

TIME:

MASTER COPY

(REVISED)  
(SCRIPT)

## CHEVROLET PROGRAM

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10:00 - 10:30 P.M.

MAY 19, 1933

Howard Clancy

CLANEY:

✓ The Chevrolet program, starring Jack Benny - with  
Frank Black and his Orchestra.

(FANFARE)

✓ Frank Black opens the program with "Are You Sure You  
Love Me."

(SEGUE INTO NUMBER)

## 1. (ARE YOU SURE YOU LOVE ME -- ORCHESTRA)

CLANEY:

(OVER MUSIC)

✓ One week from tomorrow, Ladies and Gentlemen, the great Century of Progress Exposition at Chicago will be thrown open to the public in a blaze of light and glory. When you go -- and, of course, no one should miss this greatest spectacle of our age -- be sure to visit the great General Motors Exhibition Building. It is filled with unique and colorful exhibits. And by far the most spectacular exhibit is Chevrolet's huge automobile factory -- the only one on the grounds. There you can see Chevrolet cars and their Fisher Bodies built and assembled just as they are in the great Chevrolet and Fisher plants around the country. There you can see Chevrolet quality and dependability being built into the product. There you can learn why Chevrolet is the world's most popular automobile -- why Chevrolet, during the first three months of this year, outsold all other makes of low-priced cars combined -- why every minute some one buys a Chevrolet.

After music  
And now Jack Benny!

CHANNELS

SYNCHRONIZE

JACK: Hello again, this is Jack Benny, coming to you with all the latest nonsense, hokum, puns, quips, and salesmen's stories.....all the late Ghandi jokes and Garbo repartee....and we're going to start off tonight with something entirely different ----

BAKER: Pardon me, Miss, is that Jack Benny?

MARY: Yes - right there at the microphone.

BAKER: Which is the microphone?

JACK: Well, it's starting already folks. What do you want?

BAKER: Shvitz is my name.

JACK: Schvitz?

BAKER: Yes - Jay Perspireington Shvitz.....I represent a radio magazine, and I was sent to get a story from you. This magazine is read by millions of people and covers every branch of the radio industry where were you born?

JACK: Wait a minute, don't you ever take a breath?

BAKER: No, thanks - not while I'm on duty....Now I want an interview for our magazine.

JACK: Is it a fan magazine?

BAKER: Well, you can fan yourself with it if you want to, but it's mainly for reading.

JACK: *else* Sunny magazine *every week by* (Don't go away, folks. The Chevrolet program will start right after this.)

BAKER: Now Mr. Benny, I understand that you have been on the air one year this week. Is that right?

JACK: Yes.

BAKER: Why?

JACK: Oh, just because.

BAKER: How do you spell because?

-3-

JACK: (Ah, you should see this reporter, folks. He looks as tho he combs his hair with an electric fan.)

BAKER: Now, Mr. Benny, what was the formula for your success?

JACK: Well, I was formula with Earl Carroll's Vanities.... formula in pictures.

BAKER: I get it....Were you very form-yula with Jean Harlow?

JACK: I played opposite Jean Harlow in a picture called "Red Dust."

BAKER: I thought that was Clark Gable.

JACK: Thank you. There is a resemblance.

BAKER: Now Miss Garbo-----

JACK: What do you mean - Garbo?

BAKER: Pardon me, I was looking at your feet.....Now Mr. Benny, I want facts. Let's start at the beginning.....Now where were you born and how do you spell Czechoslovakia?

JACK: (Mary, remind me to keep these jokes for myself.)

BAKER: Mary - not Mary Livingston!....Well, well! Now Miss Livingston, what do you owe your success to?

MARY: I owe nothing - it's paid for.

BAKER: I see -- Have you any brothers or sisters?

MARY: Well, there's Florence....Cedric.....and Cecil.

BAKER: Three sisters, eh?....How old are you, Miss Livingston?

MARY: I really didn't come prepared. What do you think?

BAKER: Well, I would say about twenty or---

MARY: That's it, twenty. Put it down.

JACK: (Make it seventeen. We can always come up.)

BAKER: Miss Livingston, I notice you have a very lovely figure. How do you keep your figure? Do you diet?



