

December 22, 1932

There's a touching exchange in which cast members discuss what they would do if they were given \$50,000 to spend, showcasing their sympathy for the poor and hungry in tough times. Mary is not on the program, but Jack reads a long letter from her about Christmas with her family in Plainfield. Jack holds a six-day-bicycle race in the studio and calls out the description.

**STATION
INC.**

COLUMBIA NETWORK

WABC PROGRAM CANADA DRY GINGER ALE

**AND DATE THURSDAY, DECEMBER 22, 1932.
TIME 8:15 - 8:45 P.M.**

SIGNATURE - JOLLY GOOD COMPANY

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|--|---------------------|
| 1. IT'S WINTER AGAIN | PARKER GIBBS |
| 2. I'VE TOLD EVERY LITTLE STAR | ANDREA MARSH |
| 3. MY PIANO AND ME | |
| 4. WHEN HEARTS ARE YOUNG (WHISTLED) | ELMO TANNER |
| 5. IT DON'T MEAN A THING | |

SIGNATURE

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ROCKABYE MOON

CANADA DRY PROGRAM

THURSDAY, DECEMBER 22, 1932.

SIGNATURE

- JOLLY GOOD COMPANY

ANNOUNCER

Ladies and gentlemen, a half-hour of sparkling entertainment by Canada Dry, the Champagne of Ginger Ales. It is holiday time --- time for gayety and good cheer. And whether you celebrate at home or at one of the many fine hotels, clubs or restaurants, Canada Dry will add joy and sparkle to your holiday festivities. Canada Dry is a real ambassador of Christmas Spirit. This program stars Jack Benny --- the Canada Dry Humorist --- and Ted Weems' Orchestra.

1. IT'S WINTER AGAIN

PARKER GIBBS

PAUL

(Introduction)

JACK

Hello, multitude.... If you will stop wrapping packages for a few minutes and listen to us, we will all try to make merry for you. This is tired and worn-out Jack Benny talking..... Tired from what? Well, I'll tell you. I did my Christmas shopping this afternoon and, believe me, I walked in to one store at two o'clock in the afternoon and arrived at the counter at five-thirty, with a black eye and a sprained wrist..... I found out that the Man is the weaker sex.....

Fortunately, Benny Freedman, the football star, happened to be in the store and gave me a little interference and, after five downs, I got to the counter.....And say, fellows, did you ever try to pick out a Christmas present for your girl? What a tough job that is. You have a hunch what they were, but you're not sure. And if you ask the size, they slap your face.....

I didn't know what to buy for Mary. I was going to get her a town car....but it takes so long to deliver them. So I bought her some handkerchiefs....And here's something that will kill you. I bought Andrea some lingerie. I gave her the package tonight and she called up to thank me for the lace curtains..... How do I know what to buy for a woman?

PAUL

But if you buy Canada Dry Ginger Ale, it's good for man or woman, and there can be no mistake.

JACK

If Paul were asked what he had to say just before he was hung, he'd probably say -- Canada Dry Ginger Ale is good here and hereafter.

PAUL

That's my job -- and that's what I'm here after.

JACK

Say Paul, did you buy anything for your girl this Christmas?

PAUL Certainly, Jack. You don't think I got this diamond wrist watch for myself – do you?

JACK Hmm, that's a nice present. You should have given her a book, too.

PAUL She doesn't read books.

JACK I mean the book that goes with the watch to keep up the payments.

PAUL Hey listen, I paid cash for this watch.

JACK It doesn't look that cheap.....say Paul, how do you like this? Here's a present I got for Mary..... a diamond ring. Isn't it a beaut? Ten carats.

PAUL Ten carats.....that looks like half a carat to me.

JACK Well Paul, you know how everything has come down. It used to be ten carats.

PAUL Jack, that looks like a ruby to me.

JACK No Paul, it's a diamond.

PAUL I never saw a red diamond before.

JACK It's just blushing at the price I paid for it....what can you get nowadays under a dollar?

PAUL Are you sending presents to your family this year?

JACK Yes Paul, but I don't know what to get for Francis.

PAUL Francis, why not get a nice vanity case.....you know – lip rouge, cold cream and powder?

JACK It isn't that kind of a Francis. It's a he.

PAUL Oh, pardon me. I'm sorry.

JACK That's all right, Paul. It isn't your fault.....Well anyway, this is the time of the year whom everybody wants to do something good for everybody else. People all for forgot business and start giving things away. And we all wish we had more money to spend on others..... Say Paul, what would you do if you had fifty thousand dollars?

