

(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: () () ()

Canada Day Program
(Continuity to Mr. Almonte's
office for D.K.)

See Hutch

CHANNELS 7-8-9

SYNCHRONIZE 10:00

*If Red Talk runs over, the
sync will be cancelled*

() - ()
9:30 - 10:00 P.M.

DATE: - 10/19/32.

CANADA DRY PROGRAM

WJZ

WEDNESDAY, OCTOBER 19, 1932

9:30 - 10:00 P. M.

SIGNATURE - JOLLY GOOD COMPANY

(CAMPBELL-CONNELLY)

② HOW I'VE LEARNED

Orchestra and Vocal

(DES BAN)

④ ~~What's the matter~~ *no ice today*
~~ENTER TIME~~ *(orch & vocal)*

~~I FOUND A BRAND NEW SKETCHES~~

~~Orchestra and Vocal~~

⑤ KNOCK AT MY DOOR

Orchestra and Vocal

(OLMAN)

① YOU'RE TELLING ME

Orchestra and Vocal

(DES BAN)

③ LET'S PUT OUT THE LIGHTS (AND GO TO BED)

Orchestra and Vocal

(HAFMS)

SIGNATURE - JOLLY GOOD COMPANY

(CAMPBELL-CONNELLY)

WJZ

10/17/32

Contact - Ball

Sales - Hits

10/18-10/18/32

A

George Olsen - Director

Ethel Shutta

Fran Frey

Dick Gardner

Jack Benny - Master of Ceremonies

Orchestra

Man Benny - actor

Grace & Charlie Herbert - singers

Harry Conn - actor

G. Hicks

J. Muggen

CANADA DRY PROGRAM

WJZ

WEDNESDAY, OCTOBER 19, 1932

9:30 - 10:00 P. M.

SIGNATURE - JOLLY GOOD COMPANY

(CAMPBELL-CONNELLY)

1. OH HOW I'VE LEARNED

Orchestra and Vocal

(DES DAN)

2. WINTER TIME

Orchestra

(MS.)

3. I FOUND A BRAND NEW SWEETHEART

Orchestra and Vocal

(GER YELLEN)

4. KNOCK AT MY DOOR

Orchestra and Vocal

(OLMAN)

5. YOU'RE TELLING ME

Orchestra and Vocal

(DES DAN)

6. LET'S PUT OUT THE LIGHTS (AND GO TO BED)

Orchestra and Vocal

(HARRIS)

SIGNATURE - JOLLY GOOD COMPANY

(CAMPBELL-CONNELLY)

George Olsen - Director

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CANADA DRY PROGRAM

WJZ

WEDNESDAY, OCTOBER 19TH

9:30 - 10:00 P. M.

SIGNATURE - JOLLY GOOD COMPANY

(CAMPBELL, CONNELLY)

1. OH HOW I'VE LEARNED

Orchestra and Vocal

(DES B&H)

2. WHAT'S THE MATTER (NO ICE TODAY)

Orchestra

GORDON & REVEL (MS)

3. KNOCK AT MY DOOR

Orchestra and Vocal

(OLMAN)

4. YOU'RE TELLING ME

Orchestra and Vocal

(DES B&H)

5. LET'S PUT OUT THE LIGHTS (AND GO TO BED)

Orchestra and Vocal

(HARMS)

SIGNATURE - JOLLY GOOD COMPANY

(CAMPBELL, CONNELLY)

George Olsen - Director

Ethel Shutta

Fran Frey

Dick Gardner

Jack Benny - Master of Ceremonies

Orchestra

WJZ

10/19/32

Contact - Bell

Sales - Hitz

10/19-10/19/32

A

SECOND CORRECTION

N. W. AYER & SON • INCORPORATED • NEW YORK

STATION WJZ
AND
BLUE NETWORK

PROGRAM CANADA DRY GINNESS A.L.E. INC.
DATE WEDNESDAY, OCTOBER 19, 1933.
TIME 9:30 - 10:00 P.M.