CLANEY: No -- that's the natural color.

JACK: Mary, get out of here.

BAKER: Now getting back to Mr. Benny ---

JACK: I was afraid of that.

BAKER: Where were you born?

JACK: I was born in Waukegan, Illinois. Put it down.

BAKER: How do you spell Waukegan?

JACK: Can't you spell anything?

BAKER: Yes, I can spell Troy, but I can't find anybody who comes from there....Just one more question -- have you any bad habits?

JACK: Why, yes.

BAKER: Why don't you buy it from me?

JACK: It's not that kind of a habit....I'm a somnambulist.

BAKER: A somnambulist!

JACK: Yes - just put down, Troy....a somnambulist is a fellow that walks in his sleep.

CLANEY: ~~But~~ why walk in your sleep when you can ride in a Chevrolet - which will get you there much quicker and safer.....

JACK: All right, Howard.

BAKER: Is that Howard Claney over there? Where was he born?

JACK: Never mind. You can't spell it....Say janitor, show this man the door, will you?

VOICE: Yow-sah, Yow-sah!

BAKER: Well, Ben Bernie! Where were you born?

VOICE: Troy.

BAKER: You're just the fellow I've been looking for. I represent the radio saamy monthly magazine and I'd like to have a little interview with you.....

JACK:

Play, Frank.

(BEGUE INTO NUMBER)

2. (LET'S SING AGAIN -- ORCHESTRA)

JACK:

That was "Let's Sing Again," played by Frank Black and his Moscow-Netticut Yankees.....And now, ladies and gentlemen, we are going to offer our feature attraction of tonight's program. We have secured another drama for you this evening, which we have been trying to get since this afternoon - the play you have all been waiting for -- a war play. The title is, "Farewell to What Price Cavalcade."

MARY:

And "Journey's End?"

JACK:

Yes, Mary - we don't want to miss anything, and we've renamed it, "All is Quite Well on the Western Front".....It is just a war play that we made up ourselves -- our own little offering, for the people - of the people - and to the people....Who said that, Mary?

MARY:

You did, Jack. I just heard you.

JACK:

I mean, what famous statesman first said that?

MARY:

Abe.

JACK:

Abe who?

MARY:

Be careful, Jack. This is the Chevrolet Program.

JACK:

Oh pardon me.....And as Sherman once said -- what did Sherman say about war, Mary?

MARY:

He said, War is swell.

JACK:

Correct. And what did Paul Revere say when he rode that horse at midnight?

MARY:

Giddap!

JACK:

Correct. And what did Patrick Henry say in his famous speech to Congress?

MARY:

Why don't you come up sometime

JACK:

Correct. And what did Trotsky say as he marched into Moscow to ~~the revolution~~

RALPH:

(SINGS) Ah yooch nim, Ah yooch --

JACK:

Correct....And now, ladies and gentlemen, for our play which will go on immediately after the next number.... which will be "The Cuban Love Song" by James Melton.... Play, Frank.

(SEGUE INTO NUMBER)

3. (THE CUBAN LOVE SONG -- ORCHESTRA AND MELTON)

JACK:

That was James Melton singing, "The Cuban Love Song." And now for our war drama, "All is Quiet on the Western Front."

MARY:

Business is quiet all over, Jack.

JACK:

Get off the stage, Mary.....The opening scene is a real estate office in No Man's Land. All right boys, curtain....a little war music, Frank.

(ORCHESTRA PICKS UP "OVER THERE" --)

(SOUND EFFECTS: THRUOUT FOLLOWING SCENE WE HEAR RAT-A-TAT OF MACHINE GUNS, CANNON SHOTS, BOMBS WHISTLING AND EXPLODING, ETC..

PHONE RINGS TWICE -- CLICK)

RALPH:

Hullo....Hullo Sam.....Vot?....Oh, business? Business is fine here in No Man's Land! The last two weeks they have been fighting right here on my property, and I'm renting out all the trenches....How's by you? That's good.....

