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"AS BROADCAST"

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

SUNDAY, OCTOBER 8, 1939

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half Smoking Tobacco!

(MUSIC: FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

(ORCHESTRA: "LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half sweet.

(ORCHESTRA: "LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, a station wagon full of returning vacationers. In the driver's seat, steering them along the highway of mirth and melody, is the old Maestro, BEN BERNIE. In the back seats, with their suit-cases chock full of the latest songs are all the lads and the singers, and under

HARRY:
(CONT'D) The hood with his one cylinder brain coughing and sputtering
is that missing spark plug of Movietone News ... LEW LEHR.

("LONESOME OLD TOWN" - FADE OUT)

HARRY: And now comes the Half and Half lads, comes a brand new
program, comes the brand new series! "COMES LOVE."

1....(ORCHESTRA "COMES LOVE")

HARRY: Those were the Half and Half Tobacco lads playing "Comes
Love."

("LONESOME OLD TOWN" - FADE IN)

HARRY: And now, ladies and gentlemen, we bring you a man who for
the past thirteen weeks has been - well - sort of an idler
- er - I mean a kind of vacationist like - er - you might
say a gentleman of leisure - in short, a bum. The old
Maestro - BEN BERNIE.

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah - greetings and salutations, ladies and
gentlemen, and a Happy Glad-To-See-You-Again to youse all.
This is Ben Bernie, the old Maestro - frankly confessing
that it warms the cockles of me heart to be back with you
again. And, folks, I really mean that. For the past
thirteen weeks I was hungry for the fun of being with you
- I was hungry for the sight of your faces - I was hungry

BEN:
(CONT'D)

for the sound of your laughter - but most of all, I was hungry.

HARRY:

Well, Maestro - we're all very anxious to hear - did you really have a nice summer?

BEN:

Harry, I had one of the most interesting summers a man could have. And it was so exciting! I kept a diary of it.

HARRY:

You kept a diary. (LAUGH)

BEN:

Yes. Sam'l Pepys Bernie. Would you like to hear it?

HARRY:

Why I certainly would. Wait till I get out my knitting.

BEN:

No, seriously, Harry, listen. Dear Diary. July 8th. Went fishing. By ten o'clock used one pound of worms. Caught no fish. By twelve o'clock used two pounds of grasshoppers. Still no fish. By three-thirty used five pounds of shrimp. Still no fish. Four o'clock fish came up and said "Hey Bernie how about some bicarbonate of soda."

HARRY:

Go on, Maestro - I'm breathless.

BEN:

July 22nd. Nine o'clock. Mr. Wadsworth of 20th Century Fox called from Hollywood and asked me to make another picture. Nine fifteen. Mr. Wadsworth of 20th Century Fox was put in a straight jacket.

SUNDAY, OCTOBER 8, 1939

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HARRY: Gee whillickers, Maestro, this is positively boring. Go on.

BEN: August 10th. Twelve o'clock. Drove to the races at Saratoga.
Five o'clock. Walked back.

HARRY: Continue - continue, Maestro ... What else you got in your diary?

BEN: October 4th. Went to the World's series. After the game I told the Cincinnati manager he ought to fire his whole outfield and hire Winchell.

HARRY: Winchell alone in the outfield. How would he catch all those balls by himself?

BEN: Easy! Just open his big mouth!

HARRY: What's next in your diary, Maes?

BEN: October 8th ... 5:34½ P.M. Ben Bernie scrambling, and Buddy Clark coming up to the mike grinning from ear to ear. No wonder he bet on the Yankees ... I'm the guy he bet! What will you sing, Buddy?

BUDDY: I'll sing "Day In And Day Out."

BEN: Not on this program ... we'll give you just two minutes.
Chirp ... Chirp!

ATX01 0178521

HALF AND HALF
OCTOBER 8, 1939

COMMERCIAL "A"

BERNIE:

And now youse guys ... fo' give me. The old Maestro wants to utter a few confidential words over these here air waves -- to the man who's gonna sit next to me at the football game next week. (CONFIDENTIALLY) Say, mister ... the old Maestro wants to ask you a bit of a favor. If you're gonna smoke a pipe at that game -- and I shore hope - you will -- just make it a pipeful of Half and Half. Because there's something about the aroma of Half and Half that's mighty pleasing to the fellow that's a-doin' the smokin'. Thank 'ee mister. (DROPS CONFIDENTIAL TONE.) And all the rest of youse guys ... remember that everyone around you including your better half will sure enjoy the fragrance of good old Half and Half Smokin' Tobaccò!

VON ZELL:

Smokers ... the old Maestro is right. Half and Half does have a distinctive and very pleasing aroma. Just open the tin -- and you'll notice that aroma yourself. Then fill up your pipe -- and you'll learn how much this aroma adds to your smoking pleasure. You see, it's

ATX01 0178522

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

a recognized scientific fact about tobacco that taste or flavor depends chiefly on aroma. The finer the aroma, the finer the taste. To give you a finer aroma, the makers of Half and Half use a new and different method of blending. First, they combine rich, mellow Virginia tobaccos -- and make a finished blend that's a swell smoke in its own right. Then -- because they feel that no single blend ... however skillful ... has everything -- they also make up a blend of full-bodied Burleys -- a top notch smoke all by itself. The TWO blends are then combined and the result is a blend of blends -- better balanced ... more aromatic ... and more flavorful. They give you complete smoking enjoyment. Next time ... be sure you get Half and Half ... the tobacco that gives you the advantage of BOTH flavor and aroma!

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BEN: Harrykins, your words of wisdom have floated through the air to millions of ears. I hope ... and I only hopes they have floated there on fragrant clouds of Half and Half ... and now the little red schoolhouse song: "An Apple For The Teacher." I'll never forget my favorite teacher ... we couldn't bring him apples ... poor fellow he had no teeth ... we brought him apple sauce.

3....(ORCHESTRA "AN APPLE FOR THE TEACHER")

BEN: That was me and the Half and Half Tobacco Lads playing "An Apple For The Teacher." Mary, will you stop reading my diary and come over here?

MARY: What do you want, Maestro?

BEN: You haven't told us what you did this summer.

MARY: Oh, nothing much. Went to a few dances and saw an awful lot of movies.

BEN: Movies. I guess you saw the one dedicated to Jimmie Durante's nose ...

MARY: Jimmie Durante's nose?

BEN: Yes - the Wizard of Schnozz!

ATX01 0178524

SUNDAY, OCTOBER 8, 1929

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MARY: No, I didn't see that one, but I saw the one dedicated to your hair.

BEN: What was that?

MARY: Four feathers!

BEN: Hmm. Last year it was "Lost Horizon" ... Now, Mary, while I stand in the corner and sulk, suppose you sing "Over The Rainbow."

4.... (MARY SMALL "OVER THE RAINBOW")

(APPLAUSE)

BEN: Beautiful Mary! Sorry I missed that cornet note.

Well - here he comes now,
Full of gay jubilation,
Though he's back in town,
His brain's still on vacation.

Yowsah ... so help me it's that Half and Half wit of

Movietone News ... LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Welcome back, Lew. You're looking swell!

LEW: Oh, dank you, Mistar Bernie!

BEN: Did you have a nice vacation?

ATX01 0178525

LEW: Did I? (LAUGH) Mister Bernie, I made a lot of money dis summer.

BEN: How did you do that?

LEW: Well, a Sultan and his harem came over from Turkey, and I got them a job on the radio.

BEN: A Sultan and his harem on radio? What program?

LEW: (LAUGH) Hobby Lobby!

BEN: Well, didn't you go away at all?

LEW: Oh certainly, Mister Bernie, I spent most of the summer in Hollywood.

BEN: Hollywood? Did you get a nice reception?

LEW: Did I? Why Myrna Loy herself came down to the train to meet me.

BEN: My Myrna Loy?

LEW: (GRUNT) Jealous ... Huh?

BEN: I'll bet Myrna was impressed with you, Lew.

LEW: Was she impressed with me! She said, "Mr. Behr, you're the most magnific ... er ... the most captiva ... er ...

LEW: the most fascina ... fascina ... (LAUGH) ... Scram, Bum!
(CONT'D)

BEN: Lew, tell me - while you were out in Hollywood, did you make any pictures?

LEW: Yeah ... I was in that picture, "The Rains Came."

BEN: The Trains Came? What part did you play?

LEW: (LAUGH) A drizzlepuss!

BEN: Lew, I think you would do very well in Hollywood. You have Fredric March's eyes ... Henry Fonda's smile ... and Tyrone Powers' figure. Why Lew, you're terrific!

LEW: Why Mr. Bernie ... (LAUGH) You're cockeyed!

BEN: Tell me - when you were out in Hollywood, did you learn all the new picture songs?

LEW: Oh, certainly.

BEN: Do you know "Over The Rainbow"?

LEW: Sure.

BEN: Do you know "We're Off To See The Wizard"?

LEW: Positively!

BEN: Do you know "The Witch is Dead"?

LEW: That's a lie! (LAUGH) My mother-in-law never felt better in her life!

BEN: Tell me, Dew, did you see my old pal Don Ameche out there?

LEW: Oh, sure. Him and me went out on a double date to a night club together, and his birl had such a beautiful shape that when she walked in, the band started to play "Lovely To Look At".

BEN: Well - that was appropriate!

LEW: Yeah ... and then the band took a look at my girl's shape!

BEN: And what did they play?

LEW: (LAUGH) Beer barrel polka! But, Mr. Bernie, you should have seen the farewell party they gave me before I left. Everybody was there. Why I shook hands with Max Gordon ... Truman Talley ... und Mr. Darryl Zanuck ... and I'm sure they'll never forget it!

BEN: Why, Lew, they're important men. They're the biggest men in show business. What makes you think? They'll never forget that they shook your hand?

LEW: I had poison ivy!

SUNDAY, OCTOBER 8, 1939

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BEN: Nice stuff, Lew, nice stuff. But right now it's time for me and the Half and Half Tobacco Lads to "Go Fly A Kite." We figure if it's good enough for old Ben Franklin, it's good enough for old Ben Bernie.

5....(ORCHESTRA "GO FLY A KITE")

BEN: That was me and the Half and Half Tobacco Lads doing a little kite flying. And now we launch the first in a series called "Vocal Atrocities of '39", a heart breaking little ditty called "I'm Sorry For Myself." This mournful mob will include Lew Lehr, the Picklepuss Pagliacci; the voices of the Bailey gals, sad but beautiful; the voice of Buddy Clark, sad but hopeful; and the voice of Ben Bernie, just plain sad ... Start wailing, my lads, start wailing.

6....(BEN BERNIE, THE BAILEY SISTERS & ENSEMBLE... "I'M SORRY FOR MYSELF")

(APPLAUSE)

ATX01 0178529

HALF AND HALF
OCTOBER 8, 1939

COMMERCIAL "B"

BERNIE: And now ... youse guys and gals ... the old Maestro
has written a bit of a jingle to introduce a guest
who's gonna say a few words on this yere program-y ...

Whether you live in a mansion
Or a ramble shamble hovel,
There's none of you who won't stand and gape
At the sight of an old steam shovel.

Yowsah ... and right here at my port side is the fella
who makes that steam shovel shove ... Bill Jenkins.
Come on, shove up, Bill and give us a load of how you're
doin'.

JENKINS: I'm doin' all right, thanks, Ben ... been playing to
capacity crowds lately ... lining 'em up on the sidewalk
as you show folks say. You ought to know ... you're a
member of my sidewalk superintendents' society yourself.

BERNIE: Yes indeed; I am ... many years of good standing ... 'pon
my soles ... Deah, deah ... I get all worn out just
watchin' you ... I can imagine how you feel at the end
of the day.

JENKINS: Yes, Ben ... I am pretty tired out ... but I manage to
relax all right when I get home.

ATK01 0178530

HALF AND HALF
OCTOBER 8, 1939

COMMERCIAL "B" -2-

BERNIE: Diggin' in the garden?

JENKINS: (CHUCKLES) No ... the only digging I do is in an easy chair ... when I dig down for a load of tobacco for my pipe.

BERNIE: Why, William ... you don't have to dig for your tobacco ... does he Harry?

VON ZELL: No indeed he doesn't. Because smokers ... Half and Half comes in a swell new kind of tin ... the patented telescope tin that no other tobacco can give you. Smokers ... the way that telescope tin works is just about as fascinating as Bill Jenkins' steam shovel. You simply push the top half down inside the bottom half ... and the tin gets smaller and smaller as you use the tobacco. It's mighty handy too -- your Half and Half is always within easy reach and you don't have to dig around and scrape your fingers when you fill your pipe. What's more ... because you don't have to dig around ... your tobacco stays in better condition ... fresher ... in A-1 shape to give you a smooth cool smoke. So next time ... smokers ... be sure to get Half and Half -- the tobacco that comes in the convenient telescope tin!

ATX01 0178531

(ORCHESTRA "BEER BARREL POLKA" HIT AND FADE)

BEN: It seems every so often we get a drinking song. Let me see -
"Champagne Waltz", "Cocktails For Two", and now it's "Beer
Barrel Polka." But I don't go for them strong drinks myself
... I'm holdin' out for the rootbeer rhumba.

7....(ORCHESTRA "BEER BARREL POLKA" ... TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco.
It rolls easily, burns evenly, and makes a swell smooth
cigarette.

BEN: Well, boys and gals, old Father Time is just about ready to
shoo all of us right off these here airwaves. But in the
meantime, don't forget the words of that old philosopher,
Confuscious MacSocrates Bernie --

"When your brow is furrowed with a frown

Just smoke a pipe to clam you down" ...

And now reluctantly the time has come to say Au revoir.

(BEN & ORCHESTRA ... "AU REVOIR"... SEGUE TO ORCHESTRA "LONESOME OLD TOWN")

HARRY: "Comes Love" is from "Yokel Boy". Half and Half Smoking
Tobacco invites you to listen in again at this same time next
Sunday for another half hour with Ben Bernie and all the Lads,
Mary Small, Buddy Clark, and Lew Lehr.

"AS BROADCAST"

REBROADCAST

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

SUNDAY, OCTOBER 6, 1939

YABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half Smoking Tobacco!

(MUSIC: FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing.

(ORCHESTRA: "LONESOME OLD TOEN" IN SWING TEMPO)

HARRY: Half sweet.

(ORCHESTRA: "LONESOME OLD TOEN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, a station wagon full of returning vacationers. In the driver's seat, steering them along the highway of mirth and melody, is the old Maestro, BEN BERNIE. In the back seats, with their suit-cases shock full of the latest songs are all the lads and the singers, and under

ATK01 0178533

HARRY:
(CONT'D)

The hood with his one cylinder brain coughing and sputtering
is that missing spark plug of Movietone News ... LEE LERN.

(*LONESOME OLD TOM* - FADE OUT)

HARRY:

And now comes the Half and Half lads, comes a brand new
program, comes the brand new series! "COMES LOVE."

.....(ORCHESTRA "COMES LOVE")

HARRY:

Those were the Half and Half Tobacco lads playing "Comes
Love."

(*LONESOME OLD TOM* - FADE IN)

HARRY:

And now, ladies and gentlemen, we bring you a man who for
the past thirteen weeks has been - well - sort of an idler
- er - I mean a kind of vacationist like - er - you might
say a gentleman of leisure - in short, a bum. The old
Maestro - BEN BERNIE.

(APPLAUSE)

(MUSIC UP AND OUT)

BEN:

Yowah, yowah - greetings and salutations, ladies and
gentlemen, and a Happy Glad-To-See-You-Again to youse all.
This is Ben Bernie, the old Maestro - frankly confessing
that it warms the cockles of me heart to be back with you
again. And, folks, I really mean that. For the past
thirteen weeks I was hungry for the fun of being with you
- I was hungry for the sight of your faces - I was hungry

SUNDAY, OCTOBER 8, 1939

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BEN:
(CONT'D) for the sound of your laughter - but most of all, I HAVE
LUCKY.

HARRY: Well, Maestro - we're all very anxious to hear - did you
really have a nice summer?

BEN: Harry, I had one of the most interesting summers a man
could have. And it was so exciting! I kept a diary of it.

HARRY: You kept a diary. (LAUGH)

BEN: Yes. Sam'l Pepye Bernie. Would you like to hear it?

HARRY: Why I certainly would. Wait till I get out my knitting.

BEN: No, seriously, Harry, listen. Dear Diary. July 8th.
Went fishing. By ten o'clock used one pound of worms.
Caught no fish. By twelve o'clock used two pounds of
grasshoppers. Still no fish. By three-thirty used five
pounds of shrimp. Still no fish. Four o'clock fish came
up and said "Hey Bernie how about some bicarbonate of soda."

HARRY: Go on, Maestro - I'm breathless.

BEN: July 22nd. Nine o'clock. Mr. Wadsworth of 20th Century
Fox called from Hollywood and asked me to make another
picture. Nine fifteen. Mr. Wadsworth of 20th Century Fox
was put in a straight jacket.

ATX01 0178535

SUNDAY, OCTOBER 8, 1939

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HARRY: Gee whillickers, Maestro, this is positively boring. Go on.

BEN: August 10th. Twelve o'clock. Drove to the races at Saratoga. Five o'clock. Walked back.

HARRY: Continue - continue, Maestro ... What else you got in your diary?

BEN: October 4th. Went to the World's series. After the game I told the Cincinnati manager he ought to fire his whole outfield and hire Winchell.

HARRY: Winchell alone in the outfield. How would he catch all those balls by himself?

BEN: Easy! Just open his big mouth!

HARRY: What's next in your diary, Maes?

BEN: October 8th ... 5:34 P.M. Ben Bernie screaming, and Buddy Clark cooing up to the mike grinning from ear to ear. No wonder he bet on the Yankees ... I'm the guy he bet! What will you sing, Buddy?

BUDDY: I'll sing "Day In And Day Out."

BEN: Not on this program ... we'll give you just two minutes. Chirp ... Chirp!

ATX01 0178536

HALF AND HALF
OCTOBER 6, 1939

COMMERCIAL "A"

BERNIE:

And now youse guys ... fo' give so. The old Maestro wants to utter a few confidential words over these here air waves -- to the men who's gonna sit next to me at the football game next week. (CONFIDENTIALLY) Say, mister ... the old Maestro wants to ask you a bit of a favor. If you're gonna smoke a pipe at that game -- and I shore hope - you will -- just make it a pipeful of Half and Half. Because there's something about the aroma of Half and Half that's mighty pleasing to the fellow that's a-doin' the smokin'. Thank 'ee mister. (DROPS CONFIDENTIAL TONE.) And all the rest of youse guys ... remember that everyone around you including your better half will sure enjoy the fragrance of good old Half and Half Smokin' Tobacco!

VON ZELL:

Smokers ... the old Maestro is right. Half and Half does have a distinctive and very pleasing aroma. Just open the tin -- and you'll notice that aroma yourself. Then fill up your pipe -- and you'll learn how much this aroma adds to your smoking pleasure. You see, it's

ATX01 0178537

COMMERCIAL "A" -2-

VON ZILL:
(CONT'D)

a recognized scientific fact about tobacco that taste or flavor depends chiefly on aroma. The finer the aroma, the finer the taste. To give you a finer aroma, the makers of Half and Half use a new and different method of blending. First, they combine rich, mellow Virginia tobaccos -- and make a finished blend that's a swell smoke in its own right. Then -- because they feel that no single blend ... however skillful ... has everything -- they also make up a blend of full-bodied Burleys -- a top notch smoke all by itself. The TWO blends are then combined and the result is a blend of blends -- better balanced ... more aromatic ... and more flavorful. They give you complete smoking enjoyment. Next time ... be sure you get Half and Half ... the tobacco that gives you the advantage of BOTH flavor and aroma!

SUNDAY, OCTOBER 8, 1939

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BEN: Harrykins, your words of wisdom have floated through the air to millions of ears. I hope ... and I only hopes they have floated there on fragrant clouds of Half and Half ... and not the little red schoolhouse song: "An Apple For The Teacher." I'll never forget my favorite teacher ... we couldn't bring his apples ... poor fellow he had no teeth ... we brought his apple sauce.

3.....(ORCHESTRA "AN APPLE FOR THE TEACHER")

BEN: That was so and the "Half and Half Tobacco Lads playing "An Apple For The Teacher." Mary, will you stop reading my diary and come over here?

MARY: What do you want, Maestro?

BEN: You haven't told us what you did this summer.

MARY: Oh, nothing such. Went to a few dances and saw an awful lot of movies.

BEN: Movies. I guess you saw the one dedicated to Jinnie Durante's nose ...

MARY: Jinnie Durante's nose?

BEN: Yes - the Wizard of Schmooz!

ATX01 0178539

MARY: No, I didn't see that one, but I saw the one dedicated to your hair.

BEW: What was that?

MARY: Four feathers!

BEW: Hmm. Last year it was "Lost Horizon" ... Now, Mary, while I stand in the corner and sulk, suppose you sing "Over The Rainbow."

..... (MARY SINGS) "OVER THE RAINBOW"

(APPLAUSE)

BEW: Beautiful Mary! Sorry I missed that cornet note.

Well - here he comes now,
Full of gay jubilation,
Though he's back in town,
His brain's still on vacation.

Yowsah ... so help me it's that Half and Half wit of

Movietone News ... LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEW: Welcome back, Lew. You're looking swell.

LEW: Oh, dank you, Hister Bernie!

BEW: Did you have a nice vacation?

SUNDAY, OCTOBER 8, 1939

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LEW: Did I? (LAUGH) Mister Bernie, I made a lot of money
dis summer.

BEN: How did you do that?

LEW: Well, a Sultan and his harem came over from Turkey, and
I got them a job on the radio.

BEN: A Sultan and his harem on radio? What program?

LEW: (LAUGH) Hobby Lobby!

BEN: Well, didn't you go away at all?

LEW: Oh certainly, Mister Bernie, I spent most of the summer
in Hollywood.

BEN: Hollywood? Did you get a nice reception?

LEW: Did I? Why Myrna Loy herself came down to the train to
meet me.

BEN: By Myrna Loy?

LEW: (GRUNT) Jealous ... Huh?

BEN: I'll bet Myrna was impressed with you, Lew.

LEW: Was she impressed with me? She said, "Mr. Lehr, you're
the most magnific ... er ... the most captiva ... er ...

ATX01 0178541

LEW:
(CONT'D) the most fascina ... fascina ... (LAUGH) ... Scraa, Bua!

BEN: Lew, tell me - while you were out in Hollywood, did you make any pictures?

LEW: Yeah ... I was in that picture, "The Rains Came."

BEN: The Trains Came? What part did you play?

LEW: (LAUGH) A drinkalicious!

BEN: Lew, I think you would do very well in Hollywood. You have Fredric March's eyes ... Henry Fonda's smile ... and Tyrone Powers' figure. Why Lew, you're terrific!

LEW: Why Mr. Bernie ... (LAUGH) You're cockeyed!

BEN: Tell me - when you were out in Hollywood, did you learn all the new picture songs?

LEW: Oh, certainly.

BEN: Do you know "Over The Rainbow"?

LEW: Sure.

BEN: Do you know "We're Off To See The Wizard"?

LEW: Positively!

BEN: Do you know "The Witch is Dead"?

LEW: That's a lie! (LAUGH) My mother-in-law never felt better in her life!

BEN: Tell me, Lew, did you see my old pal Don Ameche out there?

LEW: Oh, sure. He and me went out on a double date to a night club together, and his girl had such a beautiful shape that when she walked in, the band started to play "Lovely To Look At".

BEN: Well - that was appropriate!

LEW: Yeah ... and then the band took a look at my girl's shape!

BEN: And what did they play?

LEW: (LAUGH) Beer barrel polka! But, Mr. Bernie, you should have seen the farewell party they gave me before I left. Everybody was there. Why I shook hands with Max Gordon ... Truman Talley ... and Mr. Darryl Zanuck ... and I'm sure they'll never forget it!

BEN: Why, Lew, they're important men. They're the biggest men in show business. What makes you think? They'll never forget that they shook your hand?

LEW: I had poison ivy!

BEN: Nice stuff, Lew, nice stuff. But right now it's time for me and the Half and Half Tobacco Lads to "Go Fly A Kite." We figure if it's good enough for old Ben Franklin, it's good enough for old Ben Bernie.

5....(ORCHESTRA "GO FLY A KITE")

BEN: That was me and the Half and Half Tobacco Lads doing a little kite flying. And now we launch the first in a series called "Vocal Atrocities of '39", a heart breaking little ditty called "I'm Sorry For Myself." This mournful mob will include Lew Lehr, the Picklepuss Paggiacci; the voices of the Bailey gals, sad but beautiful; the voice of Buddy Clark, sad but hopeful; and the voice of Ben Bernie, just plain sad ... Start wailing, my lads, start wailing.

6....(BEN BERNIE, THE BAILEY SISTERS & EMSEMBLE..."I'M SORRY FOR MYSELF")

(APPLAUSE)

COMMERCIAL "B"

BERNIE: And now ... youse guys and gals ... the old Maestro has written a bit of a jungle to introduce a guest who's gonna say a few words on this yere program-y ...

Whether you live in a mansion
Or a ramble shamble hovel,
There's none of you who won't stand and gape
at the sigh of an old steam shovel.

Yowsah ... and right here at my port side is the fella who makes that steam shovel shove ... Bill Jenkins. Come on, shove up, Bill and give us a load of how you're doin'.

JENKINS: I'm doin' all right, thanks, Ben ... been playing to capacity crowds lately ... lining 'em up on the sidewalk as you show folks say. You ought to know ... you're a member of my sidewalk superintendents' society yourself.

BERNIE: Yes indeedy I am ... many years of good standing ... 'pon my soles ... Deah, deah ... I get all worn out just watchin' you ... I can imagine how you feel at the end of the day.

JENKINS: Yes, Ben ... I am pretty tired out ... But I manage to relax all right when I get home.

HALF AND HALF
OCTOBER 8, 1939

COMMERCIAL "B" -2-

BERNIE: Diggin' in the garden?

JENKINS: (CHUCKLES) No ... the only digging I do is in an easy chair ... when I dig down for a load of tobacco for my pipe.

BERNIE: Why, William ... you don't have to dig for your tobacco ... does he Harry?

VON ZELL: No indeed he doesn't. Because smokers ... Half and Half comes in a swell new kind of tin ... the patented telescope tin that no other tobacco can give you. Smokers ... the way that telescope tin works is just about as fascinating as Bill Jenkins' steam shovel. You simply push the top half down inside the bottom half ... and the tin gets smaller and smaller as you use the tobacco. It's mighty handy too -- your Half and Half is always within easy reach and you don't have to dig around and scrape your fingers when you fill your pipe. What's more ... because you don't have to dig around ... your tobacco stays in better condition ... fresher ... in A-1 shape to give you a smooth cool smoke. So next time ... smokers ... be sure to get Half and Half -- the tobacco that comes in the convenient telescope tin!

ATX01 0178546

SUNDAY, OCTOBER 8, 1939

-16-

(ORCHESTRA "BEER BARREL POLKA" HIT AND FADE)

BEN: It seems every so often we get a drinking song. Let me see -
"Champagne Waltz", "Cocktails For Two", and now it's "Beer
Barrel Polka." But I don't go for them strong drinks myself
... I'm holdin' out for the rootbeer rhumba.

7....(ORCHESTRA "BEER BARREL POLKA" TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco.
It rolls easily, burns evenly, and makes a swell smooth
cigarette.

BEN: Well, boys and gals, old Father Time is just about ready to
shoo all of us right off these here airwaves. But in the
meantime, don't forget the words of that old philosopher,
Confuscious MacSocrates Bernie --

"When your brow is furrowed with a frown

Just smoke a pipe to calm you down" ...

And now reluctantly the time has come to say Au revoir.

(BEN & ORCHESTRA ... "AU REVOIR"...SEGUE TO ORCHESTRA "LONESOME OLD TOWN")

HARRY: "Comes Love" is from "Yokel Boy." Half and Half Smoking
Tobacco invites you to listen in again at this same time next
Sunday for another half hour with Ben Bernie and all the Lads,
Mary Small, Buddy Clark, and Lew Lehr.

ATK01 0178547

C O P Y

October 5, 1939

Young & Rubicam, Inc.
285 Madison Avenue
New York City

Gentlemen:

This constitutes your permission to mention Jimmie Durante in the following manner on your Ben Bernie Show Sunday, October 8, 1939:

BERNIE: You haven't told us what you did this summer.

MARY: Oh, nothing much. Went to a few dances and saw an awful lot of movies.

BERNIE: Movies. I guess you saw the one dedicated to Jimmie Durante's nose....

MARY: Jimmie Durante's nose?

BERNIE: Yes - the Wizard of Schnozz!

(SIGNED) Charles H. Allen

Personal Representative

ATX01 0178548

COPY

October 6, 1939

Young & Rubicam, Inc.
285 Madison Avenue
New York City

Gentlemen:

This constitutes your permission to mention
Tony Galento in the following manner on your
Ben Bernie Show Sunday, October 8, 1939:

BERNIE: You know what the battle of the cen-
tury would be? Tony Galento versus
Notre Dame.

(Signed) Joe Jacobs

Joe Jacobs, Manager

ATX01 0178549

C O P Y

October 6, 1939

Young & Rubicam, Inc.
285 Madison Avenue
New York City

Gentlemen:

This constitutes your permission to mention
"Four Feathers" in the following manner on
your Ben Bernie Show Sunday, October 8, 1939:

MARY SMALL: I saw the movie dedicated to your hair.
BERNIE: What was that?
MARY: Four feathers!

(SIGNED) Morris Helprin

London Film Prod.

ATX01 0178550

C O P Y

October 5, 1939

Young & Rubicam, Inc.
285 Madison Avenue
New York City

Gentlemen:

This constitutes your permission to mention
Mayor LaGuardia in the following manner on
your Ben Bernie Show Sunday, October 8, 1939:

BERNIE: But here we are opening the new season
and already we've had our first disappoint-
ment. Mayor LaGuardia couldn't come to
throw out the first saxophone player.

(SIGNED) James M. Kieran

ATX01 0178551

(Copy of memo to Miss Natalie Sides of our Hollywood Office)
10/4/39

Will you please clear the following for Sunday's Ben Bernie Show.
Pages from the script are enclosed in which these names are mentioned:

Ronald Colman
"Lost Horizon"

C. M. Afferica

(Copy of teletype from our Hollywood Office)

Call 2 - Oct 6/39

MA FROM NS
COLMAN OKAY.

Call 3 - Oct 6/39

MA FROM NS
LOST HORIZON OK.

ATK01 0178552

(Copy of wire to Ben Bernie)

Los Angeles Calif
Oct 7, 1939

BEN BERNIE
HOTEL ELYSEE 60 East 54th St

DEAR BEN: DARRYL OUT OF TOWN UNTIL MONDAY. MORE THAN WEEK
AGO JACK BENNY REQUESTED EXCLUSIVE RIGHT TO DO TAKEOFF ON
RAINS CAME ON HIS PROGRAM WHICH WAS GRANTED. CONSEQUENTLY
MUST PROTECT BENNY AND CANNOT GIVE YOU CLEARANCE FOR ANY
SATIRE ON PICTURE UNTIL AFTER BENNY BROADCAST. [IT IS OF
COURSE OKAY TO MENTION RAINS CAME DARRYL ZANUCK AND TYRONE
POWER IF NOT USED IN TAKEOFF.] CANNOT GIVE CLEARANCE ON
HELY LAMARR AS SHE IS UNDER CONTRACT TO MGM. WE MISS YOU HERE.
KINDEST REGARDS TO YOU AND MRS. BERNIE

HARRY BRAND (20th Century Fox)

ATK01 0178553

c o p y

October 6, 1939

To Young & Rubicam, Inc.

This constitutes your permission to use my name in a commercial announcement on the Ben Bernie Show of October 8, 1939.

(Signed) Bill Jenkins

ATK01 0178554

"AS BROADCAST"

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

SUNDAY, OCTOBER 15, 1939

WABC

5:30-- 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCHESTRA: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCHESTRA: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco a half hour on our Half and Half clock of mirth and music. Gayly shoving the hands around with up-to-the-minute tunes are all the lads and lassies. Swinging the pendulum with his genial face beaming is our own version of Big Ben - the old Maestro - Ben Bernie. And inside the clock ready to pop out at any minute is that cuckoo of Movietone News - Lew Lehr. And now, the big question of the day ...

ATX01 0178555

SUNDAY, OCTOBER 15, 1939.

-2-

HARRY: "ARE YOU HAVING ANY FUN?"
(CONTD)

1....(ORCHESTRA "ARE YOU HAVING ANY FUN?")

HARRY: Those were the Half and Half Tobacco Lads playing "ARE YOU HAVING ANY FUN?"

(ORCH. - "LONESOME OLD TOWN)

Thank you very much ladies and gentlemen. And now, ladies and gentlemen, we bring you a man whose chest is swelling with pride because he has experienced a thrill that every man hopes for during his life ... a visit from the stork. Yesterday his little filly Wes presented him with a fifty-five pound colt. The Old Maestro - Ben Bernie!

ENTIRE CAST: (AD LIB) Congratulations! (VOICES OF MARY, BUDDY, HARRY ETC.)

BEN: Thank you - thank you - Yowsah, yowsah, greetings and salutations, my friends, and a happy "day-after-the-blessed event" to youse all. This is Ben Bernie, the Old Maestro, shouting the news from the stable-tops that there is a new addition to the Bernie household - a bouncing baby bay. Gosh, I can't believe it, Harry. My little filly has become a mother. Oh, how time does fly. It only seems like yesterday she was losing her first race.

ATX01 0178556

SUNDAY, OCTOBER 15, 1939

-3-

HARRY: Well, Maestro, you should be very happy and full of pep today. But what's the matter - you look so worn out and tired.

BEN: Well, how would you like to walk the floor all night with a baby horse in your arms.

HARRY: Well, look, tell me as one father to another - were you nervous?

BEN: No - I wasn't but the mother was very fidgety. Why, she paced back and forth in her stall all day long. In fact, Harry, the only way we could get her to lay down was to yell "They're off."

HARRY: Tell us about the little colt, Maestro - what are you going to name it.

BEN: Well, if he's anything like his mother, we're going to call him Popsicle.

HARRY: Popsicle?

BEN: Yes - the sucker's favorite! All in all, this has been a very trying week for me, Harry.

HARRY: It has?

ATX01 0178557

SUNDAY, OCTOBER 15, 1939

-4-

BEN: Yeah - on top of everything else, you know - I lost a World Series bet to Winchell. So I had to push him up Broadway in a wheel barrow.

HARRY: You pushed Winchell in a wheel barrow?

BEN: Uh huh ... and I got arrested?

HARRY: Arrested for what?

BEN: Hauling trash without a license. And now folks, while I go to the kitchen to prepare little Popsicle's formula, Buddy Clark, our vice-president in charge of ballads, will sing a bit of light opera ... in fact, moonlight opera ... in fact the beautiful "Moonlight Serenade" ... Buddy, rise and shine.

2....(BUDDY CLARK "MOONLIGHT SERENADE")

(APPLAUSE)

ATX01 0178558

COMMERCIAL "A"

BERNIE: (COP'S WHISTLE) Pull up to the curb, youse guys and gals ... here's that man on the motorcycle! Yowsah ... old law abidin' Bernie 'umbly presents HIS very good friend ... and ... despite what some of you may sometimes think ... YOUR very good friend ... State Policeman Charles Cassidy ... Hop off your scooter, Officer Cassidy and say a few words to the tax payers ...

CASSIDY: Good evening.

BERNIE: What! You're not even gonna ask them whether they think they're goin' to a fire or anything?

CASSIDY: (CHUCKLES) No ... I'm not.

BERNIE: Deah, deah ... What's the police force comin' to? ... None of that old Zip ... Whatsa matter, Charlie?

CASSIDY: Well, it's been a pretty hard strenuous day, Ben ... playing tag with all those Sunday drivers. In traffic like that, a policeman's lot is not a happy one!

BERNIE: The way that motorcycle seat keeps bouncing up and down and smackin' ya, it must feel good to be able to plunk

COMMERCIAL "A" -2-

BERNIE:
(CONT'D)

down backwards in your old easy chair and just sit
still ...

CASSIDY:

You're right, Ben ... it's mighty enjoyable, lying
back, puffin' my pipe.

BERNIE:

Well, spoken, Cassidy, me lad, well spoken says I. And
I know youse guys listenin' in feel the same way. There's
something mighty peaceful and powerful pleasin' about yo'
trusty pipe ... especially if yo' pipe tobacco is Half
and Half Tobacco. Am I not right, Harry?

VON ZELL:

You sure are. And smokers ... There's a reason why Half
and Half is such a swell smoke, too. You see ... the
makers of Half and Half take special care to give you a
tobacco that is more fragrant ... more aromatic. They
know that it's a scientific fact that the taste or flavor
of any tobacco depends chiefly on its aroma ... so, they
turn this fact to your advantage by blending Half and
Half in a new and different way. First, they combine
rich mellow Virginia tobaccos and make a finished blend
that's a swell smoke in its own right. Then - because
they feel that no single blend ... however skillful ...

HALF AND HALF
OCTOBER 15, 1939

COMMERCIAL "A" -3-

VON ZELL:
(CONT'D)

can be quite complete alone - they also make up a blend of full-bodied Burleys ... a top-notch smoke all by itself. Finally ... these two finished blends are combined in just the right proportions. As a result Half and Half is actually a blend of blends ... that is better balanced ... more aromatic ... and therefore more flavorful! So next time be sure you get the tobacco that combines flavor and aroma - Half and Half Tobacco!

ATX01 0178561

SUNDAY, OCTOBER 15, 1939

-8-

BEN: Harry, by gosh, all I got to say is that when true words is spoke you is the guy what will spoke them. But right now it's time for me and the lads to play "The Man And The Mandolin." You folks all know what a mandolin is. It's just a ukulele with a swell head. Start picking lads, start picking.

3....(ORCHESTRA "MAN WITH THE MANDOLIN")

BEN: Nicely done - nicely done. That was me and the Half and Half Tobacco lads playing "The Man With The Mandolin" played with conviction, courage, finality ... Mary Small, oh Mary, come over here.

MARY: What is it, Maestro?

BEN: Listen Mary, will you come over to my place some night and sing a lullaby to my little horse, Popsicle. He won't go to sleep unless someone sings to him.

MARY: Well, why don't you sign to him?

BEN: I did once. And now everytime I go into the stable he stuffs hay into his ears. Once I caught him putting his tongue between his teeth and cheering me. But I've got a good idea. Suppose you sign a number right now. He may be home sitting in front of the radio ... Are you listening, Popsicle? Mary's gonna sing "What's New?"

ATX01 0178562

4.... (MARY SMALL & ORCHESTRA "WHAT'S NEW")

BEN: Beautifully sung Mary, beautifully sung - sorry I missed that cornet note.

And here he comes now
With a shape like a canoe
There's only one way to describe him
He's a fugitive from a zoo.

Yowsah - it's that Half and Half Wit of Movieton News -

Lew Lehr!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is der craziest people!

BEN: Greetings, Lew, greetings.

LEW: Oh, Mr. Bernie, congratulations! I hear you is a poppa!

BEN: No, Lew ... not me ... my horse!

LEW: Oh ... then you're the grandpoppa!

BEN: No, Lew, you don't understand. I only own the horse.
We have nothing in common. Now suppose you have a dog ...

LEW: Yeah?

BEN: If your dog had pups, would you have anything in common?

LEW: Sure!

SUNDAY, OCTOBER 15, 1939

-10-

BEN: What?

LEW: (LAUGH) Fleas! Look, Mister Bernie, I got a surprise for you ... Here's a present my wife knitted for the baby.
(LAUGH) Four little horse-shoes!

BEN: Oh, she shouldn't have done that!

LEW: And also ... here's a blanket she made for the momma!

BEN: My, what a beautiful blanket! Why, it's exactly right for my horse. How did she ever guess the size?

LEW: (LAUGH) She used me for the model!

BEN: Well, tell me, Lew, when did you first hear about the blessed event?

LEW: Er ... Friday. I was down in Washington. I was making a newsreel of a convention of plastic surgeons.

BEN: Oh, you mean those doctors that fix up faces. I imagine they were very much impressed by your face.

LEW: Was they impressed? They said I had the most perfect face to photograph ... er to paint a portrait ... to er ... sculptu ... sculptu ... (LAUGH) To throw baseballs at!

ATX01 0178564

SUNDAY, OCTOBER 15, 1950

-11-

BEN: Come to think of it, Lew, your face has the qualities as a matter of fact - that's always been my impression of the neanderthal man, the early anthropoid, and the native aborigine.

LEW: Oh, thank you! (LAUGH) That's just what my father said before he shot himself!

BEN: Lew, did you see any of those plastic surgeons at work?

LEW: Oh certainly ... there was one woman there ... what a face! It looked like a vegetable platter with teeth. Her face was all full of wrinkles, and she wanted to get it tightened up.

BEN: Tightened up? How did it turn out?

LEW: Oh, she looks beautiful ... But every time she raises her eye brows (LAUGH) it pulls up her stockings.

BEN: Well, tell me, Lew, did they do any work on your face?

LEW: Well, one of the doctors started to work on my face but I ran out because I didn't like the song he was singing.

BEN: Why, what was the doctor singing?

LEW: Well, all right, chop ... chop ... chop.

ATX01 0178565

BEN: So you're satisfied to go thru life looking the way you do?

LEW: Sure, I don't have no trouble. Why, all thê girls think I'm a great lover.

BEN: What makes you say the girls think you're a great lover?

LEW: Because every time I walk past them, they say (LAUGH) Boy, look at that kisser!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice face lifting, Lew, nice face lifting. You know, folks, it's the custom in Hollywood for movie stars to leave their footprints in front of Grauman's Chinese Theatre. When Lew was in Hollywood this summer he left his face prints in front of Grauman's Chinese Theatre and would you believe it, the cement curdled! But now, me and the Half and Half Lads are going to play a modern interpretation of a dainty theme by Wolfgang Mozart "In An Eighteenth Century Drawing Room." Ah, the Eighteenth Century ... the age of charm ... of laces for madame, and knee breeches for monsieur ... Ah, could I but have lived then ... all the men wore wigs! Lads, ~~for~~ your most obedient servant requests that youse mugs get goin'!

6....(ORCHESTRA "IN AN EIGHTEENTH CENTURY DRAWING ROOM")

SUNDAY, OCTOBER 15, 1939

-13-

BEN: Ah, the dear old minuet. That was me and the Half and Half Lads playing "In An Eighteenth Century Drawing Room" with a pianissimo and allgretto for dear old Half and Half ... the tobacco supreme for yo' pipe and cigarette.

HARRY: Say
/Maestro ...

BEN: Yes, Harry ...

HARRY: About that horse of yours ... have you made any plans for him?

BEN: No, Harry, I believe a horse should choose its own career. So yesterday I wanted to give it its choice. I brought in a Cavalry Officer, a Mounted Policeman and a Jocky and I said to the horse "Choose your future."

HARRY: What happened?

BEN: The horse looked at all three and shook his head sadly. But then suddenly his face lit up and he began to whinny and nicker with joy.

HARRY: Why?

BEN: The ice man walked in! And now me and the Bailey Sisters are going to do a little number called "The Witch Is Dead" from "The Wizard of Oz" ... Do youse guys know what a wizard is? Well, if you can come up the stairs at 3 in the morning,

ATX01 0178567

SUNDAY, OCTOBER 15, 1939

-14-

BEN:
(CONT'D) your shoes in your hand, powder on your lapel, rouge on
your collar, and convince your wife that you were working
late at the office ... brother, you is a wizard. Start
bewitching, lads.

6....(BEN & BAILEY SISTERS "THE WITCH IS DEAD")

(APPLAUSE)

ATX01 017856R

HALF AND HALF
OCTOBER 15, 1939

COMMERCIAL "B"

BERNIE: And now youse guys ... the old Maestro would like to paint a little vacation picture for you. A beautiful, cloudless sky ... a gently rolling sea ... and there was Skipper Bernie tryin' to row a boat ... a-huffin' and a-puffin' ... splashin' and churnin' ... Deah, deah ... Not only didn't my right hand know what my left hand was doin' ... but my right hand didn't know what my right hand was doin' ... But did the Skipper say "shucks" and give up in disgust? ... Nay, not he ... He merely pulled in the oars, pulled out his old pipe ... and filled up with good old Half and Half. Then he took to them oars again and he handled his craft like a man born to the sea. Yowsah! And that's the way it is when the goin' gets tough and you get flustered. Smoke a pipe to calm you down!

VON ZELL: Smokers ... the old Maestro is right. Lighting up your pipe certainly is a comfort when you're excited and up in the air. But it's not such a comfort if you have to dig around and scrape your fingers to get at the tobacco. And that's just another reason for always filling up with Half and Half, from the patented telescope tin. The

ATX01 0178569

HALF AND HALF
OCTOBER 15, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

telescope tin is exclusive with Half and Half. It makes it easier to fill your pipe ... because it gets smaller and smaller as you use the tobacco. You just push the top half down inside the bottom half -- and thus keep every pipeful of Half and Half within easy reach. You don't have to dig around -- and because you don't have to dig around, your tobacco doesn't get all broken up. It stays in better condition ... fresher ... in swell shape to give you a smooth cool smoke! So smokers ... next time ... be sure to buy Half and Half Tobacco -- in the convenient telescope tin.

ATX01 0178570

7....(ORCHESTRA HIT AND FADE "SEE YOU IN MY DREAMS")

BEN: Here's one of our old favorites "I'll See You In My Dreams". Know who I'd like to see in my dreams? It ain't a boy - she rhymes with joy - you got it Myrna Loy, Loy Loy.

(ORCHESTRA - "SEE YOU IN MY DREAM" - UP AND OUT)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly, and makes a swell smooth cigarette.

BFN: Well, folks - our Half and Half clock has done run down towards the end. But in the meantime, don't forget the words of that ancient philosopher, Flavius Q. Anonymous:

Your better half will love the fragrance
of Half and Half.

And now reluctantly, the time has come to say "Au Revoir" ...

(BEN & ORCHESTRA ... "AU REVOIR" ... SEGUE TO ORCH ... "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Buddy Clark, and Lew Lehr.

"AS BROADCAST"

REBROADCAST

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

SUNDAY, OCTOBER 15, 1939

RADIO

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCHESTRA: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCHESTRA: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco a half hour on our Half and Half clock of mirth and music. Gayly shoving the hands around with up-to-the-minute tunes are all the lads and lassies. Swinging the pendulum with his genial face beaming is our own version of Big Ben - the old Maestro - Ben Bernie. And inside the clock ready to pop out at any minute is that cuckoo of Movietone News - Lew Lehr. And now, the big question of the day ...

ATX01 0178572

SUNDAY, OCTOBER 15, 1939

-2-

HARRY: "ARE YOU HAVING ANY FUN?"
(CONTD)

1.....(ORCHESTRA "ARE YOU HAVING ANY FUN?")

HARRY: Those were the Half and Half Tobacco Lads playing "ARE YOU HAVING ANY FUN?" - from George White's Scandals.

(ORCH. - "LONESOME OLD TONE")

Thank you very much ladies and gentlemen. And now, ladies and gentlemen, we bring you a man whose chest is swelling with pride because he has experienced a thrill that every man hopes for during his life ... a visit from the stork. Yesterday his little filly Tess presented him with a fifty-five pound colt. The Old Maestro - Ben Bernie!

ENTIRE CAST: (AD LIB) Congratulations! (VOICES OF MARY, BODEY, HARRY ETC.)

BEN: Thank you - thank you - Yowsah, yowsah, greetings and salutations, my friends, and a happy "day-after-the-blessed event" to youse all. This is Ben Bernie, the Old Maestro, shouting the news from the stable-tops that there is a new addition to the Bernie household - a bouncing baby bay. Gosh, I can't believe it, Harry. My little filly has become a mother. Oh, how time does fly. It only seems like yesterday she was losing her first race.

