

November 27, 1932

Prominent movie stars send telegrams turning down Jack's invitations to be in the revue. He bets on the horses. Jack does a monologue about walking down Broadway searching for a theater, interacts with Schlepperman.

STATION	WABC	PROGRAM	CANADA DRY GINGER
ALE, INC.			
AND	DATE	SUNDAY, NOVEMBER 27, 1932	
COLUMBIA NETWORK	TIME:	10:00 – 10:30 P.M	

SIGNATURE – JOLLY GOOD COMPANY

- | | |
|-----------|-------------------------------------------|
| 1. | RISE AND SHINE |
| 2. | I’VE GOT A RIGHT TO SING THE BLUES |
| 3. | SAME OLD MOON |
| 4. | TRAVELLIN’ |
| 5. | PINK ELEPHANTS |

CANADA DRY PROGRAM SUNDAY, NOVEMBER 27, 1932

SIGNATURE --- JOLLY GOOD COMPANY

ANNOUNCER

Ladies and gentlemen, a half hour entertainment by Canada Dry – the Champagne of Ginger Ales. Canada Dry is now available in the large, as well as the regular size bottle for the home, and made to order by the glass at fountains. This program stars Jack Benny – the Canada Dry humorist, and Ted Weems' orchestra.

Ted Weems opens the program with "RISE AND SHINE".

1. RISE AND SHINE

ORCHETRA

PAUL DOUGLAS

And now we bring you to Jack Benny and his International Producing Company Well Jack, how are things going with that producing business of yours?

JACK

Oh pretty good, Paul - - of course we have to expect a little trouble now and then.

PAUL

Say Jack, we have a had several inquiries as to when your show will open, and people are already asking the price of tickets.

JACK

I'm glad you mentioned it. You see, I have a new idea about the price of our tickets the gallery seats will be one dollar the balcony, fifty cents and the orchestra seats , a quarter.

PAUL

Well, what's your point in charging more for the gallery seats than the orchestra?

JACK

Well Paul, I want to keep the orchestra filled, and then everyone will think it is a good show You see, I'm a showman!..... Now another idea I have Paul, is to build a runway in the theater.

PAUL

Oh, you mean a runway where the girls come out into the audience and dance?

JACK

No, a runway from the theatre to the depot – in case the show isn't what we expect And another thing, Paul, when I get the theatre I want, I'm going to remodel it so that all the seats are in the front row center.

PAUL

But how can you do that?

JACK

I don't know – but that's where everybody wants to sit We'll have to figure out a wayAnd what's more, Paul, in my show I'd like to have everything novel and different. I mean, I'm going to have a new policy – all the applauding will be done by the ushersall the talking will be done by the audience and all the

Personally, I think you're going nutty!

Well, at least we understand each other.

When is this crazy show of yours going into rehearsal?

It won't be long now ---- all we need is actors. Not ordinary actors, mind you, - but names! names that will draw people into the theatre. And Paul, keep this under your hat --- I might get the entire cast of Grand Hotel.

Not all of those stars!

All except Kringeline he must be dead by now.

Don't be foolish, Jack – Garbo is in Sweden the Barrymores are making another picture Joan Crawford is in Europe and Wallace Berry is under contract, so you can't get any of them.

Well, all except them. I sent wires out and expect to hear some good news today.

Well, I wish you luck!

(MARY ENTERS)

Good morning, Jack --- good morning, Mr. Douglas.

Hello, Marry.

How do you do, Miss Livingston?

Mary, did you bring the mail?

Yes, Jack --- and here are some telegrams.

Let's have them ---- see, what did I tell you, Paul? These must be in answer to ours. Yep, Hollywood, California Jack Benny, International Producing Company,

OFFER TO JOIN YOUR SHOW RECIVEDHA , HA , HA! ...
STOPHA!JOHN BARRYMORE,

(oh well, he got ten words in ---- we didn't need him, anyway.)

Let's see who this one is from ah, Maurice Chevalier!