(IN DISTANCE WE HEAR BEATING OF DRUMS AND MARCHING OF SOLDIERS. IT GETS LOUDER)



JACK: (IN DISTANCE) One, two, three, four....One, two, three, four.....(CONTINUES COUNTING)

RALPH: Aha, Sam! Here comes a regiment. Maybe they'll want to stop here over night. Good-bye. (PHONE CLICK)

JACK: (GETTING LOUDER) One, two, three, four....One, two, three, four.....Company, halt! (MARCHING CONTINUES)

I said "Company, halt! (MARCHING STILL CONTINUES)

Aw, come on fellows, halt! Gee whiz! (MARCHING STOPS)

All right, boys, at ease. I'll make arrangements to stop here tonight. This is No Man's Land - and, on second thought, no women, either.....Oh well -- we're at the front now, Buddies. I'll go over to that hut and talk to the landlord. See if he won't put us up for the night.....Now don't go away, boys.

(KNOCK ON DOOR -- DOOR OPENS)

RALPH: Vot can I do for you, sir?

JACK: I'm Sergeant Benny of the Marines. I'm looking for accomodations tonight for my regiment. We're fighting here tomorrow - rain or shine.

RALPH: Vell, the stars are out. Looks like you'll have a nice day.

JACK: What have you got?

RALPH: Vell, I got some very nice trenches....Do you want something in the front or the rear?

JACK: You can put the boys up in front....I don't care so much about myself.

RALPH: Vell, I can give you a very nice trench reasonable - with Southern exposure....Say would you like something with twin beds?

JACK: No, there are a hundred and thirty of us here....

RALPH:

Vell, I can put in an extra cot.

JACK:

Denk you....Is it quiet?

RALPH:

Quiet! (LAUGHS) It's so quiet you can hear a bomb drop.

JACK:

Oh, you can - eh?....Where is the enemy?

RALPH:

The enemy? I rented them a trench right next door to you....There's a connecting bath in between.

JACK:

I see. Well, lock our door and let them have the bath....All right, I'll take it. Come on, fellows.

RALPH:

Say, wait a minute. You'll have to pay in advance.

JACK:

Can't I pay in the morning?

RALPH:

You won't live that long.

JACK:

(LAUGHS) Come, boys, the bad man is trying to scare us.....Here's where we live.

ALL:

(SING) Katy, beautiful Katy,

You're the only g-g-g-girl that I adore.

When the m-m-moon shines over the cowshed.

I'll be waiting at the k-k-k-kitchen door --

With a Chevro-lay.

(APPLAUSE)

RALPH:

Hey, be quiet. The enemy is complaining.

JACK:

Yeah? I wonder what they're doing now?

(WHISTLE AND BOMB EXPLOSION)

That's all I want to know....(WHISPERS) Attention, men! Now, let's sneak into this trench as quietly as possible.

(MUMBLING OF MEN'S VOICES AND SHUFFLING OF FEET)

JACK:

Pipe down, fellows....Hey Monahan! put out that light.

Do you want them to see us?....And you, Private

Durante! pull in that schnozzle. How can they miss a target like that.



BAKER: Am I mortified! am I mortified!...Ha-ah!

(EVERYBODY LAUGHS)

JACK: Pipe down, pipe down....and you, Private Black! don't you know it's against army regulations to wear a polka dot tie with a uniform?

FRANK: What polka dot? Them's cooties.

JACK: Oh, more enemies, eh?.....Now remember, comrades, we're getting up at five o'clock in the morning and going over the top.....Are we downhearted?

BAKER: (LIGHTLY) Yes.

JACK: That's the spirit.....Private Black, you go on Sentry duty. Take your post.

FRANK: Oh, I don't feel like it tonight. You do it.

JACK: Gee whiz, Frank. You never want to do anything.

FRANK: Well, it's dark out there.

(WE HEAR LOUD SHOT)

JACK: I see.....Attention! I want three men to crawl thru the barbed wire entanglements into the enemy's trench, see where that shot came from and report back to me. Now what three men will volunteer?...What two men will volunteer?...Is there one man in this outfit who will go?.....All right, I'll pass this up. Now I have another article here -- a solid gold watch. What am I bid? (OH pardon me, fellows, I'm all mixed up.) ...Now is there one man who will go into the enemy's trench?

VOICES: — No!

JACK: Well, I might as well go home. I'm no good around here....Well, come to bed, fellows. We have a tough day ahead of us tomorrow.