ATX01 0178573

SUNDAY, OCTOBER 15, 1939

-3-

- HARRY: Well, Maestro, you should be very happy and full of pep today. But what's the matter - you look so worn out and tired.
- BEN: Well, how would you like to walk the floor all night with a baby horse in your arms.
- HARRY: Well, look, tell me as one father to another - were you nervous?
- BEN: No - I wasn't but the mother was very fidgety. Why, she paced back and forth in her stall all day long. In fact, Harry, the only way we could get her to lay down was to yell "They're off."
- HARRY: Tell us about the little colt, Maestro - what are you going to name it.
- BEN: Well, if he's anything like his mother, we're going to call him Popsicle.
- HARRY: Popsicle?
- BEN: Yes - the sucker's favorite! All in all, this has been a very trying week for me, Harry.
- HARRY: It has?

ATX01 0178574

SUNDAY, OCTOBER 15,

-4-

BEN: Yeah - on top of everything else, you know - I lost World Series bet to Winchell. So I had to push him Broadway in a wheel barrow.

HARRY: You pushed Winchell in a wheel barrow?

BEN: Uh huh ... and I got arrested?

HARRY: Arrested for what?

BEN: Hauling trash without a license. And now folks, wh go to the kitchen to prepare little Popsicle's fork Buddy Clark, our vice-president in charge of ballad sing a bit of light opera ... in fact, moonlight op in fact the beautiful "Moonlight Serenade" ... Budd rice and shine.

2..... (BUDDY CLARK "MOONLIGHT SERENADE"

(APPLAUSE)

ATK01 0178575

HALF AND HALF
OCTOBER 15, 1939

COMMERCIAL "A"

BERNIE: (COP'S WHISTLE) Pull up to the curb, youse guys and gals ... here's that man on the motorcycle! Yowsah ... old law abidin' Bernie 'cably presents HIS very good friend ... and ... despite what some of you may some-times think ... YOUR very good friend ... State Police-man Charles Cassidy ... Hop off your scooter, Officer Cassidy and say a few words to the tax payers ...

CASSIDY: Good evening.

BERNIE: What! You're not even gonna ask them whether they think they're goin' to a fire or anything?

CASSIDY: (CHUCKLES) No ... I'm not.

BERNIE: Deah, deah ... What's the police force oomin' to? ... None of that old Zip ... Whatsa matter, Charlie?

CASSIDY: Well, it's been a pretty hard strenuous day, Ben ... playing tag with all those Sunday drivers. In traffic like that, a policeman's lot is not a happy one!

BERNIE: The way that motorcycle seat keeps bouncing up and down and ssackin' ya, it must feel good to be able to plunk

ATX01 0178576

COMMERCIAL "A" -2-

BERNIE:
(CONT'D)

down backwards in your old easy chair and just sit
still ...

CASSIDY:

You're right, Ben ... it's mighty enjoyable, lying
back, puffin' my pipe.

BERNIE:

Well, spoken, Cassidy, so lad, well spoken says I. And
I know youse guys listenin' in feel the same way. There's
something mighty peaceful and powerful pleasin' about yo'
trusty pipe ... especially if yo' pipe tobacco is Half
and Half Tobacco. As I not right, Harry?

VON ZELL:

You sure are. And smokers ... There's a reason why Half
and Half is such a swell smoke, too. You see ... the
makers of Half and Half take special care to give you a
tobacco that is so fragrant ... so aromatic. They
know that it's a scientific fact that the taste or flavor
of any tobacco depends chiefly on its aroma ... so, they
turn this fact to your advantage by blending Half and
Half in a new and different way. First, they combine
rich mellow Virginia tobaccos and make a finished blend
that's a swell smoke in its own right. Then - because
they feel that no single blend ... however skillful ...

HALF AND HALF
OCTOBER 15, 1939

COMMERCIAL "A" -3-

VON ZELL:
(CONT'D)

can be quite complete alone - they also make up a blend of full-bodied Burleys ... a top-notch smoke all by itself. Finally ... these two finished blends are combined in just the right proportions. As a result Half and Half is actually a blend of blends ... that is better balanced ... more aromatic ... and therefore more flavorful! So next time be sure you get the tobacco that combines flavor and aroma - Half and Half Tobacco!

ATX01 0178578

SUNDAY, OCTOBER 15, 1939

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BEN: Harry, by gosh, all I got to say is that when true words
is spoke you is the guy what will spoke them. But right
now it's time for me and the lads to play "The Man And The
Mandolin." You folks all know what a mandolin is. It's
just a ukulele with a swell head. Start picking lads,
start picking.

3....(ORCHESTRA "MAN WITH THE MANDOLIN")

BEN: Nicely done - nicely done. That was me and the Half and
Half Tobacco lads playing "The Man With The Mandolin"
played with conviction, courage, finality ... Mary Small,
oh Mary, come over here.

MARY: What is it, Maestro?

BEN: Listen Mary, will you come over to my place some night and
sing a lullaby to my little horse, Popsicle. He won't go
to sleep unless someone sings to him.

MARY: Well, why don't you sign to him?

BEN: I did once. And now everytime I go into the stable he
stuffs hay into his ears. Once I caught him putting his
tongue between his teeth and sneering me. But I've got a
good idea. Suppose you sign a number right now. He say
be here sitting in front of the radio ... Are you
listening, Popsicle? Mary's gonna sing "What's New?"

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.....(MARY SMALL & ORCHESTRA "WHAT'S NEW")

BEN: Beautifully sung Mary, beautifully sung - sorry I missed
that cornet note.

And here he comes now
With a shape like a canoe
There's only one way to describe him
He's a fugitive from a zoo.

Yowsah - it's that Half and Half Wit of Novieton News -

Lew Lehr!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is der craziest people!

BEN: Greetings, Lew, greetings.

LEW: Oh, Mr. Bernie, congratulations! I hear you is a poppa!

BEN: No, Lew ... not me ... my horse!

LEW: Oh ... then you're the grandpoppa!

BEN: No, Lew, you don't understand. I only own the horse.
We have nothing in common. Now suppose you have a dog ...

LEW: Yeah?

BEN: If your dog had pups, would you have anything in common?

LEW: Sure!

ATX01 0178580

BEN: What?

LEW: (LAUGH) Fless! Look, Mister Bernie, I got a surprise for you ... Here's a present my wife knitted for the baby.
(LAUGH) Four little horse-shoes!

BEN: Oh, she shouldn't have done that!

LEW: And also ... here's a blanket she made for the noma!

BEN: My, what a beautiful blanket! Why, it's exactly right for my horse. How did she ever guess the size?

LEW: (LAUGH) She used me for the model!

BEN: Well, tell me, Lew, when did you first hear about the blessed event?

LEW: Er ... Friday. I was down in Washington. I was making a newsreel of a convention of plastic surgeons.

BEN: Oh, you mean those doctors that fix up faces. I imagine they were very much impressed by your face.

LEW: Was they impressed? They said I had the most perfect face to photograph ... er to paint a portrait ... to er ... sculptu ... sculptu ... (LAUGH) To throw baseballs at!

BEN: Come to think of it, Lew, your face has the qualities - as a matter of fact - that's always been my impression - of the neanderthal man, the early anthropoid, and the native aborigine.

LEW: Oh, dank you! (LAUGH) That's just what my father said ... before he shot himself!

BEN: Lew, did you see any of those plastic surgeons at work?

LEW: Oh certainly ... there was one woman there ... what a face! It looked like a vegetable platter with teeth. Her face was all full of wrinkles, and she wanted to get it tightened up.

BEN: Tightened up? How did it turn out?

LEW: Oh, she looks beautiful ... But every time she raises her eye brows (LAUGH) it pulls up her stockings.

BEN: Well, tell us, Lew, did they do any work on your face?

LEW: Well, one of the doctors started to work on my face, but I ran out because I didn't like the song he was singing.

BEN: Why, what was the doctor singing?

LEW: Well, all right, chop ... chop ... chop.

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BEN: So you're satisfied to go thru life looking the way you do?

LEW: Sure, I don't have no trouble. Why, all the girls think I'm a great lover.

BEN: What makes you say the girls think you're a great lover?

LEW: Because every time I walk past them, they say (LAUGH) Boy, look at that kisser!

(ORCHESTRAL LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice face lifting, Lew, nice face lifting. You know, folks, it's the custom in Hollywood for movie stars to leave their footprints in front of Grauman's Chinese Theatre. When Lew was in Hollywood this summer he left his face prints in front of Grauman's Chinese Theatre and would you believe it, the cement curdled! But now, we and the Half and Half Lads are going to play a modern interpretation of a dainty theme by Wolfgang Mozart "In An Eighteenth Century Drawing Room." Ah, the Eighteenth Century ... the age of chapeaux ... of laces for madame, and knee breeches for monsieur ... Ah, could I but have lived then ... all the men wore wig! Lads, for your most obedient servant requests that youse wigs get goin'!

5.....(ORCHESTRA "IN AN EIGHTEENTH CENTURY DRAWING ROOM")

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BEN: Ah, the dear old minuet. That was me and the Half and Half Lads playing "In An Eighteenth Century Drawing Room" with a pianissimo and allgretto for dear old Half and Half ... the tobacco supreme for yo' pipe and cigarette,

HARRY: ^{Boy}
/Maestro ...

BEN: Yes, Harry ...

HARRY: About that horse of yours ... have you made any plans for him?

BEN: No, Harry, I believe a horse should choose its own career. So yesterday I wanted to give it its choice. I brought in a Cavalry Officer, a Mounted Policeman and a Jockey and I said to the horse "Choose your future."

HARRY: What happened?

BEN: The horse looked at all three and shook his head sadly. But then suddenly his face lit up and he began to whinny and nicker with joy.

HARRY: Why?

BEN: The ice man walked in! And now me and the Bailey Sisters are going to do a little number called "The Witch Is Dead" from "The Wizard of Oz" ... Do youse guys know what a wizard is? Well, if you can come up the stairs at 3 in the morning,

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BEN:
(CONT'D)

your shoes in your hand, powder on your lapel, rouge on
your collar, and convince your wife that you were working
late at the office ... brother, you is a wizard. Start
bewitching, lads.

6.....(BEN & BAILEY SISTERS "THE WITCH IS DEAD")

(APPLAUSE)

ATX01 0178585

HALF AND HALF
OCTOBER 15, 1939

COMMERCIAL "B"

BERNIE:

And now youse guys ... the old Maestro would like to paint a little vacation picture for you. A beautiful, cloudless sky ... a gently rolling sea ... and there was Skipper Bernie tryin' to row a boat ... a-huffin' and a-puffin' ... splashin' and churnin' ... Deah, deah ... Not only didn't my right hand know what my left hand was doin' ... but my right hand didn't know what my ~~right~~ hand was doin' ... But did the Skipper say "shucks" and give up in disgust? ... Nay, not he ... He merely pulled in the oars, pulled out his old pipe ... and filled up with good old Half and Half. Then he took to them oars again and he handled his craft like a man born to the sea. Yowsah! And that's the way it is when the goin' gets tough and you get flustered. Smoke a pipe to calm you down!

VON ZELL:

Smokers ... the old Maestro is right. Lighting up your pipe certainly is a comfort when you're excited and up in the air. But it's not such a ^{however} comfort/if you have to dig around and scrape your fingers to get at the tobacco. And that's just another reason for always filling up with Half and Half, from the patented telescope tin. The

ATX01 0178586

HALF AND HALF
OCTOBER 15, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

telescope tin is exclusive with Half and Half. It makes it easier to fill your pipe ... because it gets smaller and smaller as you use the tobacco. You just push the top half down inside the bottom half -- and thus keep every pipeful of Half and Half within easy reach. You don't have to dig around -- and because you don't have to dig around, your tobacco doesn't get all broken up. It stays in better condition ... fresher ... in swell shape to give you a smooth cool smoke! So smokers ... next time ... be sure to buy Half and Half Tobacco -- in the convenient telescope tin.

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7... (ORCHESTRA HIT AND FADE "SEE YOU IN MY DREAMS")

BEN: Here's one of our old favorites "I'll See You In My Dreams". Know who I'd like to see in my dreams? It ain't a boy - she rhymes with joy - you got it Myrna Loy, Loy Loy.

(ORCHESTRA - "SEE YOU IN MY DREAM" - UP AND OUT)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly, and makes a swell smooth cigarette.

BEN: Well, folks - our Half and Half clock has done run down towards the end. But in the meantime, don't forget the words of that ancient philosopher, Flavius Q. Anonymous:

Your better half will love the fragrance
of Half and Half.

And now reluctantly, the time has come to say "Au Revoir" ...

(BEN & ORCHESTRA ... "AU REVOIR" ... SEQUE TO ORCH... "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Scall, Buddy Clark, and Lew Lehr.

ATX01 0178588

C O P Y

October 13, 1939

Young & Rubicam, Inc.
285 Madison Avenue
New York City

Gentlemen: *cr*

This constitutes your permission to mention Popsicle on your Ben Bernie Show Sunday, October 15, 1939 and to use the name Popsicle in subsequent broadcasts when referring to Ben Bernie's horse, which he is naming "Popsicle".

(Signed) Charles Roller

Advertising Manager
Popsicle Service Inc.

ATK01-0178589

copy

October 13, 1939

To Young & Rubicam, Inc.

This constitutes your permission to use my name in
a commercial announcement on the Ben Bernie Show
of October 15, 1939.

(Signed) Charles Cassidy

ATX01 0178590

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie program - for Half and Half Smoking
 Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCHESTRA: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCHESTRA: "LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half, the entire
 Varsity team, for a half hour of touchdown tunes and
 field goal fun, for the good old Alma Mater, Half and
 Half Smoking Tobacco. Huddled together in the corner,
 ready to take the field with the latest songs are all
 the lads and lassies, calling the plays and desperately
 trying to score with that same old line, is the old
 Maestro Ben Bernie, and sitting on the bench making
 faces at the termites, is that All American fumble of
 the films, Movietone's Lew Lehr. And now the lads kick
 off with a medley of three of your favorite College songs.

1....(ORCHESTRA COLLEGE MEDLEY)

HARRY: Those were the Half and Half Lads playing a salute to Wisconsin, Yale and Notre Dame. Thank you very much ladies and gentlemen. You know, at this time of the year you hear a lot of football experts on the air, and sometimes their ignorance of the game is very surprising. But tonight we bring you an expert whose ignorance won't surprise anybody ... the Old Maestro, Ben Bernie!

(APPLAUSE)

BEN: Yowsah, yowsah, yowsah. This is Ben Bernie, the old Maestro, coming to you with a chingalaka, singalaka, and a bit of a sis boom bah! Well, folks, as you know this is the football season, and yesterday my old college did me the honor of asking me to referee their football game.

HARRY: Maestro you refereed a football game? (LAUGH) Just struck me funny. Tell us all about it.

BEN: Ah, you should have seen it, Harry. Eleven big huskies lined up at one end of the field, eleven big huskies lined up at the other end. I was standing in the middle. I blew my whistle ...

HARRY: And ...?

BEN: That's all I remember. And Harry, if you ever expect to referee a football game, I have a bit of advice for you.

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HARRY: Oh good, what is it?

BEN: Never stoop to pick a daisy when they're ready to kick off. I haven't been hit from so many different angles since I played my fiddle in vaudeville. I swear.

HARRY: Well Maestro, tell me this. How did the crowd receive you?

BEN: Harry, you should have heard that cheering section! First they spelled my first name. Then they spelled out my last name. Then they hollered "Kill him!"

HARRY: Maestro, what kind of a game was it?

BEN: Harry, that was the roughest game you ever saw. In the first period they tore off my sweater. In the second period they tore off my shirt. And in the third period they tore off my trousers.

HARRY: Trousers? What did you do?

BEN: What could I do? I grabbed a fan and went into my dance - Sally Bernie, they calls me.

HARRY: Well Maestro, it sounds to me like you're not a very good referee.

ATX01 0178593

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BEN: What do you mean "not a good referee" ... Why, I've been asked to referee the biggest sporting event of the century.

HARRY: What's that?

BEN: Notre Dame versus Tony Galento. And now, between the halves little Mary Small, the sweetheart of this here campus, is going to deliver a thesis on astronomical psychiatry, deah, deah. The subject: "Oh, You Crazy Moon" ... I hope you like it.

2....(SMARY SMALL & ORCHESTRA "OH, YOU CRAZY MOON")

(APPLAUSE)

HALF AND HALF
OCTOBER 22, 1939

COMMERCIAL "A"

BERNIE: Ah these grand October days! Old Mama Nature's lookin' mighty pretty in her new Fall bonnet of reds and yellors and browns. Ah deah, it makes the old Maestro kinda sad to think that those beautiful leaves have to come tumblin' down. Yowsah, he's sad for all youse happy home-owners who have to rake up them leaves. No sooner do you get one batch out of the way than another batch is helter-skelterin' all over your nice, clean lawn. Mercy me, And that's the way it is with life sometimes. You clear up one little mess of troubles and before you know it, there's a new bunch fallin' kerplunk on yo' shoulders. Well, youse guys, at times like that ... why not take the old Maestro's advice? Instead of gettin' all flustered and bothered, just ... Smoke A Pipe to Calm You Down! And to make sure your smoke is filled with pleasure ... make sure your pipe is filled with Half and Half.

VON ZELL: Smokers ... the old Maestro is right. Half and Half certainly does make a swell smoke. You don't even have to wait until you light your pipe to learn why, either. You sense the reason for yourself as soon as

ATX01 0178595

HALF AND HALF
OCTOBER 22, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

you open the tin. Half and Half has an aroma all of its own - an especially delightful aroma, too. This distinctive fragrance adds greatly to your smoking pleasure. You see ... it's a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma. That's why the makers of Half and Half take special care to give you a tobacco that IS more aromatic. First, they combine rich, mellow Virginia tobaccos - and make a finished blend that's a swell smoke in its own right. Then - because they feel that no single blend ... however skillful ... has everything - they also make up a blend of full-bodied Burleys - a top notch smoke all by itself. Finally the TWO blends are combined, giving a blend of blends - better balanced ... more aromatic ... and therefore more flavorful. Next time ... be sure you get the tobacco that gives you the advantage of BOTH flavor and aroma ... Half and Half Tobacco!

ATX01 0178596

BEN: Von Zellie, I seconds everything you say, and what's more, I passes it unanimously. Ah, my friends, just picture Myrna in her most exquisite evening gown, gracefully lounging on a beautiful divan, moonlight is streaming through the windows, the delicate scent of roses fills the air, and I -- ah my friends, I am the little man who wasn't there. Darn it!

3....(ORCHESTRA "THE LITTLE MAN WHO WASN'T THERE")

BEN: That was me and the Half and Half Tobacco Lads playing "The Little Man Who Wasn't There", with a bit of an andante.

BUDDY: Hello, Maes.

BEN: Well, dye my hair and call me Blondie if it isn't Buddy Clark, the All American Half and Half Back. Now here's a kid who really can play football. Buddy, tell them about the time you played against Harvard.

BUDDY: Well, I picked up the ball, and ...

BEN: (INTERRUPTING) Now tell them about the time you played against Princeton.

BUDDY: Well, we went into a double wingback, and ...

BEN: (INTERRUPTING) Now tell them about the time you played against Columbia.

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BUDDY: Well, it was a triple reverse and before I knew it ...

BEN: (INTERRUPTING) You see that, folks, didn't I tell you he was a great football player. No kidding, Buddy, tell them about the day of the Army game when you made 250 yards.

BUDDY: Oh, I'll never forget it. The Stadium was packed. I picked up the ball and ran seventy yards, then I ran eighty yards, and then I ran a hundred yards ... 250 yards altogether.

BEN: Yes and then?

BUDDY: Then the whistle blew and the game started.

BEN: That's all, brother. Sing "South Of The Border."

BUDDY: Right, Maes.

△....(BUDDY & ORCHESTRA "SOUTH OF THE BORDER")

(APPLAUSE)

ATK01 0178598

BEN: And here he comes now
Strutting in like a hero
Though he's hot stuff with the girls
His brain's below zero

S'help me - it's that Half and Half wit of Movietone News

... LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the cwaziest people!
Oh, Mr. Bernie, have I got news for you?

BEN: What is it, Lew?

LEW: Can you imagine? I been going to night school.

BEN: Night school! Hum getting more education to improve your I.Q.

LEW: Yeah. My what?

BEN: IQ IQQ.

LEW: (COYLY) I IQ (like you)

BEN: Lew, I'm glad to hear you're going to night school. I
really am glad to hear it. What is your best subject?

LEW: What's my best subject? Why I'm wonderful at translating
Aristaphan ... er analyzing chemistry ... er solving
Hyroglyph ... hyroglyph ... (LAUGH) Shooting craps!

BEN: Oh, you bad boy. Seriously, Lew, what subject do you get the best marks in.

LEW: English composition. Yesterday I wrote a beautiful poem for the teacher. Here - I'll read it to you.

"Mary had a little lamb
Its eyes was big and blue
The lamb stepped on a railroad track
(LAUGH) Lamb Stew.

Ain't dat tender?

BEN: It tugs at my heart. Lew, I'll bet you've got a wonderful and beautiful teacher.

LEW: Have I got a beautiful teacher - she's the Oomph Girl of the Hog Island.. And also, Mr. Bernie, she is very near-sighted.

XXXX

BEN: How can you tell?

LEW: Because the guy who sits in the front seat is very baldheaded, and when we study geography (GRUNT) the teacher keeps spinning his head trying to find Asia!

BEN: Well, Lew - arithmetic used to be my worst subject. How are you doing in it?

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LEW: Oh, I'm doin' wonderful. The teacher asked me "If your wife went to a department store and bought three white shirts and three blue shirts how many shirts would she bring home. I said ten.

BEN: But, Lew, the answer is six.

LEW: Not with my wife. (LAUGH) She's a shop-lifter. You know my wife also goes to this night school.

BEN: Oh she does? What subject is she studying.

LEW: She wants to be a writer. She put all her own breakfast receipes in a book. And I gave her a great title for it.

BEN: What is it?

LEW: (LAUGH) Each Dawn I Die. You know, Mr. Bernie - on second thought, I think I'm going to quit the school. My girl friends don't want me to be intelligent.

BEN: What do you mean your girl friends don't want you to be intelligent.

LEW: Because every time I sit down on the sofa with a girl she says (LAUGH) Lew Lehr, don't you get too smart!

BEN: But Lew, listen here, if you quit school, what will your wife say?

ATX01 0178601

LEW: I already told her. I said, "I'm quitting school." She said "You won't." I said "I will." She said "You won't". I said - don't tell me what to do. I'm the boss. I'm the master of this house.

BEN: Lew, I admire you. Not many men would have the courage to say that to their wives.

LEW: Thank you ... Uh ... Mr. Bernie?

LEW: Yes, Lew.

LEW: Uh ... could I sleep in your dog house tonight.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice homework, Lew, nice homework. And now it's time for me and the Half and 'alf Lads to play the milkman's theme song, "Sunrise Serenade" ... And if our milkman is listening, I want to tell you that your milk is getting a little too watery. Yesterday we found a rowboat in the bottle. Lads, that is another cuey.

5.....(ORCHESTRA "SUNRISE SERENADE")

SUNDAY, OCTOBER 22, 1939

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BEN: That was me and the Lads playing "Sunrise Serenade", for Half and Half, as fine a tobacco as was ever made-a.

HARRY: Say, Maestro.

BEN: Yes, Harry?

HARRY: I'm going to a football game next Saturday. Do you think I'd look too silly if I wore a bearskin coat?

BEN: Why not at all, Harry. That's the thing to do. Why, when I go to a football game I get right into that old college spirit. I wave a pennant and wear my racoon toupee. But enough of this football prattle, Harry. See the Bailey Sisters standing by my side, a-trembling with great excitement. Know why? We're off to see the Wizard. Calling all Wizards.

6....(BEN, BAILEYS & ORCHESTRA "WE'RE OFF TO SEE THE WIZARD")

(APPLAUSE)

ATX01 0178603

HALF AND HALF
OCTOBER 22, 1939

COMMERCIAL "B"

BERNIE:

And now, youse guys, I'd like to read to you from the writin's of my good old uncle Benjamin Baltimore Bernie ... known to his intimates as old Ben Balt. It's a little paragraphy entitled "The Helpful Husband." Quote. "When ye come trudgin' home at night ... don't think thou art the only one that's had a busy day. Instead of bargin' in and askin' if supper's ready ... spare a word of kindness for ye good wife. And when thou art seated in thy favorite chair ... be considerate about throwin' ye evenin' paper all over ye floor." Unquote. Yowsah youse guys - and here's another hint. Be considerate when you fill up your old briar... fill up with Half and Half ... because take it from ye old Maestro -- your Better Half will love the fragrance of Half and Half!

VON ZELL:

Smokers ... that certainly is true. Because Half and Half does have a grand aroma, that's enjoyed by everyone in the room! And that's not the only distinctive

ATX01 0178604

HALF AND HALF
OCTOBER 22, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

feature of Half and Half either. Even the way Half and Half is packed is different - it comes in a new and more convenient kind of tin -- the patented telescope tin. This patented tin makes it easier to fill your pipe ... because it gets smaller and smaller as you use the tobacco. You just slide the two halves of the tin together and thus keep your Half and Half always within easy reach. No danger of scraping your fingers -- no diggin' around! And because you don't dig around, your tobacco doesn't get all broken up ... it stays fresher ... in swell shape to give you a smooth cool smoke! So next time, smokers ... get Half and Half Tobacco ... in the patented telescope tin!

ATX01 0178605

7....(ORCHESTRA HIT AND FADE "LIMEHOUSE BLUES")

BEN: Hear what the Lads are playin'? "Limehouse Blues", that old favorite that was written fifteen years ago, when I was just eleven years old. My, how time does lie!

(ORCHESTRA UP TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly, and makes a swell smooth cigarette.

BEN: Well, boys and gals, the evenin' shadows are lengthening across our old Half and Half gridiron. The final whistle is about to blow, and before we tear down the goalposts we'd like to remind you that there will be another game at this here Stadium next Sunday, same time, same team, same jokes ... Hmmm, Winchell's secretary must have written that one. But in the meantime don't forget the advice of Coach Scoreless Q. Goose Egg:

When the enemy team is going to town
I smokes Half and Half to calm me down.

And now, reluctantly, the time has come to say "Au Revoir".

(MUSIC: BEN & ORCHESTRA ... "AUREVOIR"... & SEGUE "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the lads.

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie program - for Half and Half Smoking
Tobacco!

WDEIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCHESTRA: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCHESTRA: "LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half, the entire
Varsity team, for a half hour of touchdown tunes and
field goal fun, for the good old Alma Mater, Half and
Half Smoking Tobacco. Huddled together in the corner,
ready to take the field with the latest songs are all
the lads and lassies, calling the plays and desperately
trying to score with that same old line, is the old
Maestro Ben Bernie, and sitting on the bench making
faces at the termites, is that All American fumble of
the films, Movietone's Lew Lehr. And now the lads kick
off with a medley of three of your favorite College songs.

..... (ORCHESTRA COLLEGE MEDLEY)

SUNDAY, OCTOBER 22, 19

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HARRY:

Those were the Half and Half Lads playing a salute to Wisconsin, Yale and Notre Dame. Thank you very much ladies and gentlemen. You know, at this time of the year you hear a lot of football experts on the air, and sometimes their ignorance of the game is very surprising. But tonight we bring you an expert whose ignorance will surprise anybody ... the Old Maestro, Ben Bernie!

(APPLAUSE)

BEN:

Yowsah, yowsah, yowsah. This is Ben Bernie, the old Maestro, coming to you with a chingalaka, singalaka, a bit of a sis boom bah! Well, folks, as you know at the football season, and yesterday my old college did the honor of asking me to referee their football game.

HARRY:

Maestro you refereed a football game? (LAUGH) Just struck me funny. Tell us all about it.

BEN:

Ah, you should have seen it, Harry. Eleven big huskies lined up at one end of the field, eleven big huskies up at the other end. I was standing in the middle. I blew my whistle ...

HARRY:

And ...?

BEN:

That's all I remember. And Harry, if you ever expect to referee a football game, I have a bit of advice

ATK01 0178608

SUNDAY, OCTOBER 22, 1939

-3-

HARRY:

Oh good, what is it?

BEN:

Never stoop to pick a daisy when they're ready to kick off. I haven't been hit from so many different angles since I played my fiddle in vaudeville. I swear.

HARRY:

Well Maestro, tell me this. How did the crowd receive you?

BEN:

Harry, you should have heard that cheering section! First they spelled my first name. Then they spelled out my last name. Then they hollered "Kill him!"

HARRY:

Maestro, what kind of a game was it?

BEN:

Harry, that was the roughest game you ever saw. In the first period they tore off my sweater. In the second period they tore off my shirt. And in the third period they tore off my trousers.

HARRY:

Trousers? What did you do?

BEN:

What could I do? I grabbed a fan and went into my dance - Sally Bernie, they call me.

HARRY:

I don't know
Well/Maestro, it sounds to me like you're not a very good referee.

ATX01 0178609

SUNDAY, OCTOBER 22, 1939

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BEN: What do you mean "not a good referee" ... Why, I've been asked to referee the biggest sporting event of the century.

HARRY: What's that?

BEN: I got a bigger laugh the first show Notre Dame versus Tony Galento. / And now, between the halves little Mary Small, the sweetheart of this here campus, is going to deliver a thesis on astronomical psychiatry, deah, deah. The subject: "Oh, You Crazy Moon" ... I hope you like it.

2.... (MARY SMALL & ORCHESTRA "OH, YOU CRAZY MOON")

(APPLAUSE)

ATX01 0178610

HALF AND HALF
OCTOBER 22, 1939

COMMERCIAL "A"

BERNIE:

Ah these grand October days! Old Mama Nature's lookin' mighty pretty in her new Fall bonnet of reds and yellors and browns. Ah deah, it makes the old Maestro kinda sad to think that those beautiful leaves have to come tumblin' down. Yowzah, he's sad for all youse happy home-owners who have to rake up them leaves. No sooner do you get one batch out of the way than another batch is helter-skelterin' all over your nice, clean lawn. Mercy me, And that's the way it is with life sometimes. You clear up one little mess of troubles and before you know it, there's a new bunch fallin' kerplunk on yo' sholders. Well, youse guys, at times like that ... why not take the old Maestro's advice? Instead of gettin' all flustered and bothered, just ... Smoke A Pipe to Calm You Down! And to make sure your smoke is filled with pleasure ... make sure your pipe is filled with Half and Half.

VON ZELL:

Smokers ... the old Maestro is right. Half and Half certainly does make a swell smoke. You don't even have to wait until you light your pipe to learn why either. You sense the reason for yourself as soon as

HALF AND HALF
OCTOBER 22, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

you open the tin. Half and Half has an aroma all of its own - an especially delightful aroma, too. This distinctive fragrance adds greatly to your smoking pleasure. You see ... it's a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma. That's why the makers of Half and Half take special care to give you a tobacco that IS more aromatic. First, they combine rich, mellow Virginia tobaccos - and make a finished blend that's a swell smoke in its own right. Then - because they feel that no single blend ... however skillful ... has everything - they also make up a blend of full-bodied Burleys - a top notch smoke all by itself. Finally the TWO blends are combined, giving a blend of blends - better balanced ... more aromatic ... and therefore more flavorful. Next time ... be sure you get the tobacco that gives you the advantage of BOTH flavor and aroma ... Half and Half Tobacco!

ATX01 0178612

SUNDAY, OCTOBER 22, 1939

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BEN: Von Zellie, I seconds everything you say, and what's more,
Senator Bernie
I passes it unanimously. / Ah, my friends, just picture
Myrna in her most exquisite evening gown, gracefully
lounging on a beautiful divan, moonlight is streaming
through the windows, the delicate scent of roses fills
the air, and I -- ah my friends, I am the little man who
wasn't there. Darn it!

..... (ORCHESTRA) "THE LITTLE MAN WHO WASN'T THERE"

BEN: That was me and the Half and Half Tobacco Lads playing
"The Little Man Who Wasn't There", with a bit of an andante.

BUDDY: Hello, Maas.

BEN: Well, dye my hair and call me Blondie if it isn't Buddy
Clark, the All American Half and Half Back. Now here's a
kid who really can play football. Buddy, tell them about
the time you played against Harvard.

BUDDY: Well, I picked up the ball, and ...

BEN: (INTERRUPTING) Now tell them about the time you played
against Princeton.

BUDDY: Well, we went into a double wingback, and ...

BEN: (INTERRUPTING) Now tell them about the time you played
against Columbia.

ATX01 0178613

SUNDAY, OCTOBER 22,

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BODDY: Well, it was a triple reverse and before I knew it

BEN: (INTERRUPTING) You see that, folks, didn't I tell
was a great football player. No kidding, Buddy, to
about the day of the Army game when you made 250 ya

BODDY: Oh, I'll never forget it. The Stadium was packed.
picked up the ball and ran seventy yards, then I re
eighty yards, and then I ran a hundred yards ... 25
yards altogether.

BEN: Yes and then?

BODDY: Then the whistle blew and the game started.

BEN: That's all, brother. Sing "South Of The Border."

BODDY: Right, Maes.

4.....(BUDDY & ORCHESTRA "SOUTH OF THE BORD

(APPLAUSE)

ATX01 01786 14

SUNDAY, OCTOBER 22, 1939

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BEN: And here he comes now
Strutting in like a hero
Though he's hot stuff with the girls
His brain's below zero

Help me - it's that Half and Half wit of Movietone No.

... LEX LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people!
Oh, Mr. Bernie, have I got news for you?

BEN: What is it, Lew?

LEW: Can you imagine? I been going to night school.

BEN: Night school? Ham getting more education to improv

LEW: Yeah. My what?

BEN: IQ ... IQ.

LEW: (COVLY) I IQ (like you)

BEN: Lew, I'm glad to hear you're going to night school
really am glad to hear it. What is your best sul

LEW: What's my best subject? Why I'm wonderful at tr
Aristophan ... or analyzing chemistry ... or sol
Hyroglyph ... hyroglyph ... (LAUGH) Shooting c

ATK01 0178615

SUNDAY, OCTOBER 22, 1939

-13-

BEN: Oh, you bad boy. Seriously, Lew, what subject do you get the best marks in.

LEW: English composition. Yesterday I wrote a beautiful poem for the teacher. Here - I'll read it to you.

"Mary had a little lamb
Its eyes was big and blue
The lamb stepped on a railroad track
(LADGH) Lamb Stew.

Ain't dat tender?

BEN: It tugs at my heart. Lew, I'll bet you've got a wonderful and beautiful teacher.

LEW: Have I got a beautiful teacher - she's the Cough Girl
Stock Yards.
of the ~~Mag. Islands~~. And also, Mr. Bernie, she is very near-sighted.

XKXI

BEN: How can you tell?

LEW: Because the guy who sits in the front seat is very baldheaded, and when we study geography (GROHT) the teacher keeps spinning his head trying to find Asia!

BEN: Well, Lew - arithmetic used to be my worst subject. How are you doing in it?

ATX01 0178616

SUNDAY, OCTOBER 22, 1939

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LEW: Oh, I's doin' wonderful. The teacher asked me "If your wife went to a department store and bought three white shirts and three blue shirts how many shirts would she bring home. I said ten.

BEN: But, Lew, the answer is six.

LEW: Not with my wife. (LAUGH) She's a shop-lifter. You know my wife also goes to this night school.

BEN: Oh she does? What subject is she studying.

LEW: She wants to be a writer. She put all her own breakfast recipes in a book. And I gave her a great title for it.

BEN: What is it?

LEW: (LAUGH) Each Dawn I Die. You know, Mr. Bernie - on second thought, I think I's going to quit the school. My girl friends don't want me to be ^{intellectual.} ~~intelligent.~~

BEN: What do you mean your girl friends don't want you to be intellectual.
~~xintelligent.~~

LEW: Because every time I sit down on the sofa with a girl she says (LAUGH) Lew Lehr, don't you get too smart!

BEN: But Lew, listen here, if you quit school, what will your wife say?

ATX01 0178617

SUNDAY, OCTOBER 22, 1939

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LEW: I already told her. I said, "I'm quitting school." She said "You won't." I said "I will." She said "You won't." I said - don't tell me what to do! I'm the boss. I'm the master of this house.

BEN: ^{Shake hands.} Lew, I admire you. Not many men would have the courage to say that to their wives.

LEW: Thank you ... Uh ... Mr. Bernie?

LEW: Yes, Lew.

LEW: Uh ... could I sleep in your dog house tonight.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice homework, Lew, nice homework. And now it's time for me and the Half and Half Lads to play the milkean's theme song, "Sunrise Serenade" ... And if our milkean is listening I want to tell you that your milk is getting a little too watery. Yesterday we found a rowboat in the bottle. Lads, that is another cuey.

5. (ORCHESTRA "SUNRISE SERENADE")

SUNDAY, OCTOBER 22, 1939

-13-

BEN: That was me and the Lads playing "Sunrise Serenade", for Half and Half, as fine a tobacco as was ever made-a.

HARRY: Say, Maestro.

BEN: Yes, Harry?

HARRY: I'm going to a football game next Saturday. Do you think I'd look too silly if I wore a bearskin coat?

BEN: Why not at all, Harry. That's the thing to do. Why, when I go to a football game I get right into that old college spirit. I wave a pennant and wear my racoon toupee. But enough of this football prattle, Harry. See the Bailey Sisters standing by my side, a-trembling with great excitement. Know why? We're off to see the Wizard. Calling all Wizards.

6....(BEN, BAILEYS & ORCHESTRA "WE'RE OFF TO SEE THE WIZARD")

(APPLAUSE)

ATX01 0178619

HALF AND HALF
OCTOBER 22, 1939

COMMERCIAL "B"

BERNIE:

And now, youse guys, I'd like to read to you from the writin's of my good old uncle Benjamin Baltimore Bernie ... known to his intimates as old Ben Balt. It's a little paragraph entitled "The Helpful Husband." Quote. "Then ye come trudgin' home at night ... don't think thou art the only one that's had a busy day. Instead of bargin' in and askin' if supper's ready ... spare a word of kindness for ye good wife. And when thou art seated in thy favorite chair ... be considerate about throwin' ye evenin' paper all over ye floor." Unquote. Yowah youse guys - and here's another hint. Be considerate when you fill up your old brier... fill up with Half and Half ... because take it from ye old Maestro -- your Better Half will love the fragrance of Half and Half!

VON ZELL:

Snokers ... that certainly is true. Because Half and Half ~~does~~ have a grand aroma, that's enjoyed by everyone in the room! And that's not the only distinctive

ATX01 0178620

HALF AND HALF
OCTOBER 22, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

feature of Half and Half either. Even the way Half and Half is packed is different - it comes in a new and more convenient kind of tin -- the patented telescope tin. This patented tin makes it easier to fill your pipe ... because it gets smaller and smaller as you use the tobacco. You just slide the two halves of the tin together and thus keep your Half and Half always within easy reach. No danger of scraping your fingers -- no diggin' around! And because you don't dig around, your tobacco doesn't get all broken up ... it stays fresher ... in swell shape to give you a smooth cool smoke! So next time, smokers ... get Half and Half tobacco ... in the patented telescope tin!

ATX01 0178621

7... (ORCHESTRA HIT AND FATE "LINEHOUSE BLUES")

BEN: Hear what the lads are playin'? "Linehouse Blues", that old favorite that was written fifteen years ago, when I was just eleven years old. My, how time does lie!

(ORCHESTRA UP TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly, and makes a swell smooth cigarette.

BEN: Well, boys and gals, the evenin' shadows are lengthening across our old Half and Half gridiron. The final whistle is about to blow, and before we tear down the goalposts we'd like to remind you that there will be another game at this here Stadium next Sunday, same time, same team, same jokes ... Haha, Winchell's secretary must have written that one. But in the meantime don't forget the advice of Coach Scoreless Q. Goose Egg:

When the enemy team is going to town
I smoke Half and Half to calm me down.

And now, reluctantly, the time has come to say "Au Revoir".

(MUSIC: BEN & ORCHESTRA ... "ADREVOIR" ... & SEQUE "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the lads.

C O P Y

October 20, 1939

Young & Rubicam, Inc.
285 Madison Avenue
New York City

Gentlemen:

This is your permission to mention Tony Galento in the following manner on your Ben Bernie Show Sunday, October 22, 1939:

VON ZELL: Well Maestro, it doesn't sound to me like you're a very good referee.

BERNIE: What do you mean "not a good referee"... Why, I've been asked to referee the biggest event of the century.

VON ZELL: What's that?

BERNIE: Notre Dame versus Tony Galento.

Signed

Joe Jacobs

Manager

ATK01 0178623

C O P Y

Young & Rubicam, Inc.
285 Madison Avenue
New York City

Gentlemen:

This constitutes your permission to mention "Each Dawn I Die" in the following manner on your Ben Bernie Show Sunday, October 22, 1939:

LEHR: You know my wife also goes to night school.

BERNIE: She does? What subject is she studying?

LEHR: She wants to be a writer. She put all her own breakfast recipes in a book. And I gave her a great title for it.

BERNIE: What is it?

LEHR: (LAUGH) "Each Dawn I Die."

Signed Mort Blumenstock

WARNER PROTERS

ATK01 0178624

c o p y

MAGIC CARPET OF MOVIE TONE
Distributed by Twentieth Century Fox Film Corporation
Editorial Offices, 460 West 54th St., New York City

October 16th, 1939

TO WHOM IT MAY CONCERN:

This is my permission for you to use my name on the
American Tobacco Company program of Sunday, October 8th,
1939, on the HALF & HALF BROADCAST.

(Signed) Truman Talley

ATK01 0178625

c o p y

MAX GORDON

214 West 42nd Street

New York

October 14, 1939

Mr. Ben Bernie
Hotel Elysee
60 East 54th St.
New York, N. Y.

Dear Ben:

This is your permission to use my name in
your radio script for American Tobacco
Company.

Best regards.

Yours,

(signed) Max Gordon

MG:A

BTX01 0178626

(AS BROADCAST)

SUNDAY, OCTOBER 29, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM.....BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 -12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half
Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" (IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half, a half hour of Halloween High Jinks. Gaily bedecked with bewitching tunes and haunting melodies are all the lads and lassies. Masquerading as a musician is that counterfeit comedian, the old Maestro, Ben Bernie. And in the corner, with his mouth wide open, bobbing for watermelons, is that pixie of the pictures, Movietone's Lew Lehr. And now we

ATX01 0178627

HARRY: open the program with a red hot news bulletin
(CON'T) from the land of Oz...FLASH....."THE WITCH IS
DEAD" Unflash!

.....(ORCHESTRA.....THE WITCH IS DEAD)

HARRY: Those were the Half and Half Tobacco Lads playing
THE WITCH IS DEAD, and now we bring you a man
who has been looking forward to Halloween all
year, in the hopes that someone will tell him a
story that is hair-raising...the Old Maestro...
Ben Bernie!

(APPLAUSE)

BEN. Yowsah, yowsah, yowsah. Broomsticks, Lanterns
and assorted hob-goblins to yez all. BOCCO...
This is the old Spook, Ben Bernie...a-goblin' up
the air, and figuring on haunting your loud speakers
for the next half hour. And speaking of Halloween,
if you folks know any ghosts that are looking for
an empty house to haunt, I know where there's one
that's good and empty...the theatre that's
showing my last picture!

HARRY: Say, Maestro, tell me do you go in for Halloween
pranks?

BEN: I sure,do, Harry. Don't let this bald head fool

BEN: (you. I's just a kid at heart. Why last night I
(CON'T) wanted to scare people, so I went down the street
and stood on the corner with a skeleton.

HARRY: Well, you stood on the corner with a skeleton?
Did you scare anybody?

BEN: No..two girls came along and one of them said
"Look, Mamie, there's a couple of guys...I'll
take the skinny one."

HARRY: Well, tell me, Maestro, did you go to a costume
party?

BEN: Yeah...I went to an Undersea Costume Ball.
Everybody had to come dressed as some kind of a
fish.

HARRY: Uh, huh. What did you go as?

BEN: A mermaid.

HARRY: YOU...a mermaid? (LAUGH) Where did you get the
costume?

BEN: I got half of it at Macy's and half at the Fulton
Fish Market.

HARRY: Was Winchell at the party?

BEN: Oh yes. I thought you were going to ask that.
Yes, Winchell was at the party. He came dressed
as a Jack-ass.

HARRY: But Maestro, if everybody was supposed to come dressed as some kind of a fish, why did Winchell come as a Jack-ass?

BEN: Because blood is thicker than water. But enough of this, Harry...let's get these here Halloween festivities under way. Buddy Clark, our bashful baritone, who is so well masqueraded that even his seven managers couldn't recognize him, is going to step to the microphone with a hunk of mighty pretty baled. The title, "MAN AND HIS DREAM"...Dream it up, Buddy.

2.....CLARK AND ORCH....."A MAN AND HIS DREAM"

HALF AND HALF
OCTOBER, 29, 1989
(REVISED)

COMMERCIAL "A"

BEN: Comes Tuesday night and the New York World's Fair closes up nshoppey till spring. The old Maestro is so sad he's written a bit of a swan song....

I will miss your mighty Trylon
And your midway's gaudy splotches
Yo' exhibits stretchin' mile on
Mile ... a-causin' fallin' otches ...

Yowsah ... farewell, little fair....fare thee
thee well! And here's a word of advice for them
guys who'll be busy as all get out, packin' up
and puttin' away the exhibit. In fact, it's
darn good advice for all youse guys at home...
whenever you've got any puttin' away to do. Don't
get a-flustered and discouraged. Do what the old
Maestro does when things get hectic...Smoke a pipe
....to calm you down!

VON ZELL: Maestro...you said a pipeful! And smokers...next
time you light up ... make your smoke especially
enjoyable - by making your tobacco Half and Half

HALF AND HALF
OCTOBER 29, 1939

COMMERCIAL "A" -2-

VON ZELL: tobacco. There's a reason why Half and Half tastes
(CON'T) so good - a reason you sense for yourself the instant
you open the tin. Half and Half has a distinctive
and very delightful aroma - an aroma that adds
greatly to the pleasure of real tobacco lovers.
You see, it's a scientific fact that the taste or
flavor of tobacco depends chiefly on aroma. Now,
to turn this fact to your best advantage, the
makers of Half and Half blend their tobaccos in a
new and different way. First they combine rich
mellow Virginia tobaccos...and make a finished
blend that's a swell smoke in its own right.
Then - because they feel that no single blend ..
however skillful..can be quite complete alone -
they also make up a blend of full-bodied Burleys
...a top-notch blend all by itself. Finally ...
these two blends are combined in just the right
proportions. As a result Half and Half is actually

HALF AND HALF
OCTOBER 29, 1939

COMMERCIAL "A" -3-

VON ZELL: a blend of blends ..better balanced ..more aromatic
(CON'T)

...and therefore more flavorful! Nexttime be
sure you get the tobacco that's blended especially
to combine flavor and aroma - Half and Half Tobacco!

HALF AND HALF
OCTOBER 29, 1939
SECOND SHOW ONLY

COMMERCIAL "A"

BEN: Comes later on tonight and the San Francisco Exposition closes up shoppey for a while. The old Maestro is so sad he's written a bit of a swan song...

I will miss your mighty towers
And your midway's gaudy splotches,
Where the fam'ly walks for hours,
While poor dad gets fallin' otches.

Yowsah...farewell, little Fair...farewell! And here's a word of advice for them guys who'll be busy as all get out packin' up and puttin' away the exhibits. In fact, it's darn good advice for all youse guys at home...whenever you've got any puttin' away to do. Don't get flustered and discouraged. Do what the old maestro does when things get hectic...Smoke a pipe - to calm you down!

VON ZELL: Maestrol...you said a pipeful. And smokers....
next time you light up...make your smoke especially
enjoyable - by making your tobacco Half and Half

HALF AND HALF
OCTOBER 29, 1939
SECOND SHOW ONLY

COMMERCIAL "A" -2-

VON ZELL: tobacco... There's a reason why Half and Half
(CON'T) tastes so good - a reason you sense for your self
the instant you open the tin.

