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"As Recorded"

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THE AMERICAN TOBACCO COMPANY

HALF AND HALF.....BEN BERNIE SHOW

(RECORDING SCRIPT)

SUNDAY

(5:30 - 6:00)

September 9, 1938

(11:00 -11:30)

(SIGNATURE TENTATIVE)

ORCHESTRA: SIX OR EIGHT BARS OF FAST SWING NUMBER ....FADE DOWN FOR

ANNOUNCER: Half Swing!

(ORCHESTRA MODULATES INTO "LONESOME OLD TOWN.....HOLD UNDER)

ANNOUNCER: Half *Sweet!*

(PAUSE)

ANNOUNCER: Half an hour of....half music, half laughter, with your host, half Ben, half Bernie, brought to you on behalf of Half and Half Smoking Tobacco. Half and Half bids you a whole-hearted welcome to the first of this series of broadcasts, and we hope you'll save this half hour every Sunday evening for the Maestro, his lads and lasses, and our half cracked commentator of the Movietone Newsreels, Lew Lehr!

((ORCHESTRA UP TO CONCLUSION))

HARRY:

...And now, introducing the man who is known and loved in the four corners of the earth...known and loved for four reasons: Myrna Loy, his faltering fiddle, his falling hair and failing horses. Ladies and gentlemen...the Old Maestro, BEN BERNIE!

(APPLAUSE)

BEN:

Yowsah, Yowsah. Greetings and salutations, my friends, and a happy October Sunday to yez all. This is Ben Bernie, the old Maestro bringing you the Half and Half program on a coast-to-coast light up. And by the way, <sup>D. Helenie</sup> Harry, that introduction was positively magnificoo. It was absolutely grandioso, <sup>Baruch's Deal Deal!</sup> ~~Von-Zellie~~. You know, there's really a great kick about going on a new broadcast... a new program... a new time... and the thought of eating again. I'm so thrilled about everything, ~~by-gosh~~, <sup>honestly</sup>, I could even forgive Winchell! By the way, a lot of youse guys and gals have asked if Winchell and I are really friends. Well, <sup>personally</sup> we ARE. As a matter of fact, I played poker with him last night, and you <sup>may</sup> not believe it, but he had so many cards up his sleeve we had to shuffle his coat. But have done with this airy persiflage, Bernie... There's work to be done. While I've been prattling, the lads have been straining at the leash, awaiting to perform their first chore for dear old Half and Half. So Loosen your galluses, take down your hair, and lend thine ears while the lads nip eagerly at a down-beat. The number? <sup>well</sup> I'm glad you asked me. It's "Says My Heart."

1. ("SAYS MY HEART" . . . . . ORCHESTRA)

BEN: (Well done, my lads . . . , well done . . . That was SAYS MY HEART, ~~was~~ played by Ben Bernie and his Half and Half orchestra. Half can't read and <sup>the other</sup> half can't play)

And now, my friends, I want to bring you face to face with a member of our outfit who's been with me for ~~the past~~ <sup>the past</sup> ten years. He joined up the day I started shaving. <sup>Deah Deah!</sup> The King's Horses Jockey, Colonel Manny Prager. <sup>Come on up here, Colonel. The Colonel has been</sup> ~~The Colonel just returned from Hollywood, with me for about 10 years. Still looks like a babe bringing a brand new bride. (He married her just to get~~ <sup>look at that curling waving hair. Oh Boy! My hair fan mail. There she is . . . . in the fourth row. Talking</sup> ~~is waving - waving goodbye. Oh it's getting so that in the first, second, and third seats)~~ <sup>the only way I can comb my hair is with a pair of tweezers.</sup> Colonel how's about a bit of melodious outburst . . . .

Let us say that grand aria that has so often thrilled the diamond horseshoe of the good old Metropolitan Opera . . . . A TISKET A TASKET

MANNY: ~~Righto, Maestro. I'll gladly give my all.~~

BEN: ~~Well, that's what we're paying you for! Sing Colonel!~~

2. (A TISKET A TASKET" . . . . . PRAGER AND ORCHESTRA)

(COMMERCIAL #1)

(AFTER MUSIC)

BERNIE: Thank you, lads, me compliments. That fitted right in with the spirit of this program. Yowsuh. And, my friends, the old maestro has been thinking all evening what a restful program this is. Why, it's going to be almost unique! We don't have any games....we don't have any quizzes....we don't have any tests...

VON ZELL: Just a minute there, Maestro. That isn't quite correct.

BERNIE: Why, ~~Harry Von Zell~~ <sup>Andre Baruch!</sup>. My doah boy, don't tell me I'm wrong! Don't tell me you do want to play a game... or hold a quiz....or have a test....

VON ZELL: Ah, but it's such a simple little test, Maestro, you'll want to go home and try it yourself!!

BERNIE: Can you do it with a twist-a of the wrist-a  
One little twist of the wrist-a

VON ZELL: <sup>Well</sup> You can do it with one little pinch-a of the nose-a! <sup>Dead Duck</sup>  
And Maestro, it will show you positively, why Half and Half Pipe Tobacco is such a swell smoke!

BERNIE: Ah, that's quite different, quite different. Elucidate ~~Harry~~. <sup>Andre</sup>.

(COMMERCIAL #1 - CONT'D)

VON ZELL: Well, you see, most men think they enjoy tobacco only through the sense of taste. ....but that's not true... and here's the way to prove it! First! While you're smoking your pipe, pinch your nostrils shut,....and you'll notice a surprising thing. The tobacco smoke becomes flat...no flavor. Then let go! And what happens? Why, the flavor returns at once...proving that you enjoy tobacco through BOTH your sense of taste AND your sense of smell. And HALF AND HALF is blended to appeal to both those senses. You get flavor and aroma in just the right proportion to give you more smoking pleasure than you ever enjoyed before. Half and Half tastes better because it smells better, and you get the grandest pipeful of tobacco you ever smoked. So fill your pipe with...HALF AND HALF!

ORCHESTRA..... LEHR into MUSIC

BEN: And now, here he comes with a face like a puzzle - quick  
*Adna*  
~~Harry~~ the muzzle...*that* jester of Movietone News....  
Low Lehr!

LEHR intro music... (RECORDED)

LEHR: (LAUGHS) Monkeys iss der craziest people!

BEN: Well, Lew, tell me, did you ask anybody what they thought of your performance last week?

LEHR: Did I ask anybody? Did I ask anybody? I asked my mama, I asked my papa, I asked a hundred different people.

BEN: And what did they say?

LEHR: Oh Mr. Bernie, do I have to say?

BEN: Oh come on Lew, don't be bashful. What did they say?

LEHR: What did they say: (LAUGHS) They didn't listen.

BEN: Now, now, no need to be so modest Lew; As a matter of fact, my friends in Hollywood wrote that you were gigantic, colossal, terrific.

LEHR: No fooling? They said that, did they?

BEN: Nothing else but.

LEHR: Well, if I'm that good next Sunday I stay home and listen to myself.

BEN: That's not a bad idea. Then we'll be sure of at least one listener.

BEN: Say Lew, do I detect a look of sadness in your honest face tonight?

LEHR: Sadness, Mr. Bernie?

BEN: Yes, you look like Eddie Cantor's passport picture.

LEHR: Oh, Mr. Bernie - not that. To tell you the truth, the worst thing has happened.

BEN: What do you mean?

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FORM 70

LEHR: Well, our laundryman he don't see so good. He's got astigma - astigma - (LAUGHS) He's cock-eyed. And this morning by mistake he threw my wife into the wagon instead of the laundry bag.

BEN: Why that's awful. Don't you think you better call up the laundry.

LEHR: I did. I said. "Please ... don't put no starch in her. She's on a diet. My goodness, everything happens when I'm so busy.

BEN: Busy? Say what have you been doing since last Wednesday?

LEHR: Well, I was making a newsreel over in Africa.

BEN: In AFRICA.

LEHR: Ah Africa! What a beautiful country. Full of malaria.



*Say tell me -*

BEN: 1 What were you photographing over there?

LEHR: ~~Well,~~ We was looking for the lost tribe.

BEN: We have a lost tribe here, <sup>Lehr</sup>...only we call them Republicans.  
(Applause)

LEHR: ~~Yeah~~ <sup>here stuff - well</sup> anyway, we glitzed through the jungle for four days, and just as we was about to give up, we suddenly found a whole bunch of people singing and dancing.

BEN: Was that the lost tribe you were looking for?

LEHR: No....it was Major Bowes' Unit Number 8<sup>9</sup>...Well, that night me and the cameraman cooked dinner down by the water-hole where all the animals come to drink.

BEN: Ah -there's nothing like a dinner cooked in the great outdoors.

LEHR: You think so? (LAUGHS) How would you like to have an elephant walking through your mashed potatoes?....  
<sup>well</sup> Anyway, the next morning we found the lost tribe, and we started taking pictures. My goodness, what funny looking people.

BEN: You must have gotten some good shots.

LEHR: <sup>Yeah - but</sup> ~~Well,~~ we had a hard time with the Chief. He kept jumping up and down because he was wearing a new pair of pants made out of grass.

BEN: *Well* Why should grass pants make him jump up and down?

LEHR: (LAUGHS) His tailor forgot to take out the grasshoppers  
~~...after that we took some newsreels of the ladies.~~

BEN: ~~Ah the ladies! Were they pretty?~~

LEHR: Well, ~~did you ever see Carole Lombard?~~

BEN: ~~I sure did.~~

LEHR: ~~Did you ever see Alice Faye?~~

BEN: ~~Certainly.~~

LEHR: ~~Well... these women looked like Dracula.~~

BEN: *Oh you kill me, Lew.*  
Tell me, Lew, what do these people do for amusement?

LEHR: Well, the same as us, they play bingo. They stand  
under a cocoanut tree, ~~and~~ *when* all of a sudden...bingo!  
They got movies, too. The night I was there was dish  
night. They was giving away Ubangis. You know...  
platter-pusses.

BEN: Platter-pusses. *I must get my wife a set of them.*  
~~They must look funny in a China closet.~~

LEHR: You said it. Anyhow, just before I left, the Chief  
gave me a party. And my goodness did they have strong  
cocktails! One part snake oil, one part oil of  
eucalyptus, and twenty parts horse liniment.

BEN: *Lew,*  
What a cocktail! Did you get drunk?

LEHR:

*Oh Mr. Bernie*  
Me get drunk? *A...* Never! But when the picture comes out, if you see me dancin' the big apple with a hippopotapus... (LAUGHS)... it's a lie!

(APPLAUSE)

(ORCHESTRA: LEHR TAG.....)

BEN:

*my friends - young*  
And now *from* the hippopotapuss *to* the sublime.  
Here's a lovely eyeful. All sugar and spice and everything nice... That's what little girls are made of..... especially this little gal. Ladies and gentlemen, it's my pleasurable duty to acquaint you with that delectable young prima ~~donna~~ of the air waves... Miss Mary Small. Come over here, Honey, and make a nice curtsy to the clients. Tell me, Mary, do you smoke good old Half and Half tobacco?

MARY:

Well, no maestro... but I wouldn't look twice at any man who didn't!

BEN:

*Oh* Honey, you're not only a singer, but you're also a diplomat. Tell me, what are you going to sing?

MARY:

I've got a pocket full of dreams.

BEN: Good! I hope they're pipe dreams!

4. ("I'VE GOT A POCKET FULL OF DREAMS" . . . . . SMALL & ORCHESTRA)

BEN: You know, the entire nation has been honoring a great little guy/<sup>my friends,</sup> who's been writing our songs for the past twenty-four years . . . and tonight we're gonna honor this little guy, too. ~~at all that's Bernie.~~ <sup>We're going to give the nation in</sup> ~~at all that's Bernie.~~ <sup>Besten to file tardy, then not</sup> You guessed it . . . We're gonna climb right on board Irving Berlin's ALEXANDER'S RAGTIME BAND-wagon!

5. ("ALEXANDER'S RAGTIME BAND" . . . . . ORCHESTRA)

VON ZELL: And now ladies and gentlemen, for our weekly surprise package because it's time to spring the latch and open up the Old Maestro's Album of Interesting People. I don't have to tell you that "Half the people of the world don't know how the other half lives." Well, we aim to do our part in correcting this unhappy situation, so every Sunday evening Ben Bernie will peer into his old album and come up with the plain unvarnished truth about a celebrity you ought to know. Quick, Maestro, the spotlight!

