

## **January 19, 1933**

Jack has been taken to a sanitarium, and the cast visits him. There's a clever bit where he is fine until the words "Canada Dry" are spoken, and then he goes nuts. General chatter about topics the cast members are crazy about. Jack does voice-over of a film travel tour of France.

**WABC**

**CANADA DRY GINGER ALE, INC.**

**THURSDAY, JANUARY 19, 1933.**

**TIME 8:00 – 8:30 P.M.**

**TIME 8:00 – 8:30 P.M.**

1. CLARINET MARMALADE
2. DO YOU EVER THINK OF ME
3. GIRL IN THE LITTLE GREEN HAT
4. WAIT TILL I GET YOU
5. THERE'S A NEW DAY COMIN'

**SIGNATURE – ROCKABYE MOON**

CANADA DRY PROGRAM

THURSDAY, JANUARY 19, 1933.

SIGNATURE – JOLLY GOOD COMPANY

ANNOUNCER

Ladies and gentlemen, a half hour of sparkling 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.

## 1. CLARINET MARMALADE

PAUL Ladies and gentlemen, I was about to present Jack Benny to you, but I just found out that something has happened to him – which I'd rather not mention here. But we'll do the best we can without him, so now Ted Weems ---

MARY Paul – oh Paul – Mr. Douglas, tell me, what's happened to Jack?

PAUL Nothing, Mary .....nothing to worry about.

MARY Tell me what's happened, please.

PAUL Well Mary, I hate to tell you, but it seems that Jack went out of his mind and they just took him to a sanitarium.

MARY (SCREAMS) Oh, this is horrible – this is terrible.

ANDREA What's the matter, Mary?

MARY Jack has been taken to a sanitarium.

ANDREA Not a sanitarium!....why, I was just talking to him this afternoon.

TED What's this I hear. Jack's been taken away to a sanitarium – when did this all happen?

PAUL Why, just a little while ago. It's only two blocks from here. Let's go over and see poor Jack.

EVERYBODY (AD LIB TALK) (A MOMENT'S DEAD SILENCE)

ANDREA This must be the place, Mary.

PARKER (AS KEEPER)What can I do for you, folks?

MARY We want to see Mr. Jack Benny. He's a friend of ours. Where is he?

PARKER Right this way. Follow me.....There he is in that padded cell. You can only stay five minutes.

TED I wonder if we can talk to him.

PAUL Yes, but be careful what to say. (SLIGHT PAUSE)

MARY Hello Jack. Don't you know me? I'm Mary, your secretary.

JACK Mary? How are you, dear?

MARY Why ....why...don't you know where you are, Jack?

JACK Yes Mary, I'm in a sanitarium.

MARY (WHISPERS) Gee Paul, he seems perfectly sane. They shouldn't have him in here.

PAUL (WHISPERS) Wait – I'll find out.....how are you feeling, Jack?

JACK Fine, Paul. I never felt better in my life.

PAUL Well....well....then why have they got you in here?

JACK I don't know, Paul. All I know is that I'm in here.....oh hello, Andrea.

ANDREA Hello, Jack.....I'm awfully sorry to see you here.

JACK That's all right, Andrea. They'll find out their mistake.

PAUL (WHISPERS) Say, Ted, you ask him a few question.

TED Oh Jack, you remember me – don't you?

JACK Sure, Ted Weems....did you bring that fruit for me, Ted?

TED Yes.

JACK Then stop eating it.

TED (LAUGHS AT THIS) There's nothing the matter with you, Jack. What have they got you in there for?

JACK You're asking me? Say Ted, there are a lot of people here who don't belong.

TED Yeah?

JACK Yeah.....you see that fellow in the next cell?

TED Yes, Jack.

JACK Well, he thinks he's Mister Hoover. He leaves here March the fourth.

(EVERYBODY LAUGHS AT THIS)

MARY But you don't think you're somebody else – do you, Jack?

JACK No Mary, I'm Jack Benny.

MARY Well, I'm going to see the superintendent and make him let you out.....I'll be right back.