BEN: Harry, you have spoken the truth. In fact, if old man Diogenes was around lookin' for a honest man, somethin' tells me the light from his lantern would be shinin' right into your blue eyes. And now, let's see me and the Half, and Half Lads break out with a fetchin' ditty, "A Hundred To One You're In Love". Pretty good odds, I claim. Boys, do you know what love is - well, I'll tell you. If you can't even remember your own name, it means you're gettin' to like her. If you wind up the cat and put out the clock, it means you is getting mighty, mighty fond of her. But when you dumps ketchup on your head and puts your toupee on a hamburger - brother - It's a hundred to one you're in love!

3.....ORCH....."A HUNDRED TO ONE YOU'RE IN LOVE"

BEN: That was me and the Half and Half Tobacco Lads playing "A Hundred To One You're In Love", and it seems to me the Lads were playing with unusual verve and precision. They must have heard Toscanà's back in town.

MARY: Maestro.

BEN: Yes, Mary.

MARY: I'm going to a costume party Tuesday night, and I can't decide how to dress.

BEN: Well, Mary, why don't you dress as your secret ambition?

MARY: Secret ambition? Ben!

BEN: Uh, huh.

MARY: What do you mean?

BEN: Well, Mary, if your secret ambition is to be a great actress, go dressed as Bernhardt...if it's to be a great ballet dancer, go dressed as Pavlova. Of course, there's only one thing in life I'd like to be.

MARY: What's that?

BEN: Myrna Loy's powder-puff.

MARY: Hmhmhmhmhm....a man and his dream...

BEN: (TO SELF) Myrna Loy's powder-puff....Myrna Loy's powder-puff.

MARY: But you just said that, Maestro.

BEN: Don't wake me up, Mary ...Myrna Loy's....

4..... (MARY SMALL & ORCH..... "OVER THE RAINBOW")

(APPLAUSE)

BEN: Lovely, Mary, lovely. That was Mary Small singing
"Over the Rainbow". ^{From the Wizard of Oz - the picture also has a witch.} Well, the old Halloween witch
is circling overhead. Look...she's coming down.
Why, there's a hitch-hiker on her broom. Who is
it? It's that simple and silly and most daffadilly-
jester of Movietone News....LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Happy Halloween, Lew - Happy Halloween. Lew, look
at you. Did you get into a fight? How did you get
all those scratches on your face?

LEW: Oh, Mr. Bernie, it's awful. Everybody thinks I'm
wearing a mask and they keep trying to pull it off.

BEN: Well, I hope this isn't keeping you from having
fun this Halloween.

LEW: I should say not. We had a big Halloween party
at our house last night.

BEN: You did? Did you wear a costume?

LEW: No - I just came in carrying one cuff button.

BEN: One cuff button?

LEW: Yeah.

BEN: What were you supposed to represent?

LEW: (LAUGH) The missing Link! Mr. Bernie - you should

LEW: have seen some of the costumes. My whole family
(CON'T) came dressed up as the Knights of the Round Table.

BEN: Oh, the Medieval Touch.

LEW: Yeah. My brother came in carrying a spear. He
was the Knight, Sir Lancelot. My older brother
came in carrying a shield. He was the Knight, Sir
Galahad.

BEN: Yes?

LEW: And my little son Sycamore came in carrying a
towel and a cake of soap.

BEN: And what Knight was he?

LEW: (LAUGH) Saturday night, And with the Knights of
the Round Table, in came my mother-in-law.

BEN: And what did she represent?

LEW: (LAUGH) An old battle axe. But Mr. Bernie, my
wife got me furious. Was I mad! Was I sore! She
wanted to come riding in as Lady Godiva.

BEN: Lady Godiva!

LEW: Yeah.

BEN: Well, I can understand your being angry.

LEW: You said it. (GRUNT) I ain't gonna have no horse
walking thru my house!

BEN: Well, Lew, did you spend much on decorations for
the Halloween party?

LEW: No...this year I saved money. My uncle had yellow jaundice.

BEN: Yellow jaundice: How did that save you money?

LEW: (LAUGH) We got him lit up and used him for a pumpkin.

BEN: Lew, was your party a catered affair?

LEW: Oh, no...I imported a great chef from Paris. Pierre Concierrion Gaston Litvak. He cost me an awful lot of money and he's world famous for the way he prepares turkeys in wine sauce. His crepe suzettes are delicious, and you should taste his patie de fois gras!

BEN: HMMMMM...sounds good. What did you serve.

LEW: (LAUGH) Sardine sandwiches! Mr. Bernie, you never saw people eat so much in all your life. There was one girl there,...she had buck teeth. Her teeth stuck out so far that everytime she closed her mouth (LAUGH) she pulled down the window shade.

BEN: I guess you played all the Halloween games like "bobbing for apples", and "pin the tail on the donkey".

LEW: Oh, no...We played a new game. It's called "Guess the movie stars".

BEN: Guess the movie stars?

LEW: Yeah. One man walked in with a pair of pants on his arm, and everybody yelled "Robert Taylor"..

BEN: Taylor - pants - I get it.

LEW: Yeah, another fellow walked in carrying a little electric motor...And everybody yelled "Tyrone Power".

BEN: Motor - power - that's cute.

LEW: Ain't it? Yeah, and then I walked in with my wife.

BEN: What did they yell?

LEW: (LAUGH) Hi Yo Silver!

(ORCH...LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice Halloweening, Lew....Nice Halloweening. And now, from the ridiculous to the sublime, ^{and show} (or from the sublime to my golf score,) me and the Half and Half Lads are gonna play one of the lovelier tunes of the day, "Blue Orchids". You know orchids, like all other flowers are members of the vegetable kingdom. Really they are. Who knows, maybe an orchid is just a potato with oomph! Carry on, my lads...that is your cue. ^{and show} (I regret it didn't get a bigger laughie.)

5.....(ORCH....."BLUE ORCHIDS")

BEN: That was "Blue Orchids" played by me and the Half and Half Tobacco Lads....(incidentally one of the numbers we're featuring at the Flatbush theatre this week.) But now, in keeping with the Halloween spirit, we are gonna bring you a number about little white mice in a haunted house. Me and the Bailey gals are gonna play the little white mice, and Colonel Manny Prager will play the mean old cat. Stand by, Ladies and Gentlemen, for the parade of the little white mice.

6.....(BEN, BAILEY SISTERS & PRAGER... "THE LITTLE WHITE MICE")

(APPLAUSE)

HALF AND HALF
OCTOBER 29, 1939

COMMERCIAL "B"

BEN: While most of youse guys and gals were readin' the funny papers this mornin', the old Maestro was browsin' through some of the records of the United States Patent Office. Deah, deah. Right alongside of the patent for the electric light is an intriguin' little invention entitled "A Musical Mouse Trap." My, my...and smack up against a high-falutin' number on hydro-electric dynamics is a masterpiece for keepin' a race horse from turnin' into glue on a wet track. ^{I hope my horse is} Mercy me... ^{listenin} what won't science think of next, Harry me lad?

VON ZELL: Well, Maestro...some of those patents may be just a bit impractical...but here's a patent that works and works mighty well, too. It's the patented telescope tin...and it's something you get only when you buy Half and Half Smoking Tobacco. The telescope tin makes it a lot easier to fill your pipe - because it gets smaller and smaller as you use the tobacco. You just push the top half down

HALF AND HALF
OCTOBER 29, 1939
(REVISED)

COMMERCIAL "B" -2-

- VON ZELL: inside the bottom half - and thus keep every
(CON'T)
pipeful of HALF AND HALF within easy reach. You
don't have to dig around - and because you don't,
your tobacco doesn't get all broken up, it stays in
better condition ..fresher...in well shape to
give you a smooth cool smoke! So next time...get
the extra-convenience of the patented telescope
tin - an exclusive feature of HALF AND HALF
SMOKING TOBACCO!

7..... (ORCH....HIT AND FADE...."EL RANCHO GRANDE")

BEN: You hear what the lads are playing? El Rancho Grande...which calls for chili con carne...which calls enchillodos...which calls for hot tamalies.. which calls for bicarbonate of soda.

(ORCH. UP TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly, and makes a swell smooth cigarette.

BEN: Well, folks, it looks like the party's over.
out 1st --- in 2nd.
(Yeah, the cider's all been drunk, and the doughnuts have all been dunked, so we'll put away the tin whistles and false faces till this time next year. But don't forget, it's always open house at this here residence)) so we'll be a-lookin' for you all again at the same time next sunday, and so, in the meantime, heed the words of that good natured fellow, Happy Mc Genial:

YOUR BETTER HALF WILL LOVE THE
FRAGRANCE OF HALF AND HALF.

And now, the time, etc. etc.

(MUSIC: BEN BERNIE & ORCHESTRA..."AU REVOIR" & SEGUE

"LONESOME OLD TOWN")

Ben Bernie Show - October 29th

Release for Rober Taylor

Okay regarding the Taylor line as per our telephone conversation.

Eddie Mannix

ATX01 0178646

REBROADCAST

(AS BROADCAST)

SUNDAY, OCTOBER 29, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM..... BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half
Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" (IN SWING TEMPO))

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE JOHN UNDER)

HARRY: Bringing you on behalf of Half and Half, a half hour of Halloween High Jinks. Gaily bedecked with bewitching tunes and haunting melodies are all the lads and lassies. Masquerading as a musician is that counterfeit comedian, the old Maestro, Ben Bernie. And in the corner, with his mouth wide open, bobbing for waterselons, is that pixie of the pictures, Movietone's Lew Lehr. And now we

ATX01 0178647

HARRY: open the program with a red hot new balletin
(CON'T) from the land of Oz...FLASH....."THE WITCH IS
DEAD" Unflash!

.....(ORCHESTRA.....THE WITCH IS DEAD)

HARRY: These were the Half and Half Tobacco Lads playing
THE WITCH IS DEAD, and now we bring you a man
who has been looking forward to Halloween all
year, in the hopes that someone will tell him a
story that is hair-raising...the Old Maestro...
Ben Bernie!
(APPLAUSE)

BEN: Yowsah, yowsah, yowsah. Broomsticks, Lanterns
and assorted hob-goblins to you all. BOCCO...
This is the old Spook, Ben Bernie...a-goblin' up
the air, and figuring on haunting your loud speakers
for the next half hour. And speaking of Halloween,
if you folks know any ghosts that are looking for
an empty house to haunt, I know where there's one
that's good and empty...the theatre that's
showing my last picture!

HARRY: Say, Maestro, tell me do you go in for Halloween
pranks?

BEN: I sure, do, Harry. Don't let this bald head fool

BEN: you. I's just a kid at heart. Why last night I
(CON'T) wanted to scare people, so I went down the street
and stood on the corner with a skeleton.

HARRY: Well, you stood on the corner with a skeleton?
Did you scare anybody?

BEN: No..two girls came along and one of them said
"Look, Mamie, there's a couple of guys...I'll
take the skinny one."

HARRY: Well, tell me, Maestro, did you go to a costume
party?

BEN: Yeah...I went to an Undersea Costume Ball.
Everybody had to come dressed as some kind of a
fish.

HARRY: Uh, huh. What did you go as?

BEN: A mermaid.

HARRY: YOU...a mermaid? (LAUGH) Where did you get the
costume?

BEN: I got half of it at Macy's and half at the Fulton
Fish Market.

HARRY: Was Winchell at the party?

BEN: Oh yes. I thought you were going to ask that.
Yes, Winchell was at the party. He came dressed
as a Jack-ass.

HARRY: But Maestro, if everybody was supposed to come dressed as some kind of a fish, why did Winchell come as a Jack-ass?

BEN: Because blood is thicker than water. But enough of this, Harry...let's get these here Halloween festivities under way. Buddy Clark, our bashful baritone, who is so well masqueraded that even his seven managers couldn't recognize him, is going to step to the microphone with a hunk of mighty pretty baled. The title, "MAN AND HIS DREAM"...Dream it up, Buddy.

.....CLARK AND ORCH....."A MAN AND HIS DREAM"

HALF AND HALF
OCTOBER, 29, 1939
(REVISED)

COMMERCIAL "A"

BEN: Comes Tuesday night and the New York World's Fair closes up 'n' shoppey till spring. The old Maestro is so sad he's written a bit of a swan song....

I will miss your mighty Trylon
And your midway's gaudy splashes
Yo' exhibits stretchin' mile on
Mile ... a-causin' fallin' otches ...

Yowsah ... farewell, little fair....fare~~well~~

thee well! And here's a word of advice for them guys who'll be busy as all get out, packin' up and puttin' away the exhibit. In fact, it's darn good advice for all youse guys at home... whenever you've got any puttin' away to do. Don't get a-flustered and discouraged. Do what the old Maestro does when things get hectic...Smoke a pipeto calm you down!

VON ZELL: Maestro...you said a pipeful! And smokers...next time you light up ... make your smoke especially enjoyable - by making your tobacco Half and Half

HALF AND HALF
OCTOBER 29, 1939

COMMERCIAL "A" -2-

VON ZELL: tobacco. There's a reason why Half and Half tastes
(CON'T) ~~so good~~ - a reason you sense for yourself the instant
you open the tin. Half and Half has a distinctive
and very delightful aroma - an aroma that adds
greatly to the pleasure of real tobacco lovers.
You see, it's a scientific fact that the taste or
flavor of tobacco depends chiefly on aroma. Now,
to turn this fact to your best advantage, the
makers of Half and Half blend their tobaccos in a
new and different way. First they combine rich
mellow Virginia tobaccos...and make a finished
blend that's a swell smoke in its own right.
Then - because they feel that no single blend ..
however skillful..can be quite complete alone -
they also make up a blend of full-bodied Burleys
...a top-notch blend all by itself. Finally ...
these two blends are combined in just the right
proportions. As a result Half and Half is actually

HALF AND HALF
OCTOBER 29, 1939

COMMERCIAL "A" -8-

VON ZELL: a blend of blends ..better balanced ..MORE AROMATIC
(CON'T) ...and therefore MORE FLAVORFUL! Nexttime be
sure you get the tobacco that's blended especially
to combine flavor and aroma - Half and Half Tobacco!

HALF AND HALF
OCTOBER 29, 1989
SECOND SHOW ONLY

COMMERCIAL "A"

BEN: Comes later on tonight and the San Francisco Exposition closes up shoppey for a while. The old Maestro is so sad he's written a bit of a swan song...

I will miss your mighty towers
And your midway's gaudy splashes,
Where the fam'ly walks for hours,
While poor dad gets fallin' oches.

Yessah...farewell, little Fair...farevell! And here's a word of advice for them guys who'll be busy as all get out packin' up and puttin' away the exhibits. In fact, it's darn good advice for all youse guys at home... whenever you've got any puttin' away to do. Don't get flustered and discouraged. Do what the old maestro does when things get hectic... Smoke a pipe - to calm you down!

VON ZELL: Maestro!...you said a pipeful. And smokers... next time you light up... make your smoke especially enjoyable - by making your tobacco Half and Half

-9-

HALF AND HALF
OCTOBER 29, 1939
SECOND SHOW ONLY

COMMERCIAL "A" -E-

BE

VON ZELL: tobacco... There's a reason why Half and Half
(CON'T)

tastes so good - a reason you sense for your self
the instant you open the tin.

BTX01 0178655

BEN: Harry, you have spoken the truth. In fact, if old man Diogenes was around lookin' for a honest man, somethin' tells me the light from his lantern would be shinin' right into your blue eyes. And now, let's see me and the Half and Half Lads break out with a fetchin' ditty, "A Hundred To One You're In Love". Pretty good odds, I claim. Boys, do you know what love is - well, I'll tell you. If you can't even remember your own name, it means you're gettin' to like her. If you wind up the clock and put out the clock, it means you is getting mighty, mighty fond of her. But when you dumps ketchup on your head and puts your toupee on a hamburger - brother - It's a hundred to one you're in love!

3.....ORCH....."A HUNDRED TO ONE YOU'RE IN LOVE"

BEN: That was me and the Half and Half Tobacco Lads playing "A Hundred To One You're In Love", and it seems to me the Lads were playing with unusual verve and precision. They must have heard Toscanini back in town.

MARY: Maestro.

BEN: Yes, Mary.

MARY: I'm going to a costume party Tuesday night, and I can't decide how to dress.

BEN: Well, Mary, why don't you dress as your secret ambition?

MARY: Secret ambition? Ben!

BEN: Uh, huh.

MARY: What do you mean?

BEN: Well, Mary, if your secret ambition is to be a great actress, go dressed as Bernhardt...if it's to be a great ballet dancer, go dressed as Pavlova. Of course, there's only one thing in life I'd like to be.

MARY: What's that?

BEN: Myrna Loy's powder-puff.

MARY: Hahahaha...a man and his dream...

BEN: (TO SELF) Myrna Loy's powder-puff...Myrna Loy's powder-puff.

MARY: But you just said that, Maestro.

BEN: Don't wake me up, Mary ...Myrna Loy's....

4.....(MARY SINGS & SINGS....."OVER THE BAINBOB")

(APPLAUSE)

BEN: Lovely, Mary, lovely. That was Mary Small singing from the Wizard of Oz - the picture about a witch. "Over the Rainbow". Well, the old Halloween witch is circling overhead. Look...she's coming down. Why, there's a hitch-hiker on her broom. Who is it? It's that simple and silly and just daffodilly jester of Movietone News... LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Happy Halloween, Lew - Happy Halloween. Lew, look at you. Did you get into a fight? How did you get all those scratches?...on your face?

LEW: Oh, Mr. Bernie, it's awful. Everybody thinks I'm wearing a mask and they keep trying to pull it off.

BEN: Well, I hope this isn't keeping you from having fun this Halloween.

LEW: I should say not. We had a big Halloween party at our house last night.

BEN: You did? Did you wear a costume?

LEW: No...I just came in carrying one cuff button.

BEN: One cuff button?

LEW: Yeah!

BEN: What were you supposed to represent?

LEW: (LAUGH) The Missing Link! Mr. Bernie - you should

LEW: have seen some of the costumes. My whole family
(CON'T) came dressed up as the Knights of the Round Table.

BEN: Oh, the Medieval Touch.

LEW: Yeah. My brother came in carrying a spear. He
was the Knight, Sir Lancelot. My older brother
came in carrying a shield. He was the Knight, Sir
Orlando.

BEN: Yes?

LEW: And my little son Sycamore came in carrying a
towel and a cake of soap.

BEN: And what Knight was he?

LEW: (LAUGH) Saturday night. And with the Knights of
the Round Table, in came my mother-in-law.

BEN: And what did she represent?

LEW: (LAUGH) An old battle axe. But Mr. Bernie, my
wife got so furious. Was I mad! Was I sore! She
wanted to come riding in as Lady Godiva.

BEN: Lady Godiva!

LEW: Yeah.

BEN: Well, I can understand your being angry.

LEW: You said it. (GRUNT) I ain't gonna have no horse
walking thru my house!

BEN: Well, Lew, did you spend much on decorations for
the Halloween party?

LEW: No...this year I saved money. My whole had yellow jaundice.

BEN: Yellow jaundice? How did that save you money?

LEW: (LAUGH) He got him lit up and used him for a pumpkin.

BEN: Lew, was your party a catered affair?

LEW: Oh, no...I imported a great chef from Paris. Pierre Concierrien Gaston Litvak. He cost me an awful lot of money and he's world famous for the way he prepares turkeys in wine sauce. His crepe suzettes are delicious, and you should taste his patte de fois gras!

BEN: Hamman...sounds good. What did you serve.

LEW: (LAUGH) Sardine sandwiches! Mr. Bernie, you never saw people eat so much in all your life. There was one girl there...she had buck teeth. Her teeth stuck out so far that everytime she closed her mouth (LAUGH) she pulled down the window shade.

BEN: I guess you played all the Halloween games like "bobbing for apples", and "pin the tail on the donkey".

LEW: Oh, no...He played a new game. It's called "Guess the movie stars".

BEN: Guess the movie stars?

LEW: Yesh. One man walked in with a pair of apnts on his arm, and everybody yelled "Robert Taylor"...

BEN: Taylor - pants - I get it.

LEW: Yesh. Another fellow walked in carrying a little electric motor. And everybody yelled "Tyronc Power".

BEN: Motor - power - that's cute.

LEW: Ain't it? Yesh, and then I walked in with my wife.

BEN: What did they yell?

LEW: (LAUGH) Hi Yo Silver!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice Halloweening, Lew...Nice Halloweening. And
or from the sublime to my golf score
now, from the ridiculous to the sublime, /me and the
Half and Half Leds are goane play one of the lovelier
tunes of the day, "Blue Orchids". You know orchids,
like all other flowers, are members of the Vegetable
kingdom. Really they are. Who knows, maybe an
orchid is just a potato with oomph! Carry on, my
I regret it didn't get a bigger laughie.
leds....that is your cuey. /

.....(ORCH....."BLUE ORCHIDS")

REN: That was "Blue Orchids" played by me and the Half and Half Tobacco Lads.... (incidentally one of the numbers we're featuring at the Flatbush theatre this week.) But now, in keeping with the Halloween spirit, we are gonna bring you a number about little white mice in a haunted house. Me and the Bailey gals are gonna play the little white mice, and Colonel Manny Prager will play the mean old cat. Stand by, Ladies and Gentlemen, for the parade of the little white mice.

.....(BYN, BAILEY SISTERS & PRAGER... "THE LITTLE WHITE MICE")

(APPLAUSE)

HALF AND HALF
OCTOBER 29, 1989

COMMERCIAL "B"

BEN: While most of youse guys and gals were readin' the funny papers this mornin', the old Maestro was brousin' through some of the records of the United States Patent Office. Deah, deah. Right alongside of the patent for the electric light is an intriguin' little invention entitled "A Musipal Mouse Trap." My, my..and smack up against a high-falutin' number on hydro-electric dynamics is a masterpiece for keepin' a race horse from turnin' into glue on a wet track. ^{I hope my horse is listening.} Mercy me... what won't science think of next, Harry me lad?

VON ZELL: Well, Maestro .. some of those patents may be just a bit impractical...but here's a patent that works and works mighty well, too. It's the patented telescope tin...and it's something you get only when you buy Half and Half Smoking Tobacco. The telescope tin makes it a lot easier to fill your pipe - because it gets smaller and smaller as you use the tobacco. You just push the top half down

HALF AND HALF
OCTOBER 29, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL: inside the bottom half - and thus keep every
(CON'T) pipeful of HALF AND HALF within easy reach. You
don't have to dig around - and because you don't,
your tobacco doesn't get all broken up, it stays in
better condition .. fresher... in a well shape to
give you a smooth cool smoke! So next time...get
the extra-convenience of the patented telescope
tin - an exclusive feature of HALF AND HALF
SMOKING TOBACCO!

7.....(ORCH.....HIT AND FADE....."EL RANCHO GRANDE")

BEN: You hear what the lads are playing? El Rancho Grande...which calls for chili con carne...which calls for enchillados...which calls for hot tamales....which calls for bicarbonate of soda.

(ORCH...UP TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco! It rolls easily, burns evenly, and makes a swell smooth cigarette.

BEN: Well, folks, it looks like the party's over.** So we'll be a-lookin' for you all again at the same time next Sunday, and so, in the meantime, heed the words of that good natured fellow, Happy Mc Genial:

YOUR BETTER HALF WILL LOVE THE
FRAGRANCE OF HALF AND HALF.

And now, the time, etc. etc.

(MUSIC: BEN & ORCH...."40 REVOLV" & SEQUE "LONESOME
OLD TOWN")

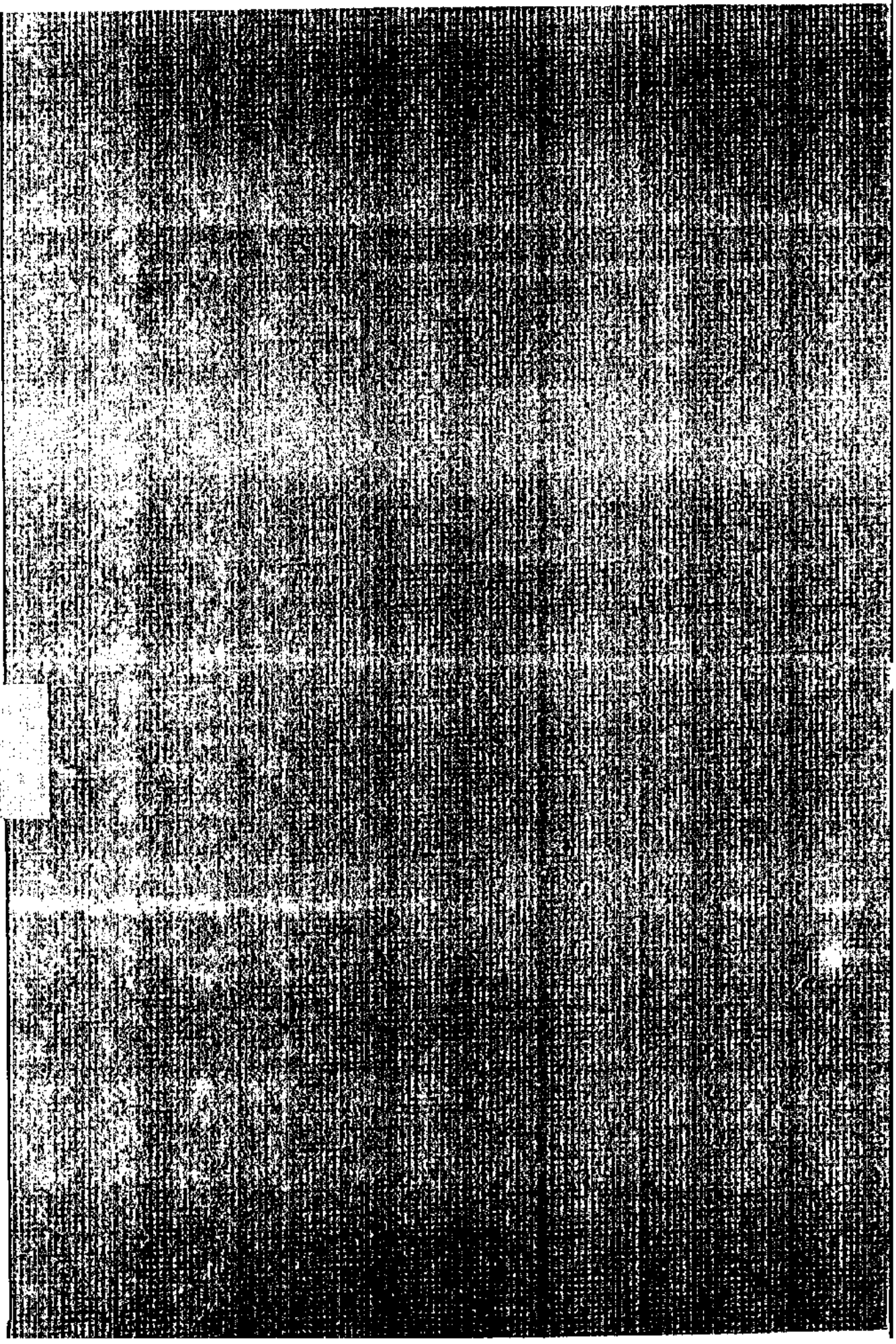
*****Yeah, the cider's all been drunk, and the coughnuts have all been dunked, so we'll put away the tin whistles and false faces till this time next year. But don't forget, it's always open house at this here residence.

HALF AND HALF
OCTOBER 20, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL: inside the bottom half - and thus keep every
(CONT) pipeful of HALF AND HALF within easy reach. You
don't have to dig around - and because you don't,
your tobacco doesn't get all broken up, it stays in
better condition .. fresher.. in well shape to
give you a smooth cool smoke! So next time...get
the extra-convenience of the patented telescopic
tin - an exclusive feature of HALF AND HALF
SMOKING TOBACCO!

NOVEMBER
1966



"AS BROADCAST"

SUNDAY, NOVEMBER 5, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ... BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half Smoking
Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
Tobacco, our Half and Half Journal of jest and jive.
Scooping the town with all the latest hits from Tin
Pan Alley are our star musical reporters, the Lads
and Lassies. Seated at the editor's desk calling
up the other papers to find out the latest news is
the old Maestro, Ben Bernie. And down in the
composing room running his trousers through the
presses because he can't afford a tailor is that

ATX01 0178667

SUNDAY, NOVEMBER 5, 1939

-2-

HARRY: one man comic strip, Movietone's Lew Lehr.
(CONT'D) And now for page one and our weather report:
GOOD MORNING.

1....(ORCHESTRA "GOOD MORNING")

HARRY: Those were the Half and Half Tobacco Lads playing
GOOD MORNING.

(ORCH: "LONESOME OLD TOWN")

Now, ladies and gentlemen, you've all heard of
Napoleon, Shakespeare, Julius Caesar ... and we
figure you're all fed up with important people;
so here's the Old Maestro, Ben Bernie.

(APPLAUSE)

BFN: Yowsah, yowsah, my friends, this is the Old Maestro,
Ben Bernie, comin' to you on a coast to coast light
up, and wishin' a happy November Sunday to all youse
guys and all youse gals. Ah, jolly old November.
November runs into December, December runs into
Christmas, and Christmas, my friends, runs into
money. Well, Harry, this has been a busy week for
the Old Maestro. I was invited to a society fox
hunt.

HARRY: You at a society fox hunt? (LAUGH)

ATX01 0178668

SUNDAY, NOVEMBER 5, 1939

-3-

BEN: But definitely, old bounder, don't you know the Bernies are society, but veddy, veddy, veddy.

HARRY: Really?

BEN: Surely you've heard of my great aunt, Brenda Bernie. She hunts the fox every Saturday.

HARRY: I say old chap, where, in Meadowbrook?

BEN: No, in Klein's Basement! Ah, Harry, we were all there at the crack of dawn, but we couldn't start the chase until noon.

HARRY: Well, why not?

BEN: The fox overslept. But, finally, off we went! Ah, what a beautiful sight. My horse sailing over the fence, and me flat on my back watching him. But it was really a thrilling chase. The dogs chasing the fox, my horse chasing the dogs, me in my red coat chasing the horse ... and a bull chasing me!

HARRY: Oh, say, speaking of bulls, Maestro was Winchell at this fox hunt?

ATX01 0178669

SUNDAY, NOVEMBER 5, 1939

-4-

BEN: That guy! Why, he's too stingy to go any place. He's so tight that before he goes into a restaurant he fills his fountain pen with silver paint so he can draw a 10¢ tip on the tablecloth! But as my old friend Odd McIntyre was wont to say, let's have done with this purely personal piffle. The time: the present, the scene: a garden. The song: LILAC IN THE RAIN. The chanteuse, Ma'mselle Mary Small. Curtain.

2.... (MARY SMALL & ORCHESTRA "LILACS IN THE RAIN")

(APPLAUSE)

ATX01 0178670

HALF AND HALF
November 5, 1

COMMERCIAL "A"

BERNIE: And now youse guys and gals ... listen ...

MUSIC:.. ORCHESTRA: "JUST A SONG AT TWILIGHT"

VERY SWEET ...

(AFTER FEW BARS ... OVER MUSIC) Mmmmm ...

pretty, ain't it? Those beautiful strains
sumpin powerful appealin' to ya, don't the

Hmmmm? Well ... that's the way it is wit
aroma of Half and Half Smokin' Tobacco ...

me. That aroma is powerful appealin' ...

for the fella who's a-doin' the smokin' ..

for everybody around him. It's so pleasin

fragrant that it seems to make the whole

cozier ... and it gives all the folks suc

heart-warmin' feelin'. (MUSIC OUT) Yows

my friends, there's a roomful of pleasure

everyone in a pipeful of Half and Half!

VON ZELL:

The Old Maestro speaks the truth, smoker:

and Half does have an especially delight

... a distinctive fragrance that adds gr

smoking pleasure. You see ... it's a re

ATX01 0178671

HALF AND HALF
November 5, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

scientific fact that the taste or flavor of tobacco depends chiefly on aroma. That's why the makers of Half and Half take special care to give you a smoking tobacco that IS more aromatic. They blend Half and Half in a new and better way. First they combine rich, mellow Virginia tobaccos - and make a finished blend that's a swell smoke just as it is. Then - because they feel that no single blend - however skillful - has everything - they also make up a blend of full-bodied Burleys - a grand smoke all by itself. Finally the TWO blends are combined, giving a blend of blends - better balanced ... more aromatic ... and therefore more flavorful. Just as two halves make a whole ... the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma ... Half and Half Tobacco!

ATX01 0178672

SUNDAY, NOVEMBER 5, 1939

-7-

BEN: Harry, there's an old saying that the truth will out, and my boy, you have just outed it, touted it, and shouted it to the skies. And now me and the Half and Half Lads are gonna bust out with ARE YOU HAVING ANY FUN. This number originally called for me to play my violin, but I didn't like the orchestration. It was arranged for four instruments: my violin and three riveting machines. All right, Lads, have fun, have fun.

3....(ORCHESTRA "ARE YOU HAVING ANY FUN")

BEN: That was me and the Half and Half Tobacco Lads playing ARE YOU HAVING ANY FUN.

BUDDY: Say, Maes, I heard you talking about fox hunting.

BEN: You heard right, Buddy, right, right, right.

BUDDY: You know, Maes, I'd like to go in for hunting. Could you give me some advice about the sport?

BEN: Well, if you go out fox hunting for pleasure, and you come across a little black fox with a white stripe down its back ...

BUDDY: Yes?

ATX01 0178673

SUNDAY, NOVEMBER 5, 1939

-8-

BEN: Scram, brother, it ain't no pleasure! Oh dear, I found that out. And now, the nation's ears are attuned to your voice waiting to hear that beautiful new ballad that is sweeping the country, MY PRAYER. I hope you like it.

4....(BUDDY CLARK & ORCHESTRA "MY PRAYER")

(APPLAUSE)

BEN: Well, my friends, chasing a fox is one thing but here comes a guy who has us all up a tree. So lookie, lookie, lookie - here comes that half-baked cookie - that mischievous madcap of Movietone News - LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Hello, Lew. My, my, you certainly look excited! Why, you're all in a dither - what have you been doing?

LEW: Oh, Mister Bernie, can you imagine ... yesterday, I made a newsreel of a meeting of the greatest scientists in the world.

BEN: Hmm. Is that so?

LEW: Yeah.

ATX01 0178674

BEN: Now that you have hobnobbed with distinguished scientists, what invention in your opinion has drawn people closer together.

LEW: In my opinion the invention that has drawn people closer together is, the Telepho - er - the automob - er the airoppla - airoppla (LAUGH) the corset.

BEN: Come, come, pull yourself together. Lew, while we're on the subject of science, there has always been some controversy as to who was responsible for the first talking machine? Have you any idea?

LEW: Sure (GRUNT) The first talking machine came from Adam's rib.

BEN: Stop joking, Lew, Uh a couple of uncles here. Some authorities say Edison invented the first talking machine.

LEW: No. (GRUNT) Edison invented the first talking machine that could be turned off.

BEN: Well, personally, I think the greatest scientific achievement was Franklin's discovery of electricity.

LEW: Ah - that was nothing.

SUNDAY, NOVEMBER 5,

-10-

BEN: What do you mean, nothing. For example, what w
we do without electric lights?

LEW: (LAUGH) Sit on a coach and neck.

BEN: And when you're talking about scientists don't
Louis Pasteur.

LEW: What about him?

BEN: Why, I bet you don't even know who Louis Paste

LEW: Who don't? (GRUNT) Why I knew him when his r
Paul Muni. And Mr. Bernie would you believe :
also met Professor Einstein there.

BEN: You did?

LEW: Yeah - we sat down and had a heated discussio
hours but he couldn't convince me.

BEN: Professor Einstein couldn't convince you?

LEW: No.

BEN: What was the argument about?

LEW: (LAUGH) He wanted me to pick up the check.

ATX01 0178676

SUNDAY, NOVEMBER 5, 195

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BEN: Well, Lew, I'm sorry you didn't discuss something more scientific. You know, Professor Einstein is one of the most brilliant men in the world - the way he juggles around those molecules and atoms.

LEW: Yeah - it certainly is a wonder (TAKE) juggles with

BEN: Molecules and atoms. The atom is so small it can hardly be seen under the most powerful microscope. Now do you know what an atom is?

LEW: Oh sure (LAUGH) A Cafeteria Steak! And you know Mr. Bernie, at this meeting there was a professor who gave a lecture about how he went to Mars in a rocket.

BEN: Why, Lew, I don't want to differ with the professor but no man has ever reached the planet Mars.

LEW: Oh, yeah. That's where you're wrong. The professor was on Mars and he proved it to me.

BEN: How?

LEW: (LAUGH) He showed me Buck Rogers' Autograph.

BEN: Well, Lew, I suppose the meeting was so interesting you hated to say goodbye.

ATX01 0178677

SUNDAY, NOVEMBER 5, 1939

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LEW: You said it. As I was leaving I said goodbye to the president of the society. A very distinguished professor from France. And you know what he did?

BEN: No, what?

LEW: (COVLY) He kissed me on both cheeks.

BEN: What did you do?

LEW: What could I do? (LAUGH) I gave him my fraternity pin!!!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice work, Lew, nice work. And now me and the Half and Half Tobacco Lads are going to play that number Lew Lehr has inspired on account of it describes Lew perfectly, accurately, and I might add flatteringly. SCATTERBRAIN.

5....(ORCHESTRA "SCATTERBRAIN")

BEN: That was me and the Lads playing SCATTERBRAIN with a vivace, an allegro, and a me dulla oblongatâ for the dear old alma mater, Half and Half Tobacco. Well, right now the Old Maestro, in his best blundering baritonie is gonna bring you a little number called

ATX01 0178678

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BEN: START THE DAY RIGHT, aided on the obligatos by our
(CONT'D) two little girls from Belleville, the Bailey Sisters
I hope you like it.

6....(ORCHESTRA, BERNIE & BAILEY SISTERS... "START THE DAY R

(APPLAUSE)

HALF AND HALF
November 5, 1939

COMMERCIAL "B"

BERNIE: (SIGHS) Ah me ... the Old Maestro is a bit weary. Yowsah. I've been helpin' put up the new livin'-room curtains. There I was ... a-teeterin' and a-totterin' on a creaky old chair ... adjustin' them curtains ... while the little woman kept a-sayin': "They're crooked." Then she did the adjustin' ... and I kept a-sayin' "They're crooked" ... just to be ornery. Deah, deah. It was one of them domestic impass-ees that pops up in the besta homes ... even in yo' home, mistah. But ... mistah ... don't let it get ya all up in the air. Just fill up yo' briar with Half and Half and follow the Old Maestro's advice ... Smoke a pipe to calm you down! And here's sumpin else ... that fragrant aroma of Half and Half Smokin' Tobacco will have a mighty soothin' effect on friend wife. Really will. It's like I always say ... Your Better Half will love the fragrance of Half and Half!

ATX01 0178680

HALF AND HALF
November 5, 1939

COMMERCIAL "B" -2-

VON ZELL: You've really got something there, Maestro. And smokers, the grand, soothing fragrance of Half and Half isn't the only advantage either ... because in addition, Half and Half Smoking Tobacco is packed in a new and different way ... in the patented telescope tin. This convenient telescope tin gets smaller and smaller as you use your tobacco. You just slide the top half down into the bottom half ... and thus keep every pipeful of Half and Half right up where it's easy to get at. You don't have to dig around ... and because you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke! Yes smokers ... the telescope tin actually gives you a better smoke ... as well as making it a lot easier to fill your pipe ... It's an exclusive, patented feature, and like the exclusive Half and Half blend, the telescope tin is something that no other tobacco can offer. Next time ... be sure to get Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0178681

7.... (ORCHESTRA "LOUISIANA HAYRIDE" HIT AND FADE)

BEN: Yowsah, folks, it's good old Louisiana Hayride. Gosh, I'll never forget my first hay ride. I plumped down in the hay, then I plumped right up again. Why didn't they tell me there was a pitchfork in it.

(ORCHESTRA UP AND FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly, and makes a swell smooth cigarette.

BEN: Well, folks, it's gettin' near time to punch the time clock, lock up the office, and hang a sign on the door saying, "Out for the week." But don't forget, we'll be back next Sunday doin' business at the same old stand. And in the meantime, hark ye to the motto that hangs over my desk:

Wise smokers will attest-a

Half and Half-a is the best-a. Yes-a

And now the time has come ...

MUSIC: BEN & ORCHESTRA ... " AU REVOIR...& SEGUE "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads.

Release for Dr. Albert Einstein: telegram

All right.

(Signed) Zuker, Secretary for Prof Einstein.

Release for Paul Muni: teletype

El Mears from NS

Muni for Bernie Show Okay.

Ben Bernie Show - November 5th.

ATX01 0178683

November 1, 1939

Mr. Jack Johnstone
Mitch H. Blow Agency
9 Rockefeller Plaza
New York City

Dear Mr. Johnstone:

In the Ben Bernie script for November 5th, Buck
Roger's name appears in the following dialogue between
Ben Bernie and Lew Lehr:

LEW: And you know, Mr. Bernie, at this meeting
there was a professor who gave a lecture
about how he went to Mars in a rocket.

BEN: Lew, I don't want to differ with the pro-
fessor, but no man has ever reached Mars.

LEW: Oh, yeah. That's where you're wrong.
The professor was on Mars and he proved
it to me.

BEN: How?

Lew: (LAUGH) He showed me Buck Rogers' Anth-
graph.

So that we may have a record of your approval in
writing, will you please make a notation to this ef-
fect on the bottom of this letter and return it to me.

Thank you very much for your cooperation.

Very truly yours,

Secretary to Mr. Rousseau

ATX01 0178684

*O. K.
Jack Johnstone
11/4/39*

November 1, 1939

Mr. Lynn Farnol
United Artists Corporation
729 7th Avenue
New York City

Dear Sir:

In the Ben Bernie show for November 1st, the title of the picture, "They Shall Have Music," is mentioned in the following manner:

BEN: Incidentally, Harry, Scatterbrain is one of the most requested numbers at the Windsor Theatre where we are playing this week.

HARRY: Are you having a pleasant engagement there, Maestro?

BEN: Oh, it's very pleasant, Harry, except for one thing. I don't like the sign they put out in front of the theatre.

HARRY: Well what's the sign say?

BEN: It says, "This week Ben Bernie and his Orchestra... Next week "They shall have Music."

So that we may have a written record of your approval in our files, will you please make a note to that effect at the bottom of this letter and return it to me.

Thank you for your cooperation.

Very truly yours,

Secretary to Mr. Rousseau

ATX01 0178685

*Ok
for United Artists
L. Farnol
Nov. 1, 1939*

Mr. B. Pratt

October 28, 1939

Wm Burke Miller

Ben Bernie Program 10/29.

Miss MacRorie has no objection to the use of Maestro Toscanini's name in the attached continuity of the Ben Bernie program on Sunday, October 29th.

We do appreciate however, Mr. Bernie's sending us a copy of the script for our notice.

Wm Burke Miller

cc. Miss Eleanor Smith, Hotel Elysee - 60 E. 54th St. NYC
Miss MacRorie

ATK01 0178686

COPY

Mr. Harry Sutton, Jr.
Radio Station WXYZ
Stroh Building
Detroit, Michigan

Dear Mr. Sutton:

Confirming our telephone conversation this afternoon, mention of HI YO SILVER on Ben Bernie's show Sunday, October 29, which you approved, is as follows:

(Dialogue takes place at a costume party)

Ben: I guess you played all the Halloween games like "Bobbing for Apples" and "Pin the Tail on the Donkey!"

Lew: Oh, no - we got a new game. It's called "Guess the Movie Stars."

Ben: Guess the Movie Stars?

Lew: Yeah. One man walked in with a pair of pants on his arm. Everybody yelled "Robert Taylor."

Ben: Taylor - pants - I get it.

Lew: Yeah. Another fellow walked in carrying a little electric motor. And everybody yelled "Tyrone Power."

Ben: Motor - power- that 's cute.

Lew: Ain't it? And then I walked in with my wife.

Ben: What did they yell?

Lew: (LAUGH) Hi Yo Silver!

So that we may have a record of your approval in writing, will you please make a notation to this effect on the attached copy of this letter and forward it to our New York office? A self-addressed and stamped envelope is enclosed for your convenience.

Thank you very much for your cooperation.
Adele Nebber
Sec. to Mr. E. T. Lifer

This has been approved _____

Harry Sutton, Jr.

ATX01 0178687

October 31, 1939

Henry Souvaine, Inc.
30 Rockefeller Plaza
New York City

Gentlemen:

This will authorize the use of the name KLEIN'S
BASEMENT on the Ben Bernie-Lex Lehr program of
Sunday, November 5, 1939, over radio station WABC,
sponsored by the Half and Half Smoking Tobacco.

Very truly yours,

S. Klein

ATX01 0178688

"AS BROADCAST"

REBROADCAST

SUNDAY, NOVEMBER 5, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ... BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half Smoking
Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
Tobacco, our Half and Half Journal of jest and jive.
Scooping the town with all the latest hits from Tin
Pan Alley are our star musical reporters, the Lads
and Lassies. Seated at the editor's desk calling
up the other papers to find out the latest news in
the old Maestro, Ben Bernie. And down in the
composing room running his trousers through the
presses because he can't afford a tailor is that

ATX01 0178689

SUNDAY, NOVEMBER 5, 1939

-2-

HARRY:
(CONT'D)

one man comic strip, Movietone's Lew Lehr.
And now for page one and our weather report:
GOOD MORNING.

1.....(ORCHESTRA....."GOOD MORNING")

HARRY: These were the Half and Half Tobacco Lads playing
GOOD MORNING.

(ORCH: "LONESOME OLD TOWN")

Now, ladies and gentlemen, you've all heard of
Napoleon, Shakespeare, Julius Caesar ... and we
figure you're all fed up with important people;
so here's the Old Maestro, Ben Bernie.

(APPLAUSE)

BEN:

Yowsah, yowsah, my friends, this is the Old Maestro,
Ben Bernie, comin' to you on a coast to coast light
up, and wishin' a happy November Sunday to all youse
guys and all youse gals. Ah, jolly old November.
November runs into December, December runs into
Christmas, and Christmas, my friends, runs into
money. Well, Harry, this has been a busy week for
the Old Maestro. I was invited to a society fox
hunt.

HARRY:

You at a society fox hunt? (LAUGH)

ATX01 0178690

SUNDAY, NOVEMBER 5, 1939

-3-

BEN: But definitely, old boulder, don't you know the
Bernies are society, but veddy, veddy, veddy.

HARRY: Really?

BEN: Surely you've heard of my great aunt, Brenda Bernie.
She hunts the fox every Saturday.

HARRY: I say old chap, where, in Meadowbrook?

BEN: No, in Klein's Basement! Ah, Harry, we were all
there at the crack of dawn, but we couldn't start
the chase until noon.

HARRY: Well, why not?

BEN: The fox overslept. But, finally, off we went! Ah,
what a beautiful sight! ^{it was, Harry.} My horse sailing over the
fence, and me flat on my back watching him. But it
was really a thrilling chase. The dogs chasing the
fox, my horse chasing the dogs, me in my red coat
chasing the horse ... and a bull chasing me!

HARRY: Oh, say, speaking of bulls, Maestro was Winchell
at this fox hunt?

ATX01 0178691

MONDAY, NOVEMBER 5, 1939

-4-

Winchell!

BEN:

That guy! Why, he's too stingy to go any place!

He's so tight that before he goes into a restaurant

he fills his fountain pen with silver paint so he

can draw a 10¢ tip on the tablecloth! But as my

old friend Odd McIntyre was wont to say, let's have

done with this purely personal piffle. The time:

the present, the scene: a garden. The song: LILACS

IN THE RAIN. The chanteuse, Mademoiselle Mary Small.

Curtain.

2.....(MARY SMALL & ORCHESTRA "LILACE IN THE RAIN")

(APPLAUSE)

HALF AND HALF
November 5, 1939

COMMERCIAL "A"

BERNIE: And now youse guys and gals ... listen ... shhh ...

MUSIC... ORCHESTRA: "JUST A SONG AT TWILIGHT" ...

VERY SWEET ...

