

## N. W. AYER &amp; SON • INCORPORATED • NEW YORK

STATION WYZ  
AND  
BLUE NETWORK

PROGRAM CANADA DRY GINGER ALE, INC.  
DATE MONDAY, JULY 4, 1932  
TIME 9:30 - 10:00 P.M. (E.S.T.)

SIGNATURE — JOLLY GOOD COMPANY

## ANNOUNCER

Ladies and gentlemen. Another half-hour of entertainment about  
Canada Dry Ginger Ale, now available made-to-order by the glass at soda  
fountains. George Olsen, Ethel Shutta and Jack Benny, the Canada Dry  
humorist, again perform for your enjoyment. *To give our Fourth of July program*

~~George Olsen opens the program with "What You Get in Sweden?"~~

1. ~~What You Get in Sweden?~~

CHORUS &amp; TRIO SING

## ANNOUNCER

And here's the Canada Dry humorist himself, — Jack Benny

## JACK

Hello....of the people....by the people....and for the people....  
This is Independence Day, so let's forget politics for a while....Pop,  
people are shooting firecrackers today....George Olsen is shooting craps....  
and this is Jack Benny, shooting off his mouth....And you ladies who have  
had three husbands, are you celebrating the FOURTH today?...hmm?...Are  
you listening, babies?...oh, pardon me, that was last week.

Well, I just looked at the calendar and noticed that it was  
the birthday of July the Fourth, one of our three great kings. The last  
battle was with Bismarck, the Third...when he ate alive....or do you  
like anchovies? July the Fourth was a brother of Richard the Second, and  
his uncle was Olsen, the First, of Sweden.

This year July 4th happens to fall on the fourth of July....  
which is much better than having it on September 9th....Let September take  
care of itself. Of course, in the olden days, July 4th fell on Louis, the

*note: script changed  
last minute - this  
not acceptable  
correct*

*not put into mind-off - go Olsen 1st day  
opened mind - "What You Get in Sweden?"*

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-3-

14th. Lots of things fell on Louis, the 14th....but the kid could take it.

But what does the 4th of July mean? .... It means that you have paid your rent three days ago.... that tomorrow will be the fifth and that yesterday was the third.

ETHEL

Jack, today is INDEPENDENCE DAY!

JACK

Yes, Ethel, they all know that.....I'm just trying to tell them some of the things they don't know.

Of course this is Independence Day! Six of my dependents came over to spend the week-end....which means there will be no independence for me today.

ETHEL

But you don't mind your relatives coming to visit you once in a while, do you, Jack?

JACK

It isn't that....I don't mind when my relatives come to visit me, but when they bring their relatives, that's carrying things a bit too far. Do you know that one car stopped in front of my house and seven people got out of the rumble seat? .... I don't even want to think about it.

And now Ethel Shutta will sing, "Talking to You about Me", in spite of George Olsen standing there with his stick.....Say, George, instead of waving that stick, why don't you hold a fan in your hand?....at least you'll get a breeze out of it.

2. TALKING TO YOU ABOUT ME

ORCHESTRA & ETHEL SHUTTA

JACK

(SOUND EFFECT: slight explosion)

What was that? Oh!....Say, a funny thing just happened. A firecracker



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-4-

exploded in Olsen's pocket and out flew three ten-dollar bills....a padlock and four fish hooks....Ah, well, George, it had to come out sometime.

And, by the way, folks, our Studio is filled with fireworks of all descriptions which we have brought to you thru the courtesy of Canada Dry Ginger Ale, made-to-order by the glass at all fountains....phew! I wish this product had a shorter name.

Anyway, don't go away tonight...please stand by your radio as later—for the first time over the air—you are going to be entertained with fireworks! You will hear pink, blue and yellow firecrackers....please pay special attention to our yellow ones. And we promise you that a good time will be had by all. You will see torpedo shots and giant crackers, and probably hear them. Gene Sarazen is coming here to light up the nittick shots. Everyone here is in the holiday spirit and would like to take a shot at each other....The drummer is playing with two sticks of dynamite....and the trombone player is going to blow his brains out during the next number.

