

For
out
Havrilla

WEAF

(✓) (✓)
10.00 - 10.30 P.M.

CHEVROLET

OCTOBER 1st, 1933

SUNDAY

MASTER COPY	
CHANNELS	1-2-3 (1ST DRAFT)
SYNCHRONIZE	10:30

HAVRILLA:

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

(FANFARE)

The orchestra opens the program with "There's a New Moon Over my Shoulder".

(SEGUE INTO NUMBER)

1. (THERE'S A NEW MOON OVER MY SHOULDER -- ORCHESTRA)

(HAVRILLA MAKES OPENING COMMERCIAL UNDER MUSIC)

HAVRILLA:

(BREAKING THROUGH FIRST MUSICAL NUMBER)

Well, friends, here's CHEVROLET ... back again on the air after a brief vacation - and we're certainly back in a happy frame of mind, too! You remember how well Chevrolet sales were going when we left you? Well, since that time, they've been going stronger than ever. And today, we're proud to tell you that America has bought over 490,000 Chevrolet cars during 1933.

So tonight, before we do another thing, we want to thank all our many friends in the radio audience who have bought Chevrolets this year - who have talked "Chevrolet" so enthusiastically this year -

(continued over)

HAVRILLA CONTINUES

who have helped to put us in **FIRST PLACE** by the biggest lead in history. Chevrolet sincerely appreciates what you've done ... especially so, because it's enabled us to keep our factories going full blast ... to increase employment ... yes, to DO OUR PART in the President's big National Recovery Campaign.

THANK you, America!

(AFTER NUMBER IS OVER)

HAV: And now, ladies and gentlemen, I present to you our master of ceremonies....that suave entertainer and public enemy.....that great humorist and international loafer....that hundred percent American.. three-quarter comedian and half wit ———

JACK Thank you, Mister ———

HAV: Quiet!

JACK: Pardon me.

HAV: That pioneer of junk, bunk and hokum...who is to the air what parsley is to an omelette and the boll weevil to the cotton crop....and it is with the greatest of pleasure that I bring to you Mister er... Mister er....what's your name, feller?

JACK Jack Benny.

HAV: Come again!

JACK: Jack Benny.

HAV: Mr. Otto Smith!

JACK: (That's what I get for taking a vacation)....Hello, folks, this is Jack Benny talking...remember, hm? (The fellow that used to tell you all those jokes, quips and puzzling riddles? Well, I'm back again ---)

SORIN: Is that Mr. Benny?

ASHE: Come on, fellows. There he is.

SORIN: Mr. Benny, I'm a reporter. I came here for an interview.

ASHE: Mr. Benny, I'm from the Morning Breeze. I'd like to know if you —

BALD: Hey, who you shovin'? I'm here to see Mr. Benny.

BLAN: Get off my foot ... Oh Mr. Benny, Mr. Benny —

JACK: Wait a minute, wait a minute ... Less crowding. One at a time.

SORIN: I got here first...Mr. Benny, I'm from The Bugle, I'd like to know —

JACK: I'm sorry, boys. You'll have to wait until after the program. I'm busy.

SORIN: This will just take a minute...Mr. Benny, I understand you've been off the air for about three months. Where did you go?

JACK: Oh, I went away for ninety days.

SORIN: Yeah? How are things in Leavenworth?

JACK: Now wait a minute —

BLAN: Mr. Benny, I'm here to get the bare facts.

JACK: What paper are you with?

BLAN: The Nudist Magazine....Now what do you think the ladies won't wear this Winter?

JACK: I don't know...just put down a mountain....Hello, folks —

ASHE: Mr. Benny, I want the story of your life ... just from start to finish. Now where were you born?

JACK: Waukegan, Illinois.

SORIN: Do you like olives?

JACK: No.

ASKE Waukegan, wh? What part of Waukegan?

JACK There's only one part to Waukegan. It's a small place.

SORIN Well, why don't you like olives?

JACK: I don't know...they have no expression..there's no personality to an olive.

BLAN: So you were born in Waukegan...Did you say any cute things when you were a brby?

JACK Well, once I said ga-ga.

SORIN Marvelous! Was that your own thought?

JACK: No...Lincoln said it when he was a baby.

SORIN Now Mr. Benny, I understand that you've been on the air for a year and a half.