TED There must be something wrong, Jack. Did you lose your money in the market?

JACK Certainly not. I sold before the crash.

TED Is it a woman?

JACK Don't make me laugh.....I never have trouble with women.

TED But you must be here for a reason.

JACK I tell you – it's all a mistake.

(JACK STARTS SCREAMING WHILE PAUL IS TALKING)

PAUL But it's not a mistake to buy Canada Dry Ginger Ale made to order by the glass and sold in the 5 glass bottles, with a nickel back on each large bottle.....Canada Dry Ginger Ale.....Canada Dry Ginger Ale.....

JACK (STARTS TO SCREAM.....) That's it.....that's it  
Take him away.....Canada Dry Ginger Ale.....

PARKER Hold him, hold him hold him.

ANDREA Jack – Oh Jack.....

SEGUE INTO NUMBER 2.

(SECOND ROUTINE)

JACK Hello folks, this is Jack Benny out on parole.....They threw us out of the sanitarium for making too much noise. (So listen Ted, let's keep quiet from now on.) Let me tell you something, folks – as Shakespeare once said, "The whole world's an asylum, and we are all crazy about something or other." I'll prove it to you....Say Ted, isn't there something in this world that you're crazy about?

TED Yes, I'm crazy about pecan nuts. I eat 'em all day.

JACK There you are, folks. There's a nut that's nuts about nuts.....  
Everybody has a weakness. We're all crazy....Say, what are you crazy about, Andrea?

ANDREA I'm crazy about an-chovies.

JACK I like Ann Harding myself. She's good....And that's the way it goes. Everybody is crazy. Japan is crazy about China.....Gandhi is crazy about fasting....Einstein is crazy about his relatives.....

MARY Oh Jack, speaking of Gandhi – I got the nicest present sent to me from India yesterday.

JACK What was it, Mary?

MARY It was a little statue of Gandhi, and it was lying in a box.

JACK Oh, a box of Gandhi – I see.....

MARY Now I know why they sent you to the sanitarium.

JACK Say Mary, what are you crazy about?

MARY Well Jack, I'm crazy about books. And you know, I was just reading a very interesting one about er....er.....technocracy and I don't seem to be able to make head or tail out of it.

JACK Why Mary, I'm surprised.

MARY Do you know what technocracy is, Jack?

JACK Why certainly, Mary.. Technocracy is the study of er...er.....er.....

MARY Economics?

JACK Yes – yes, that's it....the study of economics.

MARY What's economics, Jack?

JACK Economics is.....economics.....is a sort of er.....er.....er.... well, it's a.....

MARY Is it a law governing the production and distribution of the world's wealth?

JACK Yes Mary, that's it – that's it, exactly.

MARY Well, then the word technocracy must mean er.....er.....er-----

JACK Technocracy means er.....er.....

MARY The science of government, run by engineers.

JACK Right.

MARY Gee, thanks very much, Jack.

JACK Oh that's all right, Mary. Any time you want to know anything, just come around and ask me.

(RED INGELS ENTERS – STARTS TO COUGH)

MARY Kringelein.

JACK Hello, Kringy.

RED Hello, Mr. Benny (COUGHS AGAIN)

JACK Say Kringy, we were just talking about different things that we all like. What are you crazy about?

RED Well, I like to read.

JACK Read what – books?

RED No, tombstones....I expect to have one myself pretty soon.

JACK Say Kringy, where are you keeping yourself these days?

RED I'm living down here in an old shack. It's a stag hotel – 25 cents a night. The food is rotten – no sunshine – no air – or anything. I've been there a month now.

JACK A month? I thought you only had six minutes to live.

RED Do you call that living? (COUGHS AGAIN) Well, good-bye, Mr. Benny.

JACK So long, Kringy....Ah, there he goes. Good old Kringelein. Here today and here tomorrow....Hmmm, it seems only yesterday since I first met him, and it's six months ago that he only had six minutes to live. I'd hate to have him ask me to wait a minute sometime. Yes, sir – it certainly is a goofy world. Play, Ted.

PAUL Wait a minute, Ted, I've got something to say about Canada Dry.