Well, anyway, we believe that when in Rome, do as— what's that crack, Ethel?

ETHEL

Why...er....I think....

JACK

Never mind, Ethel....I got it. When in Rome, do as the Rome-anians..... or something like that.

ETHEL

Say, Jack is it true that Canada Dry Ginger Ale is sold at all fountains, made-to-order by the glass, with just the right amount of syrup?

JACK

Sh! Ethel.....not so loud.

-5-

ETHEL

Why, Jack?

JACK

We don't want people to be leaving their radios now and running to the nearest soda fountain for a glass of Canada Dry.... Besides, Ethel, this is a holiday, and we don't want any advertising.

ETHEL

All right, Jack, I won't say another word about Canada Dry Ginger Ale.

JACK

Yes...and nothing about made-to-order by the glass at all fountains, either.

You know, this is a day when people want to forget business and advertising....they all want to be away at the beaches and in the country.... I don't even know why we're here.

ETHEL

Jack, why didn't you go away for the week-end?

JACK

Oh, I never like to go away for the week-end unless I can spend three or four months

ETHEL

But, Jack, I can't understand why you look so well. You've got the darkest coat of tan that I've ever seen.

JACK

Well, I spent all morning under my car.

(ETHEL LAUGHS)

I'm only kidding, Ethel....I spent two days at Atlantic City....Why, I saw you



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-6-

there on the boardwalk.

ETHEL

Then why didn't you come over and say hello?

JACK

Well, I was on my way to dinner.....when I came back, you were gone.....Then I put on my bathing suit and sat on the bench the rest of the day...that is, I sat there until a great big wave came along and soakly wet my suit, so I went home....You know, you have to be awfully careful around these beaches.

ETHEL

Wasn't there an awful crowd there Saturday and Sunday?

JACK

I should say so....It took me half an hour to get into the water.

ETHEL

Yes, I saw you swimming....I liked that stroke you use.

JACK

What stroke?

ETHEL

That stroke when you were swimming.

JACK

I wasn't swimming....I was talking to a friend of mine.....Say, Ethel, I saw George teaching you how to swim....you know, when he had his arm around you in the water and-----

ETHEL

I wasn't even near the water.

JACK

I'm sorry...pardon me, George.....

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-7-

ETHEL (begins to argue with George)

George, what do you mean by teaching a strange woman to swim?... the idea of putting your arms around her...who was she?...I demand to know... what does she mean to you, etc.

JACK (loud - to cover up Ethel's lines)

AND NOW PAUL SMALL WILL SING, "SONGS FOR SALE", played by ~~MARK~~ George Olson and his orchestra...All right, Instructor Olson, hop to it!

3. SONGS FOR SALE

ORCHESTRA & PAUL SMALL

ETHEL (still heard arguing)

George Olson, I'm surprised at you...I can't get over it...teaching a strange woman how to swim....

GEORGE

But honey, I didn't.....

JACK

Ethel...Ethel...forget it...why, I wasn't even down at the beach... ... Every time I buy a new pair of shoes, I put my foot in it.....You're singing the next number, aren't you, Ethel?

ETHEL (annoyed)

Yes....and I don't want George to play it!

JACK

Now, Ethel, where's your sense of humor? Don't you know I was only kidding?

ETHEL

Well, I believe you, Jack....but not George.

JACK

If you were married to me, you wouldn't believe me, either....Tell me, Ethel, what number are you going to sing?



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-8-

ETHEL

It's all about an ice-cream soda...made of Canada Dry Ginger Al  
with ice-cream. Isn't that a delicious drink, Jack?

JACK

Yes, but the straw always gets in my eye.

ETHEL

Why, Jack, you had one with us only a few minutes ago...on our way  
to the studio.

JACK

Sh! Ethel....the sponsors may be listening in.