JACK That's right.

SORIN: Why?

JACK: Because.

SORIN Thanks.

BLAN: Now Mr. Benny, our readers would like to know one thing: are you in love?

JACK Well, it's kind of embarrassing. After all, there are thousands of people listening in.

ASHE That's what you think.

SORIN If we weren't here, you'd be arrested for vagrancy.

BLAN: You're in love, aren't you?

JACK: Well...yes.

BLAN: Who is your Little Who Zis?

JACK Bryant 4 3 6 8

ASHE Not the blonde.

JACK: Yeah - do you know her?

ASHE Sure, I used to go with her sister, Circle 6500.

SORIN Mr. Benny, who do you think will win the World Series?

JACK Well, I think that -----

SORIN Answer Yes or No.

JACK No.

SORIN Wrong! I think that with Terry on first and Hubbell pitching, the Giants can't lose.

JACK And I think the Senators have a good chance, with Cronin on second and Huey Long catching (The jokes are coming, folks. It's Huey Long now.)

BLAN: Hm! Bryant 4368...and when do you intend to get married?

JACK Are you still here?

ASHE You know, Mr. Benny, you're looking fine. Where did you spend most of your vacation?

JACK I took a run out to Hollywood

SORIN Yeah - give us the latest scandal. Did you have any fun there?

JACK Oh yes, I was invited to several divorces....you know, the movie stars are economizing now. They're giving up their husbands and going in for pets.

ASHE Pets, eh?

JACK Yeah...they're buying Pomeranians, Pekenese, chows, and Boston Bulls.

SORIN How about Garbo?

JACK Same old dogs.

ASHE Did you make any pictures while you were there, Mr. Benny?

JACK Well, yes...I was in one picture called "Dinner at Eight". I played the doctor...You know, in that scene with Jean Harlow.

SORIN Wait a minute, wait a minute....I saw that picture. Edmund Lowe was the doctor.

JACK I know that. I was on the night shift.

BLAN: Is that the only picture you made?

JACK I took a test for ~~one~~ one. In fact, four of us made the test. But what do they know about acting?

BLAN Why, who got the part?

JACK The three little pigs...It seemed I wasn't fat enough.

SORIN Say, what's that new Mae West picture they're all talking about?

JACK I saw her make that. It's going to be a swell picture.

ASHE What's it all about?

JACK It's really marvelous. In the first reel, you see Mae West making love to about sixteen fellows

ASHE Sixteen fellows?

JACK Yes, It's a NRA picture and she's doing her part.

SORIN How did you come back from California?

JACK I motored back.

SORIN How long did it take you to make the trip?

JACK Oh, I just took it easy...made a day of it.

ASHE Did you make any stops?

JACK Well, just in Omaha and to get a gallon of gas.

SORIN For Heaven's sake, what kind of a car were you driving?

JACK Take it, Havrilla.

HAV A Chevrolet...the most economical car on the market.

(ORCHESTRA STRIKES CHORDS - APPLAUSE)

MARY Hello....hello, everybody....hello....Jack.

JACK Oh Mary...hello, Mary...how are you? Did you just get in?

MARY: Yes. *All reporters*

ASHE Is that Mary Livingstone?

SORIN Just the woman we want to see.

BLAN: Miss Livingstone.. Miss Livingstone.

SORIN We want a little interview for our paper.

ASHE Yeah - something about your home life,

MARY Well, I haven't got much time now, but I was born in Plainfield, New Jersey, twenty-two years ago. It was raining at the time....My father was a butcher. Of course he had a barber-shop, but the people who came in all said he was a butcher...

ASHE So long. *Jack*

MARY I was a very smart girl until I grew up then I met Jack Benny...

BLAN Goodbye, *Mr. Benny* ~~Miss Livingstone~~

MARY Well, everything was going along nice and smooth until Jack met Bryant 8 3 4 6

SORIN See you later. *Mr. Benny*

MARY Anyway, I stood it as long as I could, and then I struggled and struggled and struggled and struggled ---

JACK Play, Frank.

(SEGUE INTO NUMBER)

2.(YOU'VE GOT TO BE A FOOTBALL HERO ORCHESTRA)

"Get 'Hot Foot"

JACK That was "You've Gotta Be a Football Hero", played by Frank Black and his Thirty ex-Cuban presidents. Say Frank, are you glad that we're started on this program again?