It says:

MR. JACQUS HEMONLE,
PRODUCING COMPANIE INTERNATIONALE,
THANKS FOR OF-FER I WILL JOIN
YOUR SHOW NOT TODAYNOT TOMORROW
AND NOT RIGHT NOW

(Can you imagine, Paul ---- after what I did for him?)

MARY

Oh, I like him. I think Chevalier is swell!

JACK

You do?

MARY

I thought he was wonderful in “The Chain Gang.”

JACK

That was Paul Muni.

MARY

Jack, there’s more than one chain gang

Oh, here’s another wire from Hollywood.

JACK

Oh, from Schnozzle Durante ---- it says:

CAN’T JOIN YOUR SHOW BUT TANKS FER YOUR OFFER.

WHY DON’T YOU PUT YOUR SHOW ON A BOAT ----- CALL

IT SHOW BOAT AND DEN SINK DE BOAT?

HAH, I GOT A MILLION OF DEM!

(Jimmy, leap your nose out of our play.)

Well, it looks like we’re stuck here Mary, we’ve got to get actors with names. Do you know any names?

MARY

Well, there’s a fellow in our neighborhood called Ludwig Schnitzel Kreuzer-Kraut.... is that name big enough?

JACK

Mary, if you want a month’s vacation, it’s all right with me.

MARY

See, and I try so hard to please.

PAUL

Say Jack, when do you want me to say that Canadian Dry Ginger All is made to order by the glass and sold at all fountains.

JACK

Paul, that was three minutes ago you’re spoiling the plot.

PAUL

I’m sorry.

JACK

Say Ted – oh Ted!

Ted Yes, Jack.

Jack Ted, I've got some work to do. Play something, well you?

Ted What will I play?

JACK You know, what you're going to play. You've been rehearsing it for two weeks

SEGUE INTO NUMBER

2. I'VE GOT A RIGHT TO SING THE RLUES

(SECOND ROUTINE)

(TYPEWRITER CLICK)

MARY (HUMS) "HOW DEEP IS THE OCEAN"

JACK Mary, hand me that Racing Forum.

MARY (STOPS TYPING) Here it is, Jack.

(RESUMES TYPING)

JACK Let me see....Shady Girls looks good in the first race ---- Hm, ten to one, not so good.....Sir Kendall ought to win the second Oh, Nickel-back-on-the-large-Canada-dry-bottle in the third – that's an odd name...for a horse...

Mary, where's Sid?

MARY I don't know ---- he only works here.

JACK Well, that's fine ----- I hired an office boy and I've got to go downstairs to get my own cigars Listen Mary, if there is a remote possibility of Sid coming in, persuade him to stay. Remind him that he's employed here.

MARY I'll try ----- where are you going?

JACK I'm going downstairs to get some cigars.

MARY Bet two dollars for me.

(DOOR SLAM)

(TYPEWRITER STARTS UP)

MARY (HUMS) How deep is the ocean, how high is the sky,
Dum deed dumdum da, oh Canada Dry.

(DOOR OPENS)

SID (ENTERS) Hello Babe, did you miss me?

MARY Mary's the name!----- and it's about time you got here. The boss is good and sore.

SID Don't worry ---- don't worry Why, the boss is starting to take an interest in me.

MARY Yeah? How do you know?

SID Only yesterday he asked me if I was working here.

MARY Are you?

SID No, I am employed.

MARY What's the difference?

SID Well, when you're employed, you get paid for what you know and what I don't know about Jack Benny.

(TYPEWRITER AGAIN)

SID Say Shug, how would you like to see "Of Thee I Sing"?

MARY I'm going to see "Hamlet".

SID That's all right, bring him along Where's Jack?

MARY You mean Mr. Benny after all, we have to preserve some dignity in this office,

SID If you call him Mr. Benny, I will.

MARY I certainly will.

JACK (ENTERS) Hello.

MARY & SID (TOGETHER) Hello, Jack.