MARY: Oh, Jack, Jack.  
JACK: Mary, what do you want?  
MARY: Your tailor is at the door. He wants to know how long  
you're going to fight.  
JACK: Tell him till the end of October.  
MARY: Okay.  
JACK: All right, fellows - where were we?

(MACHINE GUN IS HEARD)

I see.....good-night.

VOICES: Good-night, Sergeant.....good-night.

(CORNET PLAYS TAPS -- SNORING HEARD)

CLANEY: This is the end of the first act. The second act  
will start immediately after the next number.

(SEGUE INTO NUMBER)

4. (I LOVE A PARADE -- ORCHESTRA)

(AFTER NUMBER IS FINISHED, DRUMS CONTINUE. TAPS  
HEARD VERY SOFTLY -- SHOOTING HEARD IN BACKGROUND --  
MEN SNORING -- WHISTLING AND APPROACHING FOOTSTEPS)

JACK: Halt! who goes there -- friend or foe?

RALPH: Primo Carnero.

JACK: Pass, friend. (LAUGHS)

MELTON: (WHISPERS) Hallo....hallo, down there.

JACK: Who's that?

MELTON: Jimmy Melton. Can I come down?

JACK: Yes, Jimmy.

(DESCENDING FOOTSTEPS DOWN LADDER)

What are you doing here?

MELTON: (IN SOUTHERN DIALECT) I'm a spy for the enemy.

JACK: A spy!

MELTON: Yes - but they don't pay much. Maybe I can work for you, too.

JACK: Sure, I can use a good man. How long have you been a spy?

MELTON: Since Custer's last fight.

JACK: Oh, a Custer's spy, eh?

MELTON: Now listen, Sergeant, your enemy is planning a surprise attack.

JACK: Oh, they are - eh? When?

MELTON: They're going over the top at ten twenty-five.

JACK: We must act quick. This program finishes at ten thirty. WAKE UP, BOYS!

(SOUR BUGLE CALL -- GENERAL CONFUSION AMONG  
THE MEN)

JACK: Melton, I want you to meet some of the boys. This is Major Beds.....this is Private Entrance, and this is General Motors. (I thought I'd get that in.)

MELTON: Well, Sergeant, guess I'll be getting back now. But don't forget I warned you.

JACK: So long.

MELTON: Good-bye, Sergeant.

MARY: Good-bye, Spy and Handsome, come up again some time.

JACK: Mary! Get out of the trench.....All right, Buddies, we're going now -- going over the top. Courage, comrades. Keep your chin up. Remember, this is war! ....shrapnel....bayonets....mud....hardship.....no rest. And what are we fighting for?

BAKER: I don't know.

JACK: Neither do I. ....But this is no time to quit.

(APPLAUSE)



JACK: All right, men. On with your gas masks and prepare for the attack.

! FRANK: When do we eat?

JACK: Pipe down....Ready, men. We have just ten seconds before the attack. Give them all you've got. And, as a last resort, run for those dug outs, but leave one door open.....Five seconds more.....All's quiet on the Western Front.

(WHISTLE AND BOMB EXPLODING)

Oh yeah?

(SEVEN SECONDS OF LOUD NOISE SHOOTING,  
MACHINE GUNS, ETC.)

JACK: Let's give it to them. Come on, you Leathernecks.

BAKER: Your neck ain't so clean, either.

JACK: Cut out the jokes. This is war!

(FIVE SECONDS OF SHOOTING, MACHINE GUNS, ETC.)

BAKER: Sergeant Benny, a message from headquarters.

JACK: Give it to me. Ha! Starfire wins third race at Jamaica.

VOICES: Hooray.

(FIVE SECONDS MORE OF SHOOTING)

JACK: All right men, over the top!

CLANEY: ~~And~~ Chevrolet has gone over the top with a bang - for every minute of the day some one buys a Chevrolet, the most economical car in the ---

(WHISTLE AND LOUD BANG)

CLANEY: *Ch* They got me.....

JACK:

They got Claney.....All right kid, I'll tell them....  
the most economical car in the low-priced field, with  
the Fisher no-draft ventilation.

CLANEY:

Thanks, Jack.