BLACK: I sure am

JACK You know, I've been listening to your programs while I was away. Didn't you take a vacation at all this summer?

BLACK Certainly - I went home for a week.

JACK Home for a week? You must have gone with Wiley Post. Nobody could get to Moscow and back that fast...say Frank, I see we have a few new faces on this program.

BLACK Haven't you met them yet?

JACK Well, off-handed...The announcer doesn't seem to know me any too well

BLACK You ought to get better acquainted...Oh Mr. Havrilla, may I present Mr. Benny?

HAV: Glad to know you, Jack.

JACK Glad to know you, Mister er...er..

HAV Havrilla - Alois Havrilla.

JACK That isn't a bad cigar...What's the first name?

HAV: Alois.

JACK Alois - that's rather an odd name, isn't it?

HAV: That's the one ~~that they gave me~~ ^{they gave me}.

JACK: Well, couldn't you have protected yourself somehow?

HAV I was just a baby ^{then} ~~at the time~~, and they threw the ~~name at me~~ ^{it}.

JACK Why didn't you duck? I certainly would have done something about it.

HAV

Well, I'm one of twins, and I think they gave my brother the best of it

JACK

What's his name?

HAV:

Throckmorton.

JACK

No, you won... But I still think you could have done better than Alois.

HAV:

What's your right name?

JACK

Play, Frenk, Play.

BLACK:

~~It's not time yet...~~ So you can't take, it, eh?

HAV

Say Jack, I've heard a lot about Mary Livingstone and I'd love to meet her.

JACK:

Sure, Alois. She's sitting right over there..Oh Mary!

MARY

What do you want?

JACK

Mary, I want you to meet our new announcer, Alois Havrilla.

MARY

Who?

JACK

Havrilla.

MARY

No thanks, I just had one.

JACK

Mary, Jackie sprain ankle...Mr. Havrilla, this is Mary Livingstone.

HAV

I'm certainly glad to know you, Miss Livingstone. I have been an admirer of yours for a long time and I'm very happy that we are going to be together on this program.

MARY

Oh yeah! Well let me tell you something, Mr. Havrilla....We better understand each other right now ..I'm a home girl and I don't live in taxis...You can keep your old diamonds and furs.
(continued over)

MARY (CONTINUES) Who wants them?....And another thing,
I get more kick out of a good book than a highball.
So there!

HAV: Why, Miss Livingstone. I haven't said anything.

MARY But I know what you're thinking. You're like the
rest of the men, and the less we see of each other
on this program, the better. I know your kind...You
lure young girls to the city for auditions..I'm
wise to you. (SINGS "STORMY WEATHER")

STORMY WEATHER,

SINCE MY MAN AND I AIN'T TOGETHER,

IT'S RAININ' ALL THE TIME....

JACK Alois, is there anyone else you'd like to meet?

HAV No, thanks.

JACK This is the Chevrolet program, folks - just one big
happy family.

BLACK Oh, Jack, Jack.

JACK: Yes.

BLACK Jack, this is Frank Parker, our new tenor. Do you
mind if he sings a song now?

JACK Of course not...How do you do, Mr. Parker?

PARKER How are you, Mr. Benny?

JACK Fine...I'm very happy to know that you're going to
be with us. Have you met everyone?

PARKER Well, nearly everyone. But I'd like to meet Mary
Livingstone, if you don't mind. I'm an ardent fan
of hers.

JACK Well, she'll stop that...Oh, Mary!

MARY Yes..

JACK Oh Mary, this is Frank Parker...Mr. Parker, this is Mary Livingstone...Break clean in the clinches and protect yourself at all times.

PARKER I'm delighted to make your acquaintance, Miss Livingstone.

MARY Thank you, Mr. Parker. So am I...You know, I've always wanted to meet you. It seems that I've known you for years.

JACK: Hm

PARKER You know, I've always looked forward to being on the same program with you.

MARY Have you really?

JACK I don't think there's room on this program for Parker and myself.

MARY And you know, I think you're just as handsome as your pictures. You remind me of that famous movie star, Gary Cooper.

PARKER Now Miss Livingstone...

MARY Really, Mr. Parker - Say, Jack, doesn't he remind you of Gary Cooper?