BEN: Yowsah, yowsah, Harry. And stepping out of my album and into the spotlight this week is America's newest little darling of the screen. Having just arrived from Hollywood, she's in New York for her first visit together with her mother, and so <sup>ladies & gentlemen</sup> it is with pride that we present over the air for the first time that loveable, huggable sweetheart of the cinema little CUDDLES JOY.

APPLAUSE

BEN: Come here, honey. Get a little closer to the microphone. That's it. My, what a sweet child, Mrs. Joy.

MOTHER: Yes, Mr. Bernie, Hollywood hasn't changed her a bit.

BEN: Tell me Cuddles, how old are you?

CUDDLES: I'm thirteen years old.

MOTHER: *Oh* No Cuddles - you're seven years old.

CUDDLES: Oh ~~yes~~ - I forgot - I'm seven years old.

BEN: Seven years old, huh? <sup>Tell me -</sup> What pictures did you make?

CUDDLES: Well, I was in "The Birth of a Nation," "The Covered Wagon," "The Shiek" . . . "*Pearls of - -*"

MOTHER: Cuddles!

BEN: Hmm. Pardon me, Cuddles, if you're only seven how come there's a gray hair sticking out of your little bonnet.

CUDDLES: I got that from worrying about options.

MOTHER: Now, Cuddles, be a good girl or I'll have to spank you.

CUDDLES: Quiet Mom, or I'll cut your allowance.

MOTHER: *Mr. Bernie*  
Oh, she's so precocious.

BEN: *Tell me*  
Cuddles, if I'm not too inquisitive, how much money did you make in pictures last year.

CUDDLES: Well, I made a hundred thousand dollars but Uncle Sam took ninety nine thousand, eight hundred and sixty two dollars, but I don't mind because I know my money will buy lollipops and fudge and ice cream for millions of kiddies, and if it's good enough for Carole Lombard it's good enough for me.

BEN: *Oh well, the government sure did take a lot of money. But that's nothing to what they're going to do next year. Well, Cuddles, I'm a motion picture actor myself. I've seen you they're going to take Carole Lombard. dabbled a bit in the cinema myself. Did you see my last picture? Tell me, Cuddles, I'm a motion picture actor myself. Did you see my last picture?*

CUDDLES: No, I was good that week and mother didn't punish me.

BEN: Mmm! A Winchell in rompers.

MOTHER: Cuddles. Don't talk to Mr. Bernie that way. Now you apologize.

CUDDLES: I'm sorry, Mr. Bernie. I should have known better because Mother always uses you as an example.

BEN: Me? Deah, deah, the old Maestro is flattered.

CUDDLES: Yes, whenever I rehearse my act mother always says  
"That's just the way Bernie does it ..." and then <sup>sheets just the way</sup> she slaps me. <sup>Bernie does it.</sup>

BEN: Oh, she's adorable. Children are such a comfort.  
Cuddles, have you anything to say to the children of  
America who might be thinking of going to Hollywood.

CUDDLES: Well, it's a tough racket. If you've got a mother  
and father that's working, stay home.

BEN: Well, that's very sound advice. And now Cuddles, I  
want to thank you for coming and before you go I'm  
going to give you a big kiss. Here (KISS) How did  
you like that?

CUDDLES: <sup>Terrible</sup> I got a bigger kick out of Baby Le Roy.

MOTHER: Cuddles! Come on!

(APPLAUSE)

BEN: Yes, folks, that was little Cuddles Joy, that darling  
of America.

(ORCHESTRA .. INTRO TO "NOW IT CAN BE TOLD" ... HIT AND FADE ...)

BEN:

And now, folks, I want to introduce one of our new lads. Not only is this his first appearance with our outfit, but it's his first appearance on a network. There's an interesting story about this young lad. Two years ago he was a page boy in the Columbia Broadcasting Studios. You know ... one of <sup>those</sup> ~~the~~ kids with the buttons on his coat. A you-sher. I met him on the back stairs. He was singing while <sup>he was</sup> goin' down for a frankfurter for ~~Mark Warnow~~. <sup>Kay Kyser. He was singing</sup> ~~I liked his singing~~ <sup>so well</sup> ~~so much~~ that I sent him down for a frankfurter. And now here he is folks ... young Robert Patrick Gibson. Bobby, since the lads are gonna accompany you, you might as well tell them what you're going to sing.

BOBBY:

I'd like to sing NOW IT CAN BE TOLD.

BEN:

Hmmmm ... <sup>he speaks</sup> ~~speaks~~ like John Barrymore! Okay, Bobby!

6. ("NOW IT CAN BE TOLD" . . . . . GIBSON & ORCHESTRA . . .)

BEN:

Beautifully sung, Robert .. beautifully sung. You're gonna hear Bobby Gibson every Sunday from now on ... that is if his price is right! <sup>Have to get with a cut - a little cutola</sup> And now ~~happy~~ <sup>Andra</sup> for that story I promised you.

VON ZELL:

Which one was that Maestro?

BERNIE:

It's the maestro's own version of the old classic called "Through Darkest Africa with Rod and Gun." <sup>Only</sup> My version is called "Through Darkest New York with Telescope and Pipe."



VON ZELL: Sounds interesting, Maestro -- where'd you get the idea?

BERNIE: From you, <sup>Andre</sup> ~~Harry~~, directly from you! You know, you've taught me a lot, lately. *dear boy.*

VON ZELL: Ah, that's fine! Let's have your story.

BERNIE: "Through darkest New York with telescope and pipe"  
... And friends, when man-eating taxicabs bear down  
... when fire sirens nip the ears ... when sky-scrappers  
close in on you ... there's just one way to maintain  
perfect calm! Get out your telescope tin of HALF AND  
HALF ... fill up yo' pipe ... lean back ... and be  
happy! Yowsuh, I mean, be happy!

VON ZELL: Well, Maestro, congratulations! That's one story with a happy ending. And the way Half and Half Tobacco is packed does assure a happy ending ... every time! For it comes in a patented Telescope Tin, which gets smaller and smaller as you use it. All you do is push it together as you use up the tobacco ... with no scraped fingers when you reach for your last pipeful! And until you've tried your first pipeful of Half and Half... well, you just don't know the meaning of REAL smoking pleasure! For Half and Half is an exclusive blend of fine, aromatic, Virginia and Burley tobaccos. It's blended to appeal to two senses ... taste AND smell, both in just the right proportion. It tastes better because it smells better ... and it's this superb aroma of Half and Half that brings you TOPS in smoking enjoyment. It's swell tobacco, so ask for a telescope tin of Half and Half!

(ORCH . . . . . INTRO TO MULBERRY BUSH . . . . . (HIT & FADE . . . . .))

BEN: And now how about all the boys and girls of the good old Half and Half family getting together in what the Parisiennes call La Grande Finale. ~~Deah, deah, imagine Bernie slipping into French before he's learned to speak English.~~ *Now about you Bobby? B-Boy, You Colonel? C. Right, air.* *you may? M - uh-huh.* Okay lads . . . Bobby . . . Colonel, Mary . . . let's us heave-ho with our own version of "STOP BEATING AROUND THE MULBERRY BUSH." *yoweah*

7. (ORCHESTRA AND CAST) . . . . . MULBERRY BUSH)

VON ZELL: And now, <sup>now</sup> before the Old Maestro gets to the microphone, I'd like to say a word to you men who roll your own cigarettes. Half and half makes a mild fragrant cigarette. It's easy to roll, it burns evenly, and it's smooth. Try it and see. <sup>And</sup> Now here's Ben Bernie ready to say good-night.

BEN: And so, with a load of reluctance, and a <sup>bit of a tear,</sup> ~~medium of tears,~~ *(Bernie Double-talks)* we come to the fade-out of our first programmy for our shiny new sponsor, Half and Half Tobacco. Why don't you pipe smokers start packin' your old pipe with good old Half and Half <sup>huh?</sup> yowsum, youse guys will find your better half, will love the fragrance of Half and Half. Whatta you say? . . . Hm-m-m-m? <sup>Thanks</sup> . . . And now the time has come to lend thine ears to a bit of "Au Revoir" *Pleasant Dreams -*

(ORCH . . . . . "AU REVOIR" . . . . . (BENNIE DOES LYRICS)

ANN:

Half and Half invites you to listen in again at this same time next Sunday - for another half hour with Ben Bernie, Lew Lehr, and all the lads and lasses.

This is the COLUMBIA BROADCASTING SYSTEM

*As Broadcast*

(REVISED)

WABC

THE AMERICAN TOBACCO COMPANY

HALF & HALF ..... BEN BERNIE SHOW

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OCTOBER 2, 1938

SUNDAY

HARRY: The Half and Half Program!

(ORCHESTRA: "LONESOME OLD TOWN" ... OPENING BARS IN SWING TEMPO)

HARRY: Half swing!

(ORCHESTRA: "LONESOME OLD TOWN" ... PLAYED SWEETLY)

HARRY: Half sweet!

(MUSIC UP AND FADE DOWN UNDER)

HARRY: Half an hour of half music, half laughter, with your host, half Ben half Bernie, brought to you on behalf of Half and Half Smoking Tobacco. Half and Half bids you a whole-hearted welcome to the first of this series of broadcasts, and we hope you'll save this half hour every Sunday (afternoon-evening) for the Maestro, his lads and lasses, and our half-cracked commentator of the Movietone Newsreels, Lew Lehr!

HARRY:  
(CONT'D)

And now, introducing the man who is known and loved  
in the four corners of the earth ... known and loved  
for four reasons: his crush on Myrna Loy - his  
faltering fiddle - his falling hair - and his failing  
horses. Ladies and gentlemen ... the old Maestro,  
BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN:

Yowsah, yowsah. Greetings and salutations, my friends,  
and a happy October Sunday to yez all. This is  
Ben Bernie, the old Maestro bringing you the Half  
and Half program on a coast-to-coast light-up. You  
know, there's really a great kick in going on a new

broadcast <sup>a new program</sup> <sup>a new time and the</sup>  
You know, this has been a tough summer for the old Maestro.  
Somebody must have taught my horses the Lambth Walk.  
~~thought of eating again ...~~  
Oh but really it's great getting on the air again. I'm so  
thrilled about everything ... by gosh, I could even forgive Winchell!

HARRY: /Oh say,  
/Maestro, excuse me, now that we're finally standing  
here  
face to face, there's a question I've been wanting  
to ask you for a long time.

BEN: Ah - a Professor Quiz in Von Zell's clothing.

HARRY: /Really  
/Tell me - are you and Winchell really enemies?

BEN: Oh, of course not, Harry. We're really friends. As a matter of fact, I played poker with him last night.

HARRY: You did?

BEN: Uh huh and Winchell had so many cards up his sleeve we had to shuffle his coat. But now the lads are ready to perform their first chore for dear old Half and Half. The number? I'm glad you asked me. It's "Says My Heart."

1. ("SAYS MY HEART" . . . . . ORCHESTRA)

BEN: Well done, my lads ... well done. / <sup>That was "Says My Heart"</sup> Folks, that was played by Ben Bernie and his ~~the~~ Half and Half Orchestra .... half can't read music, and half can't play it. And now, my friends, I want to bring back one of my old Lads ... the Duke of Brooklyn, Colonel Manny Prager. ~~XXXXXXXXXXXX~~ ~~returned from Hollywood, bringing a brand new bride.~~ Come on up here Colonel. ~~XXXXXXXXXXXX~~ You know this is a sentimental moment / I haven't seen you for ages. What've you got to say?

MANNY: Can I have the five bucks you owe me?

BEN: (CLEARS THROAT) Colonel, you've spoiled a sentimental moment ... I'd give you the five, but I haven't any money. This morning a guy stopped me on the street and asked me to give him three dollars and forty cents for a hot dog. I said a hot dog only costs a dime. He says, "I know, but I want to eat it in the bleachers at the World's Series". <sup>Oh</sup> ~~Beah~~, deah. But now ~~now~~, Colonel how's about a song?

MANNY: <sup>Oh</sup> / Righto, Maestro.

BEN: And I'll aid and abet you in my unguaranteed baritoney.

MANNY: Oh very good, sir. Just what would you have me sing, sir?  
~~What's it going to be?~~

BEN: Well now - let's see. How about that grand aria that has so often thrilled the Diamond Horseshoe of the good old Metropolitan Opera ... "A Tisket A Tasket".

2. ("A TISKET A TASKET" . . . . . BEN, PRAGER & ORCH.)