(AFTER FEW BARS ... OVER MUSIC) Heehee ... mighty pretty, ain't it? Those beautiful strains do sumpin powerful appealin' to ya, don't they? Heehee? Well ... that's the way it is with the aroma of Half and Half Smokin' Tobacco ... so help me. That aroma is powerful appealin' ... not only for the fella who's a-doin' the smokin' ... but for everybody around him. It's so pleasin' and fragrant that it seems to make the whole room cozier ... and it gives all the folks such a nice, heart-warmin' feelin'. (MUSIC OUT) Yowsah, my friends, there's a roomful of pleasure for everyone in a pipeful of Half and Half!

VON ZELL: The Old Maestro speaks the truth, smokers. Half and Half does have an especially delightful aroma ... a distinctive fragrance that adds greatly to smoking pleasure. You see ... it's a recognized

ATX01 0178693

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

scientific fact that the taste or flavor of tobacco depends chiefly on aroma. That's why the makers of Half and Half take special care to give you a smoking tobacco that IS more aromatic. They blend Half and Half in a new and better way. First they combine rich, mellow Virginia tobaccos - and make a finished blend that's a great smoke just as it is. Then - because they feel that no single blend - however skillful - has everything - they also make up a blend of full-bodied Burleys - a grand smoke all by itself. Finally the TWO blends are combined, giving a blend of blends - better balanced ... more aromatic ... and therefore more flavorful. Just as two halves make a whole ... the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma ... Half and Half Tobacco!

SUNDAY, NOVEMBER 5, 1939

-7-

BEN: Harry, there's an old saying that the truth will out, and my boy, you have just outed it, touted it, and shouted it to the skies. And now me and the Half and Half Lads are gonna bust out with ARE YOU HAVING ANY FUN. This number originally called for me to play my ^{fiddle} violin, but I didn't like the orchestration. It was arranged for four instruments: my violin and three riveting machines. All right, Lads, have fun, have fun.

..... (ORCHESTRA "ARE YOU HAVING ANY FUN")

BEN: That was me and the Half and Half Tobacco Lads playing ARE YOU HAVING ANY FUN.

BUDDY: Say, Mass, I heard you talking about fox hunting.

BEN: You heard right, Buddy, right, right, right.

BUDDY: You know, Mass, I'd like to go in for hunting. Could you give me some advice about the sport?

BEN: Well, if you go out fox hunting for pleasure, and you come across a little black fox with a white stripe down its back ...

BUDDY: Yes?

ATX01 0178695

SONDAY, NOVEMBER 5, 1939

-8-

BEN: Scras, brother, it ain't no pleasure! Oh dear, I found that out. And now, the nation's ears are attuned to your voice waiting to hear that beautiful new ballad that is sweeping the country, MY PRAYER. I hope you like it.

.....(BUDDY CLARK & ORCHESTRA "MY PRAYER")

(APPLAUSE)

BEN: Well, my friends, chasing a fox is one thing but here comes a guy who has us all up a tree. So lookie, lookie, lookie - here comes that half-baked cookie - that mischievous madcap of Movietone News - LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the crasiest people.

BEN: Hello, Lew. My, my, you certainly look excited. Why, you're all in a dither - what have you been doing?

LEW: Oh, Mister Bernie, can you imagine ... yesterday, I made a newsreel of a meeting of the greatest scientists in the world.

BEN: Has. Is that so?

LEW: Yeah.

ATK01 017B696

BEN: Now that you have hobnobbed with distinguished scientists, what invention in your opinion has drawn people closer together.

LEW: In my opinion the invention that has drawn people closer together is, the Telepho - er - the autowob - er the airopa - airopa (LADGH) the corset.

BEN: Come, come, pull yourself together. Lew, while we're on the subject of science, there has always been some controversy as to who was responsible for the first talking machine? Have you any idea?

LEW: Sure (GRUNT) The first talking machine came from Adam's rib.

BEN: Stop joking, Lew. Uh a couple of uncles here. Some authorities say Edison invented the first talking machine.

LEW: No. (GRUNT) Edison invented the first talking machine that could be turned off.

BEN: Well, personally, I think the greatest scientific achievement was Franklin's discovery of electricity.

LEW: Ah - that was nothing.

SUNDAY, NOVEMBER 5, 1939

-10-

BEN: What do you mean, nothing. For example, what would we do without electric lights?

LEW: (LAUGH) Sit on a coach and neck.

BEN: Not a bad idea - I'm in favor of it.
/ And when you're talking about scientists don't forget Louis Pasteur.

LEW: What about him?

BEN: Why, I bet you don't even know who Louis Pasteur is.

LEW: Who don't? (GRUNT) Why I knew him when his name was Paul Muni. And Mr. Bernie would you believe it, I also met Professor Einstein there.

BEN: You did?

LEW: Yeah - we sat down and had a heated discussion for two hours but he couldn't convince me.

BEN: Professor Einstein couldn't convince you?

LEW: No.

BEN: What was the argument about?

LEW: (LAUGH) He wanted me to pick up the check.

ATX01 017B698

SUNDAY, NOVEMBER 5, 1939

- 11 -

BEN: Well, Lew, I'm sorry you didn't discuss something more scientific. You know, Professor Einstein is one of the most brilliant men in the world - the way he juggles around those molecules and atoms.

LEW: Yeah - it certainly is a wonder (TAKE) juggles what?

BEN: Molecules and atoms. The atom is so small it can hardly be seen under the most powerful microscope. Now do you know what an atom is?

LEW: Oh sure (LAUGH) A Cafeteria Steak! And you know, Mr. Bernie, at this meeting there was a professor who gave a lecture about how he went to Mars in a rocket.

BEN: Why, Lew, I don't want to differ with the professor but no man has ever reached the planet Mars.

LEW: Oh, yeah. That's where you're wrong. The professor was on Mars and he proved it to me.

BEN: How?

LEW: (LAUGH) He showed me Buck Rogers' Autograph.

BEN: Well, Lew, I suppose the meeting was so interesting you hated to say goodbye.

ATX01 0178699

SUNDAY, NOVEMBER 5, 1939

-12-

LEW: You said it. As I was leaving I said goodbye to the president of the society. A very distinguished professor from France. And you know what he did?

BEN: No, what?

LEW: (COOLY) He kissed me on both cheeks.

BEN: What did you do?

LEW: What could I do? (LAUGH) I gave him my fraternity pin!!!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: And now while Lew's frat pin is in France, ~~His work, Lew, his work, and now~~ me and the Half and Half Tobacco Lads are going to play that number Lew Lehr has inspired on account of it describes Lew perfectly, accurately, and I might add flatteringly. SCATTERBRAIN.

5....(ORCHESTRA "SCATTERBRAIN")

BEN: That was me and the Lads playing SCATTERBRAIN with a vivace, an allegro, and a me dulla oblongata for the dear old alma mater, Half and Half Tobacco. Well, right now the Old Maestro, in his best blundering baritonic is gonna bring you a little number called

SUNDAY, NOVEMBER 5, 1939

-13-

DFW:
(CONT'D)

START THE DAY RIGHT, aided on the obligatos by our
two little girls from Belleville, the Bailey Sisters.

I hope you like it.

6... (ORCHESTRA, BERNIE & BAILEY SISTERS... "START THE DAY RIGHT")

(APPLAUSE)

ATX01 0178701

HALF AND HALF
November 5, 1939

COMMERCIAL "B"

BERNIE:

(SIGHS) Ah me ... the Old Maestro is a bit
this evening.
weary./ Yowah. I've been helpin' put up the new
livin'-room curtains. There I was ... a-testerin'
and a-totterin' on a creaky old chair ... adjustin'
them curtains ... while the little woman kept a-
sayin': "They're crooked." Then she did the
adjustin' ... and I kept a-sayin' "They're
crooked" ... just to be ornery. Deah, deah. It
was one of them domestic impass-ees that pops up
in the besta homes ... even in yo' home, mistah.
But ... mistah ... don't let it get ya all up in
the air. Just fill up yo' briar with Half and
Half and follow the Old Maestro's advice ...
Smoke a pipe to calm you down! And here's suspin
else ... that fragrant aroma of Half and Half
Smokin' Tobacco will have a mighty soothin' effect
on friend wife. Really will. It's like I always
say ... Your Better Half will love the fragrance
of Half and Half!

ATX01 0178702

HALF AND HALF
November 5, 1939

COMMERCIAL "B" -2-

VON ZELL: You've really got something there, Maestro. And smokers, the grand, soothing fragrance of Half and Half isn't the only advantage either ... because in addition, Half and Half Smoking Tobacco is packed in a new and different way ... in the patented telescope tin. This convenient telescope tin gets smaller and smaller as you use your tobacco. You just slide the top half down into the bottom half ... and thus keep every pipeful of Half and Half right up where it's easy to get at. You don't have to dig around ... and because you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... frasher ... in swell shape to give you a smooth, cool smoke! Yes smokers ... the telescope tin actually gives you a better smoke ... as well as making it a lot easier to fill your pipe ... It's an exclusive, patented feature, and like the exclusive Half and Half blend, the telescope tin is something that no other tobacco can offer. Next time ... be sure to get Half and Half Tobacco ... in the convenient telescope tin!

RTX01 0178703

7.... (ORCHESTRA "LOUISIANA HAYRIDE" HIT AND FADE)

BEN: Yowzah, folks, it's good old Louisiana Hayride. Gosh, I'll never forget my first hay ride. I plumped down in the hay, then I plumped right up again. Why didn't they tell me there was a pitchfork in it.

(ORCHESTRA UP AND FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly, and makes a swell smooth cigarette.

BEN: Well, folks, it's gettin' near time to punch the time clock, lock up the office, and hang a sign on the door saying, "Out for the week." But don't forget, we'll be back next Sunday doin' business at the same old stand. And in the meantime, hark ye to the motto that hangs over my desk:

Wise smokers will attest-a

Half and Half-a is the best-a. Yes-a

And now the time has come ...

MUSIC: BEN & ORCHESTRA ... "AU REVOIR...& SEQUE "LONESOME OLD TONN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Buddy Clark and Lew Lehr.
Good Morning is from Babes In Arms. Are You Having Any Fun from George White Scandels.

SUNDAY, NOVEMBER 12, 1939
(REVISED)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

(As Broadcast)

5:30 - 6:00 P.M.

12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half Smoking
Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCHE: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half smoking
Tobacco a ballot box stuffed with mirth and melody.
Electioneering for their favorite candidates from
tin pan alley are all the Lads and Lassies. Watching
the victory parade and tipping his hat and his toupee
every time the flag goes by is the Old Maestro, Ben
Bernie; and trying to keep out of the net of the newly
elected dog catcher is that mischievous mutt of
Movietone News, Lew Lehr. And now, do I hear a motion
that we get the show under way? All in favor say Aye.

1(ORCHESTRA)("ALL IN FAVOR SAY /

ATX01 0178705

HARRY: Those were the Half and Half Lads playing "All in Favor Say Aye." Now, Ladies and Gentlemen, this is election time, and we've all heard of political representatives who are boring from within, but our representative, however is merely boring. The chair recognizes the gentleman from hunger ... The Old Maestro, Ben Bernie.

(ORCHESTRA: "LONESOME OLD TOWN")

(APPLAUSE)

BEN: Yowsah, yowsah, yowsah. Friends, Romans, Countrymen, this is Old Honest Ben Bernie, the infinitive Splitter, wishing youse all a happy Sunday after election. Ah, what an election this has been. A guy in California offers you Ham and Eggs... A guy in Ohio offers you steak and potatoes ... A guy in Louisiana offers you corn pone and chicken. By Gosh, it's gettin' so when you go to vote you don't know whether to ask for a ballot or a menu.

HARRY: Yes, Maestro, I understand your uncle was running for office back in your home town.

BEN: That's right, Harry ... and I was his campaign manager. I spent all last week going around kissing Babies.

HARRY: I don't know about that. That's a very silly political custom. After all, Babies are too young to vote!

BEN: Not the ones I kiss.

HARRY: By the way, what office was your uncle running for?

BEN: Uncle was running for treasurer... and he really had a swell campaign slogan.

HARRY: What was it?

BEN: "Your treasurer is trying to rob you. Elect me and I'll do the job right."

HARRY: But I thought your uncle was an honest man.

BEN: He is honest. Every vote he buys is strictly cash on the line. But you've got to give uncle credit. He didn't want to capitalize on the name Bernie. He wanted to make good on his own...so he changed his name.

HARRY: Oh, well, what did he change it to?

BEN: Roosevelt. But now, folks, here's one campaign promise that ain't gonna be broken. We promised you Buddy Clark last week, and by Gosh, we're gonna give him to you. He's gonna sing the New York Bookmaker's theme song ... "My Last Goodbye".

2.....(BUDDY CLARK AND ORCHESTRA....."MY LAST GOODBYE")

(APPLAUSE)

HALF AND HALF
November 12, 1939

COMMERCIAL "A"

BERNIE: And now comes ol' Dan'l Boone Bernie with a word to youse guys who'll soon be out huntin' yo' favorite game. You get up from yo' trundle bed in the early dawn. You go sneakin' through the brambles and the trees, ready for anything that comes a-chargin' at ya. You hear a rustle ... and there it is ... stampedin' out of the underbrush ... a rabbit! You're all tense and excited. You whip up yo' trusty gun! You fire! ... You miss! Awww, shucks. Well youse guys, don't stand there a-blamin' yo'self ... and don't go a-spoilin' any more shots just 'cause you're nervous and flustered. No sir. Fill up yo' old briar with Half and Half. Smoke a pipe - to calm you down! And don't forget ... be sure yo' match is out when you knock out yo' pipe ... be sure you do it in a safe place.

VON ZELL: Good advice, maestro! Smokers ... whether you're working or playing ... your pipe is a grand companion for you. And Half and Half is a grand companion for your pipe, too. You see Half and Half has an aroma all of its own... an especially delightful aroma that adds greatly to the pleasure of real tobacco lovers. And since it's

HALF AND HALF
November 12, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma ... the makers of Half and Half take special care to give you a tobacco that IS more aromatic. They blend their tobaccos in a new and different way. First, they combine rich mellow Virginia tobaccos - and make a finished blend that's a swell smoke in its own right. Then - because they feel that no single blend ... however skillful ... has everything - they also make up a blend of full-bodied Burleys - a top-notch smoke all by itself. Finally, the two blends are combined, giving a blend of blends - better balanced ... more aromatic ... and therefore, more flavorful ... Just as two halves make a whole, the two fine blends in Half and Half add up to complete smoking enjoyment! Next time ... be sure you get the tobacco that is blended especially to combine flavor and aroma ... Half and Half Tobacco!

ATX01 0178709

SUNDAY, NOVEMBER 12, 1939
(REVISED)

BEN: Harry, I will climb up on the stump and recommend that when youse guys cast your vote for a pipe tobacco, make it unanimous and vote Half and Half. Now it's time for me and the Half and Half lads to play a number straight from old Mexico - El Rancho Grande. Ah - Mexico with its picturesque music and beautiful language. I'll never forget that romantic Spanish phrase I learned at Tia Juana ... "Su Caballo fue lo ultimo" which in English means "Your horse was last." Play, Senores.

8... (ORCHESTRA..... "EL RANCHO GRANDE")

BEN: That was me and the Half and Half lads playing "El Rancho Grande", the "My Old Kentucky Home" of Mexico.

MARY: Si, si, Senor.

BEN: Ah - Senorita Mary Small. Mary, I suppose you were too young to vote last Tuesday.

MARY: Yes, but I wish I could have. You know, I think all women should take a greater interest in public life.

BEN: So do I, Mary, but there's one thing I disapprove of.

MARY: What's that?

BEN: I don't think women should be allowed on juries.

MARY: Why not?

SUNDAY, NOVEMBER 12, 1939

BEN: Whoever heard of a woman letting a man start a sentence. Mary, while I'm figuring out how to explain that last line to my missus, suppose you sing Hoagy Carmichael's swell new ballad "Blue Orchids." Get orchidaceous, lads. Deah, deah.

4.....(MARY SMALL & ORCHESTRA....."BLUE ORCHIDS")

(APPLAUSE)

BEN: And here he comes now
See how proudly he walks
He looks silly when he's quiet
But he's worse when he talks.

So help me - it's that Half and Half wit of Movietone
News - LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew - this has been election week and like every intelligent citizen I suppose you're interested in politics.

LEW: Am I interested in politics? Why everybody says I have a Republican face.

SUNDAY, NOVEMBER 12, 1939

-8-

BEN: A Republican face?

LEW: Yeah. (LAUGH) it looks like it was hit by a landslide.

BEN: Lew - don't you think politics is a wonderful thing.

LEW: You said it! To me politics is the essence of democra - er it's heritage of human integri - er - it's the fundamental of modern civiliz-- civiliz (LAUGH) It's baloney!

BEN: Well, Lew, of course you voted.

LEW: Oh, certainly. Me and my wife went to the polls. And the man who was running for mayor handed my wife a ballot and said "Mrs. Lehr - you are beautiful - you are gorgeous - you are exquisite!"

BEN: So I suppose you voted for him?

LEW: I should say not. (LAUGH) Who wants a mayor that's nuts!

BEN: Well, aside from voting what else have you been doing, Lew?

LEW: Well, Mr. Bernie, this week I made a newsreel of a bicycle club for fat ladies and I went out riding with them.

BEN: That must have been fine exercise for fat ladies. Bicycle riding.

ATX01 0178712

LEW: Yeah, it reminded me of football. (LAUGH) All of the action took place in the end zone.

BEN: I'll bet it was a funny sight to see them all riding along.

LEW: Yes, and were they husky mommas. One of them was wearing a big yellow sweater and three guys hailed her.

BEN: Hailed her?

LEW: (LAUGH) They thought she was a taxicab. She went down hill a mile a minute and all of a sudden at der bottom she bumped into a truck!

BEN: Oh, that's terrible!

LEW: You said it! (LAUGH) They're still looking for the truck! But you know Mr. Bernie, bicycle riding is wonderful, out in the woods watching the birds! The nightingales making night shirts, the magpies making apple struddle, the chickadees making chiclets, and the swallows making hiccups. (GRUNT) Beautiful!

BEN: Ah, nature is truly grand. But Lew, where did you get the big red lump on your nose - did you fall off your bicycle?

SUNDAY, NOVEMBER 12, 1939

-10-

LEW: No, I got this lump when we was picking flowers.
I stopped to smell a brose.

BEN: A what!

LEW: A brose.

BEN: You mean a rose, not a brose. There's no "B" in rose.

LEW: (LAUGH) There was in this one.

BEN: Well, Lew, tell me this does bicycle riding
actually help women reduce?

LEW: Oh, certainly! There was one fat woman riding a
bike who had a picture of Tony Galento tatoood on
her left shoulder and Ann Sheridan tatoood on her
right shoulder, and when she finished the ride
she was so skinny (LAUGH) Tony Galento had oomph.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice work, Lew, nice work. Now me and the Half
and Half lads are going to play a number we have
had a great many requests for "In An Eighteenth
Century Drawing Room." This was one of the most
requested numbers at the Windsor Theatre last
week, where we had a very pleasant engagement.
That is - it was pleasant except for one thing.
I didn't like the sign they put in front of the
theatre. It said - "This week - Ben Bernie and

ATX01 0178714

SUNDAY, NOVEMBER 12, 1939

-11-

BEN:

(CONT'D)

his Orchestra ..." Next week - "They Shall Have Music." Your cue-y, lads.

(ORCHESTRA "IN AN EIGHTEENTH CENTURY DRAWING ROOM")

BEN: Those were the Half and Half Tobacco lads playing "Eighteenth Century Drawing Room" for the Alma Mater - dear old Half and Half. And now let's see, here comes "Ragtime Cowboy Joe" with that rootin', tootin', high falutin' cowboy from Brooklyn - Colonel Manny Prager - the Bailey Gals and your humble servant. And the incidental wailin' you hear ain't a coyote howlin' - it'll be me playin' the fiddle or perchance a bit of my unforgiveable baritoney. Yipee - let's go.

ORCH., BERNIE, MANNY PRAGER & BAILEY SISTERS ... "RAGTIME
COWBOY JOE"

(APPLAUSE)

ATX01 0178715

HALF AND HALF
Nov. 12, 1939

COMMERCIAL "B"

BERNIE: Hear ye, hear ye ... yo' ears, my friends, yo' ears ... the old maestro is a-gonna give out with a recipe for contentment. It's for all youse guys who come a-trudgin' home from work on these, bleak unfriendly November evenins'. Are yo' ready? Well, take one pair of old slippers ... insert ten toes ... and wiggle. The more wigglin' the better. Now ... take one big, old, comfortable chair ... insert yo'self ... and do some more wigglin'. Don't that sound good? Ah, deah, deah. And now for the besta part of all ... take one pipe ... yo' friendly old briar ... insert a load of Half and Half Smokin' Tobacco ... light up ... ahhh ... mistah, that's contentment! And what's more your better half will love the fragrance of Half and Half. Yowsah ... them fragrant blue curls of Half and Half sure do make Home Sweet Home seem a lot sweeter!

VON ZELL: Gosh maestro ... that makes me want to get right on home and light up my old pipe. And smokers, I hope you're all doing the same this minute. Yes, and by the way, you'll find it's a lot easier to fill up your pipe when you use Half and Half Smoking Tobacco

ATX01 0178716

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

... from the patented telescope tin. You know this telescope tin just shows you the way the makers of Half and Half follow through when it comes to giving you more service ... more convenience ... more all round smoking pleasure. They not only give you a blend with a distinctive aroma -- and aroma that is finer -- we believe -- than that of any other tobacco. They also have a patented way of packing the tobacco -- in the telescope tin. This tin gets smaller and smaller as you use the tobacco -- so that every pipeful of Half and Half is always right up where it's easy to get at it. You don't have to dig around -- and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. Thus the telescope tin keeps Half and Half in better condition ... fresher ... in swell shape to pack into your pipe and give you a smooth cool smoke! So you see smokers ... not only is Half and Half tobacco different from all other tobaccos ... even the tin that it comes in is different -- an exclusive PATENTED feature of Half and Half! Next time ... be sure to buy Half and Half and get better tobacco -- in the more convenient telescope tin!

SUNDAY, NOVEMBER 12, 1939

7... (ORCH... "I CAN'T GIVE YOU ANYTHING BUT LOVE"... HIT
& FADE)

BEN: And now the lads have dug down in the trunk and dusted off an old favorite. "I Can't Give You Anything But Love". Before you're married you can say that and she'll believe you - but after you're married, brother, it comes under the heading of propaganda.

(ORCHESTRA UP AND TO FINISH)

HARRY: Sorry to interrupt you lads, but time is fleeting, Ladies and Gentlemen... especially you men... roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell smooth cigarette.

BEN: Well, gosh darn it, folks, it's time to close this old polling place. But we hope all you good people approved our campaign and don't forget we'll be back next week at the same time with the same candidates. And in the meantime don't forget the words of that veteran politician, Recount McLandslide...

Your candidate may win or fall

But Half and Half will please you all.

And now reluctantly....

MUSIC: (BEN & ORCH... "AU REVOIR"... & SEGUE "LONESOME OLD

ATX01 0178718

SUNDAY, NOVEMBER 12, 1939

MUSIC: TOWN"

(CON'T)

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the lads, Mary Small, Buddy Clark and Lew Lehr.

ATX01 0178719

November 9, 1939

Mr. Joe Jacobs
745 7th Avenue
New York City

Dear Mr. Jacobs:

Mr. Galento's name has been used in the Ben Bernie script for Sunday, November 12th, in the following manner:

Ben: Well, Lew, does bicycle riding actually help women reduce?

Lew: Oh, certainly! There was one fat woman riding a bike who had a picture of Tony Galento tattooed on her left shoulder and Ann Sheridan tattooed on her right shoulder, and when she finished the ride she was so skinny (LAUGH) Tony Galento had comph.

In order that we may have a record of your approval on file, would you please initial this letter and return it to me. Thank you very much for your cooperation.

Very truly yours,

Secretary to Mr. Rousseau

OK Joe Jacobs

ATX01 0178720

November 9, 1939

Mr. Farnol
United Artists Corporation
729 7th Avenue
New York City

Dear Mr. Farnol:

Last week we obtained permission from you to use the title, "They Shall Have Music" in the Ben Bernie script. The gag was cut from last week's show and has been inserted in this week's. Would you be so kind as to give us permission to use it in this week's show. The script runs as follows:

Ben: This was one of the most requested numbers at the Windsor Theatre last week, where we had a very pleasant engagement. That is - it was pleasant except for one thing. I didn't like the sign they put in front of the theatre. It said - "This week - Ben Bernie and his Orchestra - Next week - "They Shall Have Music."

We are sorry to bother you with this again.
Thank you very much for your cooperation.

Very truly yours,

Secretary to Mr. Rousseau

*O.K.
Mr. Farnol*

ATX01 0178721

(RE-BROADCAST)

SUNDAY, NOVEMBER 18, 1939
(REVISED)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

(As Broadcast)

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half Smoking
Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCHE: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half smoking
Tobacco a ballot box stuffed with birth and melody.
Electioneering for their favorite candidates from
tin pan alley are all the Lads and Lassies. Watching
the victory parade and tipping his hat and his toupees
every time the flag goes by is the Old Maestro, Ben
Bernie; and trying to keep out of the net of the newly
elected dog catcher is that mischievous suit of
Hovietone News, Lew Lehr. And now, do I hear a motion
that we get the show under way? All in favor say Aye.
1(ORCHESTRA)(*ALL IN FAVOR SAY AY

HARRY: Those were the Half and Half Lads playing "All in Favor
Thank you very much ladies and gentlemen, you know
Say Aye." / Now Ladies and Gentlemen, this is election
time, and we've all heard of political representatives
who are boring from within, but our representative,
however is merely boring. The chair recognizes the
gentleman from hunger ... The Old Maestro, Ben Bernie.

ORCHESTRA: "LONESOME OLD TOWN"

(APPLAUSE)

BEN: Yowsah, yowsah, yowsah. Friends, Romans, Countrymen,
this is Old Honest Ben Bernie, the infinitive Splitter,
wishing youse all a happy Sunday after election. Ah,
what an election this has been. A guy in California
offers you Ham and Eggs... A guy in Ohio offers you
steak and potatoes ... A guy in Louisiana offers you
corn pone and chicken. By Gosh, it's gettin' so
when you go to vote you don't know whether to ask for
a ballot or a menu.

HARRY: Yes, Maestro, I understand your uncle was running for
office back in your home town.

BEN: That's right, Harry ... and I was his campaign manager.
I spent all last week going around kissing Babies.

HARRY: I don't know about that. / ^{I don't know, I think} That's a very silly political
custom. After all, Babies are too young to vote!

BEN: Not the ones I kiss.

HARRY: By the way, what office was your uncle running for?

BEN: Uncle was running for treasurer... and he really had a swell campaign slogan.

HARRY: What was it?

BEN: "Your treasurer is trying to rob you. Elect me and I'll do the job right."

HARRY: Wait a minute, Maestro
/ But I thought your uncle was an honest man.

BEN: He is honest. Every vote he buys is strictly cash on the line. But you've got to give uncle credit. He didn't want to capitalize on the name Bernie. He wanted to make good on his own...so he changed his name.

HARRY: Oh, well, what did he change it to?

BEN: Roosevelt. But now, folks, here's one campaign promise that ain't gonna be broken. He promised you Buddy Clark last week, and by Gosh, we're gonna give him to you. He's gonna sing the New York Bookmaker's theme song ... "My Last Goodbye".

2.....(BUDDY CLARK AND ORCHESTRA....."MY LAST GOODBYE")

(APPLAUSE)

-4-

HALF AND HALF
November 12, 1939

COMMERCIAL "A"

BERNIE: And now comes ol' Dan'l Boone Bernie with a word to youse guys who'll soon be out huntin' yo' favorite game. You get up from yo' trundle bed in the early dawn. You go sneakin' through the braables and the trees, ready for anything that comes a-chargin' at ya. You hear a rustle ... and there it is ... stampedin' out of the underbrush ... a rabbit! You're all tense and excited. You whip up yo' trusty gun! You fire! ... You miss! Aww, shucks. Well youse guys, don't stand there a-blamin' yo'self ... and don't go a-spoilin' any more shots just 'cause you're nervous and flustered. No sir. Fill up yo' old briar with Half and Half. Saoke a pipe - to calm you down! And don't forget ... be sure yo' match is out when you knock out yo' pipe ... be sure you do it in a safe place.

VON ZELL: Good advice, maestro! Smokers ... whether you're working or playing ... your pipe is a grand companion for you. And Half and Half is a grand companion for your pipe, too. You see Half and Half has an aroma all of its own... an especially delightful aroma that adds greatly to the pleasure of real tobacco lovers. And since it's

ATX01 0178725

HALF AND HALF
November 12, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma ... the makers of Half and Half take special care to give you a tobacco that IS more aromatic. They blend their tobaccos in a new and different way. First, they combine rich mellow Virginia tobaccos - and make a finished blend that's a swell smoke in its own right. Then - because they feel that no single blend ... however skillful ... has everything - they also make up a blend of full-bodied Burleys - a top-notch smoke all by itself. Finally, the two blends are combined, giving a blend of blends - better balanced ... more aromatic ... and therefore, more flavorful ... Just as two halves make a whole, the two fine blends in Half and Half add up to complete smoking enjoyment! Next time ... be sure you get the tobacco that is blended especially to combine flavor and aroma ... Half and Half Tobacco!

ATK01 0178726

SUNDAY, NOVEMBER 12, 1929
(REVISED)

BEN: Harry, I will climb up on the stump and recommend that when youse guys cast your vote for a pipe tobacco, make it unanimous and vote Half and Half. / Now it's time for me and the Half and Half lads to play a number straight from old Mexico - El Rancho Grande. Ah - Mexico with its picturesque music and beautiful language. I'll never forget that romantic Spanish phrase I learned at Tia Juana ... "Su Caballo fue lo ultimo" which in English means "Your horse was last." Play, Senores.

3... (ORCHESTRA..... "EL RANCHO GRANDE")

BEN: That was me and the Half and Half lads playing "El Rancho Grande", the "My Old Kentucky Home" of Mexico.

MARY: Si, si, Senor.

BEN: Ah - Senorita Mary Small. Mary, I suppose you were too young to vote last Tuesday.

MARY: Yes, but I wish I could have. You know, I think all women should take a greater interest in public life.

BEN: So do I, Mary, but there's one thing I disapprove of.

MARY: What's that?

BEN: I don't think women should be allowed on juries.

MARY: Why not?

-2-

SUNDAY, NOVEMBER 12, 1989

BEN: Whoever heard of a woman letting a man start a sentence.
Mary, while I'm figuring out how to explain that last
line to my niece, suppose you sing Hoagy Carmichael's
swell new ballad "Blue Orchids." Get orchidaceous,
lads. Dosh, doah.

4.....(MARY SING & ORCHESTRA....."BLUE ORCHIDS")

(APPLAUSE)

BEN: And here he comes now
See how proudly he walks
He looks silly when he's quiet
But he's worse when he talks.

So help me - it's that Half and Half wit of Novietone
Here - LET LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew - this has been election week and like every
intelligent citizen I suppose you're interested in
politics.

LEW: Am I interested in politics? Why everybody says I
have a Republican face.

ATX01 0178728

SUNDAY, NOVEMBER 12, 1939

BEN: A Republican face?

LEW: Yeah. (LAUGH) it looks like it was hit by a landslide.

BEN: / Tell me.. / Lew - don't you think politics is a wonderful thing.

LEW: You said it! To me politics is the essence of democracy - or it's heritage of human integrity - or - it's the fundamental of modern civilization - civilization (LAUGH) It's baloney!

BEN: Well, Lew, of course you voted.

LEW: Oh, certainly. He and my wife went to the polls. And the man who was running for mayor handed my wife a ballot and said "Mrs. Lehr - you are beautiful - you are gorgeous - you are exquisite."

BEN: So I suppose you voted for him?

LEW: I should say not. (LAUGH) Who wants a mayor that's nuts!

BEN: Well, aside from voting what else have you been doing, Lew?

LEW: Well, Mr. Bernie, this week I made a newsreel of a bicycle club for fat ladies and I went out riding with them.

BEN: That must have been fine exercise for fat ladies. Bicycle riding.

SUNDAY, NOVEMBER 12, 1939

LEW: Yeah, It reminded me of football. (LAUGH) All of the action took place in the end zone.

BEN: I'll bet it was a funny sight to see them all riding along.

LEW: Yes, and were they husky romans. One of them was wearing a big yellow sweater and three guys hailed her.

BEN: Hailed her?

LEW: (LAUGH) They thought she was a taxi cab. She went down hill a mile a minute and all of a sudden at the bottom she bumped into a truck!

BEN: Oh, that's terrible!

LEW: You said it! (LAUGH) They're still looking for the truck! But you know Mr. Bernie, bicycle riding is wonderful, out in the woods watching the birds! The nightingales making night shirts, the magpies making apple struffle, the chickadees making chickadees, and the swallows making hiccupps. (GRUNT) Beautiful!

BEN: Ah, nature is truly grand. But Lew, where did you get the big red lump on your nose - did you fall off your bicycle?

SUNDAY, NOVEMBER 12, 1939

LEW: No, I got this lump when we was picking flowers.
I stopped to smell a bross.

BEN: A what!

LEW: A bross.

BEN: You mean a rose, not a bross. There's no "B" in rose.

LEW: (LAUGH) There was in this one.

BEN: Well, Lew, tell us this does bicycle riding
actually help you reduce?

LEW: Oh, certainly! There was one fat woman riding a
bike who had a picture of Tony Galento tattooed on
her left shoulder and Ann Sheridan tattooed on her
right shoulder, and when she finished the ride
she was so skinny (LAUGH) Tony Galento had cough.

(ORCHESTRA: LEW PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice work, Lew, nice work. Now we and the Half
and Half lads are going to play a number we have
had a great many requests for "In An Eighteenth
Century Drawing Room." This was one of the most
requested numbers at the Windsor Theatre last
week, where we had a very pleasant engagement.
That is - it was pleasant except for one thing.
I didn't like the sign they put in front of the
theatre. It said - "This week - Ben Bernie and

SUNDAY, NOVEMBER 12, 1939

BEN:
(CONT'D)

his Orchestra ... Next week - "They Shall Have Music." Your cue-y, lads.

(ORCHESTRA "IN AN EIGHTEENTH CENTURY DRAWING ROOM")

BEN: These were the Half and Half Tobacco lads playing "Eighteenth Century Drawing Room" for the Alma Mater - dear old Half and Half. And now let's see, here comes "Ragtime Cowboy Joe" with that rootin', tootin', high falutin' cowboy from Brooklyn - Colonel Manny Prager - the Bailey Gale and your humble servant, ^{your most obedient servant.} And the incidental wailin' you hear ain't a coyote howlin' - it'll be me playin' the fiddle or perchance a bit of my unforgiveable baritoney. Yipee - let's go.

ORCH., BEENIE, MANNY PRAGER & BAILEY SISTERS ... "RAGTIME COWBOY JOE"

(APPLAUSE)

HALF AND HALF
Nov. 12, 1939

COMMERCIAL "B"

BERNIE: Hear ye, hear ye ... yo' ears, ay friends, yo' ears ... the old maestro is a-gonna give out with a recipe for contentment. It's for all youse guys who come a-tredgin' home from work on these, bleak unfriendly November evenins'. Are yo' ready? Well, take one pair of old slippers ... insert ten toes ... and wiggle. The more wigglin' the better. Now ... take one big, old comfortable chair ... insert yo'self ... and do some more wigglin'. Don't that sound good? Ah, deah, deah. And now for the best part of all ... take one pipe ... yo' friendly old briar ... insert a load of Half and Half Smokin' Tobacco ... light up ... ahhh ... mistah, that's contentment! And what's more your better half will love the fragrance of Half and Half. Yowzah ... them fragrant blue curls of Half and Half sure do make Hoxe Sweet Hoxe seem a lot easier!

VON ZELL:

Gosh maestro ... that makes me want to get right on home and light up my old pipe. And smokers, I hope you're all doing the same this minute. Yes, and by the way, you'll find it's a lot easier to fill up your pipe when you use Half and Half Smoking Tobacco

ATX01 0178733

HALF AND HALF
Nov. 12, 1939

COMMERCIAL "A" -2-

VON ZILL:
(CONT'D)

... from the patented telescope tin. You know this telescope tin just shows you the way the makers of Half and Half follow through when it comes to giving you more service ... more convenience ... more all round smoking pleasure. They not only give you a blend with a distinctive aroma -- and aroma that is finer -- we believe -- than that of any other tobacco. They also have a patented way of packing the tobacco -- in the telescope tin. This tin gets smaller and smaller as you use the tobacco -- so that every pipeful of Half and Half is always right up where it's easy to get at it. You don't have to dig around -- and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. Thus the telescope tin keeps Half and Half in better condition ... fresher ... in well shape to pack into your pipe and give you a smooth cool smoke! So you see smokers ... not only is Half and Half tobacco different from all other tobaccos ... even the tin that it comes in is different -- an exclusive PATENTED feature of Half and Half! Next time ... be sure to buy Half and Half and get better tobacco -- in the more convenient telescope tin!

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(ORCH...UP AND TO FINISH)

HARRY: I'm sorry to interrupt the maestro and all the lads, but I just want to remind you men who roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and smokes a swell smooth cigarette.

BEN: Well, gosh darn it, folks, it's time to close this old polling place. But we hope all you good people approved our campaign and don't forget we'll be back next week at the same time with the same candidates. And in the meantime don't forget the words of that veteran politician, Recount McLandslide....

Your candidate may win or fall

But Half and Half will please you all.

And now reluctantly.....

MUSIC: (BEN & ORCH... "AU REVOIR"....& SEGUE "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the lads, Mary Small, Buddy Clark and Lew Lehr.

ATX01 0178735

AS BROADCAST

SUNDAY, NOVEMBER, 19, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM....BEN BERNIE

WABC

5:30 - 6:00 P.M.

12:00 - 12:30 P.M.

HARRY: The Ben Bernie Program - for Half and Half
 Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing.

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet.

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
 Tobacco a fall festival of fun and frivolity.
 Gathering in the latest crop of songs from the
 north forty, are all the Lads and Lassies.
 Standing at the door to welcome you all and
 handing out those same old chestnuts is the Old
 Maestro, Ben Bernie. And out in the field
 frightening the scarecrow is that pumpkin headed
 pixie of the pictures, Movietones's Lew Lehr.

ATX01 0178736

SUNDAY, NOVEMBER 19, 1939

HARRY: And now, the rooster has already awakened all the
(CON'T) Half and Half Tobacco Lads, who greet you with a
cherry "Good Morning."

1.....(ORCH....."GOOD MORNING")

HARRY: Those were theHalf and Half Tobacco Lads playing
GOOD MORNING from "Babes in Arms" Now Ladies
and Gentlemen, last week a committee of theatrical
authorities selected the ten best box-office
attractions in America. So tonight we're very
happy and proud to bring you...number 6,724...
The Old Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yowsah, yowsah, yowsah. Greetings ladies and
gentlemen. This is theOld Maestro, Ben Bernie,
who spent this week down on my two acre farm in
Florida gathering in the crops.

HARRY: (SINGING) Yes, Old MacBernie has a farm, ee I, ee I,
O...

BEN: Yeah, and I owe plenty. I don't mind telling you.
Harry, what a thrill it was to get back on the
old farm last Monday.

HARRY: I'll bet you.

BEN: The rooster woke me up at the crack of dawn. I

SUNDAY, NOVEMBER 19, 1939

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BEN: jumped out of bed....

(CON'T)

HARRY: Yeah?

BEN: Shot the rooster and went back to bed.

HARRY: Do you raise any livestock, Maestro?

BEN: Yes, Harry, we cure all our own meats.

HARRY: Do you smoke...Ham?

BEN: (INDIGNANTLY) Harry, watch your punctuation! Please!

HARRY: Oh, I'm sorry, Maestro. Do you smoke ham?

Yes, I'm sorry I read that wrong.

BEN: I hope you read it wrong....

HARRY: But, Maestro, seriously...what kind of a farm have you?

BEN: Well, it's an experimental farm, Harry. Last Spring when I planted my string beans I wrapped a little piece of wire around each seed.

HARRY: What's that? A piece of wire around each seed? What were you trying to raise?

BEN: String beans with zippers! I've been doing some experimenting with my sweet potatoes. Harry, You should taste the...

HARRY: Are they good?

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BEN: Good? Why, my sweet potatoes are so sweet, every morning they run into my room and kiss me!

ATX01 0178738

SUNDAY, NOVEMBER, 19, 193

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HARRY: Ah, a potato masher! (LAUGH)
BEN: I let myself in for something there.
HARRY: Maestro, why do you keep rubbing the back of your head that way?
BEN: While I was down on the farm I got a twisted neck.
HARRY: A twisted neck?
BEN: Yes, a bald headed guy should never lie down to rest in a field where they're picking cantaloupes! But, now, comes time to leave Florida and meander down Texas way, where Buddy Clark, the bon vivant of our barnyard, is waitin' to sing. So if you folks will just draw up a cactus and sit down...Buddy will sing "South of the Border".

2.....(BUDDY CLARK & ORCH....."SOUTH OF THE BORDER")

ATX01 0178739

HALF AND HALF
SUNDAY NOVEMBER 19, 1939

COMMERCIAL "A"

BERNIE:

And now, youse guys, the Old Maestro, would like to offer a bit of fatherly advice to fathers. Suppose you come home after a hard and tryin' day. And suppose friend wife has had a hard day too, a-carin' for the kids. And suppose she says: "Bill...I do wish you would say a few words to Junior. I can't do anything with him." Well... when you say them few words...don't do it while you're all nervous and upset. Don't go a-flyin' off the handle and a-spoutin' out sumpin' you might be sorry for later on. Before you start get out yo' briar and fill 'er up with good old Half and Half Smokin' tobacco. Yowsah... do what the Old Maestro tells all guys to do when they're feelin' irritated and up in the air...Smoke a pipe to calm you down!

VON ZELL:

Maestro...that's good advice all right. And smokers...here's a hint about tobacco. Use the tobacco that's blended especially to combine flavor and aroma...Half and Half tobacco!

ATX01 0178740

HALF AND HALF
November 19, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CON'T)

The aroma of Half and Half pleases real tobacco lovers the instant they open the tin. And as for it's grand flavor...well, it's a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma. Now, the makers of Half and Half know this fact and so they take special care to give you a smoking tobacco that IS more aromatic. First, they combine rich mellow Virginia tobaccos..and make a finished blend that's a swell smoke in its own right. Then..because they feel that no single blend...however skillful...has everything ...they also make up a blend of full-bodied Burleys.. a grand smoke all by itself. Finally, these two blends are combined into a blend of blends.. better balanced, more aromatic...and therefore more flavorful. Just as two halves make a whole the two fine blends of Half and Half add up to give you complete smoking enjoyment. Next time be sure to buy Half and Half tobacco .. You get a better smoke..because Half and Half is a blend of blends.

ATX01 0178741

SUNDAY, NOVEMBER 19, 1939

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BEN: Harry, I ain't one as is known as a yes man, but, gosh, after them words of wisdom all I can say is aye, aye, a thousand times aye. Now me and the Half and Half Tobacco Lads are gonna play GOODY GOODBYE. This number was arranged by honest Abe Osser from Munising Mich. I mentioned Abe's name because his home town Bank wrote me asking for a referende. Yowsah Abe's O.K. for a loan Mr. Banker, up to seven dollars...Play each number lads,...Play it out.

3.....(ORCH....."GOODY GOODBYE")

BEN: That was me and the Half and Half Tobacco Lads playing GOODY GOODBYE. And now....

Mary, Mary, quite contrary,
How does your garden grow....

MARY: With beets and potatoes,
Beans and tomatoes,
And CORN from the Old Maestro.

BEN: Very cute, Mary.

MARY: You know, Maestro, I read in the paper that music has a great effect on farm animals.

BEN: Yes, indeedy Mary, even the chickens are effected by music. I played a song to my chickens yesterday,

ATXO1 0178742

SUNDAY, NOVEMBER 19, 1939

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BEN:
(CON'T)

and they laid an egg every five minutes.

ATX01 0178743

MARY: That's remarkable. What song did you play?

BEN: LET YOURSELF GO! And now Mary Small is going to perform the neatest trick of the week. She's going to sing LAST NIGHT today ... I mean today she's going to sing LAST NIGHT ... I mean she's going to sing LAST today to NIGHT ... Oh sing, Mary.

4.....(MARY SMALL & ORCH....."LAST NIGHT")

(APPLAUSE)

BEN: Well, now, what is that over there? Is it a scarecrow? It can't be - it's moving. It's coming over here. So help me - it's that fat foolish fellow - that punchy Punchinello of Movietone News - LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Well, Lew, we've all been talking about farming but I imagine you're not interested in that.

LEW: Who ain't? I got my own experimental farm upstate.

BEN: You have.

LEW: Yeah - and would you believe it it's so cold on my farm I have to pour alcohol into my chickens. And it certainly turned out wonderful.

SUNDAY, NOVEMBER 19, 1939

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BEN: Alcohol in chickens? What was wonderful about that?

LEW: (LAUGH) They lay egg-nogs!!

BEN: Lew, what are you trying to raise on your experimental farm?

LEW: I'm trying to raise the biggest cauliflow - er - the finest articho - er - the longest asparagu - asparagu - (LAUGH) the Mortgage!

BEN: Oh, you old city slicker. You can't fool me. You're no farmer. What have you really been doing this week?

LEW: Well, my little son Sycamore is a Boy Scout and this week all the Boy Scouts went on a hike and I made a newsreel of it.

BEN: I didn't know Sycamore was a Boy Scout.

LEW: Oh, it's only natural. He has the same kind of disposition like his poppa.

BEN: Have you a kind disposition, Lew?

LEW: Oh, very kind. Whenever I have a quarrel with my little wife I never fight back. I just tease her.

BEN: Well, how do you tease her?

LEW: (LAUGH) I won't come down off the chandelier!

BEN: Well, you Peck's bad boy, Lew. Were you ever a Boy Scout?

LEW: Oh, certainly! And I showed those kids lots of tricks.

ATX01 0178745

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LEW:
(CONT'D) The first thing we did was imitate bird calls.
One scout whistled like this - (WHISTLE IMITATION
OF BOBWHITE) - and a Bobwhite answered.

BEN: Yes.

LEW: Another kid whistled like this - (IMITATING MEADOWLARK)
- and a Meadowlark answered.

BEN: Very clever!

LEW: Then I whistled like this - (WHISTLE)

BEN: What happened?

LEW: (LAUGH) A girl came over and slapped my face.

BEN: Oh, Louis! You cruel person.

LEW: The next thing I showed them was how to send smoke
signals - but in the middle of it my pants caught
on fire!

BEN: Your pants caught on fire?

LEW: Yeah! But those smart Boy Scouts always know what
to do in any emergency. They all grabbed me ...

BEN: Yes.

LEW: They laid me flat on my stomach ...

BEN: Yes.

LEW: They all got around me ...

BEN: And then ...

LEW: (LAUGH) They toasted marshmallows!

BEN: Of course, you showed the scouts how to make a

ATX01 0178746

BEN:
(CONT'D). fire by rubbing two sticks together?

LEW: Oh, sure! My son Sycamore tried to make a fire by rubbing two sticks together and now we can't find him.

BEN: Why not?

LEW: (LAUGH) He used two sticks of dynamite!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice scouting, Lew, nice scouting. You know, Lew might be a Boy Scout, but as for me, I'm a LOY scout. Are you listening, Myrna? And now, me and the Half and Half Tobacco Lads will play DAY IN AND DAY OUT, and if you folks will listen very attentively, I think I can persuade Buddy Clark to sing the second chorus. You don't mind, do you Buddy?

BUDDY: Of course not, Maes.

BEN: That's what we're paying you for. Yowsah!

5..... (ORCH. & BUDDY CLARK "DAY IN DAY OUT")

(APPLAUSE)

BEN: That was DAY IN DAY OUT floating your way on a fragrant cloud of good old Half and Half Smoking Tobacco, the mosta of the besta, Now let me see, what's next? Oh yes, folks. - Now me and the Bailey Sisters are goin' to do a bit of a pig pen polka.