7
7
7
7
7
7
SIGNATURE - JOLLY GOOD COMPANY

1. YOU'RE TELLING ME
2. NOW THAT I'VE LEARNED
3. LET'S PUT OUT THE LIGHTS
4. WHAT'S THE MATTER NO ICE TODAY
5. KNOCK AT MY DOOR

7
SIGNATURE - ROCKABYE MOON

ORCHESTRA & FRANK FERRY

ETHEL SKEGGS

GRACE AND CHARLEY HENNING

ETHEL SKEGGS

GARDNER

Ben. Hickey

N. W. AYER & SON • INCORPORATED • NEW YORK

CANADA DRY GINGER ALE, INC.

WEDNESDAY, OCTOBER 19, 1932.

SIGNATURE - JOLLY GOOD COMPANY

ANNOUNCER

Ladies and gentlemen, another half hour of entertainment about Canada Dry - the champagne of Ginger-ales - now available by the glass at soda fountains, as well as in bottles for the home. You'll find the new, large size bottle very economical and particularly convenient for home use.

Once more, we present George Olsen, Ethel Shutta and Jack Benny, the Canada Dry Humorist, who will again perform for your enjoyment. George Olsen opens the program with "YOU'RE TELLING ME". Fran Frey singing.

1. YOU'RE TELLING ME

FRAN FREY & ORCHESTRA

(SOUND EFFECT: KNOCK AT DOOR)

HICKS

Who is it?

JACK

It's me.

HICKS

Come in.

JACK

Hello, if I'm not too personal. Remember me....hmm? No - not the ice man... not the milk man... not the laundry man...Give up? This is Jack Benny, the lunch man, coming to your home with today's supply of fresh jokes... Oh, you don't want any, eh?...Well, here's one I heard this morning that I know you're going to like. There were two Irishmen walking down the street, and one says to the other ---

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HARRY COHN

Pardon me - are you Mr. Benny?

JACK

Yes, I'm Jack Benny.

HARRY

That's fine. I represent the Death Valley Life Insurance Company, and I'd like to sell you one of our policies. Now let me show you the ---

JACK

What's the name of your company?

HARRY

The Death Valley Life Insurance Company.

JACK

I see. That's a fine name for an insurance company.

HARRY

We know what we're doing. You're the one who's going to die...now let me show you the benefits derived from a ---

JACK

I don't want any insurance.

HARRY

Now why don't you try one of our policies? You never can tell ~~when~~ you're going.

JACK

No - but I can tell when you're going....and you can bet on it.

HARRY

Now don't be foolish, Mr. Benny. You look like a smart feller. Now supposing you were walking down the street and a five-ton safe fell on you. Where would you be without one of our policies?

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JACK

Under the safe....But, of course, your policy would make it a pleasure.
In the first place, I don't walk under safes....and in the second place---

HARRY

All right, then....suppose you're out hunting in Africa, and a ferocious lion
tore you limb from limb. Now wouldn't it feel nice if we came up and paid you
before the last limb was gone?....It's liable to happen.

JACK

It's liable to happen to you without being in Africa...Well, anyway, I never
go hunting. I take long hikes.

HARRY

There are other benefits in this policy. Suppose while on a hike, you cross
a railroad track and lose -- say, a couple of legs?

JACK

A couple of them..... I suppose I'd walk right in to your office and collect?

HARRY

No - but we certainly help you look for them.

JACK

That's nice. That's very sweet of your company. I furnish the leg and you
furnish the lantern....Now suppose I were to break my arms trying to open a
Pullman window - what then?

HARRY

Now let's see...let's see....(RATTLES PAPER) Page four..oh, here it is!....
The Pullman Company gets seven dollars a week till you're well.

JACK

I see. And if I fall from an aeroplane, the aeroplane gets twelve dollars
a week?