(APPLAUSE)

BERNIE: My friends, Thank you ~~for the compliments~~ <sup>You know, that kind of</sup> ~~That~~ <sup>fitted right</sup> ~~And you know~~ <sup>in with the spirit of this program.</sup> ~~YES!!!~~

~~friends~~ the old maestro has been thinking all evening what a restful program this is. Why, it's going to be almost unique! We don't have any games ... we don't have any quizzes ... we don't have any tests ...

HARRY: Oh oh  
/Just a minute there, Maestro. That isn't quite correct.

BERNIE: Why, Harry Von Zell! My dear boy, don't tell me I'm wrong! Don't tell me you do want to play a game ... or hold a quiz ... or have a test ...

HARRY: Ah, but it's such a simple little test, Maestro, you'll want to go home and try it yourself!

BERNIE: Can you do it with a twist-a of the wrist-a. One little twist of the wrist-a.

HARRY: I dunno  
Well, <sup>Really</sup> you can do it with one little pinch-a- of the nose-a! ~~And~~ Maestro, ~~really~~ it will show you positively, why Half and Half Tobacco is such a swell smoke!

BERNIE: Ah, that's quite different, quite different, Harry my boy. Elucidate.



HARRY: Well, you see, most men think they enjoy tobacco only through the sense of taste ... but that's not true ... and here's the way to prove it! First! While you're smoking your pipe, pinch your nostrils shut ... and you'll notice a surprising thing. The tobacco smoke becomes flat ... no flavor. Now let go! And what happens? Why, the flavor returns at once ... proving that you enjoy tobacco through BOTH your sense of taste AND your sense of smell. And HALF AND HALF is blended to appeal to both those senses. You get flavor and aroma in just the right proportion to give you more smoking pleasure than you ever enjoyed before. Half and Half tastes better because it smells better, and you get the grandest pipeful of tobacco you ever smoked. So fill your pipe with ... HALF AND HALF!

("ALEXANDER'S RAGTIME BAND" ... HIT AND FADE DOWN ... ORCH.)

BEN: And right now, along with all the rest of America, we're gonna honor a great little songwriter. You guessed it - Irving Berlin. <sup>And</sup> We're gonna climb right on board ALEXANDER'S RAGTIME BAND-wagon.

3. ("ALEXANDER'S RAGTIME BAND" . . . . . ORCHESTRA)

BEN: Nice going boys. Nice going. That was dear old Alexander. Now Look this way, folks, look this way. 'Cause here comes a lovely eyeful. All sugar and spice and everything nice - that's what little gals are made of. Especially this little gal ... Mary Small.

MARY: Thank you, Maestro.

BEN: Mary, I remember the good old days when I used to hold you on my lap and look at you now. <sup>Um -</sup> ~~Gosh~~ how you've grown up. Ah, for those good old days!

MARY: Yes - what a lot of fun we had playing games together.

BEN: I'll say. Remember at your birthday party when we played piggy-back?

MARY: Yes. (LAUGHS) Gosh were you heavy! <sup>have to raise salaries.</sup> ~~program~~ so far Mary. I'll

BEN: Looks as though you got the biggest laugh on the Mary! Tell me. / Do you smoke good old Half and Half Tobacco?

MARY: Well I don't, Maestro, but I wouldn't look twice at any man who didn't.

BEN: Honey, you is not only a singer - you is a diplomat. What're you gonna sing?

MARY: "I've Got A Pocketful of Dreams".

BEN: Well, that's fine. I hope they're pipe dreams.

4. ("I'VE GOT A POCKETFUL OF DREAMS" . . . . . SMALL & ORCH.)

(APPLAUSE)  
And now

BEN: ~~Well~~, here he comes down the gangplank - Mother Nature's gift to you - that jolly fugitive from a zoo - that half and half wit of Movietone News - LEW LEHR!

(ORCHESTRA: LEHR THEME)

(APPLAUSE)

LEW: (LAUGHS) Monkeys is the cwaziest people.

BEN: you know really  
Ah, Lew, /it's great to see you again after our ten weeks' layoff. I mean <sup>you know,</sup> vacation. You're looking swell, too, ~~but~~ let <sup>'s</sup> see, haven't you gotten a little stouter around the waistline?

LEW: Yessir. I heard I was going on a tobacco program so  
(LAUGHS) I growed my own pouch.

BEN: <sup>Say</sup> /Lew, my scouts tell me you were in Europe. Is that true?

Yeah

LEW: /You said it.

BEN: Was that your maiden voyage?

LEW: What do you mean/<sup>my</sup>maiden voyage? I'm no sissie.

BEN: No, I mean/ your first crossing. I suppose you took your wife with you.

LEW: No. (GRUNT) This was a pleasure trip.

BEN: And of course you traveled in style?

LEW: Did I travel in style ... I traveled like a royal plenipotent ... a Hindu Poten ... a Indian Mahar... (LAUGHS) a stowaway!

BEN: Well, tell me ~~foreigner~~ Lew, did you make a newsreel of your trip?

LEW: Oh sure, Mr. Bernie. And what a trip. There was a sign on the boat. <sup>that</sup> ~~it~~ said, "Lifesavers for Passengers".

BEN: Lifesavers for Passengers?

LEW: Yeah. And did I have a hard time swallowing that big round thing.

BEN: Yeah - they are a little hard to digest. Tell me, tell me where did you stop first?

LEW: In France. I went to Paris.

BEN: Oh, Paris. Ooh lah lah.

LEW: Yeah, I ~~have~~ had a hundred dollars and did I have trouble.

BEN: What do you mean trouble?

LEW: Well, they told me to change my money into francs.

BEN: Francs?

LEW: Yeah. And did I look silly walking around with a hundred dollars worth of hot dogs.

BEN: Tell me - how did you get along with the ladies in Paris? You can't speak the French language.

LEW: (GRUNT) Who wanted to talk? Mr. Bernie, if I told you what I did in Paris you would be ashamed of me.

BEN: Oh, come on ~~xxxx~~, Lew, we understand each other. What did you do?

LEW: (BASHFULLY) Oh, I couldn't said it. I'm too bashful.

BEN: Oh, come on, Lew. Let your hair down. What did you do in Paris?

LEW: (MEEKLY) I was a gigolo.

BEN: ~~Oh~~ Lew! What will your Scout Master say! <sup>Well</sup> /if I'm not too inquisitive m'sieur, were you much of a success as a gigolo?

LEW: No. Not so good. The first lady what hired me was so ugly I had to take her to London.

BEN: Why London? \*

LEW: She looked better in a fog!

BEN: ~~Oh~~ jolly old London. <sup>Tell me</sup> ~~like/England?~~ How did you dear old like/England?

LEW: Oh, England was all right, but that Scotland - that's the funniest place. All the people there wear skirts.

BEN: <sup>Well</sup> /Did you have much trouble telling the men from the women?

LEW: No, I kissed them and if I didn't get a black eye (GRUNT) it was a woman.

BEN: For a joke like that you should be kilt!

LEW: ~~Oh~~ Mr. Bernie!  
BEN: I get one in once in a while. Well tell me

BEN: Lew ... what impressed you most about your whole European trip?

LEW: Switzerland.

BEN: Switzerland?

LEW: ~~Yeah. dat country mit der echo.~~

BEN: ~~Echo?~~

LEW: Yeah. ~~You know where you stand up and yell and your own voice comes back and kicks you in der puss...~~  
Switzerland. Ah ... what a beautiful country. <sup>Full of goats</sup> While I was there I raised a <sup>long</sup> beard.

BEN: (LAUGH) You with a beard?

LEW: <sup>one day in the mountains</sup> Yeah, and the funniest thing happened. ~~One day I was~~  
BEN: Well - what happened?  
~~in the mountains and I found myself surrounded by a~~

LEW: ~~A bunch of old goats took one look at me and went out and whole bunch of goats got shaved.~~

BEN: ~~Goats? What happened?~~

LEW: (GRUNT) ~~They took one look at me and went out and got shaved!~~

(LEHR THEME PLAY-OFF.....ORCHESTRA)

(APPLAUSE)

BEN: Oh deah!  
/Nice going, Lew. ~~Nice going.~~ And now, while Lew Lehr is packing up his camera, me and the Lads are gonna renew acquaintances with one of our <sup>old</sup> favorite gals: "Margie".

5. ("MARGIE".....ORCHESTRA)

Nice going. Nice going. That was "Margie", my friends. "Margie" just played by Ben Bernie and all the lads with a gusto - Augusto, Georgia. Deah Deah.  
BEN: And now my friends, I want to introduce one of our new

lads. Not only is this his first appearance with our outfit, but it's his first appearance on a network.

You know, there's an interesting story about this young chap. <sup>A couple of</sup> ~~Two~~ years ago he was a page boy in the Columbia Broadcasting Studios. You know ... one of those kids with the buttons on his coat ... a you-sher. ~~Yeah.~~

I met him on the back stairs. He was singing while going down for a ~~frankfurter~~ <sup>sandwich</sup> for my old friend, Mark

Warnow. I liked his singing so much that I sent him <sup>sandwich</sup> for a ~~frankfurter~~.

And here he is, ~~my friend~~, young <sup>Bob: Yes Maestro? Ben: This is your big</sup> Robert Patrick Gibson. Well Bobby, ~~you know~~ <sup>at any moment.</sup> He's an immaculate kid, isn't he?

~~immaculate kid, isn't he?~~ ... hair dressing by the

<sup>Well Bobby,</sup> Standard Oil Company. / Since the Lads are going to accompany you, Bobby, you might as well tell them what you're going to sing.

BOB: I'd like to sing "So Help Me."

BEN: ~~Then~~ so help me, you're gonna. First, we'll play about 10 bars, then you take it away from us.

BOB: Right, Maestro.



6. ("SO HELP ME".....GIBSON AND ORCHESTRA)

(APPLAUSE)

BEN: Beautifully sung, Robert, beautifully sung. You're gonna hear Bobby Gibson every Sunday from now on ... that is if his price is right. And now, Harry - for that story/<sup>that</sup>I promised you.

HARRY: <sup>What</sup>  
~~Which~~ story is that Maestro?

BEN: <sup>Why</sup>  
/It's the maestro's own version of the old classic called "Through Darkest Africa with Rod and Gun" . My version is called "Through Darkest New York with Telescope and Pipe".

HARRY: Well now that sounds interesting, Maestro -- where'd you get the idea.

BEN: From you, Harry directly from you! You know, you've taught me a lot, lately.

HARRY: <sup>Well</sup>  
~~ah~~, that's fine! Let's have your story.

BEN: "Through darkest New York with telescope and pipe"...  
And friends, when man-eating taxicabs bear down ...  
when fire sirens nip the ears ... when sky-scrappers close in on you ... there's just one way to maintain perfect calm! Get out your telescope tin of HALF AND HALF ... fill up yo' pipe ... lean back ... and be happy! Yowsuh, I mean, be happy!

HARRY: Well, Maestro, congratulations! Now there's <sup>a</sup>~~xxx~~ story with a happy ending. And the way Half and Half Tobacco is packed does assure a happy ending ... every time! Because it comes in a patented Telescope Tin, which

HARRY:  
(CONT'D)

gets smaller and smaller as you use it. All you do is push it together as you use up the tobacco ... with no scraped fingers when you reach for your last pipeful! And until you've tried your first pipeful of Half and Half ... well, you just don't know the meaning of REAL smoking pleasure! <sup>Because</sup> ~~Box~~ Half and Half is an exclusive blend of fine, aromatic, Virginia and Burley tobaccos. And it's blended to appeal to two senses ... taste AND smell both in just the right proportion. It tastes better because it smells better ... and it's this superb aroma of Half and Half that brings you TOPS in smoking enjoyment. It's swell tobacco, so ask for a telescope tin of Half and Half!

ORCHESTRA (TAG FROM NOTRE DAME MARCH)

BEN: Yesterday, folks, was the official opening of the football season, and we'd like to dedicate our last number to that grand old game.

HARRY: Say ~~Well~~ <sup>Maestro</sup> you know/there's a rumor going around that you were quite a pigskin hero in your day.

BEN: I wasn't so bad Well,/for a guy whose name you could pronounce, ~~I wasntttxxxkxkxk~~. I'll never forget those old football days. Gosh - my wife used to sit out in the grandstand and how she'd yell when I made a touchdown. Now she yells when I make a touch.

HARRY: Well tell me /How long did you play, Maestro?