TED Be careful – you know Jack isn't entirely well yet.

PAUL (WHISPERS) But I've got to say that Canada Dry is sold in the 5-glass bottle, and you get a nickel back on each large bottle.

TED I wouldn't do it, Paul.

PAUL Okay, Ted. I won't.

JACK (I'll tell you what they were talking about, folks. The nickel back on the large bottle. They think I'm crazy.....) Play Ted.

SEGUE INTO NUMBER #3. GIRL IN THE LITTLE GREEN HAT  
(THIRD ROUTINE)

JACK That was Parker Gibbs singing "Girl In The Little Green Hat". And now, folks, tonight we have another treat in store for you, and this is especially for you people who have not traveled. We are going to

give you a moving picture travelog thru that interesting country – France. This picture was made for us at tremendous expense and, personally. I think we were hooked.....But anyway, we are going to show you this film and while we are making the necessary preparations to run this picture, putting up the silver screen and so on, Ted Weems and his boys will play a little French number called “Mimi”.....Meee.....mee.....meeee.....Tune up, fellows.

EVERYBODY

Meee..meee.....meee...meee.....

PAUL

These “mee-mee’s” coming to you thru the courtesy of Canada Dry Ginger Ale made to order by the glass – play, Ted.

#### SEGUE INTO NO. 4. (FOURTH ROUTINE)

#### WAIT TILL I GET YOU

JACK

And now ladies and gentlemen, we are all prepared for our film travelog. However, I must ask you to close your eyes and imagine that you are touring thru France, as I call out the points of interest..... (All right boys.....Ready, operator?.....Paul, lower the screen) .....The feature picture is now over and here comes the travelog. (And you know what to play, Ted. Help us out with a little French music.)

(SOUND OF PROJECTION MACHINE – ORCHESTRA PLAYS “CHARMAINE”)

At the start of this interesting and educational trip, we find ourselves sailing across the English Channel and, after a few hours of delightful sea voyage, we arrive in the beautiful country of France.....at Breste. From Breste, we go to the Heart of France, and all kidney aside, it is some trip. We spend the new few hours motoring thru the lovely countryside and as nothing happens, we board a boat again, sailing merrily down the Riviera.....the Hudson Riviera.....passing those three colorful winter resorts ----Nice.... Nephew.....and Cousin. Here we see some beautiful French girls bathing and sunning themselves on the beach. Let us stop for a moment and talk to one of them.....Bon Jour, Mademoiselle.

MARY

SCRAM!

JACK

Pardon me.....And you, young lady, what’s your name, may I ask?

ANDREA

Fifi, Monsieur.

JACK

Fifi – that’s a pretty name.

PAUL

And you got Fifi cents back on the large Canada Dry bottle.

(HEAVY SOCK)

JACK We bump off Paul and beat it for that fascinating little spot close by called Monte Carlo....Monte Carlo, founded by those two ancient kings, Faro and Roulette.....Let us visit the industrial center of this thriving community. Here we see the natives busily engaged in their chief industry-

ELMO (FRENCH ACCENT) Come on, ze sevain...come on, ze 'levan.  
(7-11)

(BUSINESS OF SHOOTING CRAPS.)

JACK May I have those a moment, monsieur?

VOICE Oui, oui.

JACK Haaah! Snake eyes .....we lose the bankroll and stagger away from that beautiful town of Monte Carlo. And evening finds us not only broke, but on the way to the battlefields that bring back to us memories never to be forgotten.... Say Ted, did you serve during the late World War?

TED Certainly Jack, I fought in the Argonne.

JACK In the Argonne --- what part?

TED PORTLAND.

JACK Portland, Argonne—I see....We leave Ted in Portland, and follow the white line, proceeding on our journey to dear old Patee. Ah, what a trip. Morning finds us arriving in that historical city of Rheims, and as we pass thru Rheims, we hear the bells in the distance sounding out their mellow chimes.

(TERRIBLE ANVIL CHORUS)

It is twenty minutes past eight o'clock – your time and my time...