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HARRY

No -- but we have a man meet you in mid-air with the money, and when you land you will be a rich man.

JACK

I see.....Suppose a fellow jumped in the river, a fish representing your company would meet him with the money.

HARRY

Read these testimonials...Now there's what some of our satisfied customers say about our policy.

JACK (READING)

Let me see....

Evergreen Cemetery...That's cheerful...."It was a pleasure to pass out with one of your policies...having a nice time. Wish you were here."

HARRY

We have hundreds like that. Now who will I make this policy out to?

JACK

I'm sorry, Young fellow, but I have some insurance.

HARRY

Yeah? What company?

JACK

Ex-some Life.

HARRY

Well, if it's in good condition, we'll allow you something on a trade-in.

JACK

I'm very busy right now -- come back a little later and we'll talk it over.

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HARRY

Sure. When would you like to see me?

JACK

Let's see - what are you doing on November 8th - 1940?

HARRY

Well - nothing. That suits me fine. Remember the date, now! BEARER - is my name.

JACK

Bearer....what's the first name?

HARRY

Paul.

JACK

PAUL BEARER.....selling life insurance. Hmm, that's nice.....Well, so long!

HARRY

So long, Mr. Bearer....and if you ever need a lift, I'll be glad to help you out.

JACK

I get it...Paul Bearer...and he wants to give me a lift....Well, this is starting out to be a very pleasant evening....

Well, folks - this is Jack alone again. And I want to tell you that story I heard this morning. There were two Irishmen walking down --

FRAN FREY

Well, well, Mr. Bearer. I believe.

JACK

Don't believe it..... Go away....Anyway, there were two men walking --

FRAN FREY

Just a minute - what is life to a man like you without one of our cars?

JACK

I don't want a car. So these two fellows --

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FRAN

Now let me show you our late model. Here is a gasoline chower that can't be beat....Listen to the smooth performance of this motor....

(SOUND EFFECT: MOTOR KNOCK AND SPUTTER - CARRY OVER FOLLOWING DIALOGUE)

Now get the velvet movement of this clutch ---

(SOUND EFFECT: SCREECHING - CARRY OVER FOLLOWING DIALOGUE)

And get this noiseless horn --

(SOUND EFFECT: TERRIFIC HORN)

JACK

You're right - there's no such noise that you can't hear a thing....

(LOUDER) There were two Irishmen walking down the street, and one says to the other....Oh, never mind!...Play, George...Come here, Mr. Salomon.

SCENE INTO SUMMER

2. NOW THAT I'VE LEARNED

ORCHESTRA & STEEL

(GEORGE OLSEN MAKES HIS OWN ANNOUNCEMENT)

SECOND ROUTINE

JACK

This is Jack Benny again...with a brand new car and some more life insurance...

Well, those were our past stars for the evening. And speaking of pasts -- say, George, I think it's a shame the way that guy Hicks keeps butting in on our plays and sketches. Last Monday night, right in the middle of that love scene I did with Ethel, Hicks butts in and tells us that Canada Dry Ginger Ale is good with ice cream.

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OLNEY

Well it's a fact, Jack isn't it?

JACK

Yes, George. But we don't want facts on this program. Keep Hicks out of here.

GEORGE

Say, Jack, Hicks knows that you're sore at him and he's broadcasting tonight from another room. And he says he'll only speak when no one else is talking.

JACK

That's much better. Not that I dislike Hicks, but - you know - everybody in his place.

ETHEL

Say, Jack.

JACK

Oh hello, Ethel - what's new?

ETHEL

Mary is over in the corner and she feels terrible. I tried to cheer her up, but she won't even talk to me.

JACK

I wonder what's the trouble. Oh, Mary!Ethel, you call her over.

ETHEL

No, you'd better get her, Jack. She's been looking daggers at me. I don't know why.

JACK

Mary, come here!

MARY (POUTING)

Yes, Jack.