BEN: I played for three years. One year I was on the team, and two years the team was on me ... Well Harry, the referee says there's two minutes to go. So let's all line up in a double wing back. Signals, Lads! Eighteen! Twenty-two! Hike!

7. (FOOTBALL FINALE... "ON WISCONSIN" .....(ORCHESTRA)  
"DOWN THE FIELD"  
"NOTRE DAME VICTORY MARCH"

(APPLAUSE)

VON ZELL: And now, ladies and gentlemen, before the Old Maestro gets to the microphone, I'd like to say a word to you men who roll your own cigarettes. Half and Half makes a mild fragrant cigarette. It's easy to roll, it burns evenly, and it's smooth. Try it and see.

BEN: And with that, my friends, we come to the fade-out of our first programmy...and so help me youse guys will find your better half will love the fragrance of Half and Half. Whatta ya say. hm-m-mm. And now the time has come to lend thine ears to a bit of "Au Revoir"

("AU REVOIR".....ORCHESTRA & BERNIE)

(APPLAUSE)

(SEGUE TO:

("LONESOME OLD TOWN".....ORCHESTRA)

ANNOUNCER: Half and Half invites you to listen in again at this same time next Sunday - for another half hour with Ben Bernie, Lew Lehr, and all the lads and lassies. Goodnight.

This is the COLUMBIA BROADCASTING SYSTEM

Revised

"AS BROADCAST" COPY

WABC

THE AMERICAN TOBACCO COMPANY

HALF & HALF ..... BEN BERNIE PROGRAM

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

OCTOBER 9, 1938

SUNDAY

HARRY: The Half and Half Program!

ORCHESTRA: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCHESTRA: ("LONESOME OLD TOWN" ..... OPENING BARS IN SWING TEMPO)

HARRY: Half Sweet!

ORCHESTRA: ("LONESOME OLD TOWN" ... PLAYED SWEETLY UP AND FADE  
DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco,  
half an hour of half music, half laughter, with your  
genial host, BEN BERNIE! Half and Half bids you a  
whole-hearted welcome to <sup>our</sup> ~~the~~ second broadcast, and we  
hope you'll enjoy hearing the Old Maestro and all the  
Lads, and our half-baked, half-cracked Jester of <sup>the</sup> Movie-  
tone News - LEW LEHR!

And now we introduce the man who spent the entire summer  
trying to sell  
~~selling~~ arch supporters to Flatfoot Floogies ... the

Old Maestro ... BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah. <sup>yowsah.</sup> Greetings and salutations, my friends  
... and a happy October Sunday to yez all. This is  
Ben Bernie the Old Maestro, stepping up to the home  
plate, ready to bat for dear old Half and Half. You  
can see I'm wearing my baseball pants .. a two baggers!  
You know,  
/It's really great to see how the Half and Half spirit  
has caught on. /The Chicago Cubs ~~are playing~~ played  
Why even  
and Half ... half strikeouts and half errors. ~~I know~~  
~~that sound a little better than I got that gag from~~  
~~Irwin Gobb~~

HARRY: Say Maestro,  
~~Ben~~, look at this flock of telegrams that came for you.

BEN: Gosh, ~~Harry~~, how thrilling! Let me see. <sup>Two.</sup> ~~XXXXXXXXXX~~ <sup>HEARD</sup>  
~~YOUR PROGRAM WAS NICE I ENJOYED IT VERY MUCH I AM A BIG FAN OF YOURS~~  
~~XX~~  
~~XX~~  
~~XX~~

HARRY: Hey - Lookie here -  
~~That's the idea~~ ~~Look Ben~~, here's one from Baby Snooks.  
BEN: Baby Snooks? HARRY: Yeah.

BEN: ~~XXXXXXXXXX~~ That's bound to be cute ... read it,  
Harry.

HARRY: All right. <sup>It says -</sup> "DEAR MR. BERNIE. DADDY TOLD ME YOU WERE  
BACK ON THE RADIO AGAIN. WA-A-A-A!"

Fanny Von Zell.

BEN:

~~XX~~

I'll read one more wire and call it quits. Well, well,

"BEN BERNIE:  
listen to this: ~~XXXXXXXXXXXX~~: HEARD YOUR NEW HALF AND  
It sure lives up to its name.  
HALF PROGRAM LAST SUNDAY, ~~XXX~~/BEFORE IT WAS HALF OVER

*Release OK*

I WAS HALF ASLEEP! SIGNED WALTER WINCHELL." Dear old

Walter. I've tried to be friends with him. Honestly,

folks ... I've even offered him a pipe of peace. But  
<sup>more</sup>

And now the lads are going to play "I'm Gonna Lock My Heart and Throw  
pipe. / ~~Music ends~~ Away the Key." Or as they say  
in Hollywood, I'm Gonna Lock My Heart and throw away one of the keys.  
1. ("I'M GONNA LOCK MY HEART" . . . . . ORCHESTRA)

BEN: Nicely done my lads. Nicely done.  
/That was "I'm Gonna Lock My Heart and Throw Away The  
played il coco maestro. In other words,  
Key"/with an allegro vivace and a grandioso/finish,  
they swung it.

~~XXXXXXXXXXXX. The boys must have heard that Toscanini~~

*Half & Half's*

~~is coming over!~~ Comes now my junior executive, Colonel

Manny Prager. I must tell you folks ... the Colonel

just got back from Hollywood with a new bride. Hmmm ...  
You know, you're very lucky Colonel ...

~~XXXXXXXXXXXX~~ ... most people come back from Hollywood

with a dropped option! Colonel, you have a wonderful

voice. I'd take two or three lessons a week if I had

a voice like yours.

MANNY: So would I, Maestro, if I had a voice like yours.



I calls it.

BEN: Fine insubordination. / ~~Seriously folks the Colonel~~  
~~is very conscientious about his singing every morning~~  
~~he goes over to Central Park and listens to the birds~~  
~~sing. But he claims some of them are stealing his stuff.~~  
~~What's it going to be Colonel?~~  
 Well what are you going to sing, Colonel?

MANNY: "The Duchess Is Learning To Rhumba".

BEN: ~~Very good Colonel and he does kick in the night~~  
 Very good, Colonel.  
~~the Colonel had ragged his kid~~ / Come lads, a bit  
 of Latin rhythm for the Duchess!

2. ("THE DUCHESS IS LEARNING TO RHUMBA" . . . . . PRAGER & BEN)

(APPLAUSE)

(AFTER MUSIC)

BEN: Colonel You know it kinda  
 Nicely rendered, /nicely rendered./ ~~It~~ makes the old  
 maestro feel very ~~very~~ happy. Why, I feel like getting  
 into my carpet slippers, leaning back in my easy chair  
 in front of a fire, and dreaming some beautiful pipe  
 dreams ... Pipe dreams ... ah ... wonderful things ...  
 But, lads and fellows and men, take it from the old  
 maestro, you don't get the finest pipe dreams unless  
 your pipe is filled with the finest tobacco. Yowsah ...  
 Half and Half ... there is tobacco to dream over. At  
 the end of a hard day's work ... pull up a chair and  
 smoke a pipe to calm you down ... ~~Yxxxxx~~ So help me it will  
 down! ... Calm you

VON ZELL: You know  
 /Maestro; that's a wonderful picture you're painting.  
 really  
 There's nothing /like a pipeful of Half and Half Tobacco  
 to make you feel relaxed and peaceful. /~~xxx~~ Half and  
 Half is a combination of aroma and flavor that's down-  
 right perfect! It's blended a different way ... blended  
 to appeal to your sense of taste and your sense of  
 smell both, in just the right proportion. And here's  
 that.  
 the way to prove ~~it~~. While you're smoking your pipe,  
 and  
 pinch your nostrils shut. / You'll find that your tobacco  
 becomes flat ... no flavor. Now let go! /<sup>Why</sup>The flavor

VON ZELL:  
(CONT'D)

returns at once ... proving that you enjoy tobacco  
through BOTH your sense of taste AND your sense of smell.  
And that's why HALF AND HALF is blended to appeal to  
both those senses. Half and Half tastes better because  
it smells better, and you get the grandest pipeful of  
tobacco you ever smoked. So fill up with HALF AND HALF!  
~~Smoke a pipe ... to calm you down!~~

ORCHESTRA: ("I KNOW THAT YOU KNOW"... HIT AND FADE)

**BEN:** I know that you know what you're talking about, Harry. And by special arrangement with the co-incidence department, by gosh, that's our next number... "I Know That You Know."

3. (ORCH: "I KNOW THAT YOU KNOW" ... UP FULL TO CONCLUSION)

**BEN:** Nicely played, lads. Nicely played. Perk up your ears, folks, 'cause now comes the delicate rustle of feminine garments. Yowzah - our Half and Half lassie. Her first name is Mary and she's swell. You guessed it -- Mary Swell.

**MARY:** Hello, Maestro.

**BEN:** Mary, I got some mighty swell reports on your singing last week.

**MARY:** Oh I'm so glad, Maestro, because when I was a little girl my mother always held you up as a model for me.

**BEN:** Hmm. A model. How thrilling!

**MARY:** Yes...when I used to practice singing she used to say "That's just the way Ben Bernie sings it"..."That's just the way Ben Bernie sings it..." and then she'd slapp' me.

**BEN:** Mary! Tell me Maria, what are you gonna sing tonight?

**MARY:** "Change Partners".

MARY:

XXXXXXXXXXXXXXXXXXXX

BEN:

XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

4. (SMALL ORCHESTRA . . . . . "CHANGE PARTNERS")

(APPLAUSE)

BEN:

And now here he comes, with a smile in his glance and  
a shine on his pants, that happy half and half wit of  
Movietone news - Lew Lehr.

(APPLAUSE)

ORCHESTRA:

(LEHR THEME)

LEW:

Monkeys is the craziest people.

BEN:

Oh You know, it sure is  
Hihi / Lew. / Good to see you. I suppose you're all  
excited about the World Series?

LEW:

Am I excited? I read every paper - er - I sit/<sup>right</sup>by the  
radio - er - I know all the statistica - statistica -  
(LAUGH), Who's playing?

BEN:

XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

LEW: This is the first time I've ever seen you in a...  
I'm not sure if...

BEN: You're right?

LEW: Certainly, you know I've seen you in...  
~~net Ott~~  
I've seen you in...  
I've seen you in...

BEN: Why don't you try to get some...  
I've seen you in...

LEW: I'm not sure if you're playing for...  
I've seen you in...

BEN: Seriously  
/Lew, did you get any Newsreel shots of the  
World's Series?

LEW: No, I didn't have any time. A new Kindergarten just  
opened up and I made a Newsreel of that.

BEN: Ah - the good old Kindergarten Days.

LEW: Yeah - I'll never forget the day I graduated from Kinder-  
garten. I was so happy I ran right home and got a kiss.

BEN: From your mother?

LEW: No (GRUNT) my wife! ... And was I a bad boy in Kinder-  
garten.

LEW:  
(CONT'D)

I was always pullin' the girl's curls. For three years I sat in back of the same girl and kept pulling her curls.

BEN:

Why /You little rascal, pulling a girl's curls. What is she doing now?

LEW:

(GRUNT) She's the bald-headed lady in the circus ... You know, Mister Bernie, my little son goes to this new Kindergarten.

BEN:

Lew, I didn't know you had a son?

LEW:

Certainly. Little Sycamore. And what a boy. You know it's the funniest thing -- little Sycamore uses Face Lotion Robert Taylor Shampoo and Clark Gable ~~Face Lotion~~ and still -- he looks like me.

Releases OK

BEN:

LEW: Yeah. BEN:  
Well, Lew, you have to take the good with the bad. / But I imagine you must be very proud having a son who looks just like you?

LEW:

Yeah, but he costs me a lot of money.

BEN:

He does?

LEW:

Yeah. (LAUGH) Three times I had to buy him back from the dog-catcher.

BEN: <sup>Lew</sup> Well, <sup>little Sycamore is</sup> looks aren't everything. I suppose ~~xxxx~~  
intelligent?

LEW: Is he intelligent? He's a <sup>wonder at psych -- he's a</sup> ~~little Einstein~~ - er - a  
mental phenomén - er - a child prodig - prodig --  
(LAUGH) a dope!

BEN: <sup>Why</sup>  
/Lew, you're too modest.

LEW: You said it. And you know I always have to help him  
with his homework. Today the teacher wanted to know  
"if a man can eat two cucumbers a minute how many  
cucumbers can he eat in eight hours?"