PAUL Well, first – I'd take thirty thousand and buy clothes for people that needed them.

JACK That's a good thought.

PAUL Then I'd take ten thousand and buy them each a nice dollar dinner.

JACK Hmm, a nice dollar dinner.....what would you do with the other ten thousand ?

PAUL I'll keep it for myself.

JACK Oh, you would..... Now Andrea, what would you do if you had fifty thousand dollars?

ANDREA Oh, if I had fifty thousand dollars?

JACK Yes, Andrea.....it's just a dream, but go ahead and spend it.

ANDREA Well, I'd take twenty-five thousand and see that every child had some nice toys.

JACK Uh-huh.

ANDREA Then I'd take twenty thousand and give it to the Home For Old Masters of Ceremony.

JACK That's a great thought, Andrea.....And as an old master of ceremonies, I want to thank you. To tell you the truth, my legs ain't what they used to be.....But Andrea, tell me -- what would you do with the other five thousand?

ANDREA Gee, let me keep a few dollars – won't you?

JACK All right, Andrea.....Oooops! Here's Ted. Say Ted, what would you do if you had fifty thousand dollars?

TED Nothing, Jack.

JACK And why not?

TED Because I've got fifty thousand dollars.

JACK Folks, pardon me for starting this.

PAUL And fifty thousand stores sell Canada Dry Ginger Ale – and you get fifty thousand nickels back on fifty thousand large Canada Dry Bottles.

JACK Say Ted, will you play about fifty thousand numbers?

SEGUE INTO NUMBER

2. I'VE TOLD EVERY LITTLE STAR (SECOND ROUTINE)

ORCHESTRA AND MARSH

JACK That was Miss Andrea Marsh singing, “Fifty Thousand Dollars”er. I mean, “I’ve Told Every Little Star.”

PARKER

Here's a special delivery for you, Jack.

JACK

Have Mary sign for it --- where's Mary?

PARKER

She isn't here tonight. I think this special delivery is from her.

JACK

Oh yes – It's postmarked "Plainfield." Must be from Mary.

(TEARS LETTER OPEN – SOUND EFFECT)

"Dear Oh Dear....Oh dear Jack,

Dear oh dear....Am I tired....Running around for presents for everybody. I hope you don't mind my not coming over tonight. I was going to tell you that I wouldn't be over, but I thought I'd surprise you. Well anyway, I'll be listening.

I always spend Christmas with the folks. It not only saves buying them Christmas cards, but I can find out what they need. You know my brother Frank (we call him Frankenstein because he always scares us. We think he's going to work and he ain't.) Well anyway, I bought him a nice soft-cushioned chair. Do you think he'll like it?

And then you know my sister Lena. She's been taking vocal lessons all year. I think I'll get her something for her throat for Christmas. (I heard her sing, Mary. Get her a nice pen knife.) And what do you think of Aunt Cynthia! I bought her lip stick and she went and had her face lifted. Now I have to change it for an eye brow pencil....

Gee, Jack, I'm so busy here. I've got the house all decorated with a Christmas tree and I hung some mistletoe on the chandelier. More fellows have kissed me that I don't know.... And it isn't even Christmas yet.

And Jack, you're invited to have dinner at our house Sunday, everybody wants you over, so be sure and come. You don't have to bring any presents for the folks if you don't want to....but I know how you are, Jack. So if you do, bring Dad a necktie as he shaved his beard off yesterday....And Frank wears the same size shoes as Carnero.... better make it a size larger to be sure....

And Jack, I want to tell you something confidentially – I think you're sweller than ever.

And Mary Christmas wishes you a Merry Livingston.... Er, I mean....Mary Livingston wishes you a Merry Christmas.

P.S. Jack, don't give my job away to anybody. I'll be back Sunday – Not that I care, but it's a nice place to hang out.

And I hope you start the new year by paying me.”

Little Mary, isn’t she cute, Ted?

TED

You like her – don’t you, Jack.

JACK

Yeah, she’s pretty sweet, I think.

TED

She’s a wonderful girl, Jack. And she’s done plenty for you this year. Why, she’s watched your business as tho it were her own.

JACK

Yes, I noticed she read all my personal letters.

TED

Say Jack, don’t you ever think of getting married?

JACK

Yes, Ted – that’s why I don’t.

TED

Let me tell you something – I think Mary really loves you.

Jack

What makes you think so, Ted?

TED

Well, I was out with her every night this week, and she kept talking about you all the time.

JACK

That’s fine, Ted, I wish she’d go out with me some night and talk about you.