JACK See here, Sid – you're fired!

SID Yeah? You told me that last time, and I'm getting sick of it..... besides, What are you paying me a week?

JACK Twelve dollars.

SID Well, give me fourteen, and I'll stay.

JACK All right – do I know what I'm doing?

You don't mind if I stay, do you?

SID No, but don't fire me again. In the first place, it would make my father sore. He wants me to work.

JACK Why don't you work for your father?

SID How can I? He's a rubber in a Turkish bath.

JACK That's right. You can only work on one side at a time.

SID Hey, that's supposed to be my line.

JACK Well, the boys have to say something Come on Sid, we've got lots of work to do.

SID I don't know what's the matter with me. I can't work. I've got a lot of worries and troubles. You know, I'm sitting here on pins and needles.

JACK Well, don't sit on them

Say, what's the matter with you, anyway?

SID To tell the truth, Jack, I've got aintgot trouble.

JACK Aintgot trouble?

SID Yes, I aintgot my rent I aintgot money and I aintgot nothing.

JACK Oh, aintgot trouble well, I've got no-give trouble. Say Sid, run down the street and see if Schlepper is in his office.

SID I stopped there on my way over and he wasn't in.

JACK Then just run down the street.

SID Say Jack, let me have a dollar, will you?

JACK All I've got is a half.

SID That's all right – then you can owe me the other half.

JACK I'll owe you a dollar.

SID Well, if that's the case, you can owe me two.

JACK Get out of here, will you (DOOR SLAM)

Mary, get me Bryant 4863

(DIALING NOISE – JACK STARTS TO WHISTLE)

MARY Here it is, Jack.

JACK

Oh hello say, how did Nickel – back-on-the-large-Canada-Dry-Bottle make out in the third race? I see ... good bye.

(PHONE CLICK)

That's the last time I'll take a tip play, Ted!

(STARTS TO HUM, "HAPPY DAYS ARE HERE AGAIN")

SEGUE INTO NUMBER

3. SAME OLD MOON

(THIRD ROUTINE)

TED

Say Jack, did you hear that last number we just played?

JACK

How could I miss it?

TED

Well, don't you think that would be a great opening number for the show?

JACK

It's all right, Ted – but you don't seem to get the idea of what I want. I want an opening number for thirty girls – a special number with a real Broadway swing to it. You know, something like that – (hums, "LIFE IS Just A Bowl of Cherries,dum, da, da, Ol' Man River, Ol' Man River ...) You see? It's got something to it. Not that number exactly – but we want something that will make the public whistle.

TED

Why don't you buy them a dog?

JACK

Wait a minute, wait a minute, give me that baton. You do a master of ceremonies.

TED

You see Jack, the people will whistle at a dog. (LAUGHS)

JACK

Yes Ted, I get the connection. It reached me. In the future, all the International Producing Company will expect from you is a musical score for the show.

TED

I Just can't think of an idea right now.

JACK

After all Ted, we've got to give the people something for their money.

TED

You started this ----- not me..... So there!

JACK

So there to you and pish, tush!

(DOOR OPENS)

SID SILVERS

Oh Jack, did I hear you say you wanted an opening number for the girls?

JACK

Yes, I said it – but I'm sorry you heard it.

SID

I got just the thing you want, Jack. I wrote it myself and it's a sure hit.

JACK

I don't want any part of it.

SID

But Jack, you must hear it. It's my brain child! I'm telling you this song will make the show. You've got to hear it! Ted, here's the music. Now Jack, I want you to picture this opening number. The curtain goes up and thirty beautiful girls are coming down the steps toward the audience and here's the chorus singing this song. Boy, it's terrific! It will start the show off with a bang!

JACK

Sid! I've got a lot of other troubles.

SID

Listen to it, Jack – what can you lose?

JACK

I can lose everything but you.

SID

All right, Ted, play it Give me a little vamp.

(PIANO VAMPS OPENING)

SID (SINGS)

Oh, we are the Canada Ginger Ale Girls,

The champagne of all Ginger Ales.

