

➤ **July 27, 1932** ➤

STATION	WJZ	PROGRAM	CANADA DRY GINGER ALE, INC.
	AND	DATE	WEDNESDAY, JULY 27, 1932
	BLUE NETWORK	TIME	9.30 - 10:00 P.M. (E.D.T.)

SIGNATURE – JOLLY GOOD COMPANY

1. MARCH ON TO OREGON ORCHESTRA
2. WHILE THEY DANCE AT THE MARDI GRAS ORCHESTRA & PAUL SMALL
3. WE'RE ONLY WALKING IN THE MOONLIGHT ORCHESTRA & ETHEL
SHUTTA & FRAN FREY
4. HARVEST MOON ORCHESTRA & ETHEL SHUTTA
5. WITH SUMMER COMING ON ORCHESTRA & PAUL SMALL

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 “March On to Oregon.”

1. MARCH ON TO OREGON

ORCHESTRA

ANNOUNCER Before going any further, I want to congratulate Jack on this first series of twenty-six programs, and I am very happy to announce that it will be continued for at least thirteen more weeks. I have not been announcing on this program, but I have been listening in...and, Jack, I just want to say that I have enjoyed every one of them. Congratulations, Jack.

JACK Thanks, Jimmy, for reading those words as they are written. And before going any further, I want to congratulate George Olsen for his splendid music which gave this program its pep... George, I never realized how good you were until last Monday when I tried to lead your orchestra, and anybody who can lead that gang deserves credit... Congratulations, George.

GEORGE Thanks, Jack. And before playing our next number, I want to congratulate Ethel Shutta for her excellent vocal support, and I also want to say that...

ETHEL Thanks, George... And I want to congratulate Fran Frey for his assistance in these vocal numbers, and —

FRAN Don't mention it, Ethel... I think that Paul Small deserves a lot of credit for... for...

PAUL Thanks, Fran...and I must congratulate Hotcha Gardner for singing those hot numbers and —

GARDNER Thanks, Paul...and I want to say something about the orchestra who have helped materially to make this —

CROWD (ad libbing) Thanks, ... thanks, that was great, etc.

(SOUND EFFECT: CANARY WHISTLE)

JACK That's the studio canary congratulating the goldfish for being able to stay here for thirteen weeks. And now I want to –

ANNOUNCER This waste of time comes to you through the courtesy of Canada Dry Ginger Ale, which is now sold at the fountain by the glass. And everybody's drinking it, or we wouldn't be here... All right, Jack, your public awaits.

JACK Hello, several people... that was James Wallington announcing... the big butler and doorman from the West...and this is Jack Benny... The big hay and feedman from the East... hay and feedman... when a girl passes on the street, I holler "Hey!" and then I have to feed her... get it?

ANNOUNCER (groans) Oh, Jack... please!

JACK You didn't like that one, eh, Jimmy?

SADYE (laughing) Oh, I think that's awfully funny.

ANNOUNCER Pardon me, Miss... but the guests are not allowed to make comments during our program.

SADYE I think Mr. Benny is the cutest thing.

ANNOUNCER SHH! Miss... please!

JACK Well, anyway, this is a great night for us, and we're all very happy to be here.

ANNOUNCER Jack, don't mind that little girl interrupting, but she's been coming up here to see you two or three times, and seems to be kinda anxious to meet you.

JACK (with force) I know, Jimmy... but business is business. We're doing a program now... We can't have anyone up here interfering... (whispers) Who is she?... Do you know her?... (again with force) We haven't time, Jimmy... this is business... (again whispers) Is that her standing over there? Ooooh!...

The next number, ladies and gentlemen, is a request from New Orleans for Paul Small to sing, "While We Dance at the Mardi Gras," played by George Olsen and the boys.

(whispers) Jimmy, she's cute, isn't she?... Go ahead, George.

2. WHILE WE DANCE AT THE MARDI GRAS

ORCHESTRA & SMALL

JACK Gee, that's a great number, Paul... I enjoyed that.

ETHEL Say, Jack, did you see all those telegrams that came for us tonight?

JACK Yes, kind of nice, isn't it?

ETHEL Why don't you read them?