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JACK

Now what's the matter, Mary? What happened?

MARY

Oh, it's no use. I've tried and tired and tried to do the right thing. But I might as well go back to Plainfield and forget everything.

JACK

I don't understand, Mary.

MARY

No - men never do Well, you certainly fooled me. After what you said to me in the taxi Monday about liking me and everything....and then you go and play a love scene with Ethel....and a hot one!

JACK

Oh, we were just acting...you know, just playing parts.

MARY

Yeah...but you didn't have to get your hair all messed up and everything... You told me in the taxi that you thought the world of me.

JACK

Yes, and I meant every word of it.

MARY

And then you play a love scene with her -- and they weren't stage kisses, either....Oh Heaven help us poor working girls!...

JACK

Oh, you've been reading Laura Jean Libbey...Now be sensible, Mary. Come over here and sit down on this bench. I want to talk to you.

MARY

All right, Jack - if you say so.

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JACK

Mary, ever since the day you came to this Studio, I've been crazy about you.

MARY

(SIGHS) Really, Jack?

JACK

Yes, Mary.....I'm wild about you - and when I look into your eyes I can see that --

HICKS

(THAT) Canada Dry Ginger Ale is good in ice cream sodas.

MARY

Oh, is that what my eyes show? I'm thru with you!

JACK (IN AN UNHEARD VOICE)

It's that Hicks in the next room...I'll kill him!.....

(WITH TREMBLING) Mary, listen. It's all a mistake...I tell you. - I'm simply crazy about you.

MARY (SIGHS)

Oh, Jack!

JACK

Mary, when I look at your ruby lips, they remind me that --

HICKS

(THAT) You get a nickel back on each large Canada Dry bottle.

MARY

Oh yeah? My lips are not like a bottle....Oh, I'm disgusted with you.

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JACK

Mary! Mary! Listen.. I tell you I love you...I love you.. I love you...
Are you listening, Gable?...You're the only girl in the whole world for me.
I knew that from the very first I saw you, Mary.

MARY

And I think You're....er....er....er....

JACK

Swells

MARY

Yes, swell.

JACK

And when I hold your little hand in mine, it reminds me of something
fragile...like a delicate piece of China...and when I gaze into your
lovely eyes, I think of the blue skies above...your cheeks are like the
summer roses...and when you smile, your pretty rosebud mouth
reminds me that ---

HICKS

(THAT) every fountain now sells Canada Dry Ginger Ale made-to-order by the
glass.

MARY

Oh, how dare you!.....I've got a good mind to slap your face.

(SLAP - FOLLOWED BY SOUND EFFECT OF BENCH OVERTURNING)

JACK (FROM THE FLOOR - RISING)

Now, Mary - you don't understand. Please listen to me.

HICKS

This sparkling beverage is a delicious - refreshing - thereby satisfying
drink, and you --

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JACK

You've got to listen to me, Mary....Let me --

MARY (VERY INDIGNANT)

I never want to see you again as long as I live....~~BACK-UP~~

HICKS

And it's a good buy at all fountains - and everybody's drinking it,

JACK

Play, George....Give me that club...What rock is that guy Hicks in?

SEQUE INTO NUMBER -

3. LET'S PUT OUT THE LIGHTS

ORCHESTRA AND GRACE & CHARLEY HERBERT)

(OLSEN MAKES HIS OWN ANNOUNCEMENT)

(THIRD ROUTINE)

JACK

That was "Let's Put Out The Lights", sung by Grace and Charley Herbert. And now for the Big Fight. The papers have been full of it for weeks, and the boys have trained faithfully...The arena is quickly filling up...the betting is brisk...and both sides have plenty of backers. Both contestants won all their fights, and this match looks like a natural....Everybody that's anybody is here, and the few that couldn't get here sent telegrams. Here's one from Jack Sharkey --

"THEY ARE BOTH GOOD MEN - MAY THE BEST MAN WIN. WOULD LIKE TO MEET THE WINNER IN 1936"....