ETHEL

Well, anyway, speaking about sodas...

(right into number)

4. SIPPING SODA WITH SUZIE

ORCHESTRA & ETHEL SINGING

JACK

And now, ladies and gentlemen, I'm going to give you the real news  
of our Convention. After all, everything is quiet today...all places of  
business are closed....no newspapers printed...and you really don't know what  
is going on. Well, we're here to take care of our own customers. And if  
there is anyone listening in who is not one of our customers, just come in and  
keep it under your hat.....

Of course, both the Democratic and Republican Conventions are over,  
but our own Convention still goes on, in an effort to nominate a candidate  
for President on our Canada Dry Made-to-Order ticket. You remember we started  
this convention two weeks ago, but had to drop it on account of Babes' Night....

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-9-

because, after all, that is where we expect our heaviest vote.

I will start out by reading the Minority Report on the 26th Amendment...which is equivalent to the sixth movement of the Unfinished Symphony....As I am only given three minutes for reports, I shall now read you the minutes.

From the votes in the various sections, I learn that CINCINNATI gives us three i's....that is, three i's in CINCINNATI, all dotted.... On the question of reduced traffic, three horses from MONTANA voted "Hay, nay, nay".....making a grand total of three "ayes" and three "nays".

Eight delegates from Ellis Island ~~departed~~...I mean, reported that four left yesterday on the S.S. STEERACIA while the other four left via the S.S. HOLLAND TUBE...which is a draw for the U.S.A. and another victory for Canada Dry Ginger Ale-----

GEORGE (quickly)

Made-to-order-----

ETHEL (quickly)

By the glass-----

PAUL

At all fountains.

(BREAK BY DRUMMER-dum-dum-dum-dum, da-da-da)

JACK

Now in referring to the delegates from now on, I will not waste time by calling out the full names of the States, but will use only the abbreviations. For example, Massachusetts will be simply MASS... and Georgia will be GA., and so forth...

Now for the reports---The States FLA...LA...and PA.... voted in favor of peeling a banana once, whereas the States of MIN....KAN....and TEX...



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-10-

believe in the REpeal of the banana.

Now the States of ARK...CAL... and R.I...which is Peally bad grammar--it should be M.I....as in MINNESOTA....are for more Daylight Saving Time, while the States of ALA....MICH.... and MO....three fine fellows....are for bigger and better blue-plates...that is, less plate and more meat.

Now the State of VT....the State of VT....Say, Ethel, how do you abbreviate VERMONT?

ETHEL

VT.

JACK

Well, the State of Vt...Well, the State of MAINE sends us no votes, no runs, three hits and two errors....which reminds me....speaking of Maine and its products, Paul Small will now sing, "Cabin in the Cotton", played by George Olsen and his Fourth of July-ers.

5. CABIN IN THE COTTON

ORCHESTRA & PAUL SMALL

JACK

And now, ladies and gentlemen, the feature spot on our program... what you've all been waiting for...our FIREWORKS

We have a man with us this evening who is the Champion Firecracker Lighter...who has lighted firecrackers all over the world....and spent five years in a lighthouse....I take great pleasure in introducing to you Mr. J. PINWHEEL PUNK...who will officiate as Master of Fireworks and control this racket. MR. PUNK

(ROUND OF APPLAUSE)

Now, Punk...

PUNK

You made a mistake, Mr. Benny....The name's BLUNK.

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-11-

JACK

I beg your pardon...MR. J. PINWHEEL KLUNK...Of course you know why you're here.

PUNK

No, I don't, Mr. Benny.

JACK

That's the idea, exactly....right in the spirit of our program....  
Now tell us, Mr. Dunk....

PUNK

It's Klunk.

JACK

I beg your pardon.....MR. KLUNK, are you an American citizen?

PUNK

No.....I was born here.

JACK

Well, it looks like I'm going to have trouble with you....tell us  
why they celebrate the Fourth of July by shooting off firecrackers?