We're sold at the fountain – in large glass and small,

And we're good with ice cream and that isn't all,

Oh, we are the Canada Dry Ginger Ale girls –

Canada Dry Ginger Ale.

JACK

Wait a minute, Sid – wait a minute.... don't you think you ought to mention Canada Dry Ginger Ale?

SID

I thought of that , too.....

Ted, take the middle of the chorus again

Oh, we are the Canada Dry Ginger Ale girls –

Canada Dry Ginger Ale,

We are so peppy, there's nothing we lack,

And on the large bottle there's a nickel back,...

How's that, boy?

JACK That's swell, Sid. What I like in your song is the love interest. Now what's the finish?

SID That's the only thing that sticks me. But I'll get it....

Wait, here's an idea.

Ted, take the last two strains -----

We are so peppy, there's nothing we lack,

And on the large bottle there's a nickel back,

Oh, she didn't say yes and she didn't say no,

That old Irish mother of mine.....

(TERRFIC APPLAUSE)

JACK Ladies and gentlemen, this song comes to you thru the courtesy of Fink's Mules.

SID Wait that isn't all, Jack. now in the second chorus the whole ensemble comes in and the orchestra picks up the song very forte, and it goes,

ta ta ta ta , ta ta ta....

[illegible]

ORCHESTRA Ta ta ta ta ta ta ta, ta ta ta ta.....

JACK Now wait a minute, boys – stop! Sid, that’s awful.

SID Yeah? Well, what do you know ----- I'm going out and sell it to the Shuberts!

JACK Yeah, see if you can get a job there, tooTed, we're not getting
any place. I see where I'll have to go over to Broadway and arrange
my show. Mary, I'm going for the day

Ted, play something and keep Mary amused.

SEGUE INTO NUMBER

4. TRAVELLIN

(FOURTH ROUTINE)

(OPEN WITH ATMOSPHEREIC BROADWAY SOUNDS)

(TRAFFIC SIGNALS – WHISTLES AND AUTO HORNS)

VOICE Hello, Jack – what are you doing on Broadway?

JACK

Oh, looking for a theatre to put my new play in ...

Here's where I want my play – right here on Broadway ...

The street where Banana Oil Boulevard meets Applesauce Highway, at the double cross roads on two - time Square ...

Look at those names in lights. There's King Alphonso in The Kid from Spain ... And there across the street is Rudy Vallee in the Kid from Maine Millions of lights telling you who the stars are. And what do they owe their success to?

VOICE (IN DISTANCE)

Canada Dry Ginger Ale.

JACK

No, but that's a good answer.... Dear old Broadway, where men are men in spite of some wise cracks.... where a wise guy is born every minute and a sucker to take him.

VOICE (HOBO)

Hey, mister, can you spare a dime for a cup of coffee?

JACK

Here you are, pal!but remember, this is the Canada Dry program.

VOICE (HOBO)

You know, I wouldn't ask you for this, mister but I was a producer once myself

JACK

You know, Pal, Broadway ain't what it used to be.

HUBO

You said it!.....

JACK

This is where John Drew and Maude Adams played...What is it now? Hm, a chili parlor. And there's the weather report right in the window. Chilly today...and hot tamale,.....

And look at this theatre next door...burlesque!....

This week Lizzie Twitch....from Greenwich...Villitch.....

(LOUD DOOR SLAM)

What's that....Oh, Mayor McKee just closed another theatre.

(LOUD KLAXON HORN)

TOUGH TAXI DRIVER

Hey mug! Want-a get run over?

JACK

I'm standing on the sidewalk – you don't know the traffic laws

TAXI DRIVER

Yeah? Well, you don't know this taxi

(LOUD KLAXON HORN)

JACK

Dear old Broadway!....they say there's one taxi to every fifty people...and the fifty people are always in the way of that one taxi.

RALPH ASHE (AS SCHLEPPER) Hello, Mr. Benny.....hello.