TED

Play, boys.

JACK

You said it, Ted!

SEGUE INTO NUMBER

3. MY PIANO AND ME (THIRD ROUTINE)

JACK

And now, ladies and gentlemen, for our usual surprise. Tonight we are going to present the biggest thing every attempted on the air – a six-day bicycle race. Imagine folks, right here in this studio. Six-day bicycle races, as you know, have been very popular this season – having been presented in Detroit, Chicago, Philadelphia and New York. And we’ve heard some wisecrackers say that we can’t run these races over the air. Oh, we can’t, eh?.....

Well, there’s nothing impossible on this program because tonight we have here the very same riders who finished a successful race at the Madison Round Garden.....where they went round and round for six days and are still dizzy. (AREN’T WE ALL?)

Now we will waste no further time with preliminaries, and will now bring the riders in – introduce them all to you -- put numbers on their

backs so you can tell which is which. And then, on with the race!.....
 Paul, open the door and admit the contestants. Ted a little music as
 the boys march in. (ORCHESTRA STRIKES UP MARCH TEMPO)
 Sixteen teams – imported and domestic – all bicycle champions.
 (MUSIC STOPS)

Now folks, let me introduce these boys to you. These teams come
 from all parts of the world. First – I want you all to meet the Franco-
 Belgian team – numbers one and two on your programs.....
 (Have you got it?)......

Say something, Frenchy.

ELMO

We won't pay

JACK

You're telling us....Now the gentlemen from Hamburg and Zurich
 – the Ham + Swiss team.... What a combination....

And now the next team -- numbers five and six on your programs - a
 young man from Russia and his partner from Columbus, Ohio.....
 the Russ-Colombo team. Say something, boys.

RED & ELMO (SING)

“You call it madness,

We call it love”, ba-ba-ba-ba-ba

JACK

Next in line, I see a rider from Spain and his partner from Syracuse,
 known as – “The Kid From Spain” and “The Sap from Syracuse.”
 But wait a minute, folks. You must meet the fastest six-day bicycle
 rider in the world.....a fellow who has ridden thousands and thou-
 sands of miles without a destination. All he cares about is reaching
Saturday night – which is pay day....And to show you how fast he
 rides in one week, he rode from Monday morning to Saturday night
 in two days and ten seconds....

Pardon me, young fellow, although-ugh I've often watched you in
 the races, I can never remember your name, but I d/o remember your
 number. You were 3785 at Atlanta – weren't you?

GIBBS

Yes, sir.

JACK

Now what's your name?

STOOGES

Woolsey.

JACK

Woolsey –hmmmm. What's your first name?

STOOGES

Wheeler.

JACK

I get it..Wheeler, a bicycle rider.....Now tell us, what business were
 you in before you became a bicycle rider?

STOOGES Well, I used to peddle fish..... but there's more money in pedaling bicycles.

JACK Oh, a born peddler..... and when did you first learn to hold the handlebars?

STOOGES When I was a baby, I used to play with my father's moustache.

JACK Well, your training was perfect.....Tell me, did you ever take a spill while riding?

STOOGES No.

JACK Well, I'll see that you do tonight.....And now boys, get the track ready. While they are working, Ted Weems and his boys will play, "When Hearts Are Young," whistled by Elmo Tanner.

PAUL This race will come to you thru the courtesy of Canada Dry Ginger Ale, sold at all stores where soft drinks are sold.

SEGUE INTO NUMBER

4. WHEN HEARTS ARE YOUNG

(FOURTH ROUTINE)

JACK And now, ladies and gentlemen, for the big race. The first six-day bicycle race on the air. The teams are all lined up, waiting for the gun. What a line up! Every country is represented and they are all looking for a loan. (YOU'LL HAVE TO WIN IT THIS TIME, BOYS) Ready?- (LOUD GUN SHOT-GRINDING NOISE OF BICYCLES WHIRRING ROUND TRACK)

There's the gun and they're off.... There they go-flying around the track. Boloney, of the Italian team, is out in front.....Ah, here comes the Frenchman, Moustard. (Moustard is after Boloney....Now Moustard and Boloney are being sandwiched in by the Ham – Swiss combination on rye – a toast to the team.

(GRINDING NOISE LOUDER-THEN DIMINISHES AGAIN)

What's this? A couple of dark horses? Oh, the African Congo team. What a race! what a race! (HORSE HOOFS) Hey you, this is a bicycle race.

PAUL Oh pardon me.