Here's a cable from Max Schmelling. It reads--

"THE FIGHT COULD REALLY BE MINE - BUT AM STILL A GERMAN CITIZEN."

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Here's one from Mickey Walker --

"THEY ARE BOTH TOO BIG AND SMART FOR ME."

What a fight this is going to be...People are now going to their seats in droves.

OLSEN

Say, Ethel, what's the matter with Jack?

ETHEL

I don't know, George. He's acting very queer. He hasn't been the same since Mary slapped him.

JACK

What a fight this is going to be. I'm certainly glad I'm here.

OLSEN

Ask him what fight.....I think the poor fellow is crazy.

ETHEL

Oh, you ask him.

OLSEN

Er...er...say Jack, what fight are you talking about?

JACK

Don't you read the papers?....Why, the fight between Battling Barbar Hoover and Fighting Franklin Roosevelt....Say, George, I'm surprised at a man like you not being up on the late news. Oh well, just a small town guy ... Now, folks, let me give you the lowdown on this fight. Hoover has trained faithfully at Washington....skipping the rope...balancing the budget....and doing some roadwork in Iowa and Cleveland...Roosevelt has trained in Albany, and has done his roadwork in eighteen different states...They are both sharp in their boxing - having sparred with Ed Wing and Joe Thurman...

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We haven't seen a fight like this in four years.....The last one was when Doc-Tom Coolidge retired.... and Hoover outpointed Al Smith for the Championship.....

The semi-final is now going on between Young Garner of Texas and Ed Martin of Nebraska...Win or lose, they will be forgotten after the next four years. If you don't think so, name four ex vice-presidents - quick!Oh, you can't eh! I thought so.....

While the contestants for the Main Event are getting ready, George Olsen -- formerly Secretary of Bass Drums in Sweden -- will play, "What's the matter - No Ice Today," sung by Ethel Shutta.

4. WHAT'S THE MATTER NO ICE TODAY

ORCHESTRA & SINGERS

(FOURTH ROUTINE)

JACK

All right, folks, the semi-finals are over...and it was a draw...And now for the main event of the evening...

In the left corner, we have Battling Hoover of White House, D.C. --

(ROUND OF APPLAUSE - CHEERS)

Battling Hoover...one hundred and eighty-three pounds....in the pink of condition and rarin' to go...Over here on the right, we have Fighting Roosevelt of His Home, New York --

(ROUND OF APPLAUSE - CHEERS)

Roosevelton hundred and eighty-two pounds and a half....all muscle and bone....and Hoose-NEVER-volt better in his life...

There are plenty of celebrities here this evening, and now they are introducing Interstate Commerce, one fine fellow...

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The contestants are now receiving last-minute instructions from both their parties in their respective corners....Over in Herbert's corner is Orden Mills...over in Franklin's corner is Big Jim Harley... The referee is John Q. Public...and he is looking over the bandages and inspecting the gloves as he is in favor of disarmament....Everything is okay now, and the Peace Conference...I mean the fight...is about to start.

(GOES)

They both meet in the center of the ring. Hoover steps in with a light Rhode Island....And Roosevelt counters with a hard Swash-schwaetta to the jaw.. Herbert comes back and flings a Michigan at Franklin...who blocks with Crown... They are now both throwing Iowa at each other...and so far it is a pretty EVEN FIGHT....There they go, dancing around, taking their time....but looking for an opening. Ah! Franklin now comes in and hooks a light Delaware to the head...Herb now counters with a Nebraska....and Frank drops one knee to the Kansas....I mean, CANVAS.

SMALL CROWD (BALDWIN, THOMAS, HICKS, ETC.)

O cooch!....Get up, Frankie...get up.

JACK

Frankie Texas time...and is up again from the Floor-ida.....you can't stick me!.....brushing off his Pants-sylvania.....