BEN: Did you get the right answer?

LEW: Yeah but (GRUNT) have I got a stomach-ache.

BEN: Well, Lew, did the children in the new Kindergarten do  
anything else that was interesting?

LEW: Oh, sure. They had a talent contest. Each pupil had  
to do something to impress the teacher.

BEN: That must have been entertaining.



LEW: Yeah -- one little girl recited and one little boy played the piano. But little Sycamore did something that made the teacher sit up and take notice.

BEN: What did he do?

LEW: (LAUGH) He gave her a hot-foot!

ORCHESTRA: (LEHR PLAYOFF)

BEN: Oh deah.  
/Nice newsreeling, Lew ... ~~xxxxxxnewsreeling~~. And now, while Lew Lehr is unscrambling his alphabet, settle back and lend thine ears while the <sup>Half x Half</sup> Lads nip eagerly at a down-beat and ease into one of your favorite ditties: "Don't Be That Way".

5. ("DON'T BE THAT WAY" . . . . . ORCHESTRA)

Well done my lads. Well done. That was "Don't Be That Way". By gosh, you know, ladies and gentlemen, the lads are in great fettle. No wonder -- they all bet on the Yankees. I was the guy they bet.

Half introduced a brand new baritone to these here and here he is standing by my side ... wearing my necktie, incidentally. kilocycles ... young Robert Patrick Gibson. / Bob, I suppose your folks are pretty proud of you. Are they listening in tonight?

BOB: Yes. And my Dad's going to be plenty sore when he hears me on this program.

BEN: Why?

BOB: He thinks I'm with Major Bowes.

BEN: All right! All right!

SOUND: (GONG RINGS)

BEN: Bob,  
/Everybody but your father is waiting to hear you sing  
"Small Fry".

6. (GIBSON & ORCH. . . . . "SMALL FRY")

(APPLAUSE)

-12-  
CLOSING COMMERCIAL

BERNIE: Thank you, ~~xxxxxxx~~...thank you. / On behalf of our very much.  
audience I thank you...and on behalf of Half and Half  
I thank you.' And say, there is a grand tobacco,  
~~xxxxxxx~~ Why, everyone who tries it says so! An  
Engineer!

VON ZELL: I build bridges that never fall down! And Half and Half  
has never fallen down on the job yet.'

BERNIE: Hmm....that engineer sounded something like Harry Von  
Zell.....Well..... A bus driver!

VON ZELL: After a hard day's work I drive straight to the nearest  
tobacco counter, tie my bus to the Wooden Indian, and  
go right in for a tin of Half and Half!

BERNIE: Well, well....The bus driver sounded something like the  
engineer....Ho Hum.....A trap drummer!

VON ZELL: You never get trapped in a telescope tin of Half and Half  
It gets smaller as you use it, and you don't scrape your  
fingers even when you reach for your last pipe load!

BERNIE: Von Zell, you'<sup>is</sup>~~xx~~ wonderful. You can talk about engineer-  
ing---bus driving ---and trap-drumming!

CLOSING COMMERCIAL -2-

VON ZELL: Well maybe, Maestro,  
~~Xax~~/ but what I'd rather talk about is that patented  
telescope tin, which HALF AND HALF TOBACCO is packed in.  
<sup>really</sup>  
Because/it's a swell, convenient idea. You see, the tin  
gets smaller and smaller as you use up the tobacco. All  
you do is push it together, and it makes the tobacco  
easy to get at all the way down. It's just as simple to  
get your last pipeful as your first....and EVERY pipe-  
ful of Half and Half gives you REAL smoking pleasure!  
Because  
~~Rax~~ Half and Half is an exclusive blend of fine, aro-  
matic Virginia and Burley tobaccos, and it's blended to  
appeal to two senses..... taste AND smell, both in just  
the right proportion. It tastes better because it  
smells better...and that's why so many more smokers every  
day are filling their pipes with HALF AND HALF.

ORCHESTRA: ("SOMEBODY STOLE MY GAL" ... HIT AND FADE DOWN UNDER)

BEN: And now, Mr. Engineer, open wide them microphones, 'cause here's where we give out with what the Parisiennes call "La Grande Finale". Deah, deah! Imagine Bernie slipping into French before he's learned English! Be that as it may, the Lads are gonna rare bust out with back and ~~give us~~ one of the prime favorites of yester-year: "Somebody Stole My Gal".

7. (ORCH: "SOMEBODY STOLE MY GAL" ... UP FULL TO CONCLUSION)

(APPLAUSE)

HARRY: And just ~~Here is~~ a word to you men who roll your own cigarettes. Half and Half makes a mild, fragrant cigarette. It's easy to roll, it burns evenly, and it's smooth. You'll LIKE it!

BEN: We come now to the fade-out of our second programmy, and by gosh, it locks as though it's all over till next Sunday night. Meanwhile, keep that old pipe glowin'. Draw in! (CHORD) ... ah! Puff out! (CHORD) ... ah! It must be Half and Half. Why of course it's Half and Half ... so help me. And listen, youse guys ... your better half will love the aroma of Half and Half. ~~Yxxxxx~~. And now the time has come to lend thine ears to a bit of "Aux Revoir" ...

("AU REVOIR" . . . . . ORCHESTRA & BEN)

(APPLAUSE)

(SEGUE TO)

("LONESOME OLD TOWN" . . . . . ORCHESTRA)

ANNOUNCER: Half and Half invites you to listen in again at this  
same time next Sunday - for another half hour with

Ben Bernie, Lew Lehr, and all the lads and lassies.  
Hear on tonight's program were "Change Partners" from "Carefree"  
and "Small Fry" from "Sing You Sinners." Goodnight!  
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

C O P Y

October 6, 1938

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

Gentlemen:

This is your permission to use my name on your Half  
and Half Ben Bernie show Sunday, October 9, 1938.

Very truly yours,

Signed Walter Winchell

per  
Rose Bigman, Secretary

ATX01 0179948

C O P Y

October 7, 1938

Young & Rubicam  
285 Madison Avenue  
New York City

Gentlemen:

This is your permission to use my name on the Ben Bernie  
Show of October 9, 1938.

Signed \_\_\_\_\_

Major Bowes

ATX01 0179949A



c o p y

October 7, 1938

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

Gentlemen:

This is your permission to mention the name of Grover  
Whalen on your Ben Bernie Show of October 9, 1938.

Signed John S. Young

WORLD'S FAIR RADIO DIRECTOR

ATX01 0179949

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C O P Y

SEATTLE WASHINGTON - Oct 7, 1938

JACK VAN NOSTRAND  
YOUNG & RUBICAM, INC  
285 MADISON AVE  
NYC

YOU HAVE PERMISSION TO USE MY NAME ON THE BEN BERNIE SHOW OF  
OCTOBER NINTH

BOB FELLER

ATX01 0179950

YOUNG & RUBICAM, Inc., 285 Madison Avenue, New York

OFFICE MEMORANDUM

TO DATE SUBJECT

---

The attached wire covers the following names:

- Irvin Cobb
- Baby Snooks
- What Price Glory
- Myrna Loy
- Robert Taylor
- Clark Gable

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LOS ANGELES CALIFORNIA OCT 7, 1938

MARY AFFERICA  
YOUNG & RUBICAM  
285 MADISON AVE  
NYC

BERNIE REFERENCES ALL OKAY

NATALIE SIDES

ATX01 0179952

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# Postal Telegraph

THE INTERNATIONAL SYSTEM

Commercial Cables



All America Cables

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Radio

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STANDARD TIME

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Form 2-C

C O P Y

NEW ORLEANS, LOU OCT 7, 1938

JACK VAN NOSTRAND  
YOUNG & RUBICAM  
285 MADISON AVE  
NYC

ALL RIGHT TO USE NAME IN BROADCAST OCTOBER NINTH

MEL OTT

ATX01 0179953

*Revised*

2nd show (as broadcast) script

WABC

THE AMERICAN TOBACCO COMPANY

HALF & HALF ..... BEN BERNIE PROGRAM

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

OCTOBER 9, 1938

SUNDAY

HARRY: The Half and Half Program!

ORCHESTRA: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCHESTRA: ("LONESOME OLD TOWN" ..... OPENING BARS IN SWING TEMPO)

HARRY: Half Sweet!

ORCHESTRA: ("LONESOME OLD TOWN" ... PLAYED SWEETLY UP AND FADE  
DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco,  
half an hour of half music, half laughter, with your  
genial host, BEN BERNIE! Half and Half bids you a  
whole-hearted welcome to <sup>our</sup> ~~the~~ second broadcast, and we  
hope you'll enjoy hearing the Old Maestro and all the  
Lads, and our half-baked, half-cracked Jester of <sup>the</sup> Movie-  
tone News - LEW LEHR!

And now we introduce the man who spent the entire summer  
trying to sell  
~~selling~~ arch supporters to Flatfoot Floogies ... the

Old Maestro ... BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: yowsah<sup>2</sup>-  
Yowsah, yowsah/ Greetings and salutations, my friends  
... and a happy October Sunday to yez all. This is  
Ben Bernie the Old Maestro, stepping up to the home  
plate, ready to bat for dear old Half and Half. You  
can see I'm wearing my baseball pants ...a two bagger!  
You know,  
/It's really great to see how the Half and Half spirit  
has caught on./ Why even The Chicago Cubs ~~XXXXXXXXXX~~ played  
and Half ... half strikeouts and half errors. ~~IXKREX~~  
~~thaxxbonndaxxixixixexexxyxbutixixgixthaxxgixxfrom~~  
~~ixvixxcoobx~~

HARRY: Say Maestro,  
~~Bexx~~/look at this flock of telegrams that came for you.

BEN: Gosh, Harry, how thrilling! Let me see./ <sup>Two.</sup> ~~XXXXXXXXXX~~ HEARD  
~~YONXPEXEXXMXLXKTXNIXEXTXXXAMXEXXTRIXEXXONXEXEXEXXXLY~~  
~~YXXAPPEARXATXXNEXXANXXEAMXEXEXXEXXEXXXEXXEXXEXXEXXEXX~~  
~~XXEXANXXXXXXButxthaxentxwithxthexNewYorkFairx~~

HARRY: Hey - lookie here -  
~~That'sxthexidexxxx~~ Look ~~Bexx~~/here's one from Baby Snooks.  
BEN: Baby Snooks? HARRY: Yeah.

BEN: ~~Baby Snooks?~~ That's bound to be cute ... read it,  
Harry.

HARRY: It says -  
All right./ "DEAR MR. BERNIE. DADDY TOLD ME YOU WERE  
BACK ON THE RADIO AGAIN. WA-A-A-A!"

Fanny Von Zell

BEN:

~~Humxxxxxixxxxxxchildxxxx(WhatxxxxisxxxxGlorxxxx~~

I'll read one more wire and call it quits. Well, well,

"BEN BERNIE:

listen to this: ~~XXXXXXXXXXXX~~ HEARD YOUR NEW HALF AND  
It sure lives up to its name.

HALF PROGRAM LAST SUNDAY, ~~XXX~~/BEFORE IT WAS HALF OVER

I WAS HALF ASLEEP! SIGNED WALTER WINCHELL." Dear old

Walter. I've tried to be friends with him. Honestly,

folks ... I've even offered him a pipe of peace. But  
more

And now the lads are going to play "I'm Gonna Lock My Heart and Throw  
pipe./ ~~Musicxxxxxxxxxxxxxxx~~ Away the Key." Or as they say  
in Hollywood, I'm Gonna Lock My Heart and throw away one of the keys.

1. ("I'M GONNA LOCK MY HEART" . . . . . ORCHESTRA)

Nicely done my lads. Nicely done.

BEN:

/That was "I'm Gonna Lock My Heart and Throw Away The  
played il coco maestro. In other words,  
Key"/with an allegro vivace and a grandioso/finish,  
they swung it.

~~xxxxxxx. The boys must have heart that Toscanini~~

~~is coming over!~~ Comes now <sup>Half & Half</sup> my junior executive, Colonel

Manny Prager. I must tell you folks ... the Colonel

just got back from Hollywood with a new bride. Hummm ...  
you know, you're very lucky Colonel ...

~~xxxxxxx~~/... most people come back from Hollywood

with a dropped option! Colonel, you have a wonderful

voice. I'd take two or three lessons a week if I had

a voice like yours.

MANNY:

So would I, Maestro, if I had a voice like yours.