JACK He looks more like Gary.. Indiana.

MARY Jealous! .. Dont mind him, Mr. Parker...I think you're just the latest thing in men.

JACK: Hm, she'll eventually trade him in

PARKER Oh thank you, Miss Livingstone.

MARY Mary to you, Toots.

JACK Mr. Toots to you, Mary

PARKER Nuts to you, Jack...come on, Mary...(AD LIB AS THEY LEAVE)

JACK (SINGS) Stormy Weather

Since my gal and I aint together..
Play, Frank.

HAV: And now, folks, on page four of this impromptu
program we find that Frank Parker will sing "My Gypsy

JACK So long, folks, I'll be back on page five.

Rhapsody"

(SEGUE INTO NUMBER

3. MY GYPSY RHAPSODY (FRANK PARKER AND ORCHESTRA)

JACK That was "My Gypsy Rhapsody" sung by Frank
Parker...Parker, I want to compliment you. You
certainly can sing a song, and I'm afraid you'll
be with us a long time

PARKER Thanks..

JACK I know you have a big following on the air, but you
might as well get acquainted with our listeners, too..
Say something.

PARKER Hello - everybody

JACK Hum, original, too...and I want to tell you right
now..I mean this...you certainly have an outstanding
voice...I mean, it's different. I don't know - you
sing like Heifitz.

PARKER Why, Heifitz is a violinist.

JACK Hum, that's news to me...But really, you're okay.
You're great.

PARKER Thank you, Mr. Livingstone.

JACK Calloway is the name -Cab Calloway

PARKER Oh pardon me. I'm a little nervous

JACK: Certainly, I appreciate that. Well, anyway, I want
to wish you a lot of luck and success on our program.

PARKER Thank you

JACK And you know, Parker, I was just thinking..that is, I er...I was er..wondering, as long as you and I are going to be together all the time...I just thought maybe...well er, I was wondering if you could let me have twenty dollars for a week or two... You know, just until we get going. I spent a lot of money on my vacation. You know how it is.

PARKER Well er...well, I hardly know what to say.

JACK Don't worry. This isn't an international debt. I live here.

PARKER Well er....how much was that you wanted?

JACK Thirty-five dollars?

PARKER How much?

JACK Twenty dollars.

PARKER Pardon me a minute. I have a little business I want to talk over with Frank Black.

JACK Sure, go ahead. But don't mention this to him.

PARKER Okay...Oh Frank!

BLACK Yes, Parker.

PARKER (WHISPERS) Jack Benny just asked me to lend him twenty dollars. Not that I mind, but is he good for it?

BLACK Well, I let him have twenty dollars last February.

PARKER Did you get it back?

BLACK No, but I'm holding for a long pull.

PARKER Well er....well, do you think I ought to give it to him?

BLACK You play the stock market, don't you?

PARKER Yes.

BLACK Then give him the twenty and figure it another crash.

PARKER (HOLLERS) Oh...Mr. Benny!

JACK: Yes, Parker.

PARKER No.

JACK The next number , ladies and gentlemen, will be
"OK, GA," played by Frank Black and his Orchestra..
what a cheap program this is.

(SEGUE INTO NUMBER

4. OK, GA (ORCHESTRA)

JACK And now, folks, we have a little surprise for you -
our first surprise of the new series. I know that
most of you have seen that colored cartoon talking
picture, "The Three Little Pigs"...not "Emperor Jones"
but the other colored picture. Tonight we are going to
give you our version of this great bit of drama,
"The Three Little Pigs". What a story..it's a screwy
tale...The title of our version is "The Three Little
Pugs"....Okay, Frank.

(ORCHESTRA PLAYS "THREE LITTLE PIGS" DIMINISHING)

Once upon a time there were three little pugs...The
first little pug was Primo Carnera who built his
house of spaghetti..the second pug was Max Schmeling
who built his house of Viener Schnitzel...and the
third little pug was Jack Sharkey who built his house
in Boston. In the same neighborhood lived a big,
bad bear whom they called Max...Max Baer, remember?
And this Max Baer could knock a house over with one
blow. Now all of these pigs...er punks...er pugs were
afraid of this bear because he had already bitten
Schmeling who forgot to duck.....