JACK Aw, I'd like to, Ethel... but I'm afraid it might sound like we're conceited. Say, Jimmy, do you think I ought to read these telegrams aloud?

ANNOUNCER Certainly ... your public is entitled to it.

JACK I hate to have them think we're boosting Canada Dry Ginger Ale up here.

ANNOUNCER They won't think that... go ahead and read them.

JACK All right, then... now here's a telegram from a family in Detroit, Michigan. It says...

“DEAR CANADA DRY:
WE HAVE HEARD ALL OF YOUR TWENTY-SIX PROGRAMS
AND WE TAKE OFF OUR HATS TO... AMOS 'N' ANDY.”

Well, I imagine they keep their hats on when they listen to us.

Here's another wire. It reads –

“DEAR CANADA DRY GINGER ALE NOW SOLD AT ALL FOUNTAINS”

That's all it says... Oh, well... the ten words are up... Well, thanks for what you left out.

Oh, here's a very wonderful tribute from Mr. John L. Dumb-bell, who runs a health resort. It reads –

“DEAR TO WHOM IT MAY CONCERN:
FOR YEARS I HAVE BEEN TRYING TO BUILD UP MY PEOPLE
PHYSICALLY BY GETTING THEM TO BED EARLY. STOP. THEY
HAVE HEARD ONE OF YOUR BROADCASTS AT NINE THIRTY
AND NOW GO TO BED AT SEVEN O'CLOCK. THANKS”

Oh well... early to bed and early to rise... makes you miss lots of Canada Dry's.

Ah! A wire from that famous inventor who made all this possible – Marconi!

He says –

“I INVENTED WIRELESS WHICH IS NOW RADIO... AND AFTER
LISTENING TO YOU FOR THIRTEEN WEEKS AM SORRY I
STARTED IT.”

I get it, Marc... trying to Mussolini on my jokes.

Well, well... here's a cable from SCOTLAND... It's sent to our cable address:

“JACK-BEN-OLS-CAN-DRY' and says

“UP HERE IN SCOTLAND WE'RE ALL DRINKING CANADA DRY BY THE
GLASS-GOW”

SADYE Oh I think that's swell.

ANNOUNCER No comment, Miss... please.

SADYE He says the funniest things.

ANNOUNCER Quiet, please.

JACK Now here's another telegram from the Twelve Little Listeners in —

SADYE (laughing) When you drink Canada Dry, where does the glass go? That's the funniest joke... Oh, I must tell that to my mother.

JACK That isn't what I said, Miss... I said: they're all drinking it by the glass-gow.

SADYE I don't care what you said... I think you're swell.

JACK Thanks... now will you kindly sit down until our program is over?

SADYE Yes, Mr. Benny... you don't mind if I call you Jack... do you?

JACK Of course not.

SADYE Thanks, Mr. Benny.

JACK What's your name?

SADYE My name's Mary Kurtzinger Livingston... But just Mary to you.

JACK I'm awfully glad of that... these are only half-hour programs, you know. Say, by the way, where do you live?

SADYE (quickly) Oh, I live in Plainfield... you get on a bus, then you get off at the second stop-light... walk three blocks to you left... then you cut thru the cemetery and over the hill... then up the road until you see a little red house...and you go right thru the field... and THERE YOU ARE!

JACK There you are... not me... Well, it was sweet of you to come up here, Mary. Now why don't you sit down quietly and listen to the rest of our program?

SADYE All right, Jack.

JACK I'm sorry, ladies and gentlemen, but these little interruptions are bound to occur.

And now Ethel Shutta and Fran Frey will sing, "Walking in the Moonlight" ...and while they do this number, we will prepare for our big banquet in the studio, which our sponsors have so thoughtfully arranged for us this evening.

Oh George, ... please don't mind any little noise you might hear during the next number...you know, waiters, guests, dishes rattling and things like that...

3. WALKING IN THE MOONLIGHT

ETHEL & FRAN

SOUND EFFECT: General commotion; moving of chairs...dishes, glasses and silverware rattling.

CROWD —mumbling, greeting each other, etc.

JACK What time is it, Jimmy?

ANNOUNCER Nine forty-five.

SOUND EFFECT: Assorted auto horns, trolley car bells, etc.