SUNDAY, NOVEMBER 19, 1939

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BEN:

(CONT'D) The title; "PIGGY WIGGY WOO" ... and if any hogs
are listenin' don't come a runnin'. I ain't
callin' you ... I'm just singin'.

6.....(BERNIE, BAILEY SISTERS & ORCH....."PIGGY WIGGY WOO")

(APPLAUSE)

ATX01 017874B

HALF AND HALF
November 19, 1939

COMMERCIAL "B"

BERNIE: And now guys and gals, we're a-gonna give out
with greetin's for Thanksgivin' Day.

BAILEYS: Which Thanksgiving Day, Uncle Benjy?

BERNIE: Both, lassies. We don't want to be too late for
the early Thanksgivin' and there's no harm bein'
a little early for the late one. Yowsah ... we
got so much to be thankful for in this hyah land
that two Thanksgivin' days ain't too many! And
now ... here's our Thanksgivin' ditty ... endin'
up with a bit of advice to youse guys as wants
to add even more to your contentment.

MUSIC.....ORCHESTRA.....BAILEYS AND BERNIE

BAILEYS: Happy Thanksgiving to all our friends,
Our greetings to every one.
We hope that your dinner is just a beginner
Of lots and lots of fun.
Sing and be merry when dinner ends ...

BERNIE: Just light up yo' pipe and laugh.

BAILEYS: Tell 'em more, Uncle Benjy, you've only begun ...

HALF AND HALF
November 19th 1939

COMMERCIAL "B" -2-

BERNIE: Half and Half-a's aroma will add to yo' fun ...

BAILEYS: There's a roomful of pleasure for everyone
In a pipeful of Half and Half!

VON ZELL: Smokers ... that certainly is right! Everyone
in the room enjoys the distinctive aroma of Half
and Half. That's an extra advantage ... a kind
of bonus that adds to the satisfaction you get
from the special Half and Half blend. Half and
Half offers you another bonus, too - and like
the blend, it's an advantage that no other to-
bacco can give. It's a new kind of tin - the
patented telescope tin in which Half and Half
is packed. This telescope tin makes it a lot
easier to fill your pipe, because it gets smaller
and smaller as you use the tobacco. You just
slide the top half down inside the bottom half -
and thus keep every pipeful of Half and Half right
up where it's easy to get at. You don't have to
dig around ... and what's more - because you don't
- your tobacco doesn't get all broken up and

ATX01 0178750

HALF AND HALF
November 19, 1939

COMMERCIAL "B" -3-

VON ZELL:
(CON 'T)

crumbled. It stays in better condition...
fresher...in swell shape to give you a smooth
cool smoke! So next time...be sure to buy the
tobacco that gives you three big advantages...
an exclusive aroma...an exclusive blend...
and the patented telescope tin! Buy Half and
Half Tobacco!

ATX01 0178751

SUNDAY, NOVEMBER 19, 1939

HALF AND HALF

7... (ORCH... LOUISIANA HAYRIDE... HIT AND FADE)

BEN: Well folks, this being a farm program, what's more appropriate than to drag out the old hay wagon... Hop aboard friends... the old Louisiana Hayride.

(ORCH... UP TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

BEN: Well folks, looks like this here fall festival is about to reach its finale. The crops have all been gathered and the corn has all been shucked. But before we lock up the barn for the night we want to remind you that we'll all be back at the same time next Sunday. And in the meanwhile, don't forget the words of that wise old farmer, Alfalfa McPlowunder:

When you light up that fiendly evenin' pipe
With your neighbors, Sy and Josh,
Your better half will love the fragrance of
Half and Half.. by gosh.

And now reluctantly the time has come....

ATX01 0178752

SUNDAY, NOVEMBER, 19, 1939

(BEN BERNIE & ORCH....."AU REVOIR".....& SEGUE "LONESOME OLD
TOWN)

HARRY:

Half and Half Smoking Tobacco invites you to
listen in again at this same time next Sunday
for another half hour with Ben Bernie and all
the Lads, Mary Small, Buddy Clark and Lew Lehr.

ATX01 0178753

(REPEAT BROADCAST)

AS BROADCAST

SUNDAY, NOVEMBER, 19, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM.....BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 P.M.

HARRY: The Ben Bernie Program - for Half and Half
 Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing.

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet.

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
 Tobacco a fall festival of fun and frivolity.
 Gathering in the latest crop of songs from the
 north forty, are all the Lads and Lassies.
 Standing at the door to welcome you all and
 handing out those same old chestnuts is the Old
 Maestro, Ben Bernie. And out in the field
 frightening the scarecrow is that pumpkin headed
 pixie of the pictures, Movietones' s Lew Lehr.

ATX01 0178754

SUNDAY, NOVEMBER 19, 1939

HARRY: And now, the rooster has already awakened all the
(CON'T) Half and Half Tobacco Lads, who greet you with a
cherry "Good Morning."

..... (ORCH..... "GOOD MORNING")

HARRY: Those were the Half and Half Tobacco Lads playing
GOOD MORNING from "Babes in Arms". Now Ladies
and Gentlemen, last week a committee of theatrical
authorities selected the ten best box-office
attractions in America. So tonight we're very
happy and proud to bring you... number 6,724...
The Old Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yowsah, yowsah, yowsah. Greetings ladies and
gentlemen. This is the Old Maestro, Ben Bernie,
who spent this week down on my two acre farm in
Florida gathering in the crops.

HARRY: (SINGING) Yes, Old MacBernie has a farm, ee I, ee I,
O...

BEN: Yeah, and I owe plenty. I don't mind telling you.
Harry, what a thrill it was to get back on the
old farm last Monday.

HARRY: I'll bet you.

BEN: The rooster woke me up at the crack of dawn. I

SUNDAY, NOVEMBER 19, 1939

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BEN: jumped out of bed....
(CON'T)
HARRY: Yeah?
BEN: Shot the rooster and went back to bed.
HARRY: Do you raise any livestock, Maestro?
BEN: Yes, Harry, we cure all our own meats.
HARRY: Do you smoke....Ham?
BEN: (INDIGNANTLY) Harry, watch your punctuation! Please!
HARRY: Oh, I'm sorry, Maestro. Do you smoke ham?
Yes, I'm sorry I read that wrong.
BEN: I hope you read it wrong.. .
HARRY: But, Maestro, seriously...what kind of a farm
have you?
BEN: Well, it's an experimental farm, Harry. Last
Spring when I planted my string beans I wrapped
a little piece of wire around each seed.
HARRY: What's that? A piece of wire around each seed?
What were you trying to raise?
BEN: String beans with zippers! I've been doing some
experimenting with my sweet potatoes. Harry,
You should taste the,..
Oh, yes.....
HARRY: /Are they good?
BEN: Good? Why, my sweet potatoes are so sweet, every
morning they run into my room and kiss me!

ATX01 0178756

HARRY: Ah, a potato masher! (LADGH)
What's going on here?
BEN: I let myself in for something there.
HARRY: Maestro, why do you keep rubbing the back of your
head that way?
BEN: While I was down on the farm I got a twisted
neck.
HARRY: A twisted neck?
BEN: Yes, a bald headed guy should never lie down to
rest in a field where they're picking cantaloupes!
But, now, comes time to leave Florida and meander
down Texas way, where Buddy Clark, the bon
vivent of our barnyard, is waitin' to sing. So
if you folks will just draw up a cactus and sit
down...Buddy will sing "South of the Border".

2.....(BUDDY CLARK & ORCH....."SOUTH OF THE BORDER")

HALF AND HALF
SUNDAY NOVEMBER 19, 1939

COMMERCIAL "A"

BERNIE:

And now, youse guys, the Old Maestro, would like to offer a bit of fatherly advice to fathers. Suppose you come home after a hard and tryin' day. And suppose friend wife has had a hard day too, a-carin' for the kids. And suppose she says: "Bill...I do wish you would say a few words to Junior. I can't do anything with him." Well... when you say them few words...don't do it while you're all nervous and upset. Don't go a-flyin' off the handle and a-spoutin' out swopin' you might be sorry for later on. Before you start get out yo' briar and fill 'er up with good old Half and Half Smokin' tobacco. Yowsab... do what the Old Maestro tells all guys to do when they're feelin' irritated and up in the air...Smoke a pipe to calm you down!

VOR ZELL:

Maestro...that's good advice all right. And smokers...here's a hint about tobacco. Use the tobacco that's blended especially to combine flavor and aroma...Half and Half tobacco!

ATX01 0178758

HALF AND HALF
November 19, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT)

The aroma of Half and Half pleases real tobacco lovers the instant they open the tin. And as for its grand flavor...well, it's a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma. Now, the makers of Half and Half know this fact and so they take special care to give you a smoking tobacco that IS more aromatic. First, they combine rich mellow Virginia tobaccos..and make a finished blend that's a swell smoke in its own right. Then..because they feel that no single blend...however skillful...has everything ...they also make up a blend of full-bodied Burleys.. a grand smoke all by itself. Finally, these two blends are combined into a blend of blends.. better balanced, more aromatic...and therefore more flavorful. Just as two halves make a whole the two fine blends of Half and Half add up to give you complete smoking enjoyment. Next time be sure to buy Half and Half tobacco .. You get a better smoke..because Half and Half is a blend of blends.

ATX01 0178759

SUNDAY, NOVEMBER 19, 1939

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BEN: Harry, I ain't /one/ /as/ /a/ known as a yes man, but, gosh, after them words of wisdom all I can say is aye, aye, a thousand times aye. Now me and the Half and Half Tobacco Lads are gonna play GOODY GOODBYE. This number was arranged by honest Abe Oasser from Munising Mich. I mentioned Abe's name because his home town Bank wrote me asking for a reference. Yowsah Abe's O.K. for a loan Mr. Banker, up to seven dollars...Play each number lads,...Play it out.

3.....(ORCH....."GOODY GOODBYE")

BEN: That was me and the Half and Half Tobacco Lads playing GOODY GOODBYE. And now....

Mary, Mary, quite contrary,
How does your garden grow....

MARY: With beets and potatoes,
Beans and tomatoes,
And CORN from the Old Maestro.

BEN: Very cute, Mary. /
You mean I'm a long hair?

MARY: You know, Maestro, I read in the paper that music has a great effect on farm animals.

BEN: Yes, indeed Mary, even the chickens are effected by music. I played a song to my chickens yesterday,

ATX01 0178760

SUNDAY, NOVEMBER 19, 1939

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BEN:
(CON'T)

and they laid an egg every five minutes.

ATX01 0178761

SUNDAY, NOVEMBER 19, 1939

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MARY: That's remarkable. What song did you play?

BEN: LET YOURSELF GO! And now Mary Small is going to perform the neatest trick of the week. She's going to sing LAST NIGHT today ... I mean today she's going to sing LAST NIGHT ... I mean she's going to sing LAST today to NIGHT ... Oh sing, Mary.

..... (MARY SMALL & ORCH..... "LAST NIGHT")

(APPLAUSE)

BEN: Well, now, what is that ^{moving} over there? Is it a scarecrow? It can't be - it's moving. It's coming over here. So help me - it's that fat foolish fellow - that punchy Panobinello of Kovi-tone News -
LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Well, Lew, we've all been talking about farming but I imagine you're not interested in that.

LEW: Who ain't? ^{Why Mr. Bernie, I never told you before, but} /I got my own experimental farm upstate.

BEN: You have.

LEW: Yeah - and would you believe it it's so cold on my farm I have to pour alcohol into my chickens. And it certainly turned out wonderful.

ATX01 017B762

BEN: Alcohol in chickens? What was wonderful about that?

LEW: (LAUGH) They lay egg-nogs!!

BEN: Lew, what are you trying to raise on your experimental farms?

LEW: I'm trying to raise the biggest cauliflower - er - the finest artichoke - er - the longest asparagus - asparagus - (LAUGH) the Mortgage!

BEN: Oh, you old city slicker. You can't fool me. You're no farmer. What have you really been doing this week?

LEW: Well, my little son Sycamore is a Boy Scout and this week all the Boy Scouts went on a hike and I made a newsreel of it.

BEN: I didn't know Sycamore was a Boy Scout.

LEW: Oh, it's only natural. He has the same kind of disposition like his poppa.

BEN: Have you a kind disposition, Lew?

LEW: Oh, very kind. Whenever I have a quarrel with my little wife I never fight back. I just tease her.

BEN: Well, how do you tease her?

LEW: (LAUGH) I won't come down off the chandelier!

BEN: Well, you Peck's bad boy, Lew. Were you ever a Boy Scout?

LEW: You said it!
/Oh, certainly! And I showed those kids lots of tricks.

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LEW:
(COBT'D) The first thing we did was imitate bird calls.
One scout whistled like this - (WHISTLE IMITATION
OF BOBWHITE) - and a Bobwhite answered.

BEN: Yes.

LEW: Another kid whistled like this - (IMITATING MEADOWLARK)
- and a Meadowlark answered.

BEN: Very clever!

LEW: Then I whistled like this - (WHISTLE)

BEN: What happened?

LEW: (LAUGH) A girl came over and slapped my face.

BEN: Oh, Louis! You cruel person.

LEW: The next thing I showed them was how to send smoke
signals - but in the middle of it my pants caught
on fire!

BEN: Your pants caught on fire?

LEW: Yeah! But those smart Boy Scouts always know what
to do in any emergency. They all grabbed me ...

BEN: Yes.

LEW: They laid me flat on my stomach ...

BEN: Yes.

LEW: They all got around me ...

BEN: And then ...

LEW: (LAUGH) They toasted marshmallows!

BEN: Of course, you showed the scouts how to make a

BEN:
(CONT'D). fire by rubbing two sticks together?

LEW: Oh, sure! My son Sycamore tried to make a fire by rubbing two sticks together and now we can't find him.

BEN: Why not?

LEW: (LAUGH) He used two sticks of dynamite!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice scouting, Lew, nice scouting. You know, Lew might be a Boy Scout, but as for me, I'm a LOY scout. Are you listening, Myrna? And now, me and the Half and Half Tobacco Lads will play DAY IN AND DAY OUT, and if you folks will listen very attentively, I think I can persuade Buddy Clark to sing the second chorus. You don't mind, do you Buddy?

BUDDY: Of course not, Maas.

BEN: That's what we're paying you for. Yousab!

5..... (ORCH. & BUDDY CLARK "DAY IN DAY OUT")

(APPLAUSE)

BEN: That was DAY IN DAY OUT floating your way on a fragrant cloud of good old Half and Half Smoking Tobacco, the mosts of the bests. Now let us see, what's next? Oh yes, folks. - Now me and the Bailey Sisters are goin' to do a bit of a pig pen polka.

SUNDAY, NOVEMBER 19, 1939

-13-

BEN:
(CONT'D) The title; "PIGGY WIGGY WOO" ... and if any hogs
sre listenin' don't care a rounn'. I ain't
callin' you ... I'm just singin'.

6.....(BERNIE, BAILEY SISTERS & ORCH....."PIGGY WIGGY WOO")

(APPLAUSE)

ATX01 0178766

HALF AND HALF
November 19, 1989

COMMERCIAL "B"

BERNIE: And now guys and gals, we're a-gonna give out
with greetin's for Thankgivin' Day.

BAILEYS: Which Thankgiving Day, Uncle Benjy?

BERNIE: Both, lassies. We don't want to be too late for
the early Thankgivin' and there's no harm bein'
a little early for the late one. Yowseh ... we
got so much to be thankful for in this hyab land
that two Thankgivin' days ain't too many! And
now ... here's our Thankgivin' ditty ... endin'
up with a bit of advice to yowse guys as wants
to add even more to your contentment.

MUSIC.....ORCHESTRA.....BAILEYS AND BERNIE

BAILEYS: Happy Thanksgiving to all our friends,
Our greetings to every one.
We hope that your dinner is just a beginner
Of lott and lots of fun.
Sing and be merry when dinner ends ...

BERNIE: Just light up yo' pipe and laugh.

BAILEYS: Tell 'em more, Uncle Benjy, you've only begun ...

HALF AND HALF
November 19, 1939

COMMERCIAL "B" -2-

BERNIE: Half and Half's aroma will add to yo' fun ...

BAILYS: There's a roofful of pleasure for everyone
In a pipeful of Half and Half!

Indeed it is right. *
VON ZELL: Smokers ... that certainly is right! / Everyone
in the loco enjoys the distinctive aroma of Half
and Half. That's an extra advantage ... a kind
of bonus that adds to the satisfaction you get
from the special Half and Half blend. Half and
Half offers you another bonus, too - and like
the blend, it's an advantage that no other to-
bacco can give. It's a new kind of tin - the
patented telescope tin in which Half and Half
is packed. This telescope tin makes it a lot
easier to fill your pipe, because it gets smaller
and smaller as you use the tobacco. You just
slide the top half down inside the bottom half -
and thus keep every pipeful of Half and Half right
up where it's easy to get at. You don't have to
dig around ... and what's more - because you don't
- your tobacco doesn't get all broken up and

ATX01 0178768

HALF AND HALF
November 19, 1939

COMMERCIAL "B" -3-

VON ZELL:
(CON'T)

crumbled. It stays in better condition...
fresher...in small shape to give you a smooth
cool smoke! So next time...be sure to buy the
tobacco that gives you three big advantages...
an exclusive aroma...an exclusive blend...
and the patented telescope tin! Buy Half and
Half Tobacco!

SUNDAY, NOVEMBER 19, 1939

HALF AND HALF

7... (ORCH... LOUISIANA HAYRIDE... HIT AND FADE)

BEN: Well folks, this being a farm program, what's more appropriate than to drag out the old hay wagon... Hop aboard friends... the old Louisiana Hayride.

(ORCH... UP TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

BEN: Well folks, looks like this here fall festival is about to reach its finale. The crops have all been gathered and the corn has all been shucked. But before we lock up the barn for the night we want to remind you that we'll all be back at the same time next Sunday. And in the meanwhile, don't forget the words of that wise old farmer, Alfalfa McPlowunder:

When you light up that fiendly evenin' pipe
With your neighbors, Sy and Josh,
Your better half will love the fragrance of
Half and Half..by gosh.

And now reluctantly the time has come....

ATX01 0178770

SUNDAY, NOVEMBER, 19, 1939

(BEN BERNIE & ORCH....."AU REVOIR".....& SEQUE "LONESOME OLD
TOWN)

HARRY:

Half and Half Smoking Tobacco invites you to
listen in again at this same time next Sunday
for another half hour with Ben Bernie and all
the Lads, Mary Small, Buddy Clark and Lew Lehr.

ATX01 0178771

AS BROADCAST

SUNDAY, NOVEMBER 26, 1939

REVISED

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ... BEN BERNIE

WABC

5:30 - 6:00 P.M. ✓
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half
Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Inviting you on behalf of Half and Half
Smoking Tobacco to our Thanksgiving Dinner
of tasty tunes and trivial tidbits. Ready
to serve you a platterful of the latest
songs are all the Lads and Lassies. Sitting
at the head of the table, waiting for the
chef to give him the bird is the Old
Maestro, Ben Bernie, and with his oars
poised, ready to row in the gravy boat
is that feather-brained funster of the

ATX01 0178772

HARRY:
(CONT'D)

films, Movietone's Lew Lehr. Well, shall we start dinner? All in favor, say Aye!

1...(ORCHESTRA "ALL IN FAVOR SAY AYE")

HARRY:

Those were the Half and Half Lads playing "ALL IN FAVOR SAY AYE". And now, ladies and gentlemen, this being Thanksgiving season, all of us have many things to be thankful for. But we must learn to take the bad with the good ... so here's the Old Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOWN")

BEN:

Yowsah, yowsah, yowsah. Heaps of cranberry sauce, turkey, and plum pudding to youse all. This is Ben Bernie, the old gravy splasher, wishing all youse guys and gals the mosta of the besta. Well, folks, seems as if we're having two Thanksgivings this year, but by gosh, I'm only buying one turkey. There's one part of the turkey I don't like, and nobody's gonna give it to me twice!

HARRY:

Well, tell me, did you have a nice Thanksgiving, Maestro?

SUNDAY, NOVEMBER 26, 1939

BEN: No, Harry, I was arrested for speeding --
I was driving thirty miles an hour.

HARRY: Well wait, you're allowed to drive thirty
miles an hour.

BEN: Not on the sidewalk! So when I came up
before the judge, he said, "Are you the
Ben Bernie who sings on the radio?" I
said, "yes". He said, "Are you the Ben
Bernie who plays the fiddle?" I said, "yes".
He said, "Are you the Ben Bernie who tells
them jokes?" I said, "That's me, your
honor." So he said, "This is your fourth
offense, you get life!"

HARRY: Didn't you try to get out of it?

BEN: I certainly did. I said, "Your Honor, you
can't detain me. I've got to be in New
York to take part in a big Thanksgiving
pageant." And you know, Harry, I was
telling him the truth.

HARRY: Oh yeah? - What part did you play in a
Thanksgiving pageant?

BEN: They used the top of my head for Plymouth
Rock!

HARRY: Well of course, with an alibi like that the
judge let you go?

BEN: Yes he was very kind, Harry, and I went right on over to Winchell's house for Thanksgiving dinner.

HARRY: Well, I suppose Winchell served turkey.

BEN: That guy? He's too stingy to buy a turkey.

HARRY: Did he serve goose?

BEN: No.

HARRY: Chicken?

BEN: No.

HARRY: Well, what did he do?

BEN: He showed us a picture of Donald Duck! And right now, if I had the wishbone of a turkey, I'd wish that Mary Small would come up here and sing "What's New" ...

MARY: Well, here I am, Maestro.

BEN: By gosh, the wishbone works! I'll have to try it with Myrna Loy. Sing, Mary;

2... (MARY SMALL & ORCHESTRA "WHAT'S NEW")

(APPLAUSE)

HALF AND HALF
November 26, 1939

COMMERCIAL "A"

BERNIE:

Old Professor Bernie was doin' a bit of readin' this mornin' about some famous pipe smokers of history ... and mighty interestin' it was. He read about "Bill Shakespeare a-puffin' his pipe and thinkin' up them plays ... and about the jolly lads in them old English taverns and about Cap'n John Smith a-smokin' a pipe of peace with Pocohantas' daddy. Yowsah ... no matter where you find it ... a pipe of tobacco stands for sumpin' mighty friendly and comfortin'. Youse guys knwo how it is, right in yo' own livin' room. It's a heap more peaceful when you're a-puffin' on yo' trusty briar ... especially if the tobacco you're smokin' is Half and Half Tobacco. So help me, that pleasin', fragrant aroma of Half and Half makes Homes Sweet Home seem a lot sweeter...what's more yo' better half will love the fragrance of Half and Half!

ATX01 0178776

HALF AND HALF
November 26, 1939

COMMERCIAL "A" -2-

VON ZELL:

Right you are, Maestro. Gentlemen, Half and Half does have an especially delightful aroma ... a distinctive fragrance that pleases real tobacco lovers the instant they open the tin. You see ... it's a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma. That's why the makers of Half and Half take special care to give you a smoking tobacco that IS more aromatic. They blend Half and Half in a new and better way. First they combine rich, mellow Virginia tobaccos - and make a finished blend that's^a/swell smoke in its own right. Then ... because they feel that no single blend ... however skillful ... has everything, they also make up a blend of full-bodied Burleys ... a grand smoke all by itself. Finally the TWO blends are combined into a blend of blends ... better balanced ... more aromatic ... and therefore more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give

AFX01 0178777

HALF AND HALF
November 26, 1939

COMMERCIAL "A" -3-

VONZELL:
(CONT'D)

to give you complete smoking enjoyment. Next
time be sure you get the tobacco that combines
flavor and aroma ... Half and Half Tobacco.

SUNDAY, NOVEMBER 26, 1939

BEN: Harry, to coin a phrase, you done said a pipeful. And now, me and the Half and Half Tobacco Lads are gonna play "ARE YOU HAVIN' ANY FUN?" And if any of you folks out there are holding a wish-bone, you're gonna get your wish... I ain't gonna sing it. Play, Lads.

3....(ORCHESTRA "ARE YOU HAVIN' ANY FUN?")

BEN: That was me and the Half and Hal Lads playing "ARE YOU HAVIN' ANY FUN" from Geo. White's Scandals ... And now it's time for Buddy Lark the Cape Cod Canary, to step to this here microphone and sing that song dedicated to the young fellow who had his watch in a pawnshop: "I DIDN'T KNOW WHAT TIME IT WAS". Buddy, since this is Thanksgiving, do you have many things to be thankful for?

BUDDY: You bet I do, Maes. I'm thankful for the opportunity you give me.

BEN: Oh that's awfully nice of you, Buddy.

BUDDY: I'm thankful for the inspiration you give me.

BEN: Oh, that's very sweet of you.

BUDDY: And I'm thankful for the raise in salary you're going to give me.

BEN: (CLEARS THROAT) And I'm thankful I'm hard of hearing. Sirg, Bddy!

4.. (BUDDY CLARK & ORCHESTRA .. "I DIDN'T KNWO WHAT TIME IT WAS"

(APPLAUSE)

BEN: Well, all youse boys and gals, I'm sorry
The Ole Maestro must make an excuse
Instead of a Thanksgiving turkey
I bring you a silly goose!
Yowsah...it's that Half and Half wit of Movietone
News...Lew Lehr!

(APPLAUSE)

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people.

BEN: Well, Lew (LAUGH) What's the idea of that get-up.
An Easter lily in your left lapel...Mistletoe
in your right lapel...and a fire-cracker in
your hand!

LEW: (LAUGH) The way they're changing the hollilays
around, I'm ready for anything! But no fooling,
I knew it was Thanksgiving by the way my wife's
family came rushing into the house.

BEN: The idear - ready for anything.
Your wife's family! Did you give them a nice
dinner?

LEW: Did I give her family a nice dinner! I served
lobster a la Newbur - er - Veal scallapin - er -
chicken fricass - fricass - (LAUGH) Dog Biscuits!

BEN: Dog biscuits, come on now, Lew - stop kidding.
You know you had a turkey.

LEW: Yeah, I did ... and just like the Pilgrims
I went out in the woods and caught one myself.

BEN: Was the turkey wild?

LEW: (LAUGH) It wasn't pleased. But you know, Mr.
Bernie - I didn't have the heart to kill that
turkey. He had the same sweet look in his face
like my wife has when I bring home my pay-check...
And besides the turkey mistook me for a handsome
movie actor.

BEN: Oh, what makes you think he mistook you for a
handsome movie actor?

LEW: (GRUNT) He kept saying "Gable - Gable - Gable!"

BEN: Well, Lew, Tell us all about the dinner. Did
everybody rush up to the table?

LEW: No...when dinner was ready, everybody lined up
and marched up to the turkey singing a song.

BEN: What were they singing?

LEW: (LAUGH) We're off to see the Gizzard!

BEN: Metro will get after you
Well, tell me Lew...did you have a Vermont turkey

LEW: No...this year we had a Lady Godiva turkey.
(LAUGH) No dressing! And Mr. Bernie..did we have excitement? When we served the turkey, suddenly everybody around the table had gravy on their faces.

BEN: How did that happen?

LEW: Well, our cook is a jitterbug, and as soon as she brought the turkey into the room, (LAUGH) she started to swing it.

BEN: Well, I suppose as head of the house, you carved the turkey?

LEW: Yeah, but as soon as I stuck the knife in it, it olitized off the plate, right onto my Aunt Sophie's lap!

BEN: Aunt Sophie's lap! Oh, I bet she was horrified!

LEW: No...she was happy. She's an old Maid. (LAUGH) She's glad to have anything on her lap!

BEN: That's very interesting, Lew. Tell us more about your wife's family. Where do they all come from?

LEW: Er...my wife's family all live in upper New York State along a river.

BEN: Along a river?

LEW: Yeah...and Hollywood just made a moving picture about them.

BEN: What was the picture called?

LEW: (LAUGH) Bums along the Mohawk!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice work, Lew, nice work. Mohawk! Now me and Half and Half Tobacco lads are gonna play Scatterbrain. Ah generally scatters mah brain when I go fishing. I wonder if youse folks heard about the two brothers who went fishing. One brother caught 25 fish and the other brother caught nothing. The next day they went out again, and again the lucky brother caught thirty fish and the other brother caught nothing. The third day the brother who caught no fish said "I'm tired of catching nothin'..you stay home... I'm goin' out by myself..hear..so he went out to the place where his brother caught all the fish, and sat there for about twenty minutes, but caught nothing. All of a sudden a fish poked his head out of the water and said "Hello.. How's your brother?" Oh dear - scatter boys, scatter!

5....(ORCHESTRA "SCATTERBRAIN")

BEN:

That was me and the Half and Half Tobacco lads playing "Scatterbrain". Now me and the Bailey gals are gonna do in honor of the occasion, Eugene Fields' classic "Little Red Drum". Ah ... The Little Red Drum...The Little Red School House...Little Red Riding Hood...Winchell's Column..That's Little Red, too!

6...BEN, BERNIE, BAILEYS & ORCHESTRA ...LITTLE RED DRUM")

(APPLAUSE)

HALF AND HALF
November 26, 1939
(REVISED)

COMMERCIAL "B"

BERNIE: And now youse guys and gals, the Old Maestro wants you to meet his friend ... Cap'n Joe Moran of the tugboat "AnnieQ." The tow of them are a familiar, heart-warmin' sight around the harbor ... "Annie Q". a-tootin' and a-scootin' about ... puffin' away for all she's worth, and Cap'n Joe up in the wheelhouse ... peerin' and steerin' ... puffin' away for all HE'S worth ... on his pipe. Heave to, matey, and say ahoy to the landlubbers.

CAPTAIN: Good evenin'.

BERNIE: Well, you're lookin' brisk as a nor'easter, Cap. And how's Annie?

CAPTAIN: Oh, she's fine. Still able to push around anything ten times her size.

BERNIE: She's a frisky old gal, all right ... the way she goes Donald Duckin' all around the bay.

CAPTAIN: Yup. Sure Keeps me busy spinnin' th' wheel. Can't hardly tend to the whistle tootin', let alone fillin' my pipe.

BERNIE: Say, Cap, I bet you ARE busy. But if you want an easier way to fill yo' pipe, you ought to liste to our friend Harry Von Zell. Tell Cap'n Joe, and all the guys, Harry.

ATX01 0178785

HALF AND HALF
November 26, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL: Thank you, Maestro. Gentlemen, you'll find it's a lot easier to fill your pipe when you use Half and Half Smoking Tobacco. That's because Half and Half is packed in a new and different way ... in the patented telescope tin. This convenient telescope tin gets smaller and smaller as you use your tobacco. You just slide the top half down into the bottom half ... and thus keep every pipeful of Half and Half right up - where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke! Yes smokers ... the telescope tin actually gives you a better smoke ... as well as making it a lot easier to fill your pipe. It's an exclusive, patented feature, and like the exclusive Half and Half blend, the telescope tin is something that no other tobacco can offer. Next time ... be sure to get Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0178786

7.. (ORCHESTRA .. "I KNOW THAT YOU KNOW" ... HIT AND FADE)

BEN: Hear what the Lads are playin'? It's that old favorite, dedicated to all you folks who have telephones on a party line. "I Know That You Know."

(ORCHESTRA UP AND TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell smooth cigarette.

BEN: Well, folks, our Thanksgiving party is about over. But we'll be back again next Sunday at the same time. But in the meantime, let me repeat to you the best after dinner speech I ever heard.

There's nothing more pleasant than to sit by the fire with good old Half and Half in your trusty briar.

And now....

(BEN & ORCH... "AU REVOIR" ... & SEGUE "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to list in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads.
Good night.

November 21, 1939

Key Kanan Ltd.
1270 6th Avenue
New York City

Gentlemen:

In the Ben Bernie script for Sunday, November 26th, Donald Duck's name is used in the following routine between Harry Von Zell and Ben Bernie:

HARRY: Well, I suppose Winchell served turkey.

BEN: That guy? He's too stingy to buy a turkey.

HARRY: Did he serve goose?

BEN: No.

HARRY: Well, did he serve chicken?

BEN: No.

HARRY: What did he do?

BEN: He showed us a picture of Donald Duck!

Would you please sign this letter and return it to me so that we may have a written copy of your approval in our files. Thank you very much for your cooperation.

Very truly yours,

YOUNG & RUBICAM, INC.

*GK
incl. to me
Walt Disney Products*

ATX01 0178788

November 21, 1939

Mr. Rodney Bush
Twentieth Century Fox
444 West 66th Street
New York City

Dear Sir:

In the Ben Bernie script for Sunday, November 26th, there is a play on the title, "Drama Along The Mohawk." It takes place in the following routine between Ben Bernie and Lew Lehr:

BEN: Tell us more about your wife's family. Where do they come from?

LEW: Er - they all live upstate along a river. Hollywood just made a moving picture about them.

BEN: What was the picture called?

LEW: (LAUGH) Drama along the Mohawk!

Would you please sign this letter and return it to me so that we may have a written copy of your approval in our files. Thank you very much for your cooperation.

Very truly yours,

YOUNG & RUBICAM, INC.

O.K.

Rodney Bush

ATX01 0178789

November 24, 1939

Mr. Milton Weiss
Metro Goldwyn Mayer
1540 Broadway
New York, New York

Dear Mr. Weiss:

In the Ben Bernie script for Sunday, November 26th, Clark Gable's name is used in the following routine between Lew Lehr and Ben Bernie:

Lew: ... But you know, Mr. Bernie - I didn't have the heart to kill that turkey. He had the same sweet look in his face like my wife has when I bring home the pay-check... And besides he mistook me for a handsome movie actor.

Ben: What makes you think he mistook you for a handsome movie actor?

Lew: He kept saying "Gable - Gable - Gable!"

Would you be so kind as to sign this letter and return it to me in order that we may have a written copy of your approval for our files. Thank you very much for your cooperation.

Very truly yours,

YOUNG & RUBICAM, INC.

*Okay "as is"
Milton Weiss*

ATX01 0178790

THE AMERICAN TOBACCO COMPANYHALF AND HALF PROGRAM ... BEN BERNIEWABC

5:30 - 6:00 P.M.
 12:00 - 12:30 A.M. ✓

HARRY: The Ben Bernie Program - for Half and Half
 Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOBY" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOBY" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Inviting you on behalf of Half and Half
 Smoking Tobacco to our Thanksgiving Dinner
 of tasty tunes and trivial tidbits. Ready
 to serve you a platterful of the latest
 songs are all the Lads and Lassies. Sitting
 at the head of the table, waiting for the
 chef to give him the bird is the Old
 Maestro, Ben Bernie, and with his oars
 poised, ready to row in the gravy boat
 is that feather-brained funster of the

HARRY:
(CONT'D)

films, Movietone's Lew Lehr. Well, shall we start dinner? All in favor, say Aye!

1... (ORCHESTRA *ALL IN FAVOR SAY AYE*)

HARRY:

Those were the Half and Half Lads playing *ALL IN FAVOR SAY AYE*. And now, ladies and gentlemen, this being Thanksgiving season, all of us have many things to be thankful for. But we must learn to take the bad with the good ... so here's the Old Maestro, Ben Bernie!

(APPLAUSE)

(*LONESOME OLD TOWN*)

BEN:

Yowsah, yowsah, yowsah. Heaps of cranberry sauce, turkey, and plum pudding to youse all. This is Ben Bernie, the old gravy splasher, wishing all youse guys and gals the sorta of the besta. Well, folke, seems as if we're having two Thanksgivings this year, but by gosh, I'm only buying one turkey. There's one part of the turkey I don't like, and nobody's gonna give it to me twice!

HARRY:

Well, tell me, did you have a nice Thanksgiving, Maestro?

BEN: No, Harry, I was arrested for speeding --
I was driving thirty miles an hour.

HARRY: Well wait, you're allowed to drive thirty
miles an hour.

BEN: Not on the sidewalk! So when I came up
before the judge, he said, "Are you the
Ben Bernie who sings on the radio?" I
said, "yes". He said, "Are you the Ben
Bernie who plays the fiddle?" I said, "yes".
He said, "Are you the Ben Bernie who tells
these jokes?" I said, "That's me, your
honor." So he said, "This is your fourth
offense, you get life!"

HARRY: Didn't you try to get out of it?

BEN: I certainly did. I said, "Your Honor, you
can't detain me. I've got to be in New
York to take part in a big Thanksgiving
pageant." And you know, Harry, I was
telling him the truth.

HARRY: Oh yeah? - What part did you play in a
Thanksgiving pageant?

BEN: They used the top of my head for Plymouth
Rock!

HARRY: I see -
Well/ of course, with an alibi like that the
judge let you go?

BEN: Yes he was very kind, Harry, and I went right on over to Winchell's House for Thanksgiving dinner.

HARRY: Well, I suppose Winchell served turkey.

BEN: That guy? He's too stingy to buy a turkey.

HARRY: Did he serve goose?

BEN: No.

HARRY: Chicken?

BEN: No.

HARRY: Tell, what did he do?

BEN: He showed us a pictury of DonaldDuck! And right now, if I had the wishbone of a turkey, I'd wish that Mary Small would come up here and sing "What's New" ...

MARY: Well, here I am, Maestro.

BEN: By gosh, the wishbone works! I'll have to try it with Myrna Loy. Sing, Mary;

2... (MARY SMALL & ORCHESTRA "WHAT'S NEW")

(APPLAUSE)

HALF AND HALF
November 26, 1939

COMMERCIAL "A"

BERNIE:

Old Professor Bernie was doin' a bit of readin' this mornin' about some famous pipe smokers of history ... and mighty interestin' it was. He read about 'ill Shakespeare a-puffin' his pipe and thinkin' up the plays ... and about the jolly lads in them old English taverns and about Cap'n John Smith a-smokin' a pipe of peace with Pocohontas' daddy. Yowsah ... no matter where you find it ... a pipe of tobacco stands for sumpin' mighty friendly and comfortin'. Youse guys knwo how it is, right in yo' own livin' roos. It's a heap more peaceful when you're a-puffin' on yo' trusty bria' ... especially if the tobacco you're smokin' is Half and Half Tobacco. So help me, that pleasin', fragrant aroma of Half and Half makes Home Sweet Home seem a lot sweeter...what's more yo' better half will love the fragrance of Half and Half!

ATX01 0178795

HALF AND HALF
November 26, 1939

COMMERCIAL "A" -2-

VON ZELL: Right you are, Maestro. Gentlemen, Half and Half does have an especially delightful aroma ... a distinctive fragrance that pleases real tobacco lovers the instant they open the tin. You see ... it's a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma. Excuse me a minute, Ladies and Gentlemen, but a frog and myslef are trying to talk at the same time. If you will pardon me for a moment - (clears throat) As I was saying ... it's a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma. That's why the makers of Half and Half take special care to give you a smoking tobacco that IS more aromatic. They blend Half and Half in a new and better way. First they combine rich, mellow Virginia tobaccos - and make a finished blend that's a swell smoke in its own right. Then ... because they feel that no single blend ... however skillful ... has everything, they also make up a blend of full-bodied Burleys ... a grand smoke all by itself.

ATX01 0178796

HALF AND HALF
November 26, 1939

COMMERCIAL "A" -3-

VON ZELL:
(CONT'D)

Finally the TWO blends are combined into a blend of blends ... better balanced ... more aromatic .. and therefore more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma ... Half and Half Tobacco.

ATX01 0178797

BEN: Harry, to coin a phrase, you done said a pipeful. And now, me and the Half and Half Tobacco Lads are gonna play "ARE YOU HAVIN' ANY FUN?" And if any of you folks out there are holding a wish-bone, you're gonna get your wish... I ain't gonna sing it. Play, Lads.

3.....(ORCHESTRA "ARE YOU HAVIN' ANY FUN?")

BEN: That was me and the Half and Hal' Lads playing "ARE YOU HAVIN' ANY FUN" from Geo. White's Scandals ... And now it's time for Buddy Lark the Cape Cod Canary, to step to this here microphone and sing that song dedicated to the young fellow who had his watch in a pawnshop: "I DIDN'T KNOW WHAT TIME IT WAS". Buddy, since this is Thanksgiving, do you have many things to be thankful for?

BUDDY: You bet I do, Maes. I'm thankful for the opportunity you give me.

BEN: Oh that's awfully nice of you, Buddy.

BUDDY: I'm thankful for the inspiration you give me.

BEN: Oh, that's very sweet of you.

BUDDY: And I'm thankful for the raise in salary you're going to give me.

SUNDAY, NOVEMBER 26, 1939

BEN: (CLEAR THROAT) And I'm thankful I'm hard of hearing. Sing, Biddy!

4. (BUDDY CLARK & ORCHESTRA .. "I DIDN'T KNOW WHAT TIME IT WAS"

(APPLAUSE)

BEN: Well, all youse boys and gals, I'm sorry
The Ole Maestro must make an excuse
Instead of a Thanksgiving turkey
I bring you a silly goose!
Yowsah...it's that Half and Half wit of Movietone
News...Lew Lehr!

(APPLAUSE)

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people.

BEK: Well, Lew (LAUGH) What's the idea of that get-up.
An Easter lily in your left lapel...Wistletoe
in your right lapel...and a fire-cracker in
your hand!

LEW: (LAUGH) The way they're changing the holidays
ar und, I'm ready for anything! But no fooling,
I knew it was Thanksgiving by the way my wife's
family came rushing into the house.

BEN: The ideas - ready for anything.
Your wife's family! Did you give them a nice
dinner?

LEW: Did I give her family a nice dinner! I served
lobster a la Newbur - er - Veal scallapin - er -
chicken fricass - fricass - (LAUGH) Dog Biscuits!

BEN: Dog biscuits, come on now, Lew - stop kidding.
You know you had a turkey.

LEW: Yeah, I did ... and just like the Pilgrims
I went out in the woods and caught one myself.

BEN: Was the turkey wild?

LEW: (LAUGH) It wasn't pleased. But you know, Mr.
Bernie - I didn't have the heart to kill that
turkey. He had the same sweet look in his face
like my wife has when I bring home my pay-check...
And besides the turkey mistook me for a handsome
movie actor.

BEN: Oh, what makes you think he mistook you for a
handsome movie actor?

LEW: (GRUNT) He kept saying "Gable - Gable - Gable!"

BEN: Well, Lew, Tell us all about the dinner. Did
everybody rush up to the table?

LEW: No...when dinner was ready, everybody lined up
and marched up to the turkey singing a song.

BEN: What were they singing?

LEW: (LAUGH) We're off to see the Gizzard!

BEN: Metro will get after you
Well, tell me Lew...did you have a Vermont turkey?

LEW: No...this year we had a Lady Godiva turkey.
(LAUGH) No dressing! and Mr. Bernie..did we have excitement? When we served the turkey, suddenly everybody around the table had gravy on their faces.

BEN: How did that happen?

LEW: Well, our cook is a jitterbug, and as soon as she brought the turkey into the room, (LAUGH) she started to swing it.

BEN: Well, I suppose as head of the house, you carved the turkey?

LEW: Yeah, but as soon as I stuck the knife in it, it slid off the plate, right onto my Aunt Sophie's lap!

BEN: Aunt Sophie's lap! Oh, I bet she was horrified!

LEW: No...she was happy. She's an old maid. (LAUGH) She's glad to have anything on her lap!

BEN: That's very interesting, Lew. Tell us more about your wife's family. Where do they all come from?

LEW: Er...my wife's family all live in upper New York State along a river.

BEN: Along a river?

LEW: Yeah...and Hollywood just made a moving picture about them.

BEN: What was the picture called?

LEN: (LAUGH) Hums along the Mohawk!

(ORCHESTRAL LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice work, Lew, nice work. Mohawk! Now we and Half and Half Tobacco lads are gonna play Scatterbrain. Ah generally scatters zah brain when I go fishing. I wonder if youse folks heard about the two brothers who went fishing. One brother caught 25 fish and the other brother caught nothing. The next day they went out again, and again the lucky brother caught thirty fish and the other brother caught nothing. The third day the brother who caught no fish said "I'm tired of catching nothin'..you stay home... I'm goin' out by myself..hear..so he went out to the place where his brother caught all the fish, and sat there for about twenty minutes, but caught nothing. All of a sudden a fish poked his head out of the water and said "Hello.. Where's Hox's your brother?" Oh dear - scatter boys, scatter!

S....(ORCHESTRA "SCATTERBRAIN")

BEN: That was me and the Half and Half Tobacco lads
playing "Scatterbrain". Now we an' the Bailey
gals are gonna do in honor of the occasion,
Eugene Fields' classic "Little Red Drum". Ah ...
The Little Red Drum...The Little Red School
House...Little Red Riding Hood...Winchell's
Column..That's Little Red, too!

G...BEN, BERNIE, BAILEYS & ORCHESTRA ...LITTLE RED DRUM)

(APPLAUSE)

HALF AND HALF
November 26, 1929
(REVISED)

COMMERCIAL "B"

BERNIE: And now youse guys an' gals, the Old Maestro wants you to meet his friend ... Cap'n Joe Moran of the tugboat "Annie." The tow of them are a familiar, heart-warmin' sight around the harbor ... "Annie Q", a-tootin' and a-scootin' about ... puffin' away for all she's worth, and Cap'n Joe up in the wheelhouse ... peerin' and steerin' ... puffin' way for all HE'S worth ... on his pipe. Heave to, matey, and say ahoy to the landlubbers.

CAPTAIN: Good evenin'.

BERNIE: Well, you're lookin' brisk as a nor'easter, Cap. And how's Annie?

CAPTAIN: Oh, she's fine. Still able to push around anything ten times her size.

BERNIE: She's a friaky old gal, all right ... the way she goes Donald Duckin' all around the bay.

CAPTAIN: Yup. Sure keeps me busy spinnin' th' wheel. Can't hardly tend to the whistle tootin', let alone fillin' my pipe.

BERNIE: Say, Cap, I bet you ARE busy. But if you want an easier way to fill yo' pipe, you ought to lister to our friend Harry Von Zell. Tell Cap'n Joe, and all the guys, Harry.

ATK01 0178804

HALF AND HALF
November 26, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL: Thank you, Maestro. Gentlemen, you'll find it's a lot easier to fill your pipe when you use Half and Half Smoking Tobacco. That's because Half and Half is packed in a new and different way ... in the patented telescope tin. This convenient telescope tin gets smaller and smaller as you use your tobacco. You just slide the top half down into the bottom half ... and thus keep every pipeful of Half and Half right up - where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke! Yes smokers ... the telescope tin actually gives you a better smoke ... as well as making it a lot easier to fill your pipe. It's an exclusive, patented feature, and like the exclusive Half and Half blend, the telescope tin is something that no other tobacco can offer. Next time ... be sure to get Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0178805

SUNDAY NOVEMBER 26, 1939

7., (ORCHESTRA .. "I KNOW THAT YOU KNOW" ... HIT AND FADE)

BEN: Hear what the Lads are playin'? It's that old favorite, dedicated to all you folks who have telephones on a party line. "I Know That You Know."

(ORCHESTRA UP AND TO FINISH)

HARRY: If you sea roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell smooth cigarette.

BEN: Well, folks, our Thanksgiving party is about over. But we'll be back again next Sunday at the same time. But in the meantime, let me repeat to you the best after dinner speech I ever heard.