JACK (CONTINUES) Now tonight we have these three little pugs up here in person to tell you their story...The first little pug, Primo Carneral.

(SOUND - GONG - ORCHESTRA PLAYS INTRODUCTION)

ASHE (SINGS - IN ITALIAN ACCENT)
 WHO'S AFRAID OF DE BEEG BAD BEAR,
 DE BEEG BAD BEAR,
 DE BEEG MAX BAER,
 HUNSHA-FRAID OF DE BEEG MAX BAER
 I FIGHT HEEM NEXT SEPTEMBER.

(SOUND- LOUD KNOCK AT DOOR)

BLACK Let me in.

ASHE Who is it?

JACK (LITTLE RED RIDING HOOD)

BLACK It's me, Max Baer.

ASHE My, what beeg muscles you got

BLACK The better to sock you with, my dear.

ASHE You can'ta come in

BLACK I can't eh? Then I'll puff and I'll puff and I'll puff —

JACK (WAHAT A SCENE FOR A CIGARETTE PROGRAM)

BLACK And I'll blow your house in.

(SOUND: WHISTLING EFFECT)

ASHE:

Ha, ha, ha--(SINGS) I build my house of pasta fazool,
Pasta fazool,
Pasta fazool,
With ravioli on the side
And some minestrone.

BLACK:

Oh yeah?

(SOUND: WHISTLING EFFECT AND CRASH)

There goes your old house.

JACK:

And then the bear went to the other little pug,
Schmeling, who built his house of Wiener Schnitzel.

(ORCHESTRA PLAYS INTRODUCTION)

BLANCHE:

(SINGS - GERMAN ACCENT)

Who's afraid of da big black bear,
Da big Mox Bear,
Da big Mox Bear,
It mox nix ous mit da big black bear,
Tum ti tum ta tum ta.

(THEN TO MELODY OF "SCHNITZELBANK" SINGS)

Bin icht nicht ein kleines schwein?

JACK:

Ya, du bist ein kleines schwein.

BLACK:

Bin icht nicht ein grossen bear?

JACK:

Yah, du bist ein grossen bear.

MARY:

Bin icht nicht ein schanes maedchen?

JACK:

Yah, du bist ein grosses dumf kopf.

BLANCHE:

(SINGS - TO MELODY OF "PIGS")

I build mein house of liederkrantz,

Liederkrantz,

Liederkrantz.....

(SOUND: KNOCK AT DOOR)

BLACK: Let me in.

BLANCHE: Who is dot, please?

BLACK: The Fuller Brush man.

BLANCHE: Auf viedersehn.

BLACK: Let me in, I say.

BLANCHE: Nein! Nein!

JACK: (Make it nine-fifteen. I'll be over, too.)

BLACK: Then I'll puff and I'll puff and I'll blow your house in.

(SOUND: WHISTLING EFFECT AND CRASH)

JACK: So the bear ate the second little pug, and went to the third little pug who was very smart and built his house in a Chevrolet.

(ORCHESTRA PLAYS INTRODUCTORY MUSIC)

HAVRILLA: (SINGS) I build my house in a Chevrolet,

A Chevrolet,

A Chevrolet,

So who's afraid of the big Max Baer, Frankenstein
or King Kong?

(LOUD KNOCK ON DOOR)

BLACK: Let me in.

HAVRILLA: Who is it?

BLACK: It's me. Heh, heh, heh. And am I hungry.

HAVRILLA: You can't come in. Heh, heh!

BLACK: Then I'll puff --

JACK: (It won't help.)

BLACK: And I'll puff --

JACK: (It won't help)

BLACK: And I'll blow your house in.

JACK: You can't blow the house in.

BLACK: Why not?

JACK: Take it, Havrilla.

HAVRILLA: Because --

(SINGS) I build my house in a Chevrolet
With Fisher body steel and wood,
The strongest car in the low-priced field,
With the No-draft ventilation.

BLACK: Curses! Foiled again.

MARY: Hullo, Bear and Handsome, why don't you blow up
sometime?

JACK: So --

ALL: (SING) Who's afraid of the big Max Baer,
The big Max Baer,
The big Max Baer,
Who's afraid of the big Max Baer,
Tum ti tum ta tum-ta.

JACK: Play, Frank, play.