JACK Ah! The limousines are arriving for the banquet...do you think we can take care of all these people?

ANNOUNCER I think so, Jack. You'd better stay at the door and greet the guests. I'll help here.

SADYE Can I help, Jack?

JACK No, no, no... oh yes. Mary, you check the ladies' wraps and things.

MARY [it really says this] I'll do anything for you, Jack...because I think –

JACK All right, Mary, here they come.

(MORE AUTO HORNS — PEOPLE TALKING)

GEORGE (whispers) Look at those evening gowns...some swanky crowd...eh, boy?

JACK Yes, sir... here come Mr. and Mrs. Who-Aster... nobody asked her, but here she is... How do you, Mrs. Who?

DOROTHY ROSS (gruff voice) Say, when do we eat?

JACK Yes, it's a charming evening.

SADYE (quietly) Your wraps, ma'am...

SOUND EFFECT: Footsteps passing, people talking, ETHEL SHUTTA greeting people.

JACK Waiter, show the lady to her seat.

BALDWIN This way, Madame.

JACK Well, well, well!... I am so glad to see you, Mrs. Gotta-Feller... what's his name? Good evening!

ETHEL SHUTTA (in grand manner) How do you do?

JACK You're looking fine...Mrs. Gotta-Feller, meet Sir James Wallington, Earl of Announce...

ETHEL Not Get-Rich-Quick-Wallington!

JACK No, this is Go-Broke-Slow-Wallington.

(VOICES TALKING AND LAUGHING)

ANNOUNCER May I show you to your seat, Madame?

DOROTHY & PAUL (together) How do you do, Mr. Benny?

JACK Oh, how are you, Mr. and Mrs. Anaconda Copper?...I didn't expect to see you...
Well, well!...and Mr. Worthington Pump. You're looking great.

BALDWIN Thanks, Jack.

JACK Ah! Here come Mr. and Mrs. Electric... how are you, General? (ad lib)

Welcome to our Canada Dry Banquet... eat, drank and be MERRY.

SADYE Did you call me, Jack?

JACK No, I said...be merry. But you can take the lady's wrap.

SADYE All right, Jack... I'll do anything you say, because I –

JACK Never mind, Mary, not now. Ah! Here comes that little society debutante, Miss Casa-
ba Mellon...

DOROTHY ROSS (grand manner) How do you do?

JACK (mimicking her) How d'yuh do? Well, well, ... Mr. and Mrs. Hoover... well, old Pete Hoover of Chica-
go... hello there, Pete! ...and hello, Tessie.

PAUL AND DOROTHY (together) Hello, Jack. How are you?

JACK Say, George, who's that distinguished-looking gentleman over there...in that full-
dress suit?

GEORGE I don't believe we know him... Must be one of the crowd from Newport.

JACK Good evening, sir! How do you do? My name's Jack Benny... I don't think I've
had the pleasure of meeting you.

FRAN FREY I'm one of the waiters. Where do I go?

JACK George! Tell him where to go.

FRAN (shouting – heavy voice) Get your Canada Dry Ginger Ale at the fountain... you can't
enjoy this banquet without a glass of Canada Dry... everybody's drinking it... step
right up to the fountain!

JACK Say, Fran... we're not selling Canada Dry tonight... we're giving it away.

FRAN Oh yeah? Well, what shall I do with this nine dollars I took in?

JACK Give me two and return the rest... George, will you entertain the guests while they
are getting seated?

GEORGE Sure, Jack.

JACK A brand new song... Harlem Moon... Ethel, help us out.

4. HARLEM MOON ETHEL SHUTTA

ROUND OF APPLAUSE. Buzzing of voices – dishes rattling, etc.

BALDWIN Waiter, bring me a glass of Canada Dry.

DOROTHY Fill this up again.

ANNOUNCER The banquet is now in full swing... the hall is filled to capacity and promises to be the biggest affair of the year. I am now turning the mike over to Jack Benny, our toastmaster.

(ROUND OF APPLAUSE)

JACK Guests...ladies and gentlemen... and George Olsen... I am very happy to see you all here this evening, and we will now proceed with a toast to the champagne of Ginger Ales... Canada Dry...