JACK:

It's all right, kid.

(THREE SECONDS OF SHOOTING)

All right, men. Let's get those rats and bring back  
no prisoners. There are a hundred and thirty men in  
our company, and all fighters.

(LOUD MACHINE GUNS)

There are still fifteen men in this company.....Don't  
give up, boys. We must fight until the last man.

(SHORT RAT-A-TAT OF MACHINE GUN)

Hello, folks. This is the last man talking....Well,  
I'm no fool. I'll get into one of those dug outs.

(LOUD BANGING ON DOOR)

JACK:

(Wait till I get there)

(AGAIN BANGING ON DOOR)

FRANK:

Who's there?

JACK:

Ah, there's some one else in there....WHO IS IT?

FRANK:

How be yuh?

JACK:

Oh, Frank Black....let me in, Frank.

FRANK:

It's too crowded....My band is here, too. Try the  
next dug out.

JACK:

All right. (THREE LOUD GUN SHOTS) Ooh! it's too late -  
they got me. (APPLAUSE) Oh yes?.....Ooh!

MARY:

Jack, Jack - are you hurt? Speak to me....Speak to  
me....

JACK:

They got me, Mary - they got me.

MARY:

Who got you?

JACK: They got Claney.....All right ~~and~~, I'll tell them....  
the most economical car in the low-priced field, with  
the Fisher no-draft ventilation.

CLANEY: Thanks, Jack.

JACK: It's all right, kid.

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next dug out.

JACK: All right. (THREE LOUD GUN SHOTS) Ooh! it's too late -  
they got me. (APPLAUSE) Oh yes?.....Ooh!

MARY: Jack, Jack - are you hurt? Speak to me....Speak to  
me....

JACK: They got me, Mary - they got me.

MARY: Who got you?



JACK: I think it was my own boys....Mary, what are you doing here?

MARY: I'm a nurse.

JACK: Then why don't you help me?

MARY: I can't -- I'm a baby's nurse.....How do you like my white dress?

JACK: It's beautiful, Mary.

MARY: And tomorrow I'm getting shoes to match.

JACK: Oh, Mary, I think the end is near....it seems to be getting darker and darker....Mary, I hate to leave you. Just do me one favor - sing to me.....sing that lullaby I always love to hear. (JACK GROANS)

MARY: All right, Jack. (SINGS SNAPPILY) Hey, young fella, Better close your old umbrella.  
Have a glorious day  
Throwing rubbers away  
'Cause it ain't gonna rain no more.

(ORCHESTRA PICKS UP "HEY YOUNG FELLA" VERY FAST)

(APPLAUSE)

CLANEY: ✓ And now Frank Black and his Orchestra will play, "The Grass Is Getting Greener All The Time," (with vocal refrain by Mary Livingston.)

(SEGUE INTO NUMBER)

B. (THE GRASS IS GETTING GREENER ALL THE TIME - ORCHESTRA AND MARY)

(AFTER MARY SINGS CHORUS)

CLANEY: (CLOSING)

✓ Tonight I have a special message of great importance to every business man in the radio audience. I can sum it up in a few words -- you can save with Chevrolet Trucks. Check it up with the big fleet owners. Their records show that Chevrolet cost less for gas, oil and upkeep than any other trucks you can buy. Talk to men in every hauling field. They'll tell you that Chevrolet's wide range of body types mounted on three different wheelbases, provide the most efficient truck for any kind of job. Or talk to engineers. You'll learn from them that Chevrolet has the ideal type of truck engine -- a valve-in-head Six developing a high road speed without racking vibration. Then look over Chevrolet prices -- right down among the lowest for which trucks are sold. There's the proof that Chevrolet trucks can save you money no matter what you haul or where you haul it. And there's the reason why Chevrolet Trucks are today the largest selling trucks on the market.

JACK: Hello folks, here I am again. I didn't do at all....  
I hope you all enjoyed our little play. Come on,  
Mary - I'll take you home.  
MARY: Why I - er.....I made a date with Jimmy Dalton.  
JACK: You did?  
MARY: I'm sorry Jack. I didn't think you'd live.  
JACK: Good-night, folks.

THIS IS THE NATIONAL BROADCASTING COMPANY.

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