(SEGUE INTO NUMBER)

5. GET HOT FOOT (ORCHESTRA)

ANNOUNCER:

One more thing, friends, that Chevrolet is feeling mighty good about, these days.. And that's the wonderful way the new 1933 Chevrolet Six has been saving money for those who drive it. Not only saving on purchase price, with that remarkable factory price of four hundred forty-five dollars. Not only saving on upkeep, with that famous Chevrolet dependability. The amazing part about Chevrolet performance is the wonderful mileage this big, full-weight car gets out of a tank full of gas and a filling of oil. Ladies and gentlemen - I just wish you could read all the letters we get from owners, praising the fuel economy of the new Chevrolet Six.

They sound almost too good to be true. But if you're a Chevrolet owner, you know they are true. You know that a Chevrolet uses less gas! Uses less oil! Requires less service-attention than does any other low-priced car. You SAVE in a big way, every way, when you drive a new Chevrolet - America's most inexpensive car to own and drive. A General Motors value.

(AFTER NUMBER)

JACK: That was the last number of the first program on our new Chevrolet series. If our little offering tonight has taught you a lesson or has uplifted you physically, mentally or morally, we are very happy.....but we doubt it. Well, folks, see you next Sunday....Mary, come on. I'll take you home.

MARY: I'm sorry, Jack, but I'm going home with er ----

JACK: Mr. Parker, eh?

MARY: No....Mr. Havrilla.

JACK: Why Havrilla? I thought you didn't like him.

MARY: I don't like him.

JACK: What do you want to go home with him, then?

MARY: Because I want to get him alone and tell him where he gets off at.....Come, come, Alois.

JACK: (SINGS "THREE LITTLE PIGS") Good-night, folks.

Fan fare!

This is the National Broadcasting Company.

Included in this program were the selections "Get Hot Foot" from Shady Lady and "Whee! Afraid of the Big Bad Wolf" from Walt Disney's Silly Symphony - "Three Little Pigs".

EJ:HM - 9/30/33

WEAF

CHEVROLET

SUNDAY - OCTOBER 1, 1933

10:00 - 10:30 PM

SIGNATURE: VAEFAHE

1. OKAY GA

2. THERE'S A NEW MOON OVER MY SHOULDER

3. YOU'VE GOTTA BE A FOOTBALL HERO

4. GYPSY RHAPSODY

Frank Parker

* 5. GET HOT FOOT from "SHADY LADY"

* 6. WHO'S AFRAID OF THE BIG BAD WOLFE
from WALT DISNEY'S SILLY SYMPHONY "THREE LITTLE
PIGS"

SIGNATURE:

BLACK (MS)

(AGER, YELLEN & BORN)

(FEIST)

(FEIST)

(E B MARKS)

(MILLS)

(BERLIN)

* - ANNOUNCE PRODUCTION.

Frank Black - Director
Jack Benny - Comedian
Frank Parker - Tenor
Orchestra

WEAF

9/28/33

Contact - Higgins

Sales - Buckham

9/28-9/29/33

8

SECOND CORRECTION

WEAF

CHEVROLET

SUNDAY - OCTOBER 1, 1933

10:00 - 10:30 PM

SIGNATURE: PANFARE

BLACK (MS)

- | | |
|---|-----------------------|
| ✓ 1. OKAY GA | (AGER, YELLEN & BORN) |
| ✓ 2. THERE'S A NEW MOON OVER MY SHOULDER | (FEIST) |
| ✓ 3. YOU'VE GOTTA BE A FOOTBALL HERO | (FEIST) |
| ✓ 4. GYPSY RHAPSODY | (E B MARKS) |
| Frank Parker | |
| ✓ 5. GET HOT FOOT from "SHADY LADY" | (MILLS) |
| ✓ 6. WHO'S AFRAID OF THE BIG BAD WOLF | (BERLIN) |
| from WALT DISNEY'S SILLY SYMPHONY "THREE LITTLE PIGS" | |

SIGNATURE:

* - ANNOUNCE PRODUCTION.

✓ Frank Black - Director
✓ Jack Benny - Comedian
✓ Frank Parker - Tenor
Orchestra

WEAF
9/28/33
Contact - Higgins
Sales - Buckham
9/28-9/29/33
B

W. Hamilton

SECOND CORRECTION