I calls it,

BEN: Fine insubordination. / Seriously, folks, the Colonel  
is singing in Central Park and listening to the birds  
sing. But he claims none of them are stealing his stuff.  
What is it going to be, Colonel?  
Well what are you going to sing, Colonel?

MANNY: "The Duchess Is Learning To Rhumba".

BEN: Very good, Colonel. And between kids, I might even  
throw in a bed raggle for you. / Come lads, a bit  
of Latin rhythm for the Duchess!

2. ("THE DUCHESS IS LEARNING TO RHUMBA" . . . . . PRAGER & BEN)

(APPLAUSE)

(AFTER MUSIC)

BEN: Colonel You know it kinda  
 Nicely rendered, /nicely rendered. / ~~kk~~ makes the old  
 maestro feel very ~~very~~ happy. Why, I feel like getting  
 into my carpet slippers, leaning back in my easy chair  
 in front of a fire, and dreaming some beautiful pipe  
 dreams ... Pipe dreams ... ah ... wonderful things ...  
 But, lads and fellows and men, take it from the old  
 maestro, you don't get the finest pipe dreams unless  
 your pipe is filled with the finest tobacco. Yowsah ...  
 Half and Half ... there is tobacco to dream over. At  
 the end of a hard day's work ... pull up a chair and  
 smoke a pipe to calm you down ... /~~Yowsah~~ So help me it will ... Calm you  
 down!

VON ZELL: You know  
 /Maestro; that's a wonderful picture you're painting.  
 really  
 There's nothing/like a pipeful of Half and Half Tobacco  
 to make you feel relaxed and peaceful. /~~xxx~~ Because Half and  
 Half is a combination of aroma and flavor that's down-  
 right perfect! It's blended a different way ... blended  
 to appeal to your sense of taste and your sense of  
 smell both, in just the right proportion. And here's  
 that.  
 the way to prove ~~it~~. While you're smoking your pipe,  
 and  
 pinch your nostrils shut. / You'll find that your tobacco  
 becomes flat ... no flavor. Now let go! / <sup>Why</sup> The flavor

VON ZELL:  
(CONT'D)

returns at once ... proving that you enjoy tobacco  
through BOTH your sense of taste AND your sense of smell.  
And that's why HALF AND HALF is blended to appeal to  
both those senses. Half and Half tastes better because  
it smells better, and you get the grandest pipeful of  
tobacco you ever smoked. So fill up with HALF AND HALF!  
~~Smoke a pipe ... to calm you down!~~

ORCHESTRA: ("I KNOW THAT YOU KNOW" ... HIT AND FADE)

BEN: I know that you know what you're talking about, Harry.  
And by special arrangement with the co-incidence department,  
by gosh, that's our next number ... "I Know That You Know."

3. (ORCH. "I KNOW THAT YOU KNOW" ... UP FULL TO CONCLUSION)

BEN: Nicely played, lads. Nicely played. Park up your ears,  
folks, 'cause now comes the delicate rustle of feminine  
garments. Yowsah - our Half and Half lassie. Her first  
name is Mary and she's small. You guessed it -  
Mary Small.

MARY: Hello, Maestro.

BEN: Mary, I got some mighty swell reports on your singing  
last week.

MARY: Oh, I'm so glad, Maestro, because when I was a little  
girl my mother always held you up as a model for me.

BEN: Hmmm. A model. How thrilling!

MARY: Yes ... when I used to practice singing she used to say  
"That's just the way Ben Bernie sings it" ... "That's  
just the way Ben Bernie sings it ..." and then she'd  
slap me.

BEN: Mary! Tell me Maria, what are you gonna sing tonight?

MARY: "Change Partners".

XXXXX \*Change\*Partners\*

BEN: \*Change\*Partners? \*Well\* \*well\* \*that's\* \*what\* \*the\*  
\*condition\* \*is\* \*for\* \*him\* \*to\* \*be\* \*with\* \*Ben\* \*that's\* \*his\* \*idea.\*  
\*Maybe\* \*Mush\* \*is\* \*listening\* \*in\* \*right\* \*place\*  
\*Wait\* \*for\* \*him\* \*to\* \*come\* \*of\* \*the\* \*stage\*

4. (SMALL & ORCHESTRA . . . . . "CHANGE PARTNERS")

(APPLAUSE)

BEN: And now here he comes, with a smile in his glance and  
a shine on his pants, that happy half and half wit of  
Movietone news - Lew Lehr.

(APPLAUSE)

ORCHESTRA: (LEHR THEME)

LEW: Monkeys is the craziest people.

BEN: Oh You know, it sure is  
~~Well~~, Lew. /Good to see you. I suppose you're all  
excited about the World Series?

LEW: Am I excited? I read every paper - er - I sit/<sup>right</sup>by the  
radio - er - I know all the statistica - statistica -  
(LAUGH) Who's playing?

BEN: Who's playing? \*I\* \*can\* \*see\* \*you\* \*don't\* \*know\* \*anything\* \*about\*  
baseball

LEW: What do you think of the...  
I have had the...  
I have had the...  
I have had the...

BEN: You think?

LEW: I think it's...  
*Free Out*  
I think it's...  
I think it's...  
I think it's...

BEN: How do you think...?

LEW: (GRUNT) Well, I...  
I think it's...

BEN: Seriously  
/Lew, ~~did you~~ did you get any Newsreel shots of the  
World's Series?

LEW: No, I didn't have any time. A new Kindergarten just  
opened up and I made a Newsreel of that.

BEN: Ah - the good old Kindergarten Days.

LEW: Yeah - I'll never forget the day I graduated from Kinder-  
garten. I was so happy I ran right home and got a kiss.

BEN: From your mother?

LEW: No (GRUNT) my wife! ... And was I a bad boy in Kinder-  
garten.

LEW: I was always pullin' the girl's curls. For three years  
(CONT'D) I sat in back of the same girl and kept pulling her  
curls.

BEN: <sup>Why</sup> You little rascal, pulling a girl's curls. What is she  
doing now?

LEW: (GRUNT) She's the bald-headed lady in the circus ...  
You know, Mister Bernie, my little son goes to this  
new Kindergarten.

BEN: Lew, I didn't know you had a son?

LEW: Certainly. Little Sycamore. And what a boy. You  
know it's the funniest thing -- little Sycamore uses  
Robert Taylor Shampoo and Clark Gable <sup>Face Lotion</sup> ~~HaixxToix~~ and  
still -- he looks like me.

LEW: Yeah. BEN:  
BEN: Well, Lew, you have to take the good with the bad. / But  
I imagine you must be very proud having a son who  
looks just like you?

LEW: Yeah, but he costs me a lot of money.

BEN: He does?

LEW: Yeah. (LAUGH) Three times I had to buy him back from  
the dog-catcher.

BEN: Well, <sup>Lew</sup> looks aren't everything. I suppose <sup>little Sycamore is</sup> ~~he's~~ intelligent?

LEW: Is he intelligent? He's a <sup>wonder at psych -- he's a</sup> ~~little Einstein~~ - er - a mental phenomén - er - a child prodig - prodig --  
(LAUGH) a dope!

BEN: <sup>Why</sup> /Lew, you're too modest.

LEW: You said it. And you know I always have to help him with his homework. Today the teacher wanted to know "if a man can eat two cucumbers a minute how many cucumbers can he eat in eight hours?"

BEN: Did you get the right answer?

LEW: Yeah but (GRUNT) have I got a stomach-ache.

BEN: Well, Lew, did the children in the new Kindergarten do anything else that was interesting?

LEW: Oh, sure. They had a talent contest. Each pupil had to do something to impress the teacher.

BEN: That must have been entertaining.



LEW: Yeah -- one little girl recited and one little boy played the piano. But little Sycamore did something that made the teacher sit up and take notice.

BEN: What did he do?

LEW: (LAUGH) He gave her a hot-foot!

ORCHESTRA: (LEHR PLAYOFF)

BEN: Oh deah.  
/Nice newsreeling, Lew ... ~~NIXEXREWEETEXIXX~~ And now, while Lew Lehr is unscrambling his alphabet, settle back and lend thine ears while the <sup>Half + Half</sup> Lads nip eagerly at a down-beat and ease into one of your favorite ditties: "Don't Be That Way".

5. ("DON'T BE THAT WAY" ORCHESTRA)  
Well done my lads, Well done. That was "Don't Be That Way" By gosh, you know, ladies and gentlemen, the lads are in great fettle. No wonder - they all know, ladies and gentlemen, last week half and bet on the Yankees. I was the guy they bet. Half introduced a brand new baritone to these here and here he is standing by my side...wearing my necktime, kilocycles ... young Robert Patrick Gibson./ Bob, I incidental suppose your folks are pretty proud of you. Are they listening in tonight?

BOB: Yes. And my Dad's going to be plenty sore when he hears me on this program.

BEN: Why?

BOB: He thinks I'm with Major Bowes.

BEN: All right! All right!

SOUND: (GONG RINGS)

BEN: Bob,  
/Everybody but your father is waiting to hear you sing  
"Small Fry".

6. (GIBSON & ORCH. . . . . "SMALL FRY")

(APPLAUSE)

CLOSING - COMMERCIAL

BERNIE: Thank you, ~~xxxxxxx~~...thank you/ <sup>very much.</sup> On behalf of our audience I thank you...and on behalf of Half and Half I thank you.' And say, there is a grand tobacco, ~~xxxxxxx~~ Why, everyone who tries it says so! An Engineer!

VON ZELL: I build bridges that never fall down! And Half and Half has never fallen down on the job yet.'

BERNIE: Hmm....that engineer sounded something like Harry Von Zell.....Well..... A bus driver!

VON ZELL: After a hard day's work I drive straight to the nearest tobacco counter, tie my bus to the Wooden Indian, and go right in for a tin of Half and Half!

BERNIE: Well, well....The bus driver sounded something like the engineer....Ho Hum.....A trap drummer!

VON ZELL: You never get trapped in a telescope tin of Half and Half It gets smaller as you use it, and you don't scrape your fingers even when you reach for your last pipe load!

BERNIE: Von Zell, you'~~xx~~ wonderful. You can talk about engineer-  
<sup>is</sup>ing---bus driving ---and trap-drumming!

CLOSING COMMERCIAL -2-

VON ZELL: Well maybe, Maestro,  
~~Yes~~ but what I'd rather talk about is that patented  
telescope tin, which HALF AND HALF TOBACCO is packed in.  
Because/<sup>really</sup>it's a swell, convenient idea. You see, the tin  
gets smaller and smaller as you use up the tobacco. All  
you do is push it together, and it makes the tobacco  
easy to get at all the way down. It's just as simple to  
get your last pipeful as your first...and EVERY pipe-  
ful of Half and Half gives you REAL smoking pleasure!  
Because  
~~Rex~~ Half and Half is an exclusive blend of fine, aro-  
matic Virginia and Burley tobaccos, and it's blended to  
appeal to two senses..... taste AND smell, both in just  
the right proportion. It tastes better because it  
smells better...and that's why so many more smokers every  
day are filling their pipes with HALF AND HALF.

ORCHESTRA: ("SOMEBODY STOLE MY GAL" ... HIT AND FADE DOWN UNDER)

BEN: And now, Mr. Engineer, open wide them microphones,  
'cause here's where we give out with what the  
Parisiennes call "La Grande Finale". Deah, deah!  
~~Imagine Bernie slipping into French before he's learned~~  
~~English-~~ Be that as it may, the Lads are gonna rare  
bust out with  
back and/~~gixxxx~~ one of the prime favorites of yester-  
year: "Somebody Stole My Gal".

7. (ORCH: "SOMEBODY STOLE MY GAL" ... UP FULL TO CONCLUSION)

(APPLAUSE)

HARRY: And just  
/Here is/a word to you men who roll your own cigarettes.  
Half and Half makes a mild, fragrant cigarette. It's  
easy to roll, it burns evenly, and it's smooth. You'll  
LIKE it!

BEN: We come now to the fade-out of our second programmy,  
and by gosh, it looks as though it's all over till  
next Sunday night. Meanwhile, keep that old pipe  
glowin'. Draw in! (CHORD) ... ah! Puff out! (CHORD)  
... ah! It must be Half and Half. Why of course it's  
Half and Half ... so help me. And listen, youse guys  
... your better half will love the aroma of Half and  
Half. ~~Yawsak~~. And now the time has come to lend thine  
ears to a bit of "Auf Revoir" ...