Here's to the guy who drinks Canada Dry,
Even as you and I.
And here's to the glass that's sold at the fountain
When...when...when the moon comes over the mountain.

CROWD Hooray! Hooray for Jack Benny, etc.

SADYE I think that was swell.

JACK Now we have several after-dinner speakers here who will say a word or two on conditions in—

[[Page 15 is missing from the microfilmed script in the NBC Masterscripts Collection at the Library of Congress, the only known existing copy of this script]]

JACK [this is in progress] ... Here they are folks...Olsen jabs a fork at Pot Roast...but misses and stabs Hotcha Gardner in the knuckles...Gardner reaches a long left out for the salad...Olsen crosses a right for the beans and the waiter ducks...Paul Small reaches for an uppercut of beef and gets his sleeve in the butter...Tunny Fish is now on the table but looks fresh on toast...Olsen just came out of a clinch with Asparagus and looks tired, but is coming back for more...How he can take it!...away from the other people...Wallington just put some cigars on the table...and Olsen is right on the ropes...I mean, the cigars... Olsen bawls out Gardner and Gardner hits him with a fowl...

(SOUND EFFECT: FIGHT GONG)

As the bell ends the first round, and the food. The time for this was two minutes and forty-eight seconds. Olsen wins and is now the Gravyweight Champion of the World!

(SOUND EFFECT: BANGING OF SILVERWARE ON DISHES AND GLASSES)

JACK And now we will hear from that great maestro, the Honorable George Olsen, who can play anything Shakespeare ever wrote.

(SOUND EFFECT: MORE BANGING OF SILVERWARE)

GEORGE Ladies and gentlemen, this reminds me of the time I was in Africa – and I – I— I—

JACK Thanks, George... And now we will hear from that charming debutante, Miss Van... Trucking-Van.

PAUL (falsetto voice) When I first came here from Iowa, I was considered a wallflower. Women laughed at me, and the men shunned me. I didn't know what to do. Friends advised me to drink water—

JACK Canada Dry.

PAUL I mean, Canada Dry...which I have now been drinking for two years. I am still a wallflower, but I am not thirsty any more, and I owe it all to Canada Dry.

\\(APPLAUSE)

JACK Now, Miss Trucking-Van, you said that of your own free will, didn't you?

PAUL No, you gave me a dollar last week to learn it.

JACK ANOTHER victory for Canada Dry... And now I wish to take advantage of this occasion and say a few words regarding Canada Dry Ginger Ale made-to-order by the glass... Unaccustomed as I am to public speaking—

FRAN Well, good-bye, everybody...

DOROTHY Good night... I had a lovely time.

(OTHER VOICES: Good-bye, etc.)

JACK When I was a boy of six, I was considered a very weak child—so much so, that when my car broke down, I couldn't even push it up a hill—

BALDWIN Well, see you again, Jack. Thanks for asking me up...

ETHEL Good-bye...

JACK And I think Canada Dry has done more for me than anything—

OTHER VOICES Good-bye... had a grand time, etc.

JACK And in my opinion Canada Dry was like a mother to me...

(SOUND EFFECT: Auto horns in distance, crowd saying good-bye, etc. Someone calls! Chauffeur!

ANNOUNCER George, you better play the next number. They're all walking out on Jack.

5. WITH SUMMER COMING ON SMALL

JACK ...and that is why I like Canada Dry Ginger Ale.

SADYE Mr. Benny... I mean, Jack... I'm going home now.

JACK All right, good-night, Mary. I'm glad you came up. Come up again sometime.

SADYE Monday night?

JACK Monday – er—er—oh, all right. Goodbye.

SADYE I thought you were swell... good-bye, Jack.

JACK That was the last Mary... I mean the last number on the 26th program on the 27th of July. I want you all to listen in Monday night as we are going to have another surprise...NOVELTY NIGHT... We are going to show how many things can be done over the radio that you never thought possible... We, either. In fact, we don't even know how we're going to do them...
But time will tell... Well, we'll see you Monday night... Reserve a dial early. And as they say in Walla Walla... Good-night... good-night!

SIGNATURE – ROCKABYE MOON

ANNOUNCER Whenever you stop at 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 available 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.