORCHESTRA & ETHEL SHUTTA

JACK And now, boarders, stand by ... we have a bedtime story for you. Of course when I was a boarder, I never went to bed before three a.m., and I'm not asking you to go to bed. Just listen to our bedtime story and you'll easily fall asleep ... Of course, if you happen to be asleep already, that's your gain and our loss.

Once upon a time there were three little hunters who went into the woods to shoot some dice ... Dice are two little spotted animals who gallop along at the snap of your fingers and the word "ha!" ... Now the first little hunter saw a pair of dice ... which are just like leopards only they are red with white spots ... Now the way to handle these dice is to grab them and shake them up ... which this little hunter did, depositing two bits on the ground to catch two other bits ... Just then, there was a groan as he looked into snake eyes...

ORCHESTRA BOYS (SNORE)

JACK What's that?

ETHEL (WHISPERS) That's a swell bedtime story, Jack, but not so loud. George and the boys are already asleep.

JACK (STARTS TO YAWN) Well, so the policeman bid one club ... the umpire bid a diamond ... and the undertaker bid one spade ... and the dummy bid them all good-night ... what a fight for honors!...

ETHEL Jack, for heaven's sake, don't you fall asleep.

JACK Pardon me, Ethel ... so Eeeny said to Meeny, you stay here and Miny Moe ... as the traffic is very heavy and he's liable to get run over. Just then little Boy Blue came along in a high-powered car and almost ran over Moe, and he said, "Little Boy Blue, come blow your horn" ... and Little Boy blew ... I think we ought to blow, Ethel.

(TERRIFIC SNORING HEARD)

Even the bull is asleep.

ETHEL No, that's George.

JACK We'll have to take George up as he has to play "The Scat Song" from the Scat and the Fiddle. It will be sung by Hotcha Gardner ... who will sing it in his sleep.

5. SCAT SONG

HOTCHA GARDNER

JACK That was the last number on the 24th program on the 20th of July. Were you bored, boarders? ... hmmm? And next Monday we're going to have a Request Night, in

which we will do everything that we have been requested ... well, of course, net ev-
everything ... just the pleasant things ... Must leave you now, and as they say in Meh-
chico ... Say, Ethel, what do they say in Mehchico?

ETHEL I don't know Jack.

JACK Well, good-night, then.

SIGNATURE – ROCKABYE MOON

ANNOUNCER Whenever you stop a soda fountain for a refreshing drink or a sandwich ask for a
Canada Dry Ice Cream Soda or a glass of Canada Dry ... Remember it is now avail-
able made to order by the glass as well as in bottles. Next Monday night at this same
time Jack Benny, Ethel Shutta and George Olsen will again entertain you. This is the
National Broadcasting Company.