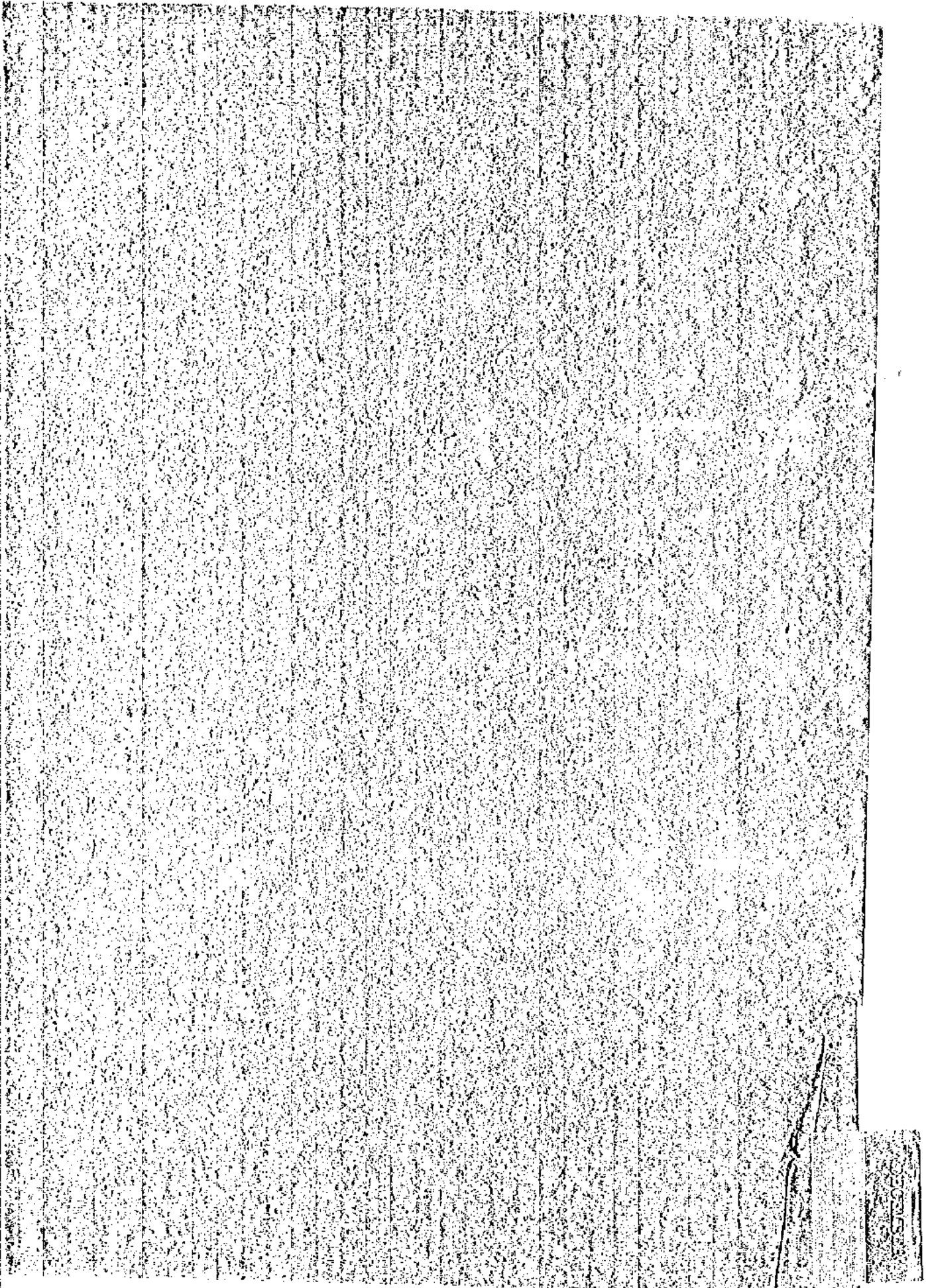
There's nothing more pleasant than to sit by the fire with good old Half and Half in your trusty briar.

And now....

(BEN & ORCH... "AU REVOIR" ... & SEQUE "LONESOME OLD TOWN")

~~HARRY: Half and Half Smoking Tobacco invites you to listē in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads.
Good night.~~

Good night.



ATX01 0178807

AS BROADCAST

SUNDAY, DECEMBER 3, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.

12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half
Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco a half hour of tuneful tricks and mirthful magic. Ready to pull the latest songs out of the hat are all the Lads and Lassies. Trying to fool them by waving his baton in the air is that fabulous fakir, the Old Maestro, Ben Bernie. And standing over in the corner with nothing up his sleeve, nothing in his hands, and absolutely nothing in his head is that witless wizard of the screen, Movietone's Lew Lehr.

ATX01 0178808

SUNDAY, DECEMBER 3, 1939

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HARRY: And now, abacadabra, ali gazam, presto chango,
(CONT'D) and what do we have? OH, JOHNNY, OH!

1....(ORCHESTRA "OH, JOHNNY, OH!")

HARRY: Those were the Half and Half Tobacco Lads playing
"OH, JOHNNY, OH!" Thank you very, very much,
ladies and gentlemen. And now we bring you a
real magician, who with his magic touch can make
a violin sound like a melancholy mule, the Old
Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yowsah, yowsah, yowsah. Greetings and salutations,
ladies and gentlemen, this is the Old Maestro,
Ben Bernie, wishing youse all a happy first week
in December. And Harry, your remark that my
violin playing sounds like a melancholy mule is
very unkind and you should apologize ... to the
mules!

HARRY: All right, if there are any mules listening in,
I apologize.

BEN: And furthermore, I want you to know that I am
giving a violin recital in Carnegie Hall this
month.

ATX01 0178809

SUNDAY, DECEMBER 3, 1939

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HARRY: You in Carnegie Hall? (LAUGH)

BEN: What are you laughing at?

HARRY: I don't know, it sounds kinda funny.

BEN: Yeah, Yascha, Sascha, Pascha Bernie, they calls me. Ah, Harry, I can see myself on that stage with the spotlight shining down on me ... and the top of my head shining right back! Why, I can hear that audience cheering wildly when I reach the middle of my program.

HARRY: Why, what's in the middle of your program?

BEN: Intermission! And I've already warned the sponsors of the concert that I'm very temperamental.

HARRY: Temperamental?

HARRY: No fooling, Maestro, I didn't know you liked serious music.

BEN: Of course, Harry, the day I was born I showed an interest in serious music. Why, the first time I sneezed I went, "TCHAIKOWSKI!"

HARRY: Gesundheit! That tickles me. Now listen. Now ...

RTX01 0178810

SUNDAY, DECEMBER 3, 1939

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BEN: Should have gotten a bigger laugh on that one.

HARRY: We could try it again, but I don't think we have time.
Really, Maes, have you ever given a concert before?

BEN: Yes, Harry, and it was a very unhappy affair. I didn't mind when the audience got up and walked out, I didn't mind when the statue of Beethoven got up and walked out, but I finally gave up when the termites crawled out of my fiddle with cotton in their ears!

HARRY: Well, how did your concert finally turn out?

BEN: All right, except for the finish. I had a very embarrassing experience. You see, I wore my brother Jeff's tuxedo, and it's three sizes too small for me.

HARRY: Well, did that interfere with your playing?

BEN: No, Harry, but it was a good thing I was facing the audience when I bowed. If you know what I mean. And now, Buddy Clark, suppose you face the audience and sing the favorite songio of old Mexico, El Rancho Grandio. Laddie-o's, your cue-io!

2....(CLARK & ORCHESTRA "EL RANCHO GRANDE")

(APPLAUSE)

ATX01 0178811

HALF AND HALF
December 3, 1939

COMMERCIAL "A"

BERNIE: Nicely warbled, Buddy, nicely warbled. Me-thinks thou hast brought a considerable hunk o' pleasure to all our friends. The Old Maestro can just see youse guys out there ... a-sittin' back, peaceful and quiet in yo' livin' room ... a-lettin' them lovely strains come a-driftin' in. Ah ... you're a picture of contentment, that's what you are. And mistah ... if you want to make that picture even more complete, just light up a pipeful of Half and Half Smokin' Tobacco. Then you can set there enjoyin' them curly blue ribbons of smoke as they go a-twinin' up to the ceilin'. And that fragrant aroma of Half and Half is mighty pleasin' to all the rest of the folks too. Yowsah ... everyone in the room includin' yo' better half ... will love the fragrance of Half and Half!

VON ZELL: Right you are, Maestro. And smokers ... there's a reason why the delightful aroma of Half and

ATX01 0178812

HALF AND HALF
December 3, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

Half adds so much to your smoking pleasure. A tobacco that is more aromatic is NATURALLY more flavorful. The makers of Half and Half know that ... and in order to give you just the right combination of flavor and aroma, they blend Half and Half in a new and better way. First they combine rich, mellow Virginia tobaccos ... and make a finished blend that's a swell smoke in its own right. Then ... because they feel that no single blend ... however skillful ... has everything, they also make up a blend of full-bodied Burleys ... a grand smoke all by itself. Finally, these two blends are combined into a perfect blend of blends. Just as two halves make a whole the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure to buy Half and Half ... the tobacco that combines flavor and aroma!

ATX01 0178813

SONDAY, DECEMBER 3, 1'

-7-

BEN:

Harry, when I think of what you said there only one thing I can add: "Ditto - ditto - and -- er -- ditto." And now me and the Half Tobacco Lads are going to play to all the horses at the track sing when they my horse. "GOODY GOODBYE" - Take it, Lads take it!

3.....(ORCHESTRA "GOODY GOODBYE"

BEN:

Those were me and the Half and Half Lads "Goody Goodbye." And now methinks I hear rustle of feminine garments - Yowsah - i Mary Small, the first lady of the band.

MARY:

Hello, Maestro.

BEN:

Mary, are you coming to my concert at C Hall?

MARY:

Certainly, Maestro. You know, I've always wondered, how did you first get interested in music?

BEN:

Well, Mary, when I was a little boy in the paper that the leader of a band made a thousand dollars in one night.

ATX01 0178814

SUNDAY, DECEMBER 3, 1939

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MARY: Oh, I can't believe that. Whoever made forty thousand dollars leading a band.

BEN: Jesse James and his swingers! Mary, my old friend, Hoagy Carmichael, has writ himself a fine ballad called "Blue Orchids" and anything Hoagy writes is good enough for the old Maes. How's about singing it, huh! Will you?

4....(MARY SMALL & ORCHESTRA "BLUE ORCHIDS")

(APPLAUSE)

BEN: Well, here he comes now
How he tries to impress us
Is he man, fish or fowl
I give you three guesses.

Yowsah - it's that Half and Half Wit of Movie-
tone News - LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people. (LEW SINGS BADLY)

BEN: Well, Lew - why the sudden musical outburst!

LEW: Well, I heard you all talking about music and I think you're entitled to the best. (A LITTLE MORE SINGING) Pretty!

BEN: It's beautiful.

ATX01 0178815

SUNDAY, DECEMBER 3, 1939

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LEW: Yeah, back on the farm, they used to call me Caruso of the pig-pen.

BEN: But, Lew, I didn't know you were interested in music.

LEW: Why certainly I am. Our whole family is musical. My wife plays the violin.

BEN: The violin. Ah - competition!

LEW: Yeah - and what a beautiful sight it is to see her playing those four fiddles at one time.

BEN: Four fiddles at one time?

LEW: Yeah (LAUGH) One under each chin!

BEN: Say, Lew, by the way you talk, I presume, I presume, you like classical music.

LEW: Do I like classical music! My favorite number is Il Travato - er - Tannhause -- er Cavalier Rustican - Rustican (LAUGH) Well All Right - Chop, Chop, Chop.

ATXO1 0178816

SUNDAY, DECEMBER 3, 1939

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BEN: Well, my little jitterbug, let's get down to business. Tell me what newsreel did you make this week?

LEW: This week I made a newsreel at a school for animal trainers.

BEN: Animal trainers! That subject has always fascinated me. Just how do they train a wild lion?

LEW: That's simple. The best time to walk into a lion's cage is before dinner. (GRUNT) Your dinner - not the lion's. Now a lot of animal trainers like to walk right into the cage and punch the lion in the nose - but that's wrong.

BEN: How do you know?

LEW: (LAUGH) Their widows told me.

BEN: Their widows!

LEW: Personally I use psychology. I put my face right in front of the lion's.

BEN: You put your face right up to the lion's? Weren't you frightened?

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SUNDAY, DECEMBER 3, 1939

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LEW: No. The lion is only a big cat and (LAUGH)
one puss knows another. Then they dared me to
go into a cage where there was a great big bear.

BEN: What kind of a bear, honey?

LEW: (COYLY) Please, Mr. Bernie, this is no time for
love.

BEN: I mean, was it a honey bear?

LEW: Oh no, it was a grizzly bear. I looked right
into his eyes and said listen:

"I am Lehr and you're the bear
I'll stay here and you stay there
But he grabbed my suit and underwear
Then he was Lehr and I was bare."

Ain't that cute?

BEN: Lew, you're positively sensational.

LEW: Dank you. And I'm not the only one in the
family who trains animals. My mother-in-law
is an animal trainer.

BEN: She is?

LEW: Yeah! Did you ever see the act where a
hippopotamus opens his mouth and a woman sticks
her head in it?

ATX01 0178818

SUNDAY, DECEMBER 3, 1939

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BEN: Yes. Does your mother-in-law do that?

LEW: No! (LAUGH) She opens her mouth and the hippopotamus sticks his head in it.

BEN: Lew, you've always been associated with monkeys. Did you ever train any?

LEW: Oh, yeah, lots of them, but my favorite was a poor little fellow who lost his mama and poppa and was brought up by a lady kangaroo.

BEN: Oh, that's cute.

LEW: Yeah, she carried him around in his pouch for a whole year, but then she threw him out.

BEN: What a tragedy. Now, why should a kangaroo throw out a poor little monkey?

LEW: Why should a kanga ... (GRUNT) How would you like to have somebody sittin' in your front pocket, breakin' cocoanuts against your stomach!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATX01 0178819

BEN: Nice stuff, Lew ... nice stuff. And now to prove that the lads can really read music we shall delve into the classicolas and we bid you lend your ears to the immortal Song of India, written by Rimsky-Korsakov - who, as everybody knows, was that famous Russian baseball player. The Song Of India. Take me to the Orient, Lads, the Orient.

5....(ORCHESTRA "SONG OF INDIA")

BEN: That was me and the Half and Half Lads playing Song Of India for the tobacco with the best aroma that was ever wafted - wafted on a wind-to-ya. Dear, dear. I'll have to fine myself for that error. Old Longfellow Bernie speaking. And now all you folks who like to take Sunday excursions, why don't you join me and the Bailey girls. Where are we going? We're off to see the Wizard. The happiness special leaves on track 7 for North Oz, South Oz, East Oz, West Oz and Brooklyn. Alllllllllll A--Boaaaaaaaard!

6....(ORCH., BERNIE & BAILEYS ... "WE'RE OFF TO SEE THE WIZARD")

(APPLAUSE)

HALF AND HALF
December 3, 1939

COMMERCIAL "B"

BERNIE: And now I'm a-gonna read ya sumpin' that was written just 57 years ago tonight ... on December 3rd, 1882. It's from the diary of my Uncle Benjamin Baltimore Bernie ... known to his intimates as old Ben Balt. QUOTE ... "Dear Diary ... Did get fretful and fidgety this night, a-waitin' for ye wife to finish dressin', preparatory to our goin' to town meetin'. Did impatiently pace ye parlor floor and have great desire to shout out ye gol darndest things. But instead did light my pipe and get to considerin' that mebbe ye little woman had good reason to be tardy, what with household chores and what not, ett cettery." UNQUOTE. Old Ben Balt has passed on a mighty interestin' thought. It sure is amazin' the way a pipe can make ya sit back and see the other fella's side of things. Yowsah youse guys ... whenever you're feelin' irritated or up in the air ... just take out yo' trusty briar ... fill 'er up with Half and Half ... and smoke a pipe - to calm you down!

VON ZELL: Smokers, that's might good advice ... about smoking a pipe when you're excited and flustered.

ATX01 0178821

HALF AND HALF
December 3, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

And now here's some good advice about filling your pipe - be sure you fill up with Half and Half ... from the patented telescope tin. This telescope tin is exclusive with Half and Half. It helps you fill your pipe more easily ... because it gets smaller and smaller as you use the tobacco. You just slide the top half down inside the bottom half ... and thus keep every pipeful right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just the way it should be to give you a cool, smooth smoke! Yes gentlemen, the telescope tin actually gives you a better smoke ... as well as making it a lot easier to fill your pipe. The telescope tin is an exclusive, patented feature, too ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer you. Next time ... be sure to get Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0178822

SUNDAY, DECEMBER 3, 1939

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7.... (ORCHESTRA "BABY ME" ... HIT AND FADE)

BEN: Lookie here, the boys are getting downright ou
... with "Baby Me." Ah, Baby days! That was
you shook your hand over your head ... listen
to the rattle ... and said "goo-goo" instead
"come seven."

(ORCHESTRA UP AND FINISH "BABY ME")

HARRY: If you men roll your own cigarettes try Hal
Half Tobacco. It rolls easily, burns evenly
makes a swell, smooth cigarette.

BEN: Well, folks, that's about all the tricks we
time for this afternoon. But before you tu
your dials and make me disappear I'd like t
you that we'll be back at the same time nex
Will you be listening, huh? Thanks. But I
go I would like you folks to give an ear t
Christmas poem this season. To wit:

Dear Santa, don't put in your packs
Loud neckties or old bric-a-bracca:
Just kindly put in
A full pound tin
Of Half and Half Smokin' Tobacco.

And now reluctantly ... the time has come

(BEN & ORCHESTRA: "AU REVOIR" SEGUE "LONESOME OI

HARRY: Half and Half Smoking Tobacco invites you
in again at this same time next Sunday fo
half hour with Ben Bernie and all the la
Small, Buddy Clark, and Lew Lehr.

ATX01 0178823

AS BROADCAST

REBROADCAST

SUNDAY, DECEMBER 3, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half
Soaking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Soaking Tobacco a half hour of tuneful tricks and mirthful magic. Ready to pull the latest songs out of the hat are all the Lads and Lassies. Trying to fool them by waving his baton in the air is that fabulous fakir, the Old Maestro, Ben Bernie. And standing over in the corner with nothing up his sleeve, nothing in his hands, and absolutely nothing in his head is that witless wizard of the screen, Movietone's Lew Lehr.

ATX01 0178824

SUNDAY, DECEMBER 3, 1939

-2-

HARRY: And now, abacadabra, ali gasan, presto chango,
(CONT'D) and what do we have? OH, JOHNNY, OH!

.....(ORCHESTRA "OH, JOHNNY, OH!")

HARRY: Those were the Half and Half Tobacco Lads playing
"OH, JOHNNY, OH!" Thank you very, very much,
ladies and gentlemen. And now we bring you a
real magician, who with his magic touch can make
a violin sound like a melancholy mule, the Old
Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yowsah, yowsah, yowsah. Greetings and salutations,
ladies and gentlemen, this is the Old Maestro,
Ben Bernie, wishing youse all a happy first week
in December. And Harry, your remark that my
violin playing sounds like a melancholy mule is
very unkind and you should apologize ... to the
mules!

HARRY: All right, if there are any mules listening in,
I apologize.

BEN: And furthermore, I want you to know that I am
giving a violin recital in Carnegie Hall this
month.

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HARRY: You in Carnegie Hall? (LAUGH)

BEN: What are you laughing at?

HARRY: I don't know, it sounds kinda funny.

BEN: Yeah, Yascha, Sascha, Pascha, Bernie, they calls me. Ah, Harry, I can see myself on that stage with the spotlight shining down on me ... and the top of my head shining right back! Why, I can hear that audience cheering wildly when I reach the middle of my program.

HARRY: Why, what's in the middle of your program?

BEN: Intermission! And I've already warned the sponsors of the concert that I'm very temperamental.

HARRY: Temperamental?

HARRY: No fooling, ^{seriously} Maestro, I didn't know you liked serious music.

BEN: Of course, Harry, the day I was born I showed an interest in serious music. Why, the first time I sneezed I went, "TCHAIKOWSKI!"

HARRY: Gesundheit! That tickles me. Now listen. Now ...

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BEN: Should have gotten a bigger laugh on that one.

HARRY: We could try it again, but I don't think we ha
Really, Maes, have you ever given a concert be

BEN: Yes, Harry, and it was a very unhappy affair.
didn't mind when the audience got up and walk
I didn't mind when the statue of Beethoven go
and walked out, but I finally gave up when th
termites crawled out of my fiddle with cotton
their ears!

HARRY: Well, how did your concert finally turn out?

BEN: All right, except for the finish. I had a v
embarrassing experience. You see, I wore my
Jeff's tuxedo, and it's three sizes too small

HARRY: Well, did that interfere with your playing?

BEN: No, Harry, but it was a good thing I was fa
audience when I bowed. If you know what I
And now, Buddy Clark, suppose you face the
and sing the favorite songio of old Mexico,
Rancho Grandio. Laddie-o's, your cue-io!

2.....(CLARK & ORCHESTRA "EL RANCHO GR

(APPLAUSE)

RTX01 0178827

HALF AND HALF
December 3, 1939

COMMERCIAL "A"

BERNIE: Nicely warbled, Buddy, nicely warbled. He-
thinks thou hast brought a considerable hunk
o' pleasure to all our friends/ ^{Buddy.} The Old
Maestro can just see youse guys out there ...
a-sittin' back, peaceful and quiet in yo'
livin' room ... a-lettin' them lovely strains
come a-driftin' in. Ah ... you're a picture
of contentment, that's what you are. And
nistah ... if you want to make that picture
even more complete, just light up a pipeful
of Half and Half Smokin' Tobacco. Then you can
set there enjoyin' them curly blue ribbons of
smoke as they go a-twinin' up to the ceilin'.
And that fragrant aroma of Half and Half is
mighty pleasin' to all the rest of the folks
too. Yowsah ... everyone in the room
includin' yo' better half ... will love the
fragrance of Half and Half!

VON ZELL: Right you are, Maestro. And smokers ... there's
a reason why the delightful aroma of Half and

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HALF AND HALF
December 3, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

Half adds so much to your smoking pleasure
A tobacco that is more aromatic is NATORA
more flavorful. The makers of Half and Half
know that ... and in order to give you ju
the right combination of flavor and aroma
they blend Half and Half in a new and bet
way. First they combine rich, mellow Vi
tobaccos ... and make a finished blend t
a swell smoke in its own right. Then ..
because they feel that no single blend .
however skillful ... has everything, the
make up a blend of full-bodied Burleys
grand smoke all by itself. Finally, th
blends are combined into a perfect blen
blends. Just as two halves make a whole
two fine blends in Half and Half add u
give you complete smoking enjoyment.
time be sure to buy Half and Half ...
tobacco that combines flavor and aroma

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BEN: Harry, when I think of what you said there is only one thing I can add: "Ditto - ditto ditto - and -- er -- ditto." And now me and the Half and Half Tobacco Lads are going to play the song all the horses at the track sing when they pass my horse. "GOODY GOODBYE" - Take it, Lads, take it!

3.....(ORCHESTRA "GOODY GOODBYE")

BEN: ~~There were~~ me and the Half and Half Lads playing "Goody Goodbye." And now methinks I hear the rustle of feminine garments - Yowsah - it's little Mary Small, the first lady of the band.

MARY: Hello, Maestro.

BEN: Mary, are you coming to my concert at Carnegie Hall?

MARY: Certainly, Maestro. You know, I've always wondered, - tell me - how did you first get interested in music?

BEN: Well, Mary, when I was a little boy my mother read in the paper that the leader of a band made forty thousand dollars in one night.

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MARY: Oh, I can't believe that. Whoever made for
thousand dollars leading a band.

BEN: Jesse James and his swingers! Mary, my old
friend, Hoagy Carmichael, has writ hissel
fine ballad called "Blue Orchids" and any
Hoagy writes is good enough for the old
How's about singing it, huh? Will you?

..... (MARY SMALL & ORCHESTRA "BLUE ORCHIDS")

(APPLAUSE)

BEN: Well, here he comes now
How he tries to impress us
Is he man, fish or fowl
I give you three guesses.

Yowsah - it's that Half and Half Wit of
tone News - LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people. (LEW S

BEN: Well, Lew - why the sudden musical outt

LEW: Well, I heard you all talking about mus
think you're entitled to the best. (A
SINGING) Pretty!

BEN: It's beautiful.

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LEW: Yeah, back on the farm, they used to call me
Caruso of the pig-pen.

BEN: But, Lew, I didn't know you were interested in
music.

LEW: Why certainly I am. Our whole family is musical.
My wife plays the violin.

BEN: The violin. Ah - competition!

LEW: Yeah - and what a beautiful sight it is to see
her playing those four fiddles at one time.

BEN: Four fiddles at one time?

LEW: Yeah (LAUGH) One under each chin!

BEN: Say, Lew, by the way you talk, I persuade,
I persuade, you like classical music.

LEW: Do I like classical music! My favorite number
is Il Travato - er - Tannhause -- er Cavalier
Rustican - Rustican (LAUGH) Well All Right -
Chop, Chop, Chop.

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BEN: Well, my little jitterbug, let's get down
business. Tell me what newsreel did you
do this week?

LEW: This week I made a newsreel at a school of
animal trainers.

BEN: Animal trainers? That subject has always
fascinated me. Just how do they train a
lion?

LEW: Oh, a wild lion -
That's simple. The best time to walk in
a lion's cage is before dinner. (GRUNT)
dinner - not the lion's. Now a lot of
trainers like to walk right into the cage
and punch the lion in the nose - but that's

BEN: How do you know?

LEW: (LAUGH) Their widows told me.

BEN: Their widows?

LEW: Personally I use psychology. I put my
face in front of the lion's.

BEN: You put your face right up to the lion?
Weren't you frightened?

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LEW: No. The lion is only a big cat and (LAUGH)
one puss knows another. ^{you can't overcome logic.} Then they dared us to
go into a cage where there was a great big bear.

BEN: What kind of a bear, honey?

LEW: (COVLY) Please, Mr. Bernie, this is no time for
love.

BEN: I mean, was it a honey bear?

LEW: Oh no, it was a grizzly bear. I looked right
into his eyes and said listen:
"I am Lehr and you're the bear
I'll stay here and you stay there
But he grabbed my suit and underwear
Then he was Lehr and I was bare."
Ain't that cute?

BEN: Lew, you're positively sensational.

LEW: Dank you. And I'm not the only one in the
family who trains animals. My mother-in-law
is an animal trainer.

BEN: She is?

LEW: Yeah! Did you ever see the act where a
hippopotamus opens his mouth and a woman sticks
her head in it?

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BEN: Yes. Does your mother-in-law do that?

LEW: No! (LAUGH) She opens her mouth and the hippopotamus sticks his head in it.

BEN: Lew, you've always been associated with monkeys. Did you ever train any?

LEW: Oh, yeah, lots of them, but my favorite was a poor little fellow who lost his mama and poppa and was brought up by a lady kangaroo.

BEN: Oh, that's cute.

LEW: Yeah, she carried him around in his pouch for a whole year, but then she threw him out.

BEN: What a tragedy. Now, why should a kangaroo throw out a poor little monkey?

LEW: Why should a kanga ... (GRUNT) How would you like to have somebody sittin' in your front pocket, breakin' coconuts against your stomach!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATX01 0178835

BEN: Nice stuff, Lew ... nice stuff. And now to prove that the lads can really read music we are going to ~~stick~~ ^{go} dive into the classicoles and we bid you lend your ears to the immortal Song of India, written by Rimsky-Korsakov - who, as everybody knows, was that famous Russian baseball player. The Song Of India. Take me to the Orient, Lads, the Orient.

5....(ORCHESTRA "SONG OF INDIA")

BEN: That was me and the Half and Half Lads playing Song Of India for the tobacco with the best aroma that was ever wafted - wafted on a wind-to-ya. Dear, dear. I'll have to fine myself for that error. Old Longfellow Bernie speaking. And now all you folks who like to take Sunday excursions, why don't you join me and the Bailey girls. Where are we going? We're off to see the Wizard. The happiness special leaves on track 7 for North Oz, South Oz, East Oz, West Oz and Brooklyn. Alllllllllll A--Booaaaaaard!

6....(ORCH.. BERNIE & BAILEYS ... "WE'RE OFF TO SEE THE WIZARD")

(APPLAUSE)

HALF AND HALF
December 3, 1939

COMMERCIAL "B"

BERNIE: And now I'm a-gonna read ya suspin' that was written just 57 years ago tonight ... on December 3rd, 1882. It's from the diary of my Uncle Benjamin Baltimore Bernie ... known to his intimates as old Ben Balt. QUOTE ... "Dear Diary ... Did get fretful and fidgety this night, a-waitin' for ye wife to finish dressin', preparatory to our goin' to town meetin'. Did impatiently pace ye parlor floor and have great desire to shout out ye gol darndest things. But instead did light my pipe and get to considerin' that mebbe ye little wosan had good reason to be tardy, what with household chores and what not, ett cettery." UNQUOTE. Old Ben Balt has passed on a mighty interestin' thought. It sure is amazin' the way a pipe can make ya sit back and see the other fella's side of things. Yowsah youse guys ... whenever you're feelin' irritated or up in the air ... just take out yo' trusty briar ... fill 'er up with Half and Half ... and smoke a pipe - to cala you down!

VON ZELL: Smokers, that's right good advice ... about smoking a pipe when you're excited and flustered.

ATX01 0178837

HALF AND HALF
December 3, 1939

COMMERCIAL "B" -2-

VON ZILL:
(CONT'D)

And now here's some good advice about filling
your pipe - be sure you fill up with Half and
Half ... from the patented telescope tin. This
telescope tin is exclusive with Half and Half.
It helps you fill your pipe more easily ...
because it gets smaller and smaller as you use
the tobacco. You just slide the top half down
inside the bottom half ... and thus keep every
pipeful right up on top where it's easy to get
at. You don't have to dig around ... and what's
more, BECAUSE you don't, your tobacco doesn't
get all broken up and crumbled. It stays in
better condition ... fresher ... just the way
 it should be to give you a cool, smooth smoke!
Yes gentlemen, the telescope tin actually gives
you a better smoke ... as well as making it a
lot easier to fill your pipe. The telescope tin
is an exclusive, patented feature, too ... and
like the exclusive Half and Half blend, it's some-
thing that no other tobacco can offer you. Next
time ... be sure to get Half and Half Tobacco ...
in the convenient telescope tin!

ATX01 0178838

7.... (ORCHESTRA "BABY ME" ... HIT AND FADE)

BEN: Lookie here, the boys are getting downright cute ... with "Baby Me." Ah, Baby days! That was when you shook your hand over your head ... listened to the rattle ... and said "goo-goo" instead of "come seven."

(ORCHESTRA UP AND FINISH "BABY ME")

HARRY: If you men sell your own cigarettes try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

BEN: Well, folks, that's about all the tricks we have - this evenin' I should say. time for this afternoon! But before you turn your dials and make me disappear I'd like to remind you that we'll be back at the same time next Sunday. Will you be listening, huh? Thanks. But before I go I would like you folks to give an ear to my first Christmas poem this season. To wit:

Dear Santa, don't put in your packs
Loud neckties or old bric-a-bracca:
Just kindly put in
A full pound tin
Of Half and Half Smokin' Tobacco.

And now reluctantly ... the time has come ...

(BEN & ORCHESTRA: "AU REVOIR" SEGUE "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the lads: Mary Small, Buddy Clark, and Lew Lehr.

(AS BROADCAST)

SUNDAY, DECEMBER 10, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M. ✓
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and Half Smoking
 Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
 Tobacco a blueplate special of savory songs and
 toothsome trivia. For hors D'euvres we have an
 assortment of the latest songs by all the Lads and
 Lassies. For the main course today we are featuring
 a pipe-smoked ham . . . the Old Maestro, Ben Bernie.
 And for dessert we throw at you that half-baked pie
 face of the films - Movietone's Lew Lehr!
 And now what is the first item on our musical menu -
 "You're Letting The Grass Grow Under Your Feet."

1 (ORCHESTRA "YOU'RE LETTING THE GRASS GROW UNDER YOUR FEET")

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HARRY: Those were the Half and Half Tobacco Lads playing "You're Letting The Grass Grow Under Your Feet" ... Thank you very much ladies and gentlemen. You know last week the Old Maestro announced to all his friends that he was going to give a violin concert in Carnegie Hall. So tonight we bring you a man with no friends ... the Old Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yowsah, yowsah, yowsah - andantes, fortissimos and a bit of an allegretto to youse all. This is Ben Bernie, the Tony Galento of the violin, drifting your way on a cloud of good old Half and Half. Well, folks, the night's fast approaching when I give my concert in Carnegie Hall. Ah, Harry, I can just picture that thrilling night.

HARRY: Yes.

BEN: At eight o'clock I'll start playing with that big crowd before me.

HARRY: Yeah!

BEN: And at eight five, I'll start running with that big crowd after me.

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HARRY: Well, Maestro, since you're so near your musical debut, I'm sure the public would like to know how you started your musical career.

BEN: Oh that's right. I was a child prodigy. Why, at the age of five I knew I had a musical soul - my shoe squeaked. At the age of ten I took my first violin lesson. I'll never forget my violin teacher. He used to keep time with his foot - and after each lesson I was so black and blue I couldn't sit down.

HARRY: Well, I know this is going to be a surprise, Maestro, but could you play the number you're going to play at your concert.

BEN: Well, I'll be very glad to Harry. I've been rehearsing ... for weeks as a matter of fact. Let me have an A, Nick..

(FORMAL) Ladies and gentlemen, for my first number I shall play the pizzicato prelude from the Andante Contabile of the Runaway Girl from Macy's. I shall play the second Movement - Nuts to the first Movement - Orchestra, if you please.

(BEN: POET AND PEASANT SPECIALTY BIT)

My next number ... I'll bet you folks thought I couldn't play when I came on here. Well, ladies and gentlemen, going from my violin to the sublime, Mary Small is going to sing a song for all of us and since it's so

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BEN: near Christmas, I'm going to let her announce her
(CONT) own number. What are you going to sing, Mary?

MARY: "Can I Help It?"

BEN: Can I Help It?

MARY: Yes, don't play your violin.

BEN: Sing, Mary.

2..... (MARY SMALL & ORCHESTRA "CAN I HELP IT?"

(APPLAUSE)

ATX01 0178843

COMMERCIAL "A"

BERNIE: A nice hunk o' vocalizin' Mary. (SIGHS) Ah deah, would that life were as sweet as that song. Fo'give me, guys and gals, for feelin' just a wee bit melancholy, but I spent the mornin' a-going over the household bills. You know how it is. There's butcher and the baker and the fella from the finance company and ... Deah, deah ... seems that every time I get my hands on a greenback, the eagle turns into a homin' pigeon and flies off some place else to roost. It's got the old Maestro all upset right now, just thinkin' about it. And while Harry Von Zell here takes over, I'm-a-gonna take my own advice ... the advice I give to all youse guys whenever you're feelin' bothered or up in the air ... Smoke a pipe - to calm ya down! Hand me the tin of Half and Half, will ya Harry?

VON ZELL: Right here it is, Maestro.

BERNIE: Thanks.

VON ZELL: Smokers, the old Maestro is right. When you're feeling nervous or irritated, your pipe sure is a great comfort. Yes ... and it's especially enjoyable when it's packed with Half and Half Smoking Tobacco ... because Half and Half has a delightful aroma that adds so much to your smoking pleasure. You see ... it's a recognized

HALF AND HALF
December 10, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

scientific fact that the taste or flavor of tobacco depends chiefly on aroma. That's why the makers of Half and Half take special care to give you a smoking tobacco that IS more aromatic. They blend Half and Half in a new and better way. First they combine fragrant, mellow Virginia tobaccos - and make a finished blend that's a swell smoke in its own right. Then ... because they feel that no single blend ... however skillful ... has everything, they also make up a blend of rich, full-bodied Burleys ... a grand smoke all by itself. Finally the TWO blends are combined into a BLEND of blends ... better balanced ... more aromatic ... and therefore more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma ... Half and Half Tobacco!

ATX01 0178845

BEN: Harry, thou hast spoken the truth, so help me. And all youse guys, here's an inside tip. Your better half will love the fragrance of Half and Half. And now me and the Lads are gonna play "Stop, It's Wonderful!" ... At least we think it's wonderful, but if it ain't wonderful, well, just give us a cue-y, and we'll stop. Start Stoppin', Lads.

3(ORCHESTRA "STOP, IT'S WONDERFUL")

BEN: That was "Stop, It's Wonderful," played by me and the Half and Half Tobacco Lads.

BUDDY: Hello, Maes.

BEN: Well, hello, Buddy, are you coming to my concert?

BUDDY: Sure I am, you said if I didn't, I'd lose my job. Say how come you ever took up the violin, anyway?

BEN: Well, it was quite a decision to make, Buddy. In my youth I was just like Golden Boy, I couldn't decide whether to be a violinist or a prize fighter, so I compromised ... at least, the critics said I compromised.

BUDDY: What do you mean, compromised?

BEN: They claim my violin playing sounds like I have boxing gloves on. Now Buddy, as much as I love it, let's stop talking about me. Suppose you sing "I Didn't Know What Time It Was" ... Okay?

BUDDY: Okay, Maes.

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4 (CLARK & ORCHESTRA "I DIDN'T KNOW WHAT TIME IT WAS"

(APPLAUSE)

BEN: Well, here he comes now
Streaking in like a whiz
We don't know what it ain't
And ain't sure what it is . . .

S'help me - it's that Half and Half wit of Movietone
News - LEW LEHR!

(APPLAUSE)

(ORCH: LEHR PLAY ON MUSIC)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Lew, I suppose you're coming to my concert to hear me
play the violin.

LEW: Oh certainly, Mr. Bernie. I ain't got no sense needer.

BEN: You know it's going to be a very ritzy function. What
are you going to wear?

LEW: For your violin concert I'm going to wear a texed - er -
an opera cloa - er - a full dress cutawa - cutawa -
(LAUGH) Ear-muffs!

BEN: I can see you don't appreciate fine music, Lew.

LEW: What do you mean? I once gave a piano recital myself.

BEN: You did?

LEW: Yeah. It was beautiful. I walked up on the stage and
when I sat down at the piano everybody in the audience
cheered.

BEN: Why?

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LEW: (LAUGH) The piano was locked.

BEN: Well, aside from your musical career, Lew, what newsreels have you been making?

LEW: Well, this week I made a newsreel of a cooking school for men.

BEN: Men cooking.

LEW: Yeah.

BEN: My, my, a man's life is certainly becoming complicated.

LEW: You said it. A man's life is just four powders.

BEN: What do you mean, four powders?

LEW: Well, when he's engaged to a girl, it's face powder - after he marries her it's baking powder -- then when the baby comes it's talcum powder -- and when his mother-in-law moves in (LAUGH) it's run-out powder.

BEN: Well, never mind the philosophy, Lew... tell us about the cooking school.

LEW: Well, there was one man there - he made a fruit cake but I called it an angel cake.

BEN: Why an angel cake?

LEW: (LAUGH) One bite and you go to heaven. They also had a class in experimental cooking. They were learning how to make Welsh Rarebit, but instead of using plain cheese they used Limburger cheese.

BEN: A Welsh Rarebit with limburber. How was it?

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LEW: We don't know. (LAUGH) We couldn't get near enough to taste it.

BEN: Lew - did you try to learn how to cook in this school?

LEW: Yeah - I entered the baking contest! Why I baked a cake and all the judges tasted it.

BEN: Have the judges made their report yet?

LEW: No. (LAUGH) They're still unconscious!

BEN: Lew, I'm glad you brought up this cooking subject. I almost forgot that my wife asked me to bring home a squab for dinner.

LEW: Oh dank you, Mr. Bernie, I accept the invitation and I'll be very honored --

BEN: (INTERROPTING) Wait a minute, Lew. I didn't invite you. I said my wife wants me to bring home a squab for dinner.

LEW: Squab. (LAUGH) I thought you said a slob!!

(APPLAUSE)

(ORCH: LEHR PLAY OFF MUSIC)

ATXO1 0178849

BEN: Ah, Lew, you can not only cook it up, but you can sure dish it out. And now the Half and Half Tobacco Lads, with Mary Small's dulcet voice aiding and abetting the second chorus, are gonna play BILLY. This is one of Al Goering's novelty arrangements. We paid him for this one, that's what makes it a novelty. Play, Lads. Play away.

5....(ORCHESTRA & MARY SMALL..... "BILLY")

(APPLAUSE)

BEN: And that, folks, was BILLY, played for the alma mater, dear old Half and Half, the smokin' tobacco that's packed in the patented telescope tin. And now, my good friends, my old colleague-y, Professor Kay Kyser, has just finished making a great picture, called "That's Right, You're Wrong", and me and the Bailey Gals are gonna do a mighty cute song from that picture called THE LITTLE RED FOX. THE LITTLE RED FOX. Start hunting for the right notes, Lads.

6....(BERNIE, BAILEYS & ORCHESTRA..... "THE LITTLE RED FOX")

(APPLAUSE)

HALF AND HALF
December 10, 1939

COMMERCIAL "B"

BERNIE: And now ... the old Maestro has a word for the ladies who are listenin' to this yere programmy. He's been a diggin' into the works of good old Bobbie Louie Stevenson, and he's come out with a bit of learn-ed advice about pickin' a husband. Listen gals... and youse guys better pay attention too ... because I'm a quotin' his exact words ... "No woman should marry a man who does not smoke. Whatever make or loungin' and contentment just so surely makes fo' domestic happiness." I'm through quotin'. And here's the moral that goes with them words of wisdom. If you're a-gonna get married ... or if you've already a-got married ... how about givin' the only man in the world a nice big tin of Half and Half Smoking Tobacco for Christmas, humm? It shore does make a swell lookin' gift, all done up in its holiday wrappin' ... and it's the kind of gift that's really gonna mean sumpin', too. It'll stand right there by his favorite easy chair, all ready to help comfort him and smooth out his troubles when he settles down fo a quiet evenin'. Yowsah ... my good friends ... you're a-givin' a great big chunk o' contentment.. when you give a big tin o' Half and Half Smokin' Tobacco!

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HALF AND HALF
December 10, 1939

COMMERCIAL "B" -2-

VON ZELL: Maestro ... I guess there's not much left for me to say. Because ladies - and you gentlemen too - the one pound holiday package of Half and Half Smoking Tobacco certainly is a practical, heart warming gift. If your friend is a regular pipe smoker, he's sure to be pleased by the distinctive aroma of Half and Half... the kind of aroma that real tobacco lovers enjoy. And for the man who might like to smoke a pipe - and most men do once they get started - how about a big pound tin of Half and Half ... AND a pipe to smoke it in? Lots of men you know, have started smoking a pipe because they enjoyed the delightful aroma of Half and Half. The Half and Half Christmas package is easy to buy, at the nearest tobacco counter. It's vacuum sealed so it will keep perfectly - and it's attractively packed in a cheerful red and green Christmas box. You can solve a lot of your Christmas shopping problems - economically and easily - by giving the men on your list a one pound Christmas package of Half and Half Smoking Tobacco!

ATX01 0178852

7....(ORCHESTRA..... "LIMEHOUSE BLUES" HIT AND FADE)

BEN: Hear what the Lads are playing? It's that good old favorite, "Limehouse Blues", and if I can get the Lads to play nice and softly, I'll sing. Lads, will you please play very softly? I'm going to sing. (ORCHESTRA UP FORTE) (BEN YELLS OVER MUSIC) That's mutiny!

(ORCHESTRA UP AND TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

BEN: Well, folks, that's about all we have on the menu. But before you fold your napkins and go into the parlor to relax, and I go to the kitchen to wash the dishes, I want to remind you that we're saving you all places at the table for next Sunday at the same time. And in the meantime, let me wax poetical with a bit of Christmas sentiment;

Here's a wish for all guys listenin' in
From North Pole to the Panama Isthmus:
I hope you get a big pound tin
Of Half and Half for Christmas!

And now ...

(BEN & ORCHESTRA..... "AU REVOIR" ... SEGUE TO "LONESOME OLD TOWN")

SUNDAY, DECEMBER 10, 1939

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HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Buddy Clark and Lew Lehr.

"I Didn't Know What Time It Was" is from "Too Many Girls".

ATX01 0178854

November 30, 1939

Mrs. Mary Gunn
Carnegie Hall
7th Avenue and 57th Street
New York, New York

Dear Mrs. Gunn:

In the Ben Bernie script for Sunday, December 3rd,
Carnegie Hall is mentioned in the following routines:

BEN BERNIE: And furthermore, I want you to know that
I am giving a violin recital in Carnegie
Hall this month.

Harry VON KILL: You in Carnegie Hall?

Later, when Mary Small, the singer, enters:

BEN BERNIE: Mary, are you coming to my concert at
Carnegie Hall?

In order that we may have a written record in our files
of your approval, would you please sign this letter and return
it to me. Thank you very much for your cooperation.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED:

Mary Kempfer Gunn
for Carnegie Hall
11/30/39

ATX01 0178855

December 5, 1939

Mrs. Mary Gunn
Carnegie Hall
Seventh Avenue and 57th Street
New York City

Dear Mrs. Gunn:

I am sorry to bother you again this week, but Carnegie Hall is mentioned in the Ben Bernie script for this Sunday, December 10th, in the following way.

Harry Von Zell: Old Masstro announced to all his friends that he was giving a violin concert in Carnegie Hall.

And later:

Ben Bernie:Well, folks, the night's fast approaching when I give my concert in Carnegie Hall.

Since it is necessary that we have a written copy of your approval in our files, would you please sign this letter and return it to me. We appreciate your cooperation very much.

Very truly yours,

YOUNG & RUBICAM, inc.

APPROVED:

*Mary Kemper Gunn
for Carnegie Hall
12/5/39*

ATX01 0178856

December 5, 1939

Mr. Joe Jacobs
745 7th Avenue
New York City

Dear Mr. Jacobs:

In the Ben Bernie script for Sunday, December 10th, Tony Galento's name is mentioned in the following routine:

BEN BERNIE: Yowsah, yowsah, yowsah - andantes, fortissimos and a bit of an allegretto to youse all. This is ben Bernie, the Tony Galento of the violin, drifting your way on a cloud of good old half and half.

In order that we may have a written copy of your approval in our files, would you please sign this letter and return it to me. We appreciate your cooperation very much.

Very truly yours,

YOUNG & RUBICAN, INC.

APPROVED:

Joe Jacobs.
12/5/39

ATX01 0178857

(RE-BROADCAST)

SUNDAY, DECEMBER 10, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M. ✓

HARRY: The Ben Bernie Program - for Half and Half Smoking
Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
Tobacco a blueplate special of savory songs and
toothsome trivia. For hors D'oeuvres we have an
assortment of the latest songs by all the Lads and
Lassies. For the main course today we are featuring
a pipe-smoked hen ... the Old Maestro, Ben Bernie.
And for dessert we throw at you that half-baked pie
face of the films - Movietone's Lew Lehr!

And now what is the first item on our musical menu -
/ Yes, here it is

"You're Letting The Grass Grow Under Your Feet."

1(ORCHESTRA "YOU'RE LETTING THE GRASS GROW UNDER YOUR FEET

ATX01 0178858

SUNDAY, DECEMBER 10, 1939

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HARRY: Those were the Half and Half Tobacco Lads playing
"You're Letting The Grass Grow Under Your Feet" ...
Well ladies and gentlemen
Thank you very much ladies and gentlemen. / You know
last week the Old Maestro announced to all his friends
that he was going to give a violin concert in Carnegie
Hall. So tonight we bring you a man with no friends ...
the Old Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOER")

BEN: Yowsah, yowsah, yowsah - andantes, fortissimos and a
bit of an allegretto to youse all. This is Ben Bernie,
my good friends
the Tony Galento of the violin, drifting your way/ on
a cloud of good old Half and Half. Well, folks, the
night's fast approaching when I give my concert in
Carnegie Hall. Ah, Harry, I can just picture that
thrilling night.

HARRY: Yes.

BEN: At eight o'clock I'll start playing with that big
crowd before me.

HARRY: Yeah!

BEN: And at eight five, I'll start running with that big
crowd after me.

ATX01 0178859

SUNDAY, DECEMBER 10, 1939

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HARRY: Well, Maestro, since you're so near your musical debut, I'm sure the public would like to know how you started your musical career.

BEN: Oh that's right. I was a child prodigy. Why, at the age of five I knew I had a musical soul - my shoe squeaked. At the age of ten I took my first violin lesson. I'll never forget my violin teacher. He used to keep time with his foot - and after each lesson I was so black and blue I couldn't sit down.

HARRY: Well, I know this is going to be a surprise, Maestro, but could you play the number you're going to play at your concert.

BEN: Well, I'll be very glad to Harry. I've been rehearsing ... for weeks as a matter of fact. Let me have an A, Nick..
(FORMAL) Ladies and gentlemen, for my first number I shall play the pizzicato prelude from the Andante Contabile of the Runaway Girl from Macy's. I shall play the second Movement - Nuts to the first Movement - Orchestra, if you please.