BONK

I don't know....I just light them, I don't listen to them.

JACK

Say, how long have you been lighting firecrackers?

PUNK

Oh, about twenty years.

JACK

And do you expect to continue in this business?

PUNK

Yes...until I get rid of all these matches...You see, I don't smoke.



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-12-

JACK

You don't smoke...I see...Mr. Dunk...Punk...or Klunk, can you tell us what happened in 1776?

PUNK

What street?

JACK

Any street....here's an easy one. Who's the Father of our Country?  
(pause) Who's the Father of our Country?.....Oh, you won't talk, eh?

PUNK

I'm no stool pigeon.

JACK

Well, go ahead and light the fireworks. And BE CAREFUL....  
The first one, ladies and gentlemen, will be a Roman Candle...now  
listen carefully..... (FIZZEEZZZ..POW)

ORCHESTRA

Ah!

JACK

That was a Roman candle, ladies and gentlemen...wasn't that  
beautiful? Now some more....

(DRUM ROLL- CRASH)

That was a triple cartwheel.

ANNOUNCER

These fireworks come to you thru the courtesy of Canada Dry  
Ginger Ale, made-to-order by the glass at all fountains.

(BAND BAND)

MAN

OW!

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-13-

JACK

That was the shooting of Dan McGrew.....Some more?

(Phooooo - POP!)

That was the champagne of gingerales...

(Pop! BANG!)

(EVERYONE LAUGHS)

Know what happened? ...Olsen just burned his finger....isn't that funny?

(BANG! BANG!)

JACK

Ouch!

GEORGE

That was Jack Benny - someone set off a string of firecrackers in his pocket.

JACK

And now Bob Rice will assist in the celebration by singing, "When Gimbels Plays the Cymbal", played by George Olsen and his Wiscrackers, thru the courtesy of Canada Dry - Ginger Ale - made-to-order, by the glass...

(Music starts on "made-to-order")

6. WHEN GIMBEL PLAYS THE CYMBAL

ORCHESTRA & BOB RICE

JACK

That was the last number of our nineteenth program on the 4th of July. Did you have a good time, huh?...Well! I must leave you now. As they say in Washington, didya Tacoma bottle of Canada Dry?...Goodnight, then.  
SIGNATURE -- ROCKABYE MOON

ANNOUNCER

*Canada Dry "See Green Soda" -*  
A glass of Canada Dry, ~~and~~ your favorite sandwich make a delicious luncheon combination.



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-14-

~~It is~~ a real treat in this hot weather ~~to have~~ Canada  
Dry is also available in bottles as well as made-to-order by the glass. You  
are invited to listen in again at this same time Wednesday night, when Jack  
Benny, Ethel Shutta and George Olsen will entertain. This is the National  
Broadcasting Company.

5

(NOTE TO ANNOUNCER:

MASTER COPY

The following is the station announcement to be used during the fifteen second breaks.

THIS IS WJZ, NEW YORK

TIME: 1:11

Canada Dry Program

(Continuity will go to  
Mr Almonte's office)

Geo. Hicken

CHANNELS 7-8-9  
SYNCHRONIZE 10:00

9:30-10:00 P.M.

DATE: -

7/4/92

NO CONTINUITY



✓✓

JULY 4 1932

9:30 - 10:00 P.M.

(CAMPBELL, CONNELLY)

(CAMPBELL, CONN)  
- Into Mary Arms

(KONNHEITER)

(The name of the Government of the United States)

(附錄三)

(OLSEN) (MS)

(NILES)

(WILLS)

( NAMES )

( NAMES )

22

George Olson - Director

**Singers:**

Ethel Stutta

Fran Frey

Page 1 of 11

71

10

Harry Conn - actor

Mr. Olsen will sign release for No. Blank will be given to Mr. Wiggin is production.

Mr. Olsen will sign release for No. Blank will be given to Mr. Wiggin is production.

- > Gen. Beck - assurance
- > John Wiggins - production