("AU REVOIR" . . . . . ORCHESTRA & BEN)

(APPLAUSE)

(SEGUE TO)

("LONESOME OLD TOWN" . . . . . ORCHESTRA)

ANNOUNCER: Half and Half invites you to listen in again at this  
same time next Sunday - for another half hour with

Ben Bernie, Lew Lehr, and all the lads and lassies.  
Heard on tonight's program were "Change Partners" from "Carefree"  
and "Small Fry" from "Sing You Sinners". Goodnight!  
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY

HALF & HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

OCTOBER 16, 1938

SUNDAY

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half Sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY -  
FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, half an hour of half music, half laughter, with our genial host Ben Bernie meeting us half-way with eyelids at half-mast. Half and Half bids you a whole-hearted welcome to this broadcast, and counts half the battle won if you plan to listen regularly to the Old Maestro and all the Lads, and our Jolly Jester of Movietone News ... Lew Lehr!

HARRY:  
(CONT'D)

And now we're going to introduce the man who needs no  
of course  
introduction ... so/it would be silly to waste time  
giving him one. Ladies and gentlemen, the Old  
Maestro ... BEN BERNIE!

(APPLAUSE)

MUSIC: (UP AND OUT)

BEN: Yowsah, yowsah/<sup>yowsah.</sup> Greetings and salutations, my friends,  
and a happy October Sunday to yez all. This is Ben  
Bernie, the Old Maestro on a coast-to-coast light-up  
for the Alma Mater, dear old Half and Half. Bringing  
you a flock of music and possibly even a joke-a for  
that fine old fragrant smoke-a.

HARRY: You know I heard you were in the hospital and  
/Maestro, /it's certainly ~~ix~~ nice/~~seeing~~ you out/~~fix~~  
to again  
~~xxxxxx~~. Tell me, - did you have a pretty nurse?

BEN: Did I have a pretty nurse! Harry, she was a beauty.  
Every night I had to take sleeping pills. But I  
wouldn't take 'em unless she gave me a kiss with every  
pill.

HARRY: Well - did you take many sleeping pills?

BEN: Did I take many sleeping pills?

BEN: Harry - shake hands with Rip Van Winkle!



HARRY: Well Maestro  
/Seriously, Ben, what did they do to you in the hospital?

BEN: First of all they x-rayed my back.

HARRY: Oh  
/And what did they find?

BEN: Winchell's knife.

HARRY: Well, this is the important thing.  
/Have you fully recovered, Maestro?

BEN: Harry, thanks for asking  
Yes, /but I'm going back to the hospital. I understand  
Myrna Loy is sending me a basket of fruit from Holly-  
wood, and I want to be there when it arrives.

HARRY: Well I know but  
/Couldn't the hospital send it to your home?

BEN: Home?  
/By the time I pay my bill, I'm not sure I'll have a  
home. ... Well, it's time to get to work, boys and gals,  
so - loosen your galluses, take down your hair and  
lend thine ears while the Lads shed a rhythmic tear:  
"Boo Hoo."

1. MUSIC: ("BOO HOO" . . . . . ORCHESTRA)

Nicely done, lads.  
BEN: /Nice boo-hooing, lads, nice boo-hooing. You know, the  
lads are really in great form tonight.  
~~Half and half boys are an exceptionally brilliant form~~  
*They must have heard that Beethoven is back*  
~~turning to the brass section~~  
And how from the Half and Half orchestra, composed of hal-  
~~lars and being of the best of the best~~  
brass and half saxes with three non-reading fiddle players,  
emerges the grinning saxophonist.

BEN:  
(CONT'D)

Colonel Manny Prager. Come here, Colonel ... I would have words with thee.

MANNY:

At your service, Maestro. I stand ready, sir, for any eventuality, crisis, or emergency.

BEN:

Mmmmmmm. You almost missed your cue. You realize that, don't you? You sound like a cabinet minister. Colonel, tell me are you in fine fettle tonight?

MANNY:

I should be, Maestro. I spent th whole summer on a farm, running a steam roller.

BEN:

A steam roller ... on a farm?

MANNY:

Righto sir ... we were raising mashed potatoes.

BEN:

Hmm. They couldn't have been any flatter than that joke, Colonel. Just for that I sentence you to sing IN A LITTLE DUTCH KINDERGARTEN beside the Zuyder Zee ... and to give it the Half and Half flavor, I shall pave the way with the verse.

2. (A LITTLE DUTCH KINDERGARTEN...MANNY, BEN AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.  
Advertising

NEW YORK . . . . CHICAGO . . . . DETROIT  
HOLLYWOOD . . . . MONTREAL . . . . TORONTO

HALF & HALF  
Oct. 16, 1938

OPENING COMMERCIAL

(AFTER MUSIC)

BERNIE ...

But lovely, ~~keeps you in a~~ Col. a lovely little tune.  
hath charms to soothe ~~a~~ the breast. As a famous man once said, "Music  
Zellie, don't you? ~~heart.~~" I like that thought, Von

VON ZELL ...

Why, yes, <sup>yes</sup> indeed  
Maestro/...

BERNIE ...

~~XXXXXXXXXX~~ Well  
I know something even more soothing than music ...  
that's to smoke a pipe, Harry, to smoke a pipe. It calms you down  
-- yowsah! Why, Harry, let me tell you something! Some of the  
greatest statesmen in history have achieved their triumphs over  
the peace and quiet of a good smoke! Did you know that, my boy?

VON ZELL ...

Well, Maestro, I know <sup>that</sup> there's a long list of famous men who've  
been enthusiastic pipe smokers.

BERNIE ...

And now the name of Bernie heads the list /... Heah heah!  
fohgive me ... What were you going to say? Fohgive me, Harry,

**YOUNG & RUBICAM, INC.***Advertising*NEW YORK . . . . CHICAGO . . . . DETROIT  
HOLLYWOOD . . . . MONTREAL . . . . TORONTO

HALF &amp; HALF

Oct. 16, 1938

OPENING COMMERCIAL -2-

VON ZELL ...

I was going to say that many a famous man, and of course that in-  
cludes you, Maestro, has found <sup>that</sup> there's nothing <sup>really</sup> like a pipeful of  
good tobacco to make you feel relaxed and calm. And Half and Half  
is SWELL tobacco! It's a blend of fine, aromatic Virginia and  
Burley tobaccos, in a perfect combination of AROMA and TASTE.  
Everybody in the room will enjoy that fragrance ... and you'll  
enjoy that feeling of contentment and peace, when you light up a  
pipeful of Half and Half. So after the cares of a long, hard day  
*get out your tin of Half & Half and*  
smoke a pipe ... to calm you down!

ATK01 0179976

**ORCHESTRA:** STOP BEATING AROUND THE MULBERRY BUSH... HIT AND FADE DOWN.

**BEN:** Now that the world's all knotted up with some serious problems, I'd like to bring to this here program something simple and childlike....so we kinda thought we ought to do one of them nursery rhymes that they've been setting to music lately. This ditty was written by a dentist down in Philadelphia...Dr. Clay Beland. A couple of months ago he switched from beatin' around molars to beatin' around the mulberry bush. It seems all the bands are playing it, and by gosh we're going to play it just to make it unanimous.

STOP BEATING AROUND THE MULBERRY BUSH

3.

\*STOP BEATING AROUND THE MULBERRY BUSH\*... UP FULL TO

CONCLUSION.

**BEN:** Nicely played. That was old mulberry. Yeah old mulberry. Comes now my friends the pulchritadinous part of this here Half and Half program...little Mary Small. Mary, sooner or later everybody in radio gets a yen to work in the movies. Has the movie bug bitten you yet?

**MARY:** Oh yes. Why just last week I made a screen test for Gone With The Wind.

**BEN:** Now there's a coincidence. I made a test for the same picture.

**MARY:** really

MARY: Oh really? What part did they want you to play?

BEN: Scarlett No-Hara! Peer curly locks! And apropos of the occasion, Mary, I'd like you to sing that aria from the Barber of Seville, YOU GO TO MY HEAD.

4. ORCHESTRA: YOU GO TO MY HEAD.....MARY AND ORCHESTRA.

~~XXXX~~ ~~XX~~  
~~XX~~

~~XX~~

(APPLAUSE)

BERNIE: Well /Gangway, folks, gangway for here he comes now - with a face that charms the ladies and scares all the babies, yowsah, it's that Half and Half wit of Movietone News -

LEW LEHR!

MUSIC: (ENTRANCE THEME)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Why Why /Lew,/you look all excited. What's the matter.

LEW: Oh, Mr. Bernie. I just came from court. I took a newsreel of a trial.

BEN: What kind of a trial, Lew.

LEW: A man was suing his wife for separation.

BEN: Separation?

LEW: Yeah - he was trying to separate her from her mother.

BEN: Say that like an idea /Sounds xxxxxxxxxxxxxxxxxx. What kind of a women was her mother.

LEW: She was just like a little bird - like a whippewi - er a canary - er - a nightinga - nightinga - (LAUGH) a buzzard.

BEN: Why Why of /Lew, that's no way to talk about a woman. You wouldn't talk that way about your mother-in-law.

LEW: Oh, no. Mine ain't like a bird. Mine is more like a flower. (LAUGH) ... a cactus bush!

BEN: Well look here. Tell me ~~cockxxx~~, Lew - were this man and wife compatible?

LEW: Oh, certainly - dey (TAKE) Was who what?

BEN: I say- /Were they compatible?

LEW: Oh, no - (GRUNT) cock-eyed!

BEN: Why /Lew, you don't understand. I mean were they a happy couple?

LEW: They was ~~Oh~~, very happy. She always threw things at him.

BEN: Lew: Yeah BEN: Threw things at him / How could that make them happy?

LEW: Well, when she hit him she was happy and when she missed him he was happy. ~~See the husband xxxxxxxx considerate~~

BEN: Will you tell me -- What did the husband do for a living?

BEN: He was? LEW: He was the Asst. to the President of a big company.

BEN: What do you mean Asst. to the President?

Lew: Well when business was bad he was the kind who went tsch,tsch



LEW: ~~Heck. He always gave his wife noceasing before he~~  
~~knocked her out.~~

BEN: Well, I don't like to hear about those <sup>domestic squabbles</sup> things, Lew. It  
brings back memories.

LEW: You said it. My wife wanted me to do the housework. But  
I said, nuttin' doin'! Do it yourself! And that's how  
I got fallen arches.

BEN: You can't get fallen arches arguing with your wife.  
But, Lew, ~~if you don't work, you can't get fallen arches.~~

LEW: You can't? <sup>Were</sup>  
~~No?~~ (GRUNT) ~~Yes~~ you ever hit on top of the head with  
vacuum cleaner?  
~~a sledgehammer~~

BEN: Well  
/Getting back to the trial, Lew. Did the wife have a  
good lawyer?

LEW: Was he a good lawyer? He was a student of Black<sup>stone</sup> -  
a great barris - a master of jurispru - jurispru -  
(LAUGH) a shyster. But he was a very successful  
lawyer.

BEN: He was?

LEW: Was he? (GRUNT) He owned his own ambulance.

BEN: <sup>Tell me</sup> Well, /did you get any snapshots of the witnesses?

LEW: No. The wife had nine brothers but they couldn't testify.

BEN: Why not?

LEW: (LAUGH) They/~~xxxx~~<sup>was</sup> on the jury.

BEN: Well, who won the case?

LEW: The husband. One of his witnesses was a fan dancer and  
she did her dance/<sup>right</sup> in front of the judge.

BEN: Well /So her fan dance influenced the judge./ Ah- Justice is  
blind. LEW: Yeah

LEW: You think so? (LAUGH) For a blind guy he did an awful lot  
of looking.

MUSIC: (LEHR THEME PLAY-OFF.....ORCHESTRA

(APPLAUSE)

BEN: Nice shtuff, Lew, nice shtuff. And now, while Lew Lehr is  
out squaring himself with the English-speaking Union, the  
Half and Half Lads are gonna back one of the favorite ~~xxxx~~<sup>two</sup>

BEN: year olds....JOHNNY ONE NOTE.

5. ORCHESTRA.....JOHNNY ONE NOTE.

BEN: And now who comes anbling to the mike but our blushing  
Half and Half baritons...young Robert Patrick Gibson.  
Tell me, Bobby, did you have a nice time in Washington  
last week?

BOBBY: Oh yes....Washington sure is a swell city!

BEN: I'll say it is. I was there myself last winter. I went  
over to the mint, Bobby, I went over to the mint, and  
watched them make money. Then I went over to Congress and  
watched them spend it. Tell me, Bobby, are you in good  
voice tonight?