(BEN: POET AND PRABANT SPECIALTY BIT)

My next number ... I'll bet you folks thought I couldn't play when I came on here. Well, ladies and gentlemen, going from my violin to the sublime, Mary Small is going to sing a song for all of us and since it's so

ATX01 0178860

SUNDAY, DECEMBER 10, 1939

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BEN: near Christmas, I'm going to let her announce her
(CONT) I wear size 15½
own number./ What are you going to sing, Mary?

MARY: "Can I Help It?"

BEN: Can I Help It?

MARY: Yes, don't play your violin.

BEN: Sing, Mary.

2..... (MARY SMALL & ORCHESTRA "CAN I HELP IT?"

(APPLAUSE)

ATX01 0178861

HALF AND HALF
December 10, 1939

COMMERCIAL "A"

BERNIE:

A nice hunk o' vocalizin' Mary. (SIGHS) Ah deah, would that life were as sweet as that song. Fo'give me, guys and gals, for feelin' just a wee bit melancholy, but I spent the mornin' a-going over the household bills. You know how it is. There's butcher and the baker and the fella from the finance company and ... Deah, deah ... seems that every time I get my hands on a greenback, the eagle turns into a hoxin' pigeon and flies off some place else to roost. It's got the old Maestro all upset right now, just thinkin' about it. And while Harry Von Zell here takes over, I's-a-gonna take my own advice ... the advice I give to all youse guys whenever you're feelin' bothered or up in the air ... Smoke a pipe - to calz ya down! Hand me the tin of Half and Half, will ya Harry?

VON ZELL:

Right here it is, Maestro.

BERNIE:

Thanks.

VON ZELL:

Smokers, the old Maestro is right. When you're feeling nervous or irritated, your pipe sure is a great comfort. Y s ... and it's especially enjoyable when it's packed with Half and Half Smoking Tobacco ... because Half and Half has a delightful aroma that adds so much to your smoking pleasure. You see ... it's a recognized

ATX01 0178862

HALF AND HALF
December 10, 1939

COMMERCIAL "A" -2-

VOR ZELL:
(CONT'D)

scientific fact that the taste or flavor of tobacco depends chiefly on aroma. That's why the makers of Half and Half take special care to give you a smoking tobacco that IS more aromatic. They blend Half and Half in a new and better way. First they combine fragrant, mellow Virginia tobaccos - and make a finished blend that's a swell smoke in its own right. Then ... because they feel that no single blend ... however skillful ... has everything, they also make up a blend of rich, full-bodied Burleys ... a grand smoke all by itself. Finally the TWO blends are combined into a BLEND of blends ... better balanced ... more aromatic ... and therefore more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma ... Half and Half Tobacco!

ATX01 0178863

BEN: Harry, thou hast spoken the truth, so help me. And all youse guys, here's an inside tip. Your better half will love the YrAGRANCE of Half and Half. And ^{let's see} now/me and the Lads are gonna play "Stop, It's Wonderful!" ... At least we think it's wonderful, but if it ain't wonderful, well, just give us a cue-y, and we'll stop. Start Stoppin', Lads.

3 (ORCHESTRA "STOP, IT'S WONDERFUL")

BEN: That was "Stop, It's Wonderful," played by me and the Half and Half Tobacco Lads.

BODDY: Hello, Maes.

BEN: Well, hello, Buddy, are you cosing to my concert?

BODDY: Sure I am, you said if I didn't, I'd lose my job. Say how cose you ever took up the violin, anyway?

BEN: Well, it was quite a decision to make, Buddy. In my youth I was just like Golden Boy, I couldn't decide whether to be a violinist or a prize fighter, so I compromised ... at least, the critics said I compromised.

BODDY: What do you mean, compromised?

BEN: They claim my violin playing sounds like I have boxing gloves on. ^{now that the intermission is over} Now Buddy, as such as I love it, let's stop talking about me. Suppose you sing "I Didn't Know What Time It Was" ... Okay?

BODDY: Okay, Maes.

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4 (CLARK & ORCHESTRA "I DIDN'T KNOW WHAT TIME IT WAS"

(APPLAUSE)

BEN: Well, here he comes now
Streaking in like a whiz
We don't know what it ain't
And ain't sure what it is ...

S'help me - it's that Half and Half wit of Movietone
News - LEW LEHR!

(APPLAUSE)

(ORCH: LEHR PLAY ON MUSIC)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Lew, I suppose you're coming to my concert to hear me
play the violin.

LEW: Oh certainly, Mr. Bernie. I ain't got no sense needer.

BEN: You know it's going to be a very ritzy function. What
are you going to wear?

LEW: For your violin concert I'm going to wear a tuxed - er -
an opera cloa - er - a full dress cutawa - cutawa -
(LAUGH) Ear-suffs!

BEN: I can see you don't appreciate fine music, Lew.

LEW: What do you mean? I once gave a piano recital myself.

BEN: ^{gave a piano recital?}
You did?

LEW: Yeah. It was beautiful. I walked up on the stage and
when I sat down at the piano everybody in the audience
cheered.

BEN: Why?

ATX01 0178865

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LEW: (LAUGH) The piano was locked.

BEN: Well, aside from your musical career, Lew, what newsreels have you been making?

LEW: Well, this week I made a newsreel of a cooking school for men.

BEN: Men cooking.

LEW: Yeah.

BEN: My, my, a man's life is certainly becoming complicated.

LEW: You said it. A man's life is just four powders.

BEN: What do you mean, four powders?

LEW: Well, when he's engaged to a girl, it's face powder - after he marries her it's baking powder -- then when the baby comes it's talcum powder -- and when his mother-in-law moves in (LAUGH) it's run-out powder.

BEN: Well, never mind the philosophy, Lew... tell us about the cooking school.

LEW: Well, there was one man there - he made a fruit cake but I called it an angel cake.

BEN: Why an angel cake?

LEW: (LAUGH) One bite and you go to heaven. They also had a class in experimental cooking. They were learning how to make Welsh Rarebit, but instead of using plain cheese they used Lisburger cheese.

BEN: A Welsh Rarebit with lisburber. How was it?

ATK01 017BB66

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LEW: We don't know. (LAUGH) We couldn't get near enough to taste it.

BEN: Lew - did you try to learn how to cook in this school?

LEW: Yeah - I entered the baking contest! Why I baked a cake and all the judges tasted it.

BEN: Have the judges made their report yet?

LEW: No. (LAUGH) They're still unconscious!

BEN: Lew, I'm glad you brought up this cooking subject. I almost forgot that my wife asked me to bring home a squab for dinner.

LEW: Oh thank you, Mr. Bernie, I accept the invitation and I'll be very honored --

BEN: (INTERROPTING) Wait a minute, Lew. I didn't invite you. I said my wife wants me to bring home a squab for dinner.

LEW: Squab. (LAUGH) I thought you said a slob!!

(APPLAUSE)

(MUSIC: LEHR PLAY OFF MUSIC)

ATX01 0178867

BEV: Ab, Lew, you can not only cook it up, but you can sure dish it out. And now the Half and Half Tobacco Lads, with Mary Small's dulcet voice ailing and abetting the second chorus, are gonna play BILLY. This is one of Al Goering's novelty arrangements. We paid him for this one, that's what makes it a novelty. Play, Lads. Play away.

5....(ORCHESTRA MARY SMALL....."BILLY")

(APPLAUSE)

BEV: And that, folks, was BILLY, played for the aaaa water, dear old Half and Half, the aakin' tobacco that's packed in the patented telescope tin. And now, my good friends, my old colleague-y, Professor Kay Kysar, ^{who has one of} has the swellest orchestras in the just finished making a great picture, called "That's Right, country, You're Wrong", and me and the Bailey Gals are gonna do a mighty cute song from that picture called THE LITTLE RED FOX. THE LITTLE RED FOX. Start hunting for the right notes, Lads.

6....(BERNIE BAILEYS & ORCHESTRA....."THE LITTLE RED FOX")

(APPLAUSE)

HALF AND HALF
December 10, 1939

COMMERCIAL "B"

BERNIE: And now ... the old Maestro has a word for the ladies who are listenin' to this yere program. He's been a diggin' into the works of good old Robbie Louie Stevenson, and he's come out with a bit of learn-ed advice about pickin' a husband. Listen gals... and youse guys better pay attention too ... because I'm a quotin' his exact words ... "No woman should marry a man who does not sno c. Whatever makes for loungin' and contentment just so surely makes for domestic happiness." I'm through quotin'. And here's the moral that goes with them words of wisdom. If you're a-gonna get married ... or if you've already a-got married ... how about givin' the only man in the world a nice big tin of Half and Half Smoking Tobacco for Christmas, hahn? It shore does make a swell lookin' gift, all done up in its holiday wrappin' ... and it's the kind of gift that's really gonna mean somethin', too. It'll stand right there by his favorite easy chair, all ready to help comfort him and smooth out his troubles when he settles down fo a quiet evenin'. Yowsah ... my good friends ... you're a-givin' a great big chunk o' contentment.. when you give a big tin o' Half and Half Smokin' Tobacco!

ATX01 0178869

HALF AND HALF
December 10, 1933

COMMERCIAL "B" -2-

VON ZELL: Maestro ... I guess there's not much left for me to say. Because ladies - and you gentlemen too - the one pound holiday package of Half and Half Smoking Tobacco certainly is a practical, heart warming gift. If your friend is a regular pipemaker, he's sure to be pleased by the distinctive aroma of Half and Half... the kind of aroma that real tobacco lovers enjoy. And for the man who might like to smoke a pipe - and most men do once they get started - how about a big pound tin of Half and Half ... AND a pipe to smoke it in? Lots of men you know, have started smoking a pipe because they enjoyed the delightful aroma of Half and Half. The Half and Half Christmas package is easy to buy, at the nearest tobacco counter. It's vacuum sealed so it will keep perfectly - and it's attractively packed in a cheerful red and green Christmas box. You can solve a lot of your Christmas shopping problems - economically and easily - by giving the men on your list a one pound Christmas package of Half and Half Smoking Tobacco!

ATX01 0178870

SUNDAY, DECEMBER 10, 1939

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HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Dan Ferris and all the lads, Harry Small, Buddy O'Brien and Leschke.
"I Didn't Know What Time It Was" is from "Too Many Girls".

ATX01 0178872

AS BROADCAST

SUNDAY, DECEMBER 17, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and
 Half Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half
 Smoking Tobacco a Christmas shopper's special
 of the best bargains in ballads and comedy.
 Standing behind the music counter, ready to
 demonstrate the hit tunes of the holiday
 season are all the Lads and Lassies.
 Trying to keep all the babies amused while
 their husbands are shopping is that foot-
 weary floorwalker, the Old Maestro, Ben
 Bernie, and in the toy department, posing

ATX01 0178873

SUNDAY, DECEMBER 17, 1939

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HARRY:
(CONT'D)

as Santa Claus, and telling all the children what he wants for Christmas is that screwball of the screen, Movietone's Lew Lehr.

And now for today's big special in the music department: OH JOHNNY OH.

1....(ORCHESTRA "OH JOHNNY OH")

HARRY:

Those were the Half and Half Tobacco Lads playing OH JOHNNY OH. Thank you very much, ladies and gentlemen. And now ... (AS RADIO COP) ... calling all music lovers ... your favorite melodies are in danger ... Ben Bernie alias the Old Maestro is at large again ... He is armed with a twelve dollar violin ... Beware ... he may use it again ... That is all ... No, wait a minute, we've just caught him ... here he is now, the Old Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOWN")

BEN:

Yowsah, yowsah, greetings and salutations, ladies and gentlemen, a happy one week before Christmas, and I wear size fifteen

ATX01 0178874

SUNDAY, DECEMBER 17, 1939

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BEN:
(CONT'D)

and a half shirts to youse all. Well, last week, Harry, I finally gave my concert in Carnegie Hall. And already it's had results: They've changed the name of the Hall from Carnegie to Corny-gie.

HARRY:

Tell me, Maestro, what did you play at your concert?

BEN:

Well, Harry, I played the Mozart concerto in two movements.

HARRY:

Wait a minute - two movements? There are four movements in the Mozart concerto.

BEN:

No, Harry ... two movements: The audience moved toward me ... and I moved toward the door.

HARRY:

Well, Maestro, how did the critics like your concert?

BEN:

Oh, quite well, Harry.

HARRY:

Well not according to this newspaper review. Here, listen, I'll read it to you: "A Mr. Ben Bernie, an alleged violinist, gave a concert

ATX01 0178875

SUNDAY, DECEMBER 17, 1939

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HARRY:
(CONT'D) at Carnegie Hall last night. His technique was abominable ... his interpretation was appalling ... and his intonation was atrocious.

BEN: Ah, them critics. If they don't like you, why don't they say so. Why beat around the bush? But here's one review, Harry, I'm very proud of. It says: "Ben Bernie's concert was attended by two thousand marines."

HARRY: Where's this, Ben?

BEN: Right there.

HARRY: Marines?
/ That's "morons"!

BEN: Well, so my relatives ain't bright. But, Harry, of all the criticisms I got, here's the one that hurt me most. It's a wire from Metro-Goldwyn-Mayer.

HARRY: What's it say?

BEN: It says: "It took us ten years to get Garbo to laugh, now you've got her crying again!" Well, who's that tugging at my sleeves? Well,

ATK01 0178876

SUNDAY, DECEMBER 17, 1939

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BEN: shut my eyes if it ain't little Mary Small.
(CONT'D) Mary, you arrived just in time, because
everybody's waiting to hear you sing the big
Winchell song.

MARY: The Winchell song?

BEN: Yeah ... "Scatterbrain."

2....(MARY SMALL & ORCHESTRA "SCATTERBRAIN")

(APPLAUSE)

(FADE FOR CBS ANNOUNCER)

Ladies and gentlemen, we interrupt the program
of Ben Bernie and all the lads, sponsored by the
American Tobacco Company, makers of Half and Half
Smoking Tobacco, to bring you a bulletin.

New York: A telephone dispatch brought to you
by an eye witness says that the Graf Spee is now
in the shipping channel leading toward Buenos
Aires -- all battle flags are hoisted. London
now says that 69 men died on the Cruiser Exeter
which battled the Graf Spee last Wednesday.

We return you now to Ben Bernie and all the lads
brought to you by the American Tobacco Company,
makers of Half and Half Smoking Tobacco.

ATX01 0178877

HALF AND HALF
December 17, 1939

COMMERCIAL "A"

BERNIE: (SIGHS) Ah, deah, the Old Maestro had a terrible time this mornin', a-wrappin' up Christmas presents. Youse guys know what an awful job that is. First you go through a lot of trouble, spreadin' out a big bunch of tissue paper, decidin' which color to use. Then you gotta go a-cyclonin' around the house, huntin' for the scissors. You cut off what you think is just the right size of paper ... and darn if it ain't way too small. You cut off another hunk and it's so big you got to bunch it all up at the ends. Then you try to tie up the whole bulgin' business ... and ... BLOOP! everything sprouts out at ya! Oh, deah, how tragical ... yowsah, and how like life! Just when you think you got your troubles tied up in a neat little bundle, they come a-bustin' out at ya! Well guys ... when that happens, don't get desperate and all up in the air. No sir. Take yourself in hand. Just whip out your trusty briar ... fill 'er up with Half and Half Tobacco ... and smoke a pipe - to calm you down!

ATX01 0178878

HALF AND HALF
December 17, 1939

COMMERCIAL "A" -2-

VON ZELL: Smokers, the Old Maestro is right. When you're feeling nervous or irritated, your pipe sure is a great comfort to you. Yes ... and it's especially enjoyable when it's packed with Half and Half Smoking Tobacco ... because Half and Half has a delightful aroma that adds so much to your smoking pleasure. You see ... it's a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma. That's why the makers of Half and Half - in order to give you a tobacco that IS more aromatic - have devised the famous Half and Half process. By this new and exclusive process, a blend of fragrant, mellow Virginia tobaccos is combined with a blend of rich, full-bodied Burleys. That's what makes Half and Half different ... two finished blends - brought together in just the right proportions. That's why Half and Half tobacco is better balanced ... more aromatic ... and therefore more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma ... Half and Half Tobacco!

ATX01 0178879

SUNDAY, DECEMBER 17, 1939

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BEN: Thou speakest well, squire Von Zell, and prithee lend thine ears ye knights of the pipe. They better half will love ye fragrance of Half and Half. And now me and the Lads are gonna play Cole Porter's great song, ANYTHING GOES. Ah, Anything Goes, and after Christmas when I looks at my bank book, it's everythingswent. Lads, if you want new neckties, play as you never played before.

3....(ORCHESTRA "ANYTHING GOES")

BEN: That was me and the Half and Half Tobacco Lads playing ANYTHING GOES.

BUDDY: Hiya, Maes!

BEN: Well, hello, Buddy. Did you like my concert?

BUDDY: Yes, Maes, I thought it was swell and you looked very keen up on that stage.

BEN: Thank you, Buddy, but I had a very embarrassing experience getting dolled up for the concert.

BUDDY: You did?

ATX01 0178880

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BEN: Yes, I went into a barber shop to get my hair cut. When I sat down in the chair, the barber took one look at the top of my head and yelled, "NEXT!" And now, Buddy, since you're next, what are you going to sing?

BUDDY: SOUTH OF THE BORDER.

BEN: Oh fine. South Of The Border and look at the applause he's getting. Yeah - South Of The Border. That's about an inch below my toupee.

4....(BUDDY CLARK & ORCHESTRA ..."SOUTH OF THE BORDER")

(APPLAUSE)

BEN: Well, here he comes now
Nature's funniest prank
When they gave out good looks
This guy drew a blank

Yowsah - it's that Half and Half wit of
Movietone News - LEW LEHR.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, I guess you've heard all about my concert.

LEW: Yes, and I want to shake your hand. You're wonderful, Mr. Bernie. I want to congratulate you.

ATKO1 0178881

SUNDAY, DECEMBER 17, 1939

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BEN: On my violin playing?

LEW: No - on getting out alive.

BEN: No, seriously, Lew, seriously - did you enjoy my concert?

LEW: Did I enjoy your concert. I thought it was the most beautiful - the most inspiring - the most artist - artist (LAUGH) I didn't go.

BEN: You didn't go?

LEW: No.

BEN: Why not?

LEW: Well, this week I've been doing my Christmas shopping. And, Mr. Bernie, are those stores crowded! Thousands of women all around me fighting, screaming, grabbing. One woman wanted a pair of trousers for her husband.

BEN: And did she get the trousers?

LEW: She must have. I came out without my pants.

BEN: Well, did you buy many presents, Lew?

ATX01 0178882

SUNDAY, DECEMBER 17, 1939

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LEW: Oh, sure. I bought my wife some perfume.

BEN: Was it expensive?

LEW: Expensive? (GRUNT) It cost me fifty cents a quart!

BEN: Well ... it must have a rare odor. What's it called ... "Spring time in Paris"?

LEW: No. (LAUGH) Summer time in the stockyards!

BEN: Did you buy any presents for yourself?

LEW: Well, I went in to buy myself a belt.

BEN: A belt?

LEW: Yeah. But I forgot what size I wear, so a very beautiful salesgirl measured me. She put both her arms around my waist.

BEN: She put her arms around your waist? Hmmm ... that girl knew her business!

LEW: Yeah. (LAUGH) Mr. Bernie, do you know where I can get rid of forty-five belts?

BEN: Sounds as if your shopping tour turned out to be a success, Lew.

ATX01 0178883

SUNDAY, DECEMBER 17, 1939

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LEW: Yeah ... except for one thing. I got arrested for doing what all the signs said.

BEN: For doing what the signs said?

LEW: Yeah ... one sign said "keep in line" so I kept in line. Anudder one said "watch your step" so I looked where I was goin' ... and the came the sign that got me arrested.

BEN: What did it say?

LEW: (GRUNT) Change underwear here!

BEN: Well, Lew, I suppose you acted the perfect gentleman and carried all the bundles home for your wife?

LEW: No. We had a little quarrel, Mr. Bernie. I told my wife that she should carry the bundles, and she said, "Lew Lehr, you're the man of this house ... you carry home the bundles". I said "I won't!" She said "You will!" And I said "I won't!"

BEN: Well, what did your wife do?

ATX01 0178884

SUNDAY, DECEMBER 17, 1939

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LEW: Nothing (LAUGH) I was gonna have those four teeth pulled out anyway.

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice shopping, Lew, nice shopping. Now me and the Half and Half Lads are going to play IN AN EIGHTEENTH CENTURY DRAWING ROOM. Ah, the 18th century, them were the days, when it was every young girl's ambition to own a beautiful spinning wheel. But our modern girls aren't satisfied unless they own four spinning wheels and a chauffeur. Hmmm, very true, however corny. Minuet me, Lads, Minuet me.

5....(ORCHESTRA .. "IN AN EIGHTEENTH CENTURY DRAWING ROOM")

BEN: That was IN AN EIGHTEENTH CENTURY DRAWING ROOM, played for the old Alma Mater, Half and Half, the tobacco that comes packed in the patented telescope tin. And now me and the Bailey Gals are gonna sing DINGBAT THE ACROBAT. DINGBAT THE ACROBAT. Allez oop, Lads!

6....(BERNIE, BAILEYS & ORCH ... "DINGBAT THE ACROBAT")

(APPLAUSE)

ATX01 0178885

HALF AND HALF
December 17, 1939

COMMERCIAL "B"

BERNIE: Well, j'ever hear the story about the two little tots that went a-lookin' for the blue-bird that was the symbol of happiness ... and how they searched hither and yon and yon and hither, only to find it right at home? Well, that's the way it is sometimes when you're a-buyin' Christmas presents. Say you're lookin' for sumpin' for a man. You go around to all the stores, a-shovin' and a-elbowin' your way through the crowds, a-huntin' and a-wrackin' your brain. But he's got this and he wouldn't want that, and you don't know what to do. Well ... don't despair ... 'cause what you're lookin' for may be right near home ... a-settin' on yo' neighborhood tobacco counter. It's that big Christmasy pound tin of Half and Half smokin' tobacco. What a present that is! It's just jam-packed full of good old Christmas cheer for any man ... for a long time to come. Why, with every one of them fragrant pipefuls of Half and Half, you'll be givin' another pleasureful, heart-warmin' gift. So remember, my friends ... for the men on your list ... how about a big pound tin of Half and Half, ~~hmmmmmmmmmm?~~

ATXO1 0178886

HALF AND HALF
December 17, 1939

COMMERCIAL "B" -2-

VON ZELL: Well said, Maestro. Ladies and gentlemen, the one-pound holiday package of Half and Half Smoking Tobacco sure is a swell ... and practical ... gift. If your friend is a regular pipe smoker, he'll be mighty well pleased with the distinctive aroma of Half and Half ... the kind of aroma that real tobacco lovers enjoy ... And for the man who might like to smoke a pipe ... and most men do, once they get started ... how about a big pound tin of Half and Half ... AND a pipe to smoke it in? Lots of men have taken up smoking a pipe because they enjoyed the delightful aroma of Half and Half. The Half and Half Christmas package is easy to buy, at your nearest tobacco counter. It's vacuum-sealed ... which means that it will keep perfectly ... and it's attractively packed in a cheerful red and green Christmas box. You can solve a lot of your Christmas shopping problems ... economically and easily ... by giving the men on your list the big pound Christmas package of Half and Half Smoking Tobacco!

ATX01 0178887

7....(ORCHESTRA "WAITIN' FOR THE ROBERT E. LEE" HIT & FADE)

BEN: You know last week the south honored a great southern picture and now we're honoring a great southern gentleman - Robert E. Lee.

(ORCHESTRA UP AND FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly, and makes a swell, smooth smoke.

BEN: Well, folks, I can see that old engineer over there in the corner, wrapping up the kilocycles, and dismantling the amperes, so since I'm a fellow that can take a hint, I guess that means it's about time to hush up. But we'll be back again next Sunday at the same time. And now folks, here's the answer to that big question of the week ...

You know the reason Santa feels so jolly
You know how come his extra-special cheer?
'Cause Madame Claus has promised him, by golly
A big pound tin of Half and Half this year!

And now ...

(BEN & ORCHESTRA ... "AU REVOIR" ..SEGUE TO "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads.

December 12, 1939

Miss Van
529 Fifth Avenue
New York City

Dear Miss Van:

In the Ben Bernie script for Sunday, December 17th, Frank Buck's name is used in the following routine:

Lev Lehr is talking about the crowded Christmas shopping--

LEW: ...I saw a poor guy standing outside.
He was shaking and trembling all over.
He didn't have the nerve to go inside.

Ben: Who was it?

LEW: Frank Buck.

In order that we may have a written copy of your approval, would you please sign this letter and return it to me. Thank you very much for your cooperation.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED:

Frank Buck

ATX01 0178889

December 13, 1939

Mrs. Mary Gunn
Carnegie Hall
7th Avenue and 57th Street
New York, New York

Dear Mrs. Gunn:

The continuity of the routine which the Ben Bernie script has been following for the last few weeks continues in this week's program, and once more Carnegie Hall is mentioned. I regret very much the inconvenience I must be causing you, but would appreciate it if you would sign another release for the following:

BEN BERNIE: ...Well, last week I finally gave my concert in Carnegie Hall. And already it's had results. They've changed the name of the Hall from Carnegie to Corny-gie.

Your help in this matter has been grand, and we thank you for it.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED:

OK Phil Baker

ATX01 0178890

December 13, 1939

Mr. Phil Baker
Hotel Pierre
Fifth Avenue and 61st Street
New York City

Dear Mr. Baker:

Your name is used in the Ben Bernie script for
Sunday, December 17th, in the following way:

Ben: ...And now me and the Bailey Gals are gonna
sing DINGBAT THE ACROBAT. Ah, acrobats. You
know, in the good old days of vaudeville, there
used to be eight acts on the bill, and a troupe
of acrobats always closed the show. Then along
came Phil Baker and me with our act, and we not
only closed the show, we closed the theatre.

In order that we may have a written copy of your
approval on our files, will you please sign this letter
and return it to me. Thank you very much.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED:

O. K. M. K. Gunn

ATX01 0178891

AS BROADCAST

REBROADCAST

SUNDAY, DECEMBER 17, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and
 Half Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: (*LONESOME OLD TOWN IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: (*LONESOME OLD TOWN IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half
Smoking Tobacco a Christmas shopper's special
of the best bargains in ballads and comedy.
Standing behind the music counter, ready to
demonstrate the hit tunes of the holiday
season are all the Lads and Lassies.
Trying to keep all the babies amused while
their husbands are shopping is that foot-
weary floorwalker, the Old Maestro, Ben
Bernie, and in the toy department, posing

ATX01 0178892

SUNDAY, DECEMBER 17, 1939

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HARRY:
(CONT'D)

as Santa Claus, and telling all the children what he wants for Christmas is that screwball of the screen, Movietone's Lew Lehr.

And now for today's big special in the music department: OH JOHNNY OH.

1....(ORCHESTRA "OH JOHNNY OH")

HARRY:

Those were the Half and Half Tobacco Lads playing OH JOHNNY OH. Thank you very much, ladies and gentlemen. And now ... (AS RADIO COP) ... calling all music lovers ... your favorite melodies are in danger ... Ben Bernie alias the Old Maestro is at large again ... He is armed with a twelve dollar violin ... Beware ... he may use it again ... That is all ... No, wait a minute, we've just caught him ... here he is now, the Old Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOWN")

BEN:

Yowsah, yowsah, greetings and salutations, ladies and gentlemen, a happy one week before Christmas, and I wear size fifteen

ATX01 0178893

SUNDAY, DECEMBER 17, 1939

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BEN:
(CONT'D) and a half shirts to youse all. Well, ^{Harry}/last week, Harry, I finally gave my concert in Carnegie Hall. And already it's had results: They've changed the name of the Hall from Carnegie to Coray-gie.

HARRY: Tell me, Maestro, what did you play at your concert?

BEN: Well, Harry, I played the Mozart concerto in two movements.

HARRY: Wait a minute - two movements? ^{Oh, well --} There are four movements in the Mozart concerto.

BEN: No, Harry ... two movements: The audience moved toward me ... and I moved toward the door.

HARRY: Well, Maestro, how did the critics like your concert?

BEN: Oh, quite well, Harry, quite well indeed.

HARRY: Well not according to this newspaper review. Here, listen, I'll read it to you: "A Mr. Ben Bernie, an alleged violinist, gave a concert

ATK01 0178894

SUNDAY, DECEMBER 17, 1939

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HARRY:
(CONT'D)

at Carnegie Hall last night. His technique was abominable ... his interpretation was appalling ... and his intonation was atrocious.

BEN:

Ah, then critics. If they don't like you, why don't they say so. Why beat around the bush? But here's one review, Harry, I'm very proud of. It says: "Ben Bernie's concert was attended by two thousand marines."

HARRY:

Where's this, Ben?

BEN:

Right there.

HARRY:

Marines?
/ That's "morons"!

BEN:

Well, so my relatives ain't bright. But, Harry, of all the criticisms I got, here's the one that hurt me most. It's a wire from Metro-Goldwyn-Mayer.

HARRY:

What's it say?

BEN:

It says: "It took us ten years to get Garbo to laugh, now you've got her crying again!" Well, who's that tugging at my sleeves? Well,

ATX01 0178895

SUNDAY, DECEMBER 17, 1939

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BEN: shot my eyes if it ain't little Mary Small.
(CONT'D) Mary, you arrived just in time, because
everybody's waiting to hear you sing the big
Winchell song.

MARY: The Winchell song?

BEN: Yeah ... "Scatterbrain."

2....(MARY SMALL & ORCHESTRA "SCATTERBRAIN")

(APPLAUSE)

ATX01 0178896

HALF AND HALF
December 17, 1939

COMMERCIAL "A"

BERNIE: (SIGHS) Ah, deah, the Old Maestro had a terrible time this mornin', a-wrappin' up Christmas presents. Youse guys know what an awful job that is. First you go through a lot of trouble, spreadin' out a big bunch of tissue paper, decidin' which color to use. Then you gotta go a-cyclonin' around the house, huntin' for the scissors. You cut off what you think is just the right size of paper ... and darn if it ain't way too small. You cut off another hunk and it's so big you got to bunch it all up at the ends. Then you try to tie up the whole bulgin' business ... and ... BLOOP! everything sprouts out at ya! Oh, deah, how tragical ... yowsah, and how like life! Just when you think you got your troubles tied up in a neat little bundle, they come a-bustin' out at ya! Well guys ... when that happens, don't get desperate and all up in the air. No sir. Take yourself in hand. Just whip out your tusty briar ... fill 'er up with Half and Half Tobacco ... and smoke a pipe - to calm you down!

ATX01 0178897

HALF AND HALF
December 17, 1939

COMMERCIAL "A" -2-

VON ZELL: Smokers, the Old Maestro is right. When you're feeling nervous or irritated, your pipe sure is a great comfort to you. Yes ... and it's especially enjoyable when it's packed with Half and Half Smoking Tobacco ... because Half and Half has a delightful aroma that adds so much to your smoking pleasure. You see ... it's a recognized scientific fact that the taste or flavor of tobacco depends chiefly on aroma. / That's why the makers of Half and Half - in order to give you a tobacco that IS more aromatic - have devised the famous Half and Half process. By this new and exclusive process, a blend of fragrant, mellow Virginia tobaccos is combined with a blend of rich, full-bodied Burleys. That's what makes Half and Half different ... two finished blends - brought together in just the right proportions. That's why Half and Half tobacco is better balanced ... more aromatic ... and therefore more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma ... Half and Half Tobacco!

and believe me, ladies and gentlemen, the Old Maestro is puffing some of that aroma at me right now.

ATX01 0178898

BEN: Thou speakest well, squire Von Zell, and prithee lend thine ears ye knights of the pipe. They better half will love ye fragrance of Half and Half. And now me and the Lads are gonna play Cole Porter's great song, ANYTHING GOES. Ah, Anything Goes, and after Christmaas when I looks at my bank book, it's everythingswent. Lads, if you want new neckties, play as you never played before.

3.....(ORCHESTRA "ANYTHING GOES")

BEN: That was me and the Half and Half Tobacco Lads playing ANYTHING GOES.

BUDDY: Hiya, Maas!

BEN: Well, hello, Buddy. Did you like my concert?

BUDDY: Yes, Maas, I thought it was swell and you looked very keen up on that stage.

BEN: Thank you, Buddy, but I had a very embarrassing experience getting dolled up for the concert.

BUDDY: You did?

SUNDAY, DECEMBER 17, 1939

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BEN: Yes, I went into a barber shop to get my hair out. When I sat down in the chair, the barber took one look at the top of my head and yelled, "NEXT!" And now, Buddy, since you're next, what are you going to sing?

BODDY: SOUTH OF THE BORDER.

BEN: Oh fine. South Of The Border and look at the applause he's getting. Yeah - South Of The Border. That's about an inch below my toupee.

..... (BODDY CLARK & ORCHESTRA ... "SOUTH OF THE BORDER")

(APPLAUSE)

BEN: Well, here he comes now
Nature's funniest prank
When they gave out good looks
This guy drew a blank

Yowah - it's that Half and Half wit of
Movietone News - LEW LEHR.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, I guess you've heard all about my concert.

LEW: Yes, and I want to shake your hand. You're wonderful, Mr. Bernie. I want to congratulate you.

ATX01 0178900

SUNDAY, DECEMBER 17, 1939

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BEN: On my violin playing?

LEW: No - on getting out alive.

BEN: No, seriously, Lew, seriously - did you enjoy my concert?

LEW: Did I enjoy your concert. I thought it was the most beautifu - the most inspiri - the most artist - artist (LAUGH) I didn't go.

BEN: You didn't go?

LEW: No.

BEN: Why not?

LEW: Well, this week I've been doing my Christmas shopping. And, Mr. Bernie, are those stores crowded! Thousands of women all around me fighting, screassing, grabbing. One woman wanted a pair of trousers for her husband.

BEN: And did she get the trousers?

LEW: She must have. I came out without my pants.

BEN: Well, did you buy many presents, Lew?

ATX01 0178901

SUNDAY, DECEMBER 17, 1939

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LEW: Oh, sure. I bought my wife some perfume.

BEN: Was it expensive?

LEW: Expensive? (GRUNT) It cost me fifty cents a quart!

BEN: Well ... it must have a rare odor. What's it called ... "Spring time in Paris"?

LEW: No. (LAUGH) Summer time in the stockyards!

BEN: Did you buy any presents for yourself?

LEW: Well, I went in to buy myself a belt.

BEN: A belt?

LEW: Yeah. But I forgot what size I wear, so a very beautiful salesgirl measured me. She put both her arms around my waist.

BEN: She put her arms around your waist? Hmm ... that girl knew her business!

LEW: Yeah. (LAUGH) Mr. Bernie, do you know where I can get rid of forty-five belts?

BEN: Sounds as if your shopping tour turned out to be a success, Lew.

ATK01 0178902

SUNDAY, DECEMBER 17, 1939

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LEW: Yeah ... except for one thing. I got arrested for doing what all the signs said.

BEN: For doing what the signs said?

LEW: Yeah ... one sign said "keep in line" so I kept in line. Another one said "watch your step" so I looked where I was goin' ... and the case the sign that got me arrested.

BEN: What did it say?

LEW: (GRUNT) Change underwear here!

BEN: Well, Lew, I suppose you acted the perfect gentleman and carried all the bundles home for your wife?

LEW: No. We had a little quarrel, Mr. Bernie. I told my wife that she should carry the bundles, and she said, "Lew Lehr, you're the man of this house ... you carry home the bundles". I said "I won't!" She said "You will!" And I said "I won't!"

BEN: Well, what did your wife do?

ATX01 0178903

SONDAY, DECEMBER 17, 1939

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LEW: Nothing (LAUGH) I was gonna have those four teeth pulled out anyway.

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: ^{Christmas} Nice/shopping, Lew, ^{Christmas} nice/shopping. Now me and the Half and Half Lads are going to play IN AN EIGHTEENTH CENTURY DRAWING ROOM. Ah, the 18th century, ^{-romance - courtiers -} then were the days, when it was every young girl's ambition to own a beautiful spinning wheel. But our modern girls aren't satisfied unless they own four spinning wheels and a chauffeur. Haha, very true, however corny. Minuet me, Lads, Minuet me.

5....(ORCHESTRA .. "IN AN EIGHTEENTH CENTURY DRAWING ROOM")

BEN: That was IN AN EIGHTEENTH CENTURY DRAWING ROOM, played for the old Alca Water, Half and Half, the tobacco that comes packed in the patented telescope tin. And now me and the Bailey Gals are gonna sing DINGBAT THE ACROBAT. DINGBAT THE ACROBAT. Allez oop, Lads!

6....(BERNIE, BAILEYS & ORCH ... "DINGBAT THE ACROBAT")

(APPLAUSE)

ATX01 0178904

HALF AND HALF
December 17, 1939

COMMERCIAL "B"

BEHNIE:

Guys and gals,
Well, j'ever hear the story about the two little
tots that went a-lookin' for the blue-bird that
was the symbol of happiness ... and how they
searched hither and yon and yon and hither, only
to find it right at home? Well, that's the way it
is sometimes when you're a-buyin' Christmas
presents. Say you're lookin' for sumpin' for a
man. You go around to all the stores, a-shovin'
and a-elbowin' your way through the crowds, a-
huntin' and a-wreckin' your brain. But he's got
this and he wouldn't want that, and you don't know
what to do. Well ... don't despair ... 'cause
what you're lookin' for may be right near home ...
a-settin' on yo' neighborhood tobacco counter.
It's that big Christmasy pound tin of Half and
Half smokin' tobacco. What a present that is!
It's just jam-packed full of good old Christmas
cheer for any man ... for a long time to come.
Why, with every one of these fragrant pipefuls of
Half and Half, you'll be givin' another pleasure-
ful, heart-warmin' gift. So remember, my friends
... for the men on your list ... how about a big
pound tin of Half and Half, hawwwwww?

ATX01 0178905

HALF AND HALF
December 17, 1939

COMMERCIAL "B" -2-

VON ZELL: Well said, Maestro. Ladies and gentlemen, the one-pound holiday package of Half and Half Smoking Tobacco sure is a swell ... and practical ... gift. If your friend is a regular pipe smoker, he'll be mighty well pleased with the distinctive aroma of Half and Half ... the kind of aroma that real tobacco lovers enjoy ... And for the man who might like to smoke a pipe ... and most men do, once they get started ... how about a big pound tin of Half and Half ... AND a pipe to smoke it in? Lots of men have taken up smoking a pipe because they enjoyed the delightful aroma of Half and Half. The Half and Half Christmas package is easy to buy, at your nearest tobacco counter. It's vacuum-sealed ... which means that it will keep perfectly ... and it's attractively packed in a cheerful red and green Christmas box. You can solve a lot of your Christmas shopping problems ... economically and easily ... by giving the men on your list the big pound Christmas package of Half and Half Smoking Tobacco!

ATX01 0178906

7... (ORCHESTRA ... "WAITIN' FOR THE ROBERT E. LEE" HIT & FADI

BEN: You know last week the south honored a great souther picture and now we're honoring a great southern gentleman - Robert E. Lee.

(ORCHESTRA UP AND FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly, and makes a swell, smooth smoke.

BEN: Well, folks, I can see that old engineer over there in the corner, wrapping up the kilocycles, and dismantling the amperes, so since I'm a fellow that can take a hint, I guess that means it's about time to hush up. But we'll be back again next Sunday at the same time. And now folks, here's the answer to that big question of the week ...

You know the reason Santa feels so jolly
You know how come his extra-special cheer?
'Cause Madame Claus has promised him, by golly
A big pound tin of Half and Half this year!

And now ...

(BEN & ORCHESTRA ... "AU REVOIR" ... SERJIE TO "LONESOME OLD TOWN"

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Buddy Clark and Lew Lehr.

AS BROADCAST

SUNDAY, DECEMBER 24, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and
Half Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half
Smoking Tobacco a Christmas Eve package of
tuneful trimmings and festive fun.
Unwrapping the package, the first thing we
see are all the Lads and Lassies bearing
you musical gifts from Tin Pan Alley. In
the center, trimming the Santa Claus
whiskers from his jokes, is the Old Maestro,
Kris Kringle Bernie. And in the corner,

ATXO1 0178908

SUNDAY, DECEMBER 24, 1939

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HARRY:
(CONT'D)

holding hands with a Mama doll, is that off
key Christmas Carol of the cinema, Movietone's
Lew Lehr. And now:

It's the night before Christmas
There's holly and candy
Let's all get in the spirit,
'Cause we're all fine and dandy.

1.... (ORCHESTRA "FINE AND DANDY")

HARRY: Those were the Half and Half Tobacco Lads
saluting the spirit of the season with FINE
AND DANDY. And now, ladies and gentlemen,
there's an old saying: "'Tis better to give
than to receive," and we know you will agree
with us when you receive what we are about to
give ... the Old Maestro, Ben Bernie!

("LONESOME OLD TOWN")

(APPLAUSE)

BEN:

Thank you, Yuletidings, Holly wreaths, and a
Santa Claus in your chimney to youse all. This
is the Old Maestro, Ben Bernie, coming to you
on a Christmas tree to tree lightup. Ah, good
old Christmas ... It always ends up just like
it begins. The day before, you exchange
presents with your friends, and the day after,
you exchange your friends' presents with Macy's.

ATX01 0178909

SUNDAY, DECEMBER 24, 1939

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BEN:
(CONT'D)

But it's a wonderful time of the year,
everybody's got the spirit. Why just last
week I sprained my arm, and when I went to
the doctor to get it bandaged, he said "do
you want this wrapped as a gift."

HARRY: Well, Maestro ... all kidding on the level
... I suppose you got a lot of Christmas cards.

BEN: Yes, Harry ... and I even got a greeting from
a fellow whose car I bumped into while I was
driving. I'll read it to you:

A miserable yule to you, you fool
Is the greeting of the sender
May the New Year leave you bent and broke
Like you left my rear fender!

HARRY: (LAUGH) Tell me, Maestro, has Santa Claus
come to your house yet?

BEN: Oh, I'll say he has, Harry. I've gotten some
lovely gift combinations. From Mary Small
I got a shirt, tie and handkerchief ... from
Buddy Clark I got a robe, slippers and a pipe.
But I didn't like the combination I got from
all the Lads.

ATX01 0178910

SUNDAY, DECEMBER 24, 1939

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HARRY: What did they give you, Maestro?

BEN: A comb, a brush, and a wishbone. Ah, but I don't have to worry about my hair. You should see the stylish present my wife's knitting me.

HARRY: Oh boy, what is it?

BEN: A toupee with a snood.

HARRY: Oh well, a snood is better than no snood. Well, Maestro, this being the season of open house, I suppose you've been over to visit your friend Winchell?

BEN: Yes, I was over there, Harry.

HARRY: Did he have a nice big Christmas tree?

BEN: Big? Not that stingy guy! Why, his Christmas tree was so small I picked it up and used it for a pipe cleaner. Now, let's keep this Christmas cheer a glowin'. My old friend Max Gordon has gotten himself together a grand musical show. In fact, one of the finest I've ever seen, called "Very Warm For May" ... and from Jerry Kern's swell score, Buddy Clark is gonna sing the hit song "All The Things You Are." I hope you like it.

2....(BUDDY CLARK & ORCHESTRA "ALL THE THINGS YOU ARE")

(APPLAUSE)

ATX01 0178911

HALF AND HALF
December 24, 1939

COMMERCIAL "A"

BERNIE: Thank ya, Buddy. Your singin' makes this night even more beautiful. Ah, what a night. It's as though Papa Time says: "Time out all youse guys and gals, for a bit of thinkin' back and lookin' forward." The kids are a-sleepin' with one eye open ... thinkin' back on how they hung up them stockin's ... and lookin' forward to what's gonna be in 'em. Grandma and Grandpa are in the sittin' room out home, a-thinkin' back on lots of yesterdays ... and lookin' forward to tomorrow, when they'll have the whole brood of ya around 'em once again. Yowsah ... that's what Christmas Eve is for ... peace and contemplation. Mistah, why don't you sit down and relax a bit yo'self, right now, hmmm? Just plunk back in that easy chair and fill up your pipe with good old Half and Half Smokin' Tobacco. That pleasin', fragrant aroma of Half and Half makes for real contentment. And what's more, mistah ... as you're a-smokin' ... your better half will love the fragrance of Half and Half!

ATX01 0178912

HALF AND HALF
December 24, 1939

COMMERCIAL "A" -2-

VON ZELL: You've really got something there, Maestro. And smokers, that delightful aroma of Half and Half is mighty important ... because it's a scientific fact about tobacco ... that the finer the aroma, the finer the taste. That's why the makers of Half and Half take special care to give you a smoking tobacco that IS more aromatic. They make Half and Half in a new and better way. First, they make up a finished blend of fragrant, mellow Virginia tobaccos. Then, they make up another blend of rich, full-bodied Burleys. Finally, they take these two finished blends and combine them in exactly the right proportions. Thus, Half and Half is a better smoke ... better balanced ... more aromatic and more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma ... Half and Half Tobacco!

ATX01 0178913

SUNDAY, DECEMBER 24, 1939

-7-

BEN: Harry, thou hast spoke well. And remember ...
Youse guys, whenever you're feelin' irritated or
up in the air ... just smoke a pipe - to calm you
down! And now me and the Half and Half Lads are
gonna play STOP IT'S WONDERFUL. Somehow that song
reminds me of my race horses. No really, it does.
They ain't so wonderful, but, boy, they sure do
stop. Giddy ap, Lads.

3....(ORCHESTRA "STOP IT'S WONDERFUL")

BEN: That was me and the Half and Half Tobacco Lads
playing STOP IT'S WONDERFUL.

MARY: Merry Christmas, Maestro.

BEN: Oh, thank you, Mary, the same to you.

MARY: Maestro, I understand that Santa Claus has been
to your house.

BEN: Uh huh.

MARY: Tell me, what was the nicest gift he brought you?

BEN: Mary, he brought me a wonderful new kind of
bincolus to use at the race track. It brings in
two directions at once.

ATX01 0178914

SUNDAY, DECEMBER 24, 1939

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MARY: But, Maestro, why do you want to see in two directions?

BEN: So I can watch the winner and my horse at the same time. It's really wonderful. And now, Mary, what are you going to sing?

MARY: Who Told You I Cared!

BEN: Mary, this is so sudden.

L.... (MARY SMALL & ORCHESTRA ... "WHO TOLD YOU I CARE")

(APPLAUSE)

BEN: Well, folks - it's Christmas Eve and in this Holiday Spirit what better gift could we bring you than that loveable, laughable, huggable, affable Jester of Movietone News - Lew Lehr!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people. (CRIES)

BEN: Why, Lew, what's the matter? The day before Christmas and you look so unhappy!

LEW: Oh, Mr. Bernie - it's terrible - it's awful ...
I can't stand it.

ATX01 0178915

SUNDAY, DECEMBER 24, 1939

-9-

BEN: Now, Lew, please stop your crying.

LEW: I can't help it. I'm heart-broken. They just told me.

BEN: What did they just tell you? What --

LEW: (CRIES) There ain't no Santa Claus.

BEN: Oh, nonsense, there is a Santa Claus. Didn't Santa Claus bring you anything?

LEW: (CRIES) Did Santa Claus bring me anything. He brought me an automob - er - a - wrist-watc - er a motorcyler - motorcy - (CRY) My mother-in-law.

BEN: Ah, now, Lew, you know you're only kidding. Now, really, isn't Christmas really a wonderful holiday?

LEW: Oh, certainly, Mr. Bernie. I'm sorry - Christmas is a beautiful holiday, and I wrote a beautiful poem about it. Listen ...

"Momma's in the department store spending all the money
Sister's in the gift shop buying presents for her hone
Brother's charging everything without a single care
While Poppa's in the hock shop pulling out his hair."

Ain't that tender?

ATX01 0178916

SUNDAY, DECEMBER 24, 1939

-10-

BEN: Yes, and how true. Lew, before we do anything else I want to thank you for that beautiful necktie you gave me.

LEW: Oh, don't mention it. You're welcome.

BEN: I like that tie so much I'd like to buy a couple more. Where can I get them?