JACK After this race, remind Weems to fire you.....Here they come again, round and round and round. (GRIND NOISE LOUDER..... ORCHESTRA STARTS "THREE O'CLOCK IN THE MORNING.")

May I have this dance, Andrea?

ANDREA

Of course, Jack.

JACK

Pardon me, folks. (HUMS “THREE O’CLOCK IN THE MORN-
ING”)

(SUDDENLY THERE IS A TERRIFIC GRINDING NOISE)

There they go again. What a race! What a race!

PAUL

Get your six-day Canada Dry Ginger Ale -- Canada Dry is now sold
made-to-order by the glass.....

JACK

Canada Dry is now in the lead....Canada Dry Ginger Ale by the
bottle.....Hey Paul, try that section over there. They’re whistling
for you.....What a six-day race this is. They have only been riding
three minutes....and Monday and Tuesday have gone already....

Oh-oh, what’s this team creeping up? Ah, it’s the Chinese-Manchu
team. And here comes the Jap, right after them..... China is try-
ing to gain a lap on the Jap, but the Jap won’t nap. Ah! Here comes
the Sap from Syracuse.....The Sap is lap behind the Jap.....and
the Jap is a lap ahead of the Sap.....What a gap between the Sap
and the Jap. (HEAVY GONG)

Round one! Ooops, here comes the American team – Nickel Back
and Sold at all Stores. All Stores is on the rail, and Nickel Back is
riding on the bottle. What a battle.....or, I mean, bottle. (I had to get
that in, folks.)

Ah, what’s this? Here comes the Scotch team, coasting along to save
the pedals. (And this race is coasting us a pretty penny—fact, it
might even run into two cents.)

TED

Say, Jack, you’d better stop the race. I’ve got to play a number.

JACK

The boys look slightly worn from the grind, and are anxious to be
replaced. Up to now it looks like the Greek-Polish team, known as
the Greased Pole, is sliding out ahead.

TED

Jack, I’m sorry—but I’ll have to play a number.

JACK

And now the Siamese-Pekinese team is coming up on the right....

Here comes the English-Bulgarian team,

known as the English Bulls.....

SEGUE INTO NUMBER 5. “IT DON’T MEAN A THING”

(CLOSING ROUTINE)

JACK

What a race! What a race! (YAWNS) Everybody's getting sleepy now. You all know what these six-day races are. The riders are taking it easy and waiting for an opening. (YAWNS AGAIN) Strangler Lewis finds an opening and puts a headlock on Pinetski.....

PAUL

Say Jack, what are you raving about? Don't you know that you are near the end of the program?

JACK

I know Paul, but this has got to go six days.....We started it and we're going to finish it...Let's see, where was I? Oh yes, here they come. (GRIND NOISE)

(ANDREA STARTS SINGING HER SIGNATURE SONG, "ROCKABYE MOON")

(GRIND NOISE LOUDER AGAIN)

The Nickel Back team is now in the lead, and three laps ahead of five minutes from the station. (GRIND NOISE LOUDER FOR A MOMENT)

Say, who's that riding alone out there? I know that fellow. Wait a minute, Andrea, I want to get him when he comes around again. (ANDREA STOPS HER SONG. GRIND NOISE LOUDER AGAIN)

Here he comes..... Hey you, you're in this race and I didn't get your name.

RED

My name's Kringelein.

JACK

Kringelein – from Grind Hotel?What are you doing in this six-day bike race?

RED

(COUGHS) The doctor made a mistake. Instead of six minutes, I have six days to live – so here I am, in the six-day bike race.

(ANDREA STARTS SINGING, "ROCKABYE MOON AGAIN")

JACK

(TALKS UNDER HER MUSIC)

Here they come again.....neck and neck.....Czecho-Slovakia is out in front..... a belt in the back.....and I'm right in the middle. What a race, what a race! If I could only get away from this.....Ah, here they come again, round and round and round.....

(AT THIS POINT PAUL DOUGLAS STARTS HIS CLOSING ANNOUNCEMENT)

ANNOUNCER

And now we bring you a real treat, a new, a delightful Sparkling Water by Canada Dry. This new Carbonated water is now available in selected stores in all of our principal cities. And it comes to you in large five-glass bottles - iridescent bottles, almost as beautiful and appetizing in appearance as the water is in taste. And the price is most reasonable for, as with Canada Dry Ginger Ale, you pay for the contents only; that is, 20 cents plus a five cent bottle deposit. Your deposit, of course, will be refunded when you return the bottle to the dealer. Try it for your holiday parties and dinners- you'll be surprised and delighted.

Now, next Sunday at ten o'clock, 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.