(GOES)

And the bell sends them both to their corners, looking stronger than ever.

(ROUD OF APPLAUSE AND CHEERS)

They are now getting rubbed down...and Mills just carried the water bucket to Shower...to Cool-idge him off....Roosevelt, in his corner, recognises me as he knows my brother Al...get it, Al Benny?...Oh boy, am I thinking tonight!.... Take it, Hicks.

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HICKS

Thanks, JackThis fight does not come to you thru the courtesy of Canada Dry Ginger Ale, made-to-order by the glass. It is Jack Benny's own idea and I think --

(GONG RING)

JACK

Second round...Ah, there they go again...to the center of the ring...
What fighters!...they seem to be stalling a little now....dancing around
 and nothing happening. The Referee, John G. Public is yelling for action.....
Herbie just tried a hard right, but couldn't connect-ious....uh-uh, Jackie -
 describe the fight as you see it....Frankie hits him with one - two - three
 four - five - six - seven - eight - nine - Ten-nesses....but Herb looks great
 in his New Jersey....and they Wish-again in the center of the ring...It is a
tariff-in fight - get it?...Herb now hits Frank in-Diana....Frankie counters
 and hits him in-Nassia right next to Dakota.... and it's pretty even.....

(CROWD CHEERS)

The crowd is now cheering....which gives me a chance to turn the page of
 this script....Oh-oh, what's up?...Frankie lunges out with a hard right, but
Missie-sinni....and catches a beaut....but he can take it!

(MORE CHEERS)

What a Man-tonal....But Herb is in better shape than ever, as no one thought
 he Kan-tucky punch like that....I play no favorites!.....They both laugh as
 they Merrily-land on each other...that's the best I can do, with that one,
Baltimore.....

As I run out of jokes, I find the fight is coming to a close, and ---

(GONG)

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as the gong rings...

(CROWD CHEERS AND APPLAUDS)

The crowd goes wild and climbs into the ring, looking for Prosperity in both corners. What a fight...what an even match! Take it, Hicks.

HICKS

This fight will be continued on November 8th...and may the best man win! Watch this program for the official results - with a nickel back on each large Canada Dry bottle.

JACK

And now George Olsen - whose favorite president is Andrew Jackson, because he's on the twenty dollar bill - will play, "KNOCK AT MY DOOR", sung by Hotcha Gardner!

S. KNOCK AT MY DOOR

ORCHESTRA & GARDNER

JACK

That was the last number of the fiftieth program on the 19th of October. And on next Monday night we are going to bring to you --

MARY

Jack - I'm sorry I slapped your face. I found out it was Hicks...You'll forgive me - won't you, Jack?

JACK

Yes, Mary.

MARY

All right - good-night, Jack...Come on, Hicksie.

JACK

MARY. Why are you going home with Hicks?

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MARY

Well, he just got two nickels back on the Canada Dry bottles - and that's the carfare....Good-night, Jack.

JACK

Well, everything happens to me...Guess I'll go home now.

FRAN (HEAVY VOICE)

Are you thru, Mr. Benny?

JACK

Yes.

FRAN

Well, I represent the Water Bottom Realty Company.....

JACK

No - no.

FRAN

And I'd like to sell you a couple of lots. Now if you'll just let me drive you over --

JACK

No, - no.

FRAN

Just feel the dirt on these lots --now you're under no obligations whatsoever - how many do you want, Mr. Benny?

JACK & FRAN

(AD LIB - UNTIL FADE OUT)

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ANNOUNCER

Remember, you can enjoy Canada Dry - the champagne of ginger ales - anywhere, anytime, for it is now available two ways--either made-to-order by the glass at soda fountains or in bottles, as always, for your home. The new big bottle is particularly economical and convenient.

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.

Next Monday night at this same time Jack Benny, Ethel Merta and George Olsen will again entertain you. This is the National Broadcasting Company.