LEW: Er - well, I can't tell you exactly.

BEN: Why not?

LEW: (LAUGH) You know how those push-carts move around.

BEN: Lew, tell us about the presents you bought for your family. What did you get for your wife?

LEW: Oh, I got her one of those new corsets.

BEN: A new corset. Has it improved her figure?

LEW: Oh, certainly. Now she has a shape just like a feather - (LAUGH) mattress.

BEN: And what did you get your son Sycamore?

LEW: Well, I'm a little mad at my son Sycamore. He saw one of those blimps up in the sky and I don't like what he said.

ATX01 0178917

SUNDAY, DECEMBER 24, 1939

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BEN: What did he say when he saw the blimp in the sky?

LEW: (LAUGH) Ain't momma hanging her stocking up high this year?

BEN: Oh that Sycamore - Of course, Lew ... You're going to have a Christmas party.

LEW: Oh, sure ... every year I give a party for the boys. But as soon as my wife wants them to leave she has a sure way of making them run out.

BEN: How does she make the boys run out?

LEW: (LAUGH) My wife stands under the misletoe!

(APPLAUSE)

(ORCH: LEHR PLAY OFF MUSIC)

BEN: Nice work, Lew, and a very Merry Christmas to you. And now me and the Half and Half Lads are going to play Victor Herbert's beautiful song, "Indian Summer." I don't know how the Lads are going to play this number, because frankly they are very angry at me. I gave them neckties for Christmas, and now they'll all have to wear collars. The sax section is really laughing tonight. Harry, tell the Lads to play.

ATX01 0178918

SUNDAY, DECEMBER 24, 1939

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HARRY: Yes, Maestro, Play, Lads.

5....(ORCHESTRA "INDIAN SUMMER")

BEN: That was "Indian Summer" played by me and the Half and Half Lads. And now me and the whole gang are gonna make a phone call. Who are we calling? Just listen. Hello, operator ... give me the North Pole. Glub, Glub, Glub. In Eskimo land that means I did put my nickel in. Hello, is this Labrador 2-0 B-low? I want to speak to Mr. Kringle. Oh, is this Mr. Kringle?

(INTO SONG ...)

6....(BEN AND ENTIRE GANG "HELLO, MR. KRINGLE.")

(APPLAUSE)

ATX01 0178919

HALF AND HALF
December 24, 1939

COMMERCIAL "B"

BERNIE: You know, boys and girls, I got to thinkin' this mornin' about the fella that's been playin' the part of Santa Claus in the toy department of that big store downtown. I said to myself: "Gosh, he sure had a busy time of it these past few weeks ... with all them eager-eyed kids clamorin' around him. I wonder how he feels today ... now that the shoppin' season's over?" So I got him to come down here and tell us. Here he is ... minus his red coat and whiskers ... Mr. Richard Malkin. Merry Christmas, Mr. Malkin ... if you'll fo'give me for talkin' shop.

MAN: Merry Christmas to you, Ben.

BERNIE: Tell us ... how DOES it feel ... now that the excitement's over and you're dressin' like an everyday fella again?

MAN: (CHUCKLES) Kinda empty like. I was downtown at high noon today and you know not even one kid came up to shake hands or give me a letter or anything.

ATX01 0178920

HALF AND HALF
December 24, 1939

COMMERCIAL "B" -2-

BERNIE: Awww ... why don't YOU sit down and write a letter to Santa and deliver it to yourself?

MAN: (CHUCKLES) Wouldn't do any good. I'd still get those ... neckties.

BERNIE: Well, don't let 'em get ya. Tonight's a night for everybody to be happy ... includin' an ex-Santa Claus. Remember that picture of jolly old St. Nick in the book ... he was smilin' away at them stockin's ... puffin' on his pipe. What's that line in the poem about him?

MAN: That's in "The Night Before Christmas" ...
"The stump of his pipe he held tight in his teeth,
And the smoke it encircled his head like a wreath."

BERNIE: That's it. And Santa sure had the right idea, Mr. Malkin. When you're feelin' happy and kinda good all over, it sure is swell sharin' yo' pleasures with yo' pipe. Yowsah ... and it's even sweller if yo' pipe's filled with Half and Half Tobacco. Ain't that right, Harry?

ATX01 0178921

HALF AND HALF
December 24, 1939

COMMERCIAL "B" -3-

VON ZELL: Absolutely correct, Maestro. And smokers, you'll find it's a lot easier to fill your pipe when you use Half and Half Smoking Tobacco. That's because Half and Half is packed in a new and different way ... in the patented telescope tin. This convenient telescope tin gets smaller and smaller you know as you use your tobacco. You just slide the top half down into the bottom half ... and thus keep every pipeful of Half and Half right up on top - where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke! ... The telescope tin is an exclusive, patented feature, and like the exclusive Half and Half blend, the telescope tin is something that no other tobacco can offer. Next time ... be sure to get Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0178922

SUNDAY, DECEMBER 24, 1939

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7....(ORCHESTRA "OH JOHNNY OH" HIT AND FADE)

BEN: The Lads are now playing "Oh Johnny Oh" ... Right now everybody is Oh Johnny Oh-ing, but something tells me after Christmas everybody will be oweing Johnny.

(ORCHESTRA UP AND TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth smoke.

BEN: Well, folks, that about winds up the twenty nine and a half minutes allotted to us by dear old CBS. Long may they do a bit of allotting. But before we get off the air, here's sumpin' I been wanting to say --

Merry Christmas from Mary and Harry and Lew,
And both of the Bailey sisters;
Season's greetin's from Buddy and all the lads to
To all of Mrs. and Misters.
I've been chosen to wish you a happy No - el,
And to add on behalf of our staffa ...
There's still time to buy some fortunate guy
A pound tin of Halfa and Halfa!

And now ...

(BEN & ORCHESTRA .. "AU REVOIR" .. SEGUE TO "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen ir again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Buddy Clark and Lew Lehr.

ATX01 0178923

REBROADCAST

AS BROADCAST

SUNDAY, DECEMBER 24, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M.

HARRY: The Ben Bernie Program - for Half and
 Half Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half
 Smoking Tobacco a Christmas Eve package of
 tuneful trimmings and festive fun.
 Unwrapping the package, the first thing we
 see are all the Lads and Lassies bearing
 you musical gifts from Tin Pan Alley. In
 the center, trimming the Santa Claus
 whiskers from his jokes, is the Old Maestro,
 Kris Kringle Bernie. And in the corner,

ATXO1 0178924

SUNDAY, DECEMBER 24, 1939

-2-

HARRY:
(CONT'D)

holding hands with a Mama doll, is that off
key Christmas Carol of the cinema, Movietone's
Lew Lehr. And now:

It's the night before Christmas
There's holly and candy
Let's all get in the spirit
'Cause we're all fine and dandy.

1....(ORCHESTRA "FINE AND DANDY")

HARRY: Those were the Half and Half Tobacco Lads
saluting the spirit of the season with FINE
AND DANDY. / Thank you, ladies and gentlemen -
And now, ladies and gentlemen,
there's an old saying: "'Tis better to give
than to receive," and we know you will agree
with us when you receive what we are about to
give ... the Old Maestro, Ben Bernie!

("LONESOME OLD TOWN")

(APPLAUSE)

BEN:

thank you,
Thank you, Yuletidings, Holly wreaths, and a
Santa Claus in your chimney to youse all. This
is the Old Maestro, Ben Bernie, coming to you
on a Christmas tree to tree lightup. Ah, good
old Christmas ... It always ends up just like
it begins. The day before, you exchange
presents with your friends, and the day after,
you exchange your friends' presents with Macy's.

RTX01 0178925

SUNDAY, DECEMBER 24, 1939

-3-

BEN:
(CONT'D)

really
But/it's a wonderful time of the year,
everybody's got the spirit. Why just last
week I sprained my arm, and when I went to
the doctor to get it bandaged, he said "do
you want this wrapped as a gift."

HARRY: Well, Maestro ... all kidding on the level
... I suppose you got a lot of Christmas cards.

BEN: Yes, Harry ... and I even got a greeting from
a fellow whose car I bumped into while I was
driving. I'll read it to you:

A miserable yule to you, you fool
Is the greeting of the sender
May the New Year leave you bent and broke
Like you left my rear fender!

HARRY: (LAUGH) Tell me, Maestro, has Santa Claus
come to your house yet?

BEN: indeed
Oh, ~~I'll say~~ he has, Harry. I've gotten some
lovely gift combinations. From Mary Small
I got a shirt, tie and handkerchief ... from
Buddy Clark I got a robe, slippers and a pipe.
But I didn't like the combination I got from
all the Lads.

ATX01 0178926

SONDAY, DECEMBER 24, 1939

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HARRY: What did they give you, Maestro?

BEN: A comb, a brush, and a wishbone. Ah, but I don't have to worry about my hair. You should see the stylish present my wife's knitting me.

HARRY: Oh boy, what is it?

BEN: A toupee with a snood.

HARRY: Oh well, a snood is better than no snood. Well, Maestro, this being the season of open house, I suppose you've been over to visit your friend Winchell

BEN: Yes, I was over there, Harry.

HARRY: Did he have a nice big Christmas tree?

BEN: Big? Not that stingy guy! Why, his Christmas tree was so small I picked it up and used it for a pipe cleaner. Now, let's keep this Christmas cheer a glowin'. My old friend Max Gordon has gotten himself together a grand musical show. In fact, one of the finest I've ever seen, called "Very Warm For May" ... and from Jerry Kern's swell score, Buddy Clark is gonna sing the hit song "All The Things You Are." I hope you like it.

2....(BUDDY CLARK & ORCHESTRA "ALL THE THINGS YOU ARE")

(APPLAUSE)

ATX01 0178927

HALF AND HALF
December 24, 1939

COMMERCIAL "A"

BERNIE: Thank ya, Buddy. Your singin' makes this night even more beautiful. Ah, what a night. It's as though Papa Time says: "Time out all youse guys and gals, for a bit of thinkin' back and lookin' forward." The kids are a-sleepin' with one eye open ... thinkin' back on how they hung up them stockin's ... and lookin' forward to what's gonna be in 'em. Grandpa and Grandpa are in the sittin' room out home, a-thinkin' back on lots of yesterdays ... and lookin' forward to tomorrow, when they'll have the whole brood of ya around 'em once again. Yowsah ... that's what Christmas Eve is for ... peace and contesplation. Mistah, why don't you sit down and relax a bit yo'self, right now, hmmm? Just plunk back in that easy chair and fill up your pipe with good old Half and Half Smokin' Tobacco. That pleasin', fragrant aroma of Half and Half makes for real contentment. And what's more, mistah ... as you're a-smokin' ... your better half will love the fragrance of Half and Half!

ATX01 0178928

HALF AND HALF
December 24, 1939

COMMERCIAL "A" -2-

VON ZELL: You've really got something there, Maestro. And smokers, that delightful aroma of Half and Half is mighty important ... because it's a scientific fact about tobacco ... that the finer the aroma, the finer the taste. That's why the makers of Half and Half take special care to give you a smoking tobacco that IS more aromatic. They make Half and Half in a new and better way. First, they make up a finished blend of fragrant, mellow Virginia tobaccos. Then, they make up another blend of rich, full-bodied Burleys. Finally, they take these two finished blends and combine them in exactly the right proportions. Thus, Half and Half is a better smoke ... better balanced ... more aromatic and more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma ... Half and Half Tobacco!

ATX01 0178929

SUNDAY, DECEMBER 24, 1939

-7-

BEN: Harry, thou hast spoke well. And remember ...
Youse guys, whenever you're feelin' irritated or
up in the air ... just smoke a pipe - to calm you
down! And now/me and the Half and Half Lads are
gonna play STOP IT'S WONDERFUL. Somehow that song
reminds me of my race horses. No really, it does.
They ain't so wonderful, but, boy, they sure do
stop. Giddy up, Lads.

3.... (ORCHESTRA "STOP IT'S WONDERFUL")

BEN: That was me and the Half and Half Tobacco Lads
playing STOP IT'S WONDERFUL.

MARY: Merry Christmas, Maestro.

BEN: Oh, thank you, Mary, the same to you.

MARY: Maestro, I understand that Santa Claus has been
to your house.

BEN: Oh huh.

MARY: Tell me, what was the nicest gift he brought you?

BEN: Mary, he brought me a wonderful new kind of
binocolus to use at the race track. It brings in
two directions at once.

ATK01 0178930

MARY: But, Maestro, why do you want to see in two directions?

BEN: So I can watch the winner and my horse at the same time. It's really wonderful. And now, Mary, what are you going to sing?

MARY: Who Told You I Cared!

BEN: Mary, this is so sudden.

4.... (MARY SMALL & ORCHESTRA ... "WHO TOLD YOU I CARE")

(APPLAUSE)

BEN: Well, folks - it's Christmas Eve and in this Holiday Spirit what better gift could we bring you than that loveable, laughable, huggable, affable Jester of Movietone News - Lew Lehr!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people. (CRIES)

BEN: Why, Lew, what's the matter? The day before Christmas and you look so unhappy!

LEW: Oh, Mr. Bernie - it's terrible - it's awful ... I can't stand it.

SUNDAY, DECEMBER 24, 1939

-9-

BEN: Now, Lew, please stop your crying.

LEW: I can't help it. I'm heart-broken. They just told me.

BEN: What did they just tell you? What --

LEW: (CRIES) There ain't no Santa Claus.

BEN: Oh, nonsense, there is a Santa Claus. Didn't Santa Claus bring you anything?

LEW: (CRIES) Did Santa Claus bring me anything. He brought me an automob - er - a - wrist-watc - er a motorcyler - motorcy - (CRY) My mother-in-law.

BEN: Ah, now, Lew, you know you're only kidding. Now, really, isn't Christmas really a wonderful holiday?

LEW: Oh, certainly, Mr. Bernie. I'm sorry - Christmas is a beautiful holiday, and I wrote a beautiful poem about it. Listen ...

"Momma's in the department store spending all the money
Sister's in the gift shop buying presents for her hone
Brother's charging everything without a single care
While Poppa's in the hock shop pulling out his hair."

Ain't that tender?

ATX01 0178932

SUNDAY, DECEMBER 24, 1939

-10-

BEN: Yes, and how true. Lew, before we do anything else I want to thank you for that beautiful necktie you gave me.

LEW: Oh, don't mention it. You're welcome.

BEN: I like that tie so much I'd like to buy a couple more. Where can I get them?

LEW: Er - well, I can't tell you exactly.

BEN: Why not?

LEW: (LAUGH) You know how those push-carts move around.

BEN: Lew, tell us about the presents you bought for your family. What did you get for your wife?

LEW: Oh, I got her one of those new corsets.

BEN: A new corset. Has it improved her figure?

LEW: Oh, certainly. Now she has a shape just like a feather - (LAUGH) mattress.

BEN: And what did you get your son Sycamore?

LEW: Well, I'm a little mad at my son Sycamore. He saw one of those blimps up in the sky and I don't like what he said.

ATK01 0178933

SUNDAY, DECEMBER 24, 1939

-11-

BEN: What did he say when he saw the blimp in the sky?

LEW: (LAUGH) Ain't gonna hang her stocking up high this year?

BEN: Oh that Sycamore - Of course, Lew ... You're going to have a Christmas party.

LEW: Oh, sure ... every year I give a party for the boys. But as soon as my wife wants them to leave she has a sure way of making them run out.

BEN: How does she make the boys run out?

LEW: (LAUGH) My wife stands under the mistletoe!

(APPLAUSE)

(ORCH: LEHR PLAY OFF MUSIC)

BEN: Nice work, Lew, and a very Merry Christmas to you. And now we and the Half and Half Lads are going to play Victor Herbert's beautiful song, "Indian Summer." I don't know how the Lads are going to play this number, because frankly they are very angry at me. I gave them neckties for Christmas, and now they'll all have to wear collars. The sax section is really laughing tonight. Harry, tell the Lads to play.

ATX01 0178934

HARRY: Yes, Maestro; Play, Lads.

5....(ORCHESTRA "INDIAN SUMMER")

BEN: That was "Indian Summer" played by me and the Half and Half Lads. And now me and the whole gang are gonna make a phone call. Who are we calling? Just listen. Hello, operator ... give me the North Pole. Glub, Glub, Glub. In Eskimo land that means I did put my nickel in. Hello, is this Labrador 2-0 B-low? I want to speak to Mr. Kringle. Oh, is this Mr. Kringle?

(INTO SONG ...)

6....(BEN AND ENTIRE GANG "HELLO, MR. KRINGLE.")

(APPLAUSE)

HALF AND HALF
December 24, 1939

COMMERCIAL "B"

BERNIE: You know, boys and girls, I got to thinkin' this mornin' about the fella that's been playin' the part of Santa Claus in the toy department of that big store downtown. I said to myself: "Gosh, he sure had a busy time of it these past few weeks ... with all them eager-eyed kids clamorin' around him. I wonder how he feels today ... now that the shoppin' season's over?" So I got him to come down here and tell us. Here he is ... minus his red coat and whiskers ... Mr. Richard Malkin. Merry Christmas, Mr. Malkin ... if you'll fo'give me for talkin' shop.

MAN: Merry Christmas to you, Ben.

BERNIE: Tell us ... how DOES it feel ... now that the excitement's over and you're dressin' like an everyday fella again?

MAN: (CHUCKLES) Kinda empty like. I was downtown at high noon today and you know not even one kid came up to shake hands or give me a letter or anything.

ATK01 0178936

COMMERCIAL, "B" -2-

- BERNIE: Awww ... why don't YOU sit down and write a letter to Santa and deliver it to yourself?
- MAN: (CHUCKLES) Wouldn't do any good. I'd still get those ... neckties.
- BERNIE: Well, don't let 'em get ya. Tonight's a night for everybody to be happy ... includin' an ex-Santa Claus. Remember that picture of jolly old St. Nick in the book ... he was smilin' away at them stockin's ... puffin' on his pipe. What's that line in the poem about him?
- MAN: That's in "The Night Before Christmas" ...
"The stump of his pipe he held tight in his teeth,
And the smoke it encircled his head like a wreath."
- BERNIE: That's it. And Santa sure had the right idea, Mr. Malkin. When you're feelin' happy and kinda good all over, it sure is swell sharin' yo' pleasures with yo' pipe. Yowsah ... and it's even sweller if yo' pipe's filled with Half and Half Tobacco. Ain't that right, Harry?

COMMERCIAL "B" -3-

VON ZELL: Absolutely correct, Maestro. And smokers, you'll find it's a lot easier to fill your pipe when you use Half and Half Smoking Tobacco. That's because Half and Half is packed in a new and different way ... in the patented telescope tin. This convenient telescope tin gets smaller and smaller you know as you use your tobacco. You just slide the top half down into the bottom half ... and thus keep every pipeful of Half and Half right up on top - where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke! ... The telescope tin is an exclusive, patented feature, and like the exclusive Half and Half blend, the telescope tin is something that no other tobacco can offer. Next time ... be sure to get Half and Half Tobacco ... in the convenient telescope tin!

7....(ORCHESTRA "OH JOHNNY OH" HIT AND FADE)

BEN: The Lads are now playing "Oh Johnny Oh" ... Right now everybody is Oh Johnny Oh-ing, but something tells me after Christmas everybody will be owing Johnny.

(ORCHESTRA UP AND TO FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth smoke.

BEN: Well, folks, that about winds up the twenty nine and a half minutes allotted to us by dear old CBS. Long may they do a bit of allotting. But before we get off the air, here's sumpin' I been wanting to say --

Merry Christmas from Mary and Harry and Lew,
And both of the Bailey sisters;
Season's greetin's from Buddy and all the lads to
To all of Mrs. and Misters.
I've been chosen to wish you a happy No - el,
And to add on behalf of our staffa ...
There's still time to buy some fortunate guy
A pound tin of Halfa and Halfa!

And now ...

(BEN & ORCHESTRA .. "AU REVOIR" .. SEGUE TO "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Buddy Clark and Lew Lehr.

SUNDAY, DECEMBER 31, 1939
AS BROADCAST

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M. ✓
12:00 - 12:30 A.M. ✓

HARRY: The Ben Bernie Program - for Half and Half
Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco a final salute to 1939. On the back page of our well marked calendar, we find all the Lads and Lassies ready to take one last fling at the hit tunes of the year. Sweeping up all the broken resolutions he made last year is Father Time himself, the Old Maestro, Ben Bernie. And with his head in a sack, so he won't scare away the baby New Year, is that perennial pixie of the pictures, Movietone's Lew Lehr.

ATX01 0178940

HARRY:
(CONT'D) Now the Lads open our final serenade to good
old 1930 with "It's A Hap Hap Happy Day".

1.....(ORCHESTRA "HAP HAP HAPPY DAY")

HARRY: Those were the Half and Half Lads playing "It's
a Hap Hap Happy Day." Thank you very much, ladies
and gentlemen. Now it is our pleasure, ladies
and gentlemen, to bring you the spirit of '40...
1840...The Old Maestro, Ben Bernie.

("LONESOME OLD TOWN")

(APPLAUSE)

BEN: Yowsah, yowsah, yowsah...celebrations, exhilarations,
and felicitations to youse all. This is Ben Bernie,
the Old Maestro, wishing you all a Happy New Year's
Eve. Ah, good old New Year's Eve, Harry. You
walk into a cafe, a waiter slaps a silly looking
hat on top of your head...walks all over your feet
...charges you twenty bucks to sit behind a post
...and then, at the stroke of twelve comes over
to your table, blows a loud horn in your ear
and shouts "Happy New Year!"

HARRY: Well, Maestro, the town is certainly full of the
New Year's spirit.

BEN: It sure is, Harry. Why just this evening a fellow stopped me on the street and said "Say, Buddy, can you let me have a dime for a cup of confetti?"

HARRY: That's a new twist, but Maestro, how are you going to celebrate the New Year?

BEN: Harry, I don't know. I've got a whole house full of relatives.

HARRY: Holiday visitors?

BEN: No...just sort of left over from the World's Fair. Why, tonight one of my uncles came up to me and said, "Happy 1941, Ben." I said "1941? The New Year's only 1940." He said "That's all right, I'll wait!"

HARRY: Well, Maestro, I suppose you've made lots of New Year's resolutions?

BEN: Well, as a matter of fact, yes, Harry, I made two very important New Year's resolutions. First, I'm going to be very sweet and attentive to my neighbors...and second, I'm going to move next door to Myrna Loy!

HARRY: Yes, go ahead. You mean those are all of your New Year's resolutions?

BEN: Yes...that's all.

HARRY: Well, here's one that everybody should make!
"Resolved...never to say anything bad about
anyone!"

BEN: Well, I could never live up to that one, Harry!

HARRY: Why not?

BEN: How could I talk about Winchell? Ah, but here's
one resolution I made last year and I've been
keeping. I promised to bring you folks Mary Small
every Sunday, and here she is. Her song?
"Speaking of Heaven."

2.....(ORCHESTRA & MARY SMALL "SPEAKING OF HEAVEN")

(APPLAUSE)

HALF AND HALF
December 31, 1939

COMMERCIAL "A"

BERNIE: Hear ye ... all youse guys. Here's some New Year's resolutions written way back in 1877 by my uncle Benjamin Baltimore Bernie. The idea behind 'em is so darn good ... for all us fellas today ... that old Ben Balt might have had you and me in mind when he wrote 'em. Listen ... "Do resolve to have more patience and self-control at all times durin' 1877. Will not fly off ye handle with my son when he doth linger abed in the mornin', after tellin' him to get up. Will also be more patient and understandin' with ye good wife ... when she yanks off my bed coverin's and nightcap ... tryin' to get ME up." Well, mistah, there's sumpin' in that, ain't there? Keepin' calm is a mighty good idea. So don't let yourself get flustered or upset anytime durin' the comin' year. Instead ... when things get annoyin' and irritatin' ... just take out your trusty briar ... fill 'er up with Half and Half Tobacco...and Smoke a pipe - to calm you down!

RTX01 0178944

HALF AND HALF
December 31, 1939

COMMERCIAL "A" -2-

VON ZELL: Smokers, that's very good advice. When you're feeling nervous or irritated, your pipe sure is mighty comforting. Yes...and it's especially enjoyable when it's packed with Half and Half Smoking Tobacco...because Half and Half has a delightful aroma that adds greatly to your smoking pleasure. You see it's a scientific fact about tobacco that the finer the aroma, the finer the taste. That's why the makers of Half and Half take special care to give you a tobacco that IS more aromatic. They make Half and Half in a new and better way. They combine a finished blend of fragrant, mellow Virginia tobaccos with another finished blend of rich, full-bodied Burleys. Thus, two finished blends ... are brought together in exactly the right proportions. That's why Half and Half is better balanced ... more aromatic... more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma... Half and Half Tobacco!

ATX01 0178945

SUNDAY, DECEMBER 31, 1939

-7-

BEN: Harry, during this past year you have earned yourself a reputation for honesty and truthfulness which is unsurpassed throughout the land, so 'elp me. My congratulations, you ought to get a raise. And now me and the Half and Half Lads are gonna play GOODY GOODBYE. This is a novelty number, ladies and gentlemen. By novelty we mean it isn't from a picture and it wasn't requested. Play, Lads.

3... (ORCHESTRA "GOODY GOODBYE")

BEN: That was me and the Half and Half Tobacco Lads playing GOODY GOODBYE.

BUDDY: Happy New Year, Maes.

BEN: Why thanks, Buddy Clark, the same to you. Are you coming over to my house to celebrate New Year's tonight?

BUDDY: Not if you give the same kind of party you did last year.

BEN: Why what was wrong with my party last year?

BUDDY: Well, I didn't mind you not having any music, and I didn't mind you not serving any food, but when it came time to toast the New Year, all you opened up was the window.

ATX01 0178946

BEN: Well, let's have done with these embarrassing reminiscences, these embarrassing nostalgias, hear, hear. Buddy, here's a nice spot to sing a song to dedicate to the welfare of all mankind... To the hope that all good things will happen to everybody in 1940. That's MY PRAYER!

4.....(BUDDY CLARK AND ORCHESTRA....."MY PRAYER")

(APPLAUSE)

BEN: Well, here he comes now
So gay and so sporty
To say "Goodbye, 1939 and
Hello, 1940"
Yowsah, it's that Half and Half wit of Movietone
News... LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is der craziest people!

BEN: Happy New Year...Lew...Happy New Year!

LEW: The same to you, Mr. Bernie...Der same to you.
Well, so long...I gotta Hide. (GRUNT) I don't want
any girls to see me!

BEN: Why not?

LEW: (CUTE) It's leap year!

BEN: By gosh, so it is...so it is!

LEW: Yeah. You know, Mr. Bernie, my wife proposed to me in leap year.

BEN: She did?

LEW: Yeah...she said..."Lew, will you marry me?" (CUTE)
And I was too bashful to answer her.

BEN: You were too bashful? Well, what did you want to say?

LEW: (LAUGH) Take your foot off my face! Oh, I'll never forget it. Her head was on my shoulder..Her right hand was round my waist...and in her left hand...

(LAUGH) A sledge hammer!

BEN: Oh, Lew...It all turned out for the best!

LEW: Yeah...and I also made a resolution. I called my mother in law on the phone. I told her I'm going to be the boss of my house! From now on you keep your mouth shut...and stop butting in my business. If you don't, I'll throw you right out of the house!

BEN: That's the spirit, Lew! When did you tell her that?

LEW: (LAUGH) After she hung up! I also made a resolution to be friends with my little son Sycamore. I said: "Sycamore, if you don't tell Momma every time I kiss the maid, I'll give you ten dollars!"

BEN: And what did little Sycamore say?

LEW: He said, "Pop, you're nuts! (GRUNT) I kissed her, and it's only worth two bits!"

BEN: Well, Lew, I suppose you have great plans for ushering in the New Year?

LEW: Have I got great plans! Why, I got a ringside table at the Hotel New Yorker...er..International Casin...er..Waldorf Astor...Astor...(LAUGH) The Automat! Yeah, but I hope I have a better time than I did last year!

BEN: Why? What happened last year?

LEW: Well, my wife and me got all dressed up in our best evening clothes and went out and did the town. But it was awful the way those places jacked up the prices! (LAUGH) The idea of charging fifteen cents for a hot dog!

BEN: Why, Lew...that's outrageous!

LEW: You said it...but the worst thing of all...on the way home I had a fight with the driver. He wouldn't drive where I wanted him to. I told him to go one place, but he insisted on going another place!

BEN: But Lew..you were within your rights. You certainly have the right to tell your driver where you want to go!

Lew: (LAUGH) Not in a patrol wagon!
(APPLAUSE)

(ORCHESTRA: LEHR PLAY OFF MUSIC)

BEN: Oh deah -- Happy New Year, Lew, Happy New Year.
Now me and the Half and Half Lads are gonna play
a real request, SCATTERBRAIN. Good old Scatterbrain.
Songs are sure peculiar these days. When you're
courtin' a gal, you can call her Scatterbrain,
she'll smile coyly and let you have her sorority
pin. But after you're married, if you call her
Scatterbrain, she'll smile coyly, and let you have
her rolling pin! Start Scatterin', Lads, start
Scatterin'.

5....(ORCHESTRA....."SCATTERBRAIN")

BEN: Nicely played, nicely played. That was me and the
Half and Half Lads playing SCATTERBRAIN. Now,
what's next on the program? The Bailey Gals and
the gang are gonna do one of our old favorites,
a song we introduced ten years ago, LET'S ALL SING
LIKE THE BIRKIES SING. I understand all the birds
have gone south, and when you hear me sing you'll
understand why. The last time I sang this song, I
got fan letters from two buzzards. All right, Gang,
the Birdie song.

6.....(BEN, BAILEYS, ORC "LET'S ALL SING LIKE THE
BIRDIES SING")

(APPLAUSE)

HALF AND HALF
December 31, 1939

COMMERCIAL "B"

(MUSIC.....ORCHESTRA "AULD LANG SYNE")

(FADE UNDER FOR)

BERNIE: Ah... "Auld Lang Syne." When them lovely strains come a-driftin' through the air, they do sumpin' mighty nice to ya, don't they? Folks jus' naturally get to feelin' friendlier...and full o' cheer and contentment... whether it's New Year's Eve or any other time. And you know, mistah ... that's just about the way it is when you're a-puffin' a pipeful of Half and Half Smokin' Tobacco, so help me.

(MUSIC OUT) As the pleasin', fragrant aroma of Half and Half goes a-driftin' through the air, it does sumpin' powerful nice and heart-warmin' for everybody around you. Yowsah, that grand aroma sure makes the old livin' room a lot cozier. Why don't you light up a pipeful of Half and Half right now, mistah, hummmmm? Everyone in the room... includin' your better half ... will love the fragrance of Half and Half!

ATX01 0178951

HALF AND HALF
December 31, 1939

COMMERCIAL "B" -2-

VON ZELL: Gosh, Maestro, that sure sounds good. Yes, gentlemen, and here's another point. You'll find it's a lot easier to fill your pipe with Half and Half Tobacco... from the patented telescope tin. You know, this telescope tin just shows you how the makers of Half and Half follow through when it comes to giving you more service ... more convenience... more all around smoking pleasure. They not only give you a blend with a distinctive aroma ...but they also have a special way of packing Half and Half.. in the telescope tin. This tin gets smaller and smaller as you use the tobacco... so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer. Next time... be sure you get Half and Half Tobacco.. in the convenient telescope tin.

ATX01 0178952

7... (ORCHESTRA "BILLY" HIT AND FATE)

BEN: The Lads are now playing BILLY, a song which I played on my violin fifteen years ago. Hmm, fifteen years ago, and they're just reviving it. Brother, when I plays 'em, it sure takes 'em a long time to come to.

(ORCHESTRA UP AND FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

BEN: Well, folks, 365 days of tempus have practically fugited, and when we see you again next Sunday, by gosh, it'll be a brand new year. But we can't let the old year go without expressing to you our thanks for your kindness to us. And on behalf of our entire troupe-ee, Mary Small, the Baily Girls, Buddy, Harry Von Zell, Lou and myself, I want to wish you the mosta of the besta for good old 1940. And now the time has come

BEN & ORCHESTRA ... "AU REVOIR" .. SEGUE TO "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Buddy Clark and Lew Lehr.

December 29th, 1939

Mr. Washburn
The International Casino
1514 Broadway
New York, New York

Dear Mr. Washburn:

In the Ben Bernie script for Sunday, December 31st,
the International Casino is mentioned in the following routine:

Ben: Well, Lew - I suppose you have great plans for
ushering in the New Year.

Lew: Have I got great plans! Why, I got a ringside
table at Delmonico - er International Casin -
er Waldorf Astor - Waldorf - Astor - (ALUGH)
The automa! But I hope I have a better time
than I did last year.

In order that we may have a copy of your written
approval for our files, would you please sign this
letter and return it to me.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED.

ATX01 0178954

December 29, 1939

Mr. Farley
Horn and Hardart Co.
600 West 50th Street
New York City

Dear Mr. Farley:

In the Ben Bernie script for Sunday, December 31st,
the automat is mentioned in the following routine:

Ben: Well, Lew - I suppose you have great plans for
ushering in the New Year.

Lew: Have I got great plans! Why, I got a ringside
table at Delominc - er International Casin -
er Waldorf Astor - Waldorf - Astor - (LAUGH)
The automat! But I hope I have a better time
than I did last year.

In order that we may have a copy of your written
approval for our files, would you please sign this
letter and return it to us.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED.

ATX01 0178955

December 29th, 1939

Mr. Soucier
The Hotel Waldorf-Astoria
Fiftieth Street and Park Avenue
New York City

Dear Mr. Soucier:

In the Ben Bernie script for Sunday, December 31st,
the Waldorf-Astoria is mentioned in the following routine:

Ben: Well, Lew - I suppose you have great plans for ushering
in the New Year.

Lew: ~~Well~~ I got great plans! Why, I got a ringside table
at Delomino - er International Casino - er Waldorf
Astor - Waldorf - Astor - (LAWD) The Automat!
But I hope I have a better time than I did last year.

In order that we may have a copy of your written
approval for our files, would you please sign this letter
and return it to me.

Very truly yours,

YOUNG AND RUBICAM, INC.

APPROVED

ATX01 0178956

December 29, 1939

Mr. Morton Wolf
Delmonico Hotel
502 Park Avenue
New York, New York

Dear Mr. Wolf:

In the Ben Bernie script for Sunday, December 31st, the Delmonico Hotel is mentioned in the following routine:

BEN: Well, Lew - I suppose you have great plans for ushering in the New Year.

LEW: Have I got great plans! Why, I got a ringside table at Delmonico - er - International Casino - er Waldor Astor - Waldorf - Astor - LAUGH The automat! But I hope I have a better time than I did last year.

In order that we may have a written copy of your approval for our files, would you please sign this letter and return it to me. Thank you very much for your cooperation.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED:

ATX01 0178957

SUNDAY, DECEMBER 31, 1939
RE BROADCAST

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM BEN BERNIE

WABC

5:30 - 6:00 P.M.
12:00 - 12:30 A.M. ✓

HARRY: The Ben Bernie Program - for Half and Half
Smoking Tobacco!

~~MUSIC: (FIRST TWO NOTES OF SIGNATURE)~~

~~HARRY: Half Swing!~~

ORCH: ("LONESOME OLD TOWN" IN ~~SWING TEMPO~~) (APPLAUSE)

HARRY: ~~Half Swing!~~

~~ORCH: ("LONESOME OLD TOWN" IN SWING TEMPO)~~
It's exactly twelve o'clock in New York - the
first minute of a brand New Year. For you in the
~~(SIDE DOWN BAKER)~~
West, we

~~HARRY:~~ b/Bringing you on behalf of Half and Half Smoking
Tobacco a final salute to 1939. On the back
page of our well marked calendar, we find all
the Lads and Lassies ready to take one last
fling at the hit tunes of the year. Sweeping
up all the broken resolutions he made last
year is Father Time himself, the Old Maestro,
Ben Bernie. And with his head in a sack, so
he won't scare away the baby New Year, is that
perennial pixie of the pictures, Novletom's
Lew Lehr.

ATX01 0178958

HARRY:
(CONT'D) Now the Lads open our final serenade to good
old 1930 with "It's A Hap Hap Happy Day".

1.....(ORCHESTRA....."HAP HAP HAPPY DAY")

HARRY: Thank you very much, ladies and gentlemen,
Those were the Half and Half Lads playing "It's
a Hap Hap Happy Day." ~~Thank you very much, ladies
and gentlemen.~~ Now it is our pleasure, ladies
~~and gentlemen,~~ to bring you the spirit of '40...
1940...The Old Maestro, Ben Bernie.

("LONGFONE OLD TOWN")

(APPLAUSE)

BEN: Yowsah, yowsah, yowsah...celebrations, exhilaration
and felicitations to youse all. This is Ben Bernie,
the Old Maestro, wishing you all a Happy New Year's
Eve. Ah, good old New Year's Eve, Harry. You
walk into a cafe, a waiter slaps a silly looking
hat on top of your head...walks all over your feet
...charges you twenty bucks to sit behind a post
...and then, at the stroke of twelve comes over
to your table, blows a loud horn in your ear
and shouts "Happy New Year!"

You know,
HARRY: ~~Maestro~~, Maestro, the town is certainly full of the
New Year's spirit.

BEN: It sure is, Harry. Why just this evening a fellow stopped me on the street and said "Say, Buddy, can you let me have a dime for a cup of confetti?"

HARRY: That's a new twist, but Maestro, how are you going to celebrate the New Year?

BEN: Harry, I don't know. I've got a whole house full of relatives.

HARRY: Holiday visitors?

BEN: No...just sort of left over from the World's Fair. Why, tonight one of my uncles came up to me and said, "Happy 1941, Ben." I said "1941? The New Year's only 1940." He said "That's all right, I'll wait!"

HARRY: Well, Maestro, I suppose you've made lots of New Year's resolutions?

BEN: Well, as a matter of fact, yes, Harry, I made two very important New Year's resolutions. First, I'm going to be very sweet and attentive to my neighbors...and second, I'm going to come next door to Myrna Loy!

HARRY: Does that complete the list
~~Yes, go ahead. You mean those are all of your~~
New Year's resolutions?

BEN: Yes...that's all.

HARRY: Well, here's one that everybody should make!
"Resolved...never to say anything bad about
anyone!"

BEN: Well, I could never live up to that one, Harry!

HARRY: Why not?

BEN: How could I talk about Winchell? Ah, but here's
one resolution I made last year and I've been
keeping. I promised to bring you folks Mary Small
every Sunday, and here she is. Her song?
"Speaking of Heaven."

2.....(ORCHESTRA & MARY SMALL "SPEAKING OF HEAVEN")

(APPLAUSE)

HALF AND HALF
December 31, 1939

COMMERCIAL "A"

BERNIE: Hear ye ... all youse guys. Here's some New Year's resolutions written way back in 1877 by my uncle Benjamin Baltimore Bernie. The idea behind 'em is so darn good ... for all us fellas today ... that old Ben Balt might have had you and me in mind when he wrote 'em. Listen ... "Do resolve to have more patience and self-control at all times durin' 1877. Will not fly off ye handle with my son when he doth linger abed in the mornin', after tellin' him to get up. Will also be more patient and understandin' with ye good wife ... when she yanks off my bed coverin's and nightcap ... tryin' to get ME up." Well, mistah, there's sumpin' in that, ain't there? Keepin' calm is a mighty good idez. So don't let yourself get flustered or upset anytime durin' the comin' year. Instead ... when things get annoyin' and irritatin' ... just take out your trusty briar ... fill 'er up with Half and Half Tobacco...and Smoke a pipe - to calm you down!

RTX01 0178962

HALF AND HALF
December 31, 1939

COMMERCIAL *A* -2-

VON ZELL: Smokers, that's very good advice. When you're feeling nervous or irritated, your pipe sure is mighty comforting. Yes...and it's especially enjoyable when it's packed with Half and Half Smoking Tobacco...because Half and Half has a delightful aroma that adds greatly to your smoking pleasure. You see it's a scientific fact about tobacco that the finer the aroma, the finer the taste. That's why the makers of Half and Half take special care to give you a tobacco that is more aromatic. They make Half and Half in a new and better way. They combine a finished blend of fragrant, mellow Virginia tobaccos with another finished blend of rich, full-bodied purveys. Thus, two finished blends ... are brought together in exactly the right proportions. That's why Half and Half is better balanced ... more aromatic... more flavorful. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time be sure you get the tobacco that combines flavor and aroma... Half and Half Tobacco!

ATX01 0178963

SUNDAY, DECEMBER 31, 1939

-7-

BEN: Harry, during this past year you have earned yourself a reputation for honesty and truthfulness which is unsurpassed throughout the land, so 'elp me. My congratulations, you ought to get a raise. And now me and the Half and Half Lads are gonna play GOODY GOODBYE. This is a novelty number, ladies and gentlemen. By novelty we mean it isn't from a picture and it wasn't requested. Play, Lads.

3... (ORCHESTRA "GOODY GOODBYE")

BEN: That was me and the Half and Half Tobacco Lads playing GOODY GOODBYE.

BODDY: Happy New Year, Maes.

BEN: Why thanks, Buddy Clark, the same to you. Are you coming over to my house to celebrate New Year's tonight?

BODDY: Not if you give the same kind of party you did last year.

BEN: Why what was wrong with my party last year?

BODDY: Well, I didn't mind you not having any music, and I didn't mind you not serving any food, but when it came time to toast the New Year, all you opened up was the window.

ATXO1 0178964

BER: Well, let's have done with these embarrassing
resiniscences, these embarrassing nostalgias,
hear, hear. Buddy, here's a nice spot to sing
a song to dedicate to the welfare of all mankind...
To the hope that all good things will happen to
everybody in 1940. That's MY PRAYER!

.....(BUDDY CLARK AND ORCHESTRA....."MY PRAYER")

(APPLAUSE)

BER: Well, here he comes now
So gay and so sporty
To say "Goodbye, 1939 and
Hello, 1940"
Yowah, it's that Half and Half wit of Movietone
News... LEX LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEY: (LAUGH) Monkeys is der craziest people!

BER: Happy New Year...Lex...Happy New Year!

LEY: The same to you, Mr. Bernie...For same to you.

Well, so long...I gotta hide. (GRUNT) I don't want
any girls to see me!

BER: Why not?

LEY: (CUTE) It's leap year!

BEN: By gosh, so it is...so it is!

LEW: Yeah. You know, Mr. Bernie, my wife proposed to me in leap year.

BEN: She did?

LEW: Yeah...she said..."Lew, will you marry me?" (COTE)
And I was too bashful to answer her.

BEN: You were too bashful? Well, what did you want to say?

LEW: (LAUGH) Take your foot off my face! Oh, I'll never forget it. Her head was on my shoulder...Her right hand was round my waist...and in her left hand...
(LAUGH) A sledge hammer!

BEN: Oh, Lew...It all turned out for the best!

LEW: Yeah...and I also made a resolution. I called my mother in law on the phone. I told her I'm going to be the boss of my house! From now on you keep your mouth shut...and stop botting in my business. If you don't, I'll throw you right out of the house!

BEN: That's the spirit, Lew! When did you tell her that?

LEW: (LAUGH) After she hung up! I also made a resolution to be friends with my little son Sycamore. I said: "Sycamore, if you don't tell Momma every time I kiss the maid, I'll give you ten dollars!"

BEN: And what did little Sycamore say?

LEW: He said, "Pop, you're nuts! (GRUNT) I kissed her, and it's only worth two bits!"

BER: Well, Lew, I suppose you have great plans for ushering in the New Year?

LEW: Have I got great plans! Why, I got a ringside table at the Hotel New Yorker...er..International Casin...er..Waldorf Astor...Astor...(LAUGH) The Autosat! Yeah, but I hope I have a better time than I did last year!

BER: Why? What happened last year?

LEW: Well, my wife and me got all dressed up in our best evening clothes and went out and did the town. But it was awful the way those places jacked up the prices! (LAUGH) The idea of charging fifteen cents for a hot dog!

BER: Why, Lew...that's outrageous!

LEW: You said it...but the worst thing of all...on the way home I had a fight with the driver. He wouldn't drive where I wanted him to. I told him to go one place, but he insisted on going another place!

BER: But Lew..you were within your rights. You certainly have the right to tell your driver where you want to go!

Lew: (LAUGH) Not in a patrol wagon!

(APPLAUSE)

(ORCHESTRA: LEHR PLAY OFF MUSIC)

BEN: Oh deah -- Happy New Year, Lew, Happy New Year. Now ze and the Half and Half Lads are gonna play a real request, SCATTERBRAIN. Good old Scatterbrain. Songs are sore peculiar these days. When you're courtin' a gal, you can call her Scatterbrain, she'll smile coyly and let you have her sorority pin. But after you're married, if you call her Scatterbrain, she'll smile coyly, and let you have her rolling pin! Start Scatterin', Lads, start Scatterin'.

5....(ORCHESTRA....."SCATTERBRAIN")

BEN: Nicely played, nicely played. That was ze and the Half and Half Lads playing SCATTERBRAIN. Now, what's next on the program? The Bailey Gale and the gang are gonna do one of our old favorites, a song we introduced ten years ago, LET'S ALL SING LIKE THE BIRKIES SING. I understand all the birds have gone south, and when you hear ze sing you'll understand why. The last time I sang this song, I got fan letters from two buzzards. All right, Gang, the Birdie song.

6.....(BEN, BAILEYS, ORC.....LET'S ALL SING LIKE THE

BIRKIES SING)

HALF AND HALF
December 31, 1939

COMMERCIAL "B"

(MUSIC.....ORCHESTRA....."AULD LANG SYNE")

(FADE UNDER FOR)

BERNIE: Ah... "Auld Lang Syne." When them lovely strains
come a-driftin' through the air, they do swain'
mighty nice to ya, don't they? Folks jut naturally
get to feelin' friendlier...and full o' cheer and
contentment... whether it's New Year's Eve or any
other time. And you know, mistah ... that's just
about the way it is when you're a-puffin' a pipeful
of Half and Half Snokin' Tobacco, so help me.

(MUSIC OUT) As the plessin', fragrant aroma of
Half and Half goes a-driftin' through the air, it
does swain' powerful nice and heart-warmin' for
everybody aound you. Yowah, that grand aroma
sure makes the old livin' room a lot cozier. Why
don't you light up a pipeful of Half and Half right
now, mistah, hamma? Everyone in the room...
includin' your better half ... will love the
fragrance of Half and Half!

ATX01 0178969

HALF AND HALF
December 31, 1939

COMMERCIAL "B" -2-

VON ZELL:

Gosh, Maestro, that sure sounds good. Yes, gentlemen, and here's another point. You'll find it's a lot easier to fill your pipe with Half and Half Tobacco... from the patented telescope tin. You know, this telescope tin just shows you how the makers of Half and Half follow through when it comes to giving you more service ... more convenience... more all around smoking pleasure. They not only give you a blend with a distinctive aroma ...but they also have a special way of packing Half and Half.. in the telescope tin. This tin gets smaller and smaller as you use the tobacco... so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer. Next time... be sure you get Half and Half Tobacco... in the convenient telescope tin.

ATK01 0178970

SUNDAY, DECEMBER 31, 1939
(REVISED)

-15-

7. (ORCHESTRA "BILLY" HIT AND FADE)

BEN: The lads are now playing BILLY, a song which I played on my violin fifteen years ago. Huh, fifteen years ago, and they're just reviving it. Brother, when I plays 'em, it sure takes 'em a long time to come to.

(ORCHESTRA UP AND FINISH)

HARRY: If you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

BEN: Well, folks, 365 days of tempus have practically fugited, and when we see you again next Sunday, by gosh, it'll be a brand new year. But we can't let the old year go without expressing to you our thanks for your kindness to us. And on behalf of our entire troupe-ee, Mary Small, the Baily Girls, Buddy, Harry Von Zell, Lou and myself, I want to wish you the mosta of the besta for good old 1940. And now the time has come

OVER & ORCHESTRA ... "AU REVOIR" .. SING TO "LOVESORE OLD TOWN"

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Bea Bernie and all the lads, Mary Small, Buddy Clark and Lew Lehr.

ATX01 0178971