Ah! who is this quaint old peasant approaching us? He wished to address us. Wait!

VOICE Parley-vous Francais, Monsieur?

JACK What's that?

VOICE Parley-vous Francais, Monsieur?

JACK Of course – here you are, my good man. (He said, "Mister, can you spare a dime?") We carry on, still following the white line and early evening finds us arriving at last in Gay Patee....good old Paris, city of Laughter – Wine – Music and Beautiful Women.

(ORCHESTRA GOES INTO LIVELY FRENCH MUSIC) (Hinky Dinky Parley Vous.)

And as we first enter the city of Porous.....or, Paris....we pass the factory where they make those famous Paris....er, porous plasters....er, Let's forget the whole thing.....We hustle along and reach the heart of the city, soon finding ourselves on the world-famed Rue de la Won't-Pay. We stop off at the Café de la Pay for a bite to eat and are very much surprised to see Frenchmen greeting each other with a kiss on each side of the face. (Oh well, fifty million Frenchmen can't be wrong.).....Who is that sitting at the last table, with a beautiful young lady at his side. Ah! It is Maurice Chevalier and his wife. They are just about to leave. Maurice is giving his wife a sou.....his wife also gives him a sou.....and they are separated at the bell.

(GONG RINGS)

VOICE 'Allo, Jacques Bennie.

JACK Hello, Monsieur Chevalier. I thought you were in Hollywood. What are you doing over here in Paris?

VOICE I am playing at ze Paris-mount Theatre.

JACK Well, we must come over and see you. Will you buy us a drink before you leave?

VOICE Not today – not tomorrow – and not right now – Au revoir!

JACK Good-bye....we leave Scotland...er, Chevalier...and again follow the white line, walking up the little side streets into the Montmartre District. Here we see a chain of Apaches who look like fugitives from the bathtub.....

MARY What's an Apache, Jack?

JACK An Apache, Mary, is a member of the Paris underworld.

MARY Well, in Plainfield an Apache is something you have on your trousers.

JACK An apache on your trousers, I get it.....We laugh at Mary and continue our walk thru the narrow, winding streets of the Montmartre and stop at a postcard stand. Ah, what scenery.....Five minutes elapse and we are still at the postcard stand.

TED Come on Jack, Let's go.

JACK We buy the postcard and we trace our steps thru Montmartre and soon find ourselves in the Crooning District, on the Rue de Vallee and Cross-by over to Colombo.----

PAUL (Colombo is in India.)

JACK (Oh pardon me) Before leaving Paris, we will stop off for a glass of the national beverage – champagne. Garcon, a bottle of champagne.

PAUL We have no champagne, monsieur – but we have Canada Dry, the champagne of ginger ales, sold at la fontaine in ze small and large glasses.

JACK Realizing that we cannot get rid of Paul, we again follow the white line out of Paris....(TRAIN WHISTLE IN DISTANCE) and hop on a train to Cherbourg.

(While Jack is talking ---

ELMO Hey, where's Jack Benny? Hey, where's Jack Benny?

PAUL There he is, Keeper.

ELMO Oh, talking to himself, eh? Thinks he's in France.....Come on, Napoleon... come on back home.

JACK All right, Bismarck... We will now follow the white line out of the Studio up to the sanitarium.

ELMO Come, come, Napoleon...

JACK All right, Bismarck.

PAUL DOUGLAS Canada Dry Ginger Ale----

JACK SCREAMS----

SEGUE INTO NUMBER 5. THERE'S A NEW DAY COMIN'

JACK That was the last number of the 76th program on the 19th of January. And now I am going to leave you folks, and follow the white line that will take me out of the broadcasting studio, up Broadway to 59th Street and home. Come on, Mary.

MARY All right, Jack – here's your hat and straight jacket.

JACK Good-night, folks.

ANNOUNCER And now we want to remind you that a new sparkling carbonated water by Canada Dry is now available in selected stores in all of our principal cities. 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 don't ask me if it mixes with other ingredients, - just try it yourself. The price of this new carbonated water 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.

Now next Sunday at ten, 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 eight.