JACK Ah, Schlepper, how are you?

RALPH Mr. Benny, I was looking all over for you.....Did you find a theatre for our show yet?

JACK No, Schlep, not yet...There's no theatre around now good enough for our show..... You know what I think? I think I'm going to build a theatre – something different. What an idea I've got. Schlep! I'll have all the seats loose and when they are removed, the theatre becomes a garage.....and when we flood the garage and freeze it, it becomes a hockey rink.

RALPH And if I stick with you, I'll become a pauper.

JACK Listen, Schlep, ride along with brains – see? We're playing safe. Supposing we open our show and it runs only one week, the theatre becomes a garage. Now supposing nobody puts cars in our garage, then we have a hockey rink – don't you see?

RALPH Hmmm, Looks like we're going in hock already

JACK Don't worry, Schlep – All you could lose is money. I have my reputation at stake.

RALPH Then you really think it is better to build our own theatre?

JACK Certainly. Make out a check for building it and I'll have work started at once.

RALPH But I gave you a check for a hundred thousand to put on the show.

JACK Oh, that's all tied up already – actors, scenery, my salary – you know I don't work for nothing.

RALPH Hmm, I'm learning show business everyday. And say, Benny, I heard you are already selling too many shares in this show.

JACK Well, Listen, it's perfectly legitimate...in show business you can sell one hundred and three percent, and still own the show outright.

RALPH Yes, but if you lose the money people invested, what will you do?

JACK I'll make up for it. I'll be conscience stricken

RALPH Well, remember the old saying – don't conscience stricken before they are hatched.

JACK All right, Schlepper, let me tell the jokes. You just put up the money.

RALPH Well, that's all the money I had. I left the fur business to go into show business. I used to handle skins...and now I'm getting skinned! And you tell me –

JACK All right, Schlep! Forget it...just give me a nickel

RALPH Oh, you're going to build a theatre with a nickel

JACK No, no.

RALPH Well, what do you want a nickel for?

JACK Well, with a nickel I can take a street car to my sister's house...I'll borrow two dollars from her and take the train to Trenton to see my uncle....I'll get two hundred dollars from my uncle so I can fly to Los Angeles....On the Coast I'll get a picture company interested in our shoe for pictures, and with the advance money I'll build a theatre.

RALPH And it all depends on my nickel!

JACK Yes.

Ralph Here's a quarter – build five theatres....good-bye!

JACK Good-bye, Schlep....Dear old Broadway, with its magic and romance and heart throbs of a million souls, who struggle daily for existence!.....Hey, Bud! You got your hand in my pocket.

MAN Oh, Pardon me.

JACK Dear old Broadway!

SEGUE INTO NUMBER –

5. PINK ELEPHANTS

(CLOSING ROUTINE)

(ATMOSPHERIC BROADWAY NOISES)

JACK Well, I might as well go home now.

TAXI DRIVER Taxi, mister?

JACK No, I'll walk, thanks.

MARY Oh Jack, where are we going tonight?

JACK Mary!....I'm on Broadway and you're supposed to be in the office. You're certainly crabbing everything.

MARY (WITH A SIGH) Gee, and I try so hard to please.

JACK

Come on, Mary.

CLOSING ANNOUNCEMENT

ANNOUNCER

When you order Canada Dry from your dealer, remember, it is now available in the convenient and economical large bottle, as well as in the familiar twelve-ounce size. Remember, too, that with the exception of a few localities where freight rates do not permit, you pay for the contents only. That is, twenty cents for the big five glass bottle, or twenty-five cents for two regular twelve-ounce bottles. In addition, you make a small deposit on each bottle, but this deposit is refunded when the bottle is returned.

Now, next Thursday at eight-fifteen, Eastern Standard Time, you will hear another Canada Dry Program featuring the same artists. Don't forget – every Sunday at ten, and every Thursday at 8:15.

SIGNATURE – ROCKABYE MOON