BOBBY: I think so, Maestro.

BEN: Ah, the confidence of youth! What are you gonna sing,  
Bobby?

BOBBY: WHAT GOES ON HERE IN MY HEART.

BEN: For twenty bucks a day in my hospital you can find out!  
But in the meantime, sing!

6. MUSIC: WHAT GOES ON HERE IN MY HEART....BOB AND ORCHESTRA

(APPLAUSE)

HALF & HALF  
Oct. 16, 1938

CLOSING COMMERCIAL

(AFTER MUSIC)

BERNIE ...

Thank you, thank youse. Now Harry my lad, I want to tell you about a wonderful idea, oh, but wonderful-a!

VON ZELL ...

Really, Maestro! Whose idea?

BERNIE ...

Oh, it's mine, Harry, mine very own-a! Come closer and lend thine ears. Harrykins, you've often heard about word of mouth advertising, have you not?

VON ZELL ...

Word of mouth advertising? ~~Why~~, yes <sup>yes</sup> ---/certainly.

BERNIE ...

Well, Harry, I've got a better one than that! Word of nose advertising! THAT'S what sells Half and Half Tobacco! Word of nose, because its aroma is so good-a. Don't you love it?

VON ZELL ...

Sure. It's <sup>indeed.</sup> BEN: Really? V.Z. Yes sir. /Very clever, Maestro, very clever./ But I can go you one better/

It's word of mouth AND word of nose, because Half and Half tastes good and smells good. / <sup>You see</sup> You get flavor AND aroma in just the right proportion! You can find out why Half and Half is such a swell

YOUNG & RUBICAM, INC.

Advertising

NEW YORK . . . . CHICAGO . . . . DETROIT  
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HALF & HALF  
Oct. 16, 1938

CLOSING COMMERCIAL -2-

VON ZELL ... (CONT'D)

smoke, by making this simple test. While you're smoking your pipe,  
pinch your nostrils shut. / <sup>And</sup> You'll find the tobacco smoke becomes  
flat ... no flavor. Then let go! / <sup>And</sup> The flavor returns at once ...  
proving that you enjoy tobacco through TWO SENSES ... taste and  
smell. And Half and Half is blended to satisfy BOTH! It's a  
special blend that makes an especially grand smoke ... And say ...  
it's even packed <sup>in</sup> a special way! <sup>Because</sup> ~~For~~ Half and Half comes in a  
patented telescope tin, which gets smaller and smaller as you use  
up the tobacco. It's easy to get at, right down to your last  
pipeful ... and every pipeful of Half and Half brings you rich -  
full -- fragrant smoking pleasure. So ask for a telescope tin  
of - HALF AND HALF!

ATX01 0179985

"ANYTHING GOES", 8 bars ORCH. FADE INTO VAMP FOR BERNIE

BEN: Well, slap me down if that old second hand on the  
old  
clock ain't been goin' around like a roulette  
For  
wheel. ~~cause~~/already it's time to hook the caboose  
onto the end of this musical freight-train. But  
we're gonna just let tempus fugit right along as all  
the Lads contribute a few sharps and flats to ~~xxxx~~  
"ANYTHING GOES"  
~~"Johnny One Note" And if you don't know enough to know  
you might hear a double bar line  
xxxxxx God grant kids xxx Johnny's wait  
xxxx~~

7. MUSIC: "ANYTHING GOES"  
~~XXXXXXXXXXXXXXXXXXXX~~.....ORCH. & GIBSON VOCAL)

(APPLAUSE)

HARRY: If you roll your own cigarettes ... and you haven't  
tried HALF AND HALF ... why, you just don't know  
Because  
how swell a cigarette can taste! ~~For~~/Half and Half  
makes a grand, smooth, fragrant smoke. It rolls  
easily ... burns evenly ... and it IS smooth!  
Try it!

BEN: Doggone it! Looks as though our program's over for  
another week. But before shuttin' up shop let me  
leave an immortal poem with you thousands of pipe-  
smoking gents who're surrounded by your families -

N:  
(CONT'D)

and to you single guys who wish you were, or not, as the case may be Deah Deah. The poem goes thusly: Quote - Half and Half's aroma - makes a happy hom-a ... Unquote. Gracie Burnie. In other words youse guys will find your better half will love the fragrance of Half and Half - so help me.

At the same time with a pit a pat of the heart and a bit of a ... I want to thank all you guys and gals who have been no nice in sending us letters and telegrams especially to the old hospital - and to all the lads .. Deah deah! Sentiment engulfs me ... And now the time has come to lend thine ears to a bit of "Au Revoir" ...

(\*AU REVOIR\* . . . . . BEN & ORCH)

(APPLAUSE)

(SEGUE TO)

(\*LONESOME OLD TOWN\* . . . . . ORCHESTRA)

ANNOUNCER: Half and Half invites you to listen in again at this same time next Sunday - for another half hour with Ben Bernie, Lew Lehr, and all the lads and lassies. Goodnight. THIS IS THE COLUMBIA BROADCASTING SYSTEM.

CHECK SERVICE DESIRED OTHERWISE MESSAGE WILL BE SENT AT FULL RATE	
DOMESTIC	FOREIGN
FULL RATE	FULL RATE
DAY LETTER	COE RATE
NIGHT LETTER	URGENT
SERIAL	DEFERRED
	NIGHT LETTER
	SHIP RADIO

# Mackay Radio

All America Cables            Commercial Cables

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TIME FILED	STANDARD TIME

Send the following message, subject to the Company's rules, regulations and rates set forth in its tariffs and on file with regulatory authorities.

**DOMESTIC SERVICES 15 WORDS FOR THE 10 USUAL PRICE OF 10**  
FORM DCC-8

C O P Y

Oct 14, 1938 Los Angeles, Calif

MARY AFFERICA  
YOUNG & RUBICAM  
285 MADISON AVE  
NYC

MYRNA LOY OKAY FOR BERNIE

NATALIE SIDES

ATX01 0179988



C O P Y

Mr. Ben Bernia  
Dorset Hotel  
30 West 54th Street  
New York City

Dear Ben:

I see no objection to the use in your continuity of the following:

"The boys are in pretty fine fettle tonight.  
They must have heard Maestro Toscanini."

Cordially,

(signed) John F. Royal  
Vice-President  
NATIONAL BROADCASTING CO

ATX01 0179989

October 13, 1938

Bragman-Vocco-Conn, Inc.  
1619 Broadway  
New York City

Attention Mr. Decatur

Dear Mr. Decatur:

May we have your permission to mention Dr. Clay Boland in the following connection on our Ben Bernie Show of October 16, 1938.

"BERNIE: I think we ought to do one of those nursery rhymes that they've been setting to music lately. You know the chief composer in this movement is a dentist down in Philly -- Dr. Clay Boland. A couple of months ago he switched from beatin' 'round molars to beatin' 'round the mulberry bush - and if that ain't a song cue I never heard one." (Into "Stop Beatin' 'Round the Mulberry Bush")

Thank you for your cooperation.

Sincerely,

Mary Affrica

Approved J. A. Decatur  
for B.V.C, Inc.  
10/13/38

ATK01 0179990

REBROADCAST

"AS BROADCAST" COPY

(REVISED)

THE AMERICAN TOBACCO COMPANY

HALF & HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

OCTOBER 16, 1938

SUNDAY

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half Sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY -  
FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, half an hour of half music, half laughter, with our genial host Ben Bernie meeting us half-way with eyelids at half-mast. Half and Half bids you a whole-hearted welcome to this broadcast, and counts half the battle won if you plan to listen regularly to the Old Maestro and all the Lads, and our Jolly Jester of <sup>the</sup> Movietone News ... Lew Lehr!

HARRY:  
(CONT'D)

And now we're going to introduce the man who needs no  
of course  
introduction ... so it would be silly to waste time  
giving him one. Ladies and gentlemen, the Old  
Maestro ... BEN BERNIE!

(APPLAUSE)

MUSIC: (UP AND OUT)

BEN: <sup>yowsah.</sup>  
Yowsah, yowsah/ Greetings and salutations, my friends,  
and a happy October Sunday to yez all. This is Ben  
Bernie, the Old Maestro on a coast-to-coast light-up  
for the Alma Mater, dear old Half and Half. Bringing  
you a flock of music and possibly even a joke-a for  
that fine old fragrant smoke-a.

HARRY: You know I heard you were in the hospital and  
/Maestro, /It's certainly ~~is~~ nice/seeing you out/~~xxxxxx~~  
to again  
~~xxxxxx~~. Tell me, - did you have a pretty nurse?

BEN: Did I have a pretty nurse! Harry, she was a beauty.  
Every night I had to take sleeping pills. But I  
wouldn't take 'em unless she gave me a kiss with every  
pill.

HARRY: Well - did you take many sleeping pills?

BEN: Did I take many sleeping pills?

BEN: Harry - shake hands with Rip Van Winkle!

HARRY: Well Maestro /Seriously, Ben, what did they do to you in the hospital?

BEN: First of all they x-rayed my back.

HARRY: Oh /And what did they find?

BEN: Winchell's knife.

HARRY: Well, this is the important thing /Have you fully recovered, Maestro?

BEN: Harry, thanks for asking Yes, /but I'm going back to the hospital. I understand Myrna Loy is sending me a basket of fruit from Hollywood, and I want to be there when it arrives.

HARRY: Well I know but /Couldn't the hospital send it to your home?

BEN: Home? /By the time I pay my bill, I'm not sure I'll have a home. ... Well, it's time to get to work, boys and gals, so - loosen your galluses, take down your hair and lend thine ears while the Lads shed a rhythmic tear: "Boo Hoo."

1. MUSIC: ("BOO HOO" . . . . . ORCHESTRA)

BEN: Nicely done, lads. /Nice boo-hooing, You know, the lads are really in great form tonight. They must have heard that Toscanini got back And now from the Half and Half orchestra, composed of Half brass and half saxes with three non-reading fiddle players, emerges the grinning saxophonist

**BEN:** Colonel Manny Prager. Come here, Colonel ... I would have words with thee.

**HANNY:** At your service, Maestro. I stand ready, sir, for any eventuality, crisis, or emergency.

**BEN:** Huzzummm. You almost missed your cue. You realize that, don't you? You sound like a cabinet minister. Colonel, tell me are you in fine fettle tonight?

**HANNY:** I should be, Maestro. I spent the whole summer on a farm, running a steam roller.

**BEN:** A steam roller ... on a farm?

**HANNY:** Righto sir ... we were raising washed potatoes.

**BEN:** Hmum. They couldn't have been any flatter than that joke, Colonel. Just for that I sentence you to sing **IN A LITTLE DUTCH KINDERGARTEN** beside the Zuyder Zee ... and to give it the Half and Half flavor, I shall pave the way with the verse.

2. (A LITTLE DUTCH KINDERGARTEN... HANNY, BEN AND ORCHESTRA)

(APPLAUSE)

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OPENING COMMERCIAL

(AFTER MUSIC)

BERNIE ...

But lovely, ~~Col. a lovely little tune.~~  
~~the~~ As a famous man once said, "Music  
hath charms to soothe ~~a~~ the breast  
Zellie, don't you?" I like that thought, Von

VON ZELL ...

Why, yes, <sup>yes</sup> indeed  
Maestro /...

BERNIE ...

Well  
~~xxx~~ / But I know something even more soothing than music ...  
that's to smoke a pipe, Harry, to smoke a pipe. It calms you down  
-- yowsah! Why, Harry, let me tell you something! Some of the  
greatest statesmen in history have achieved their triumphs over  
the peace and quiet of a good smoke! Did you know that, my boy?

VON ZELL ...

Well, Maestro, I know <sup>that</sup> there's a long list of famous men who've  
been enthusiastic pipe smokers.

BERNIE ...

And now the name of Bernie heads the list /... Heah heah!  
fct.give me ... What were you going to say? Forgive me, Harry,

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HALF & HALF  
Oct. 16, 1938

OPENING COMMERCIAL -2-

VON ZELL ...

I was going to say that many a famous man, and of course that in-  
cludes you, Maestro, has found <sup>that</sup> there's nothing <sup>really</sup> like a pipeful of  
good tobacco to make you feel relaxed and calm. And Half and Half  
is SWELL tobacco! It's a blend of fine, aromatic Virginia and  
Burley tobaccos, in a perfect combination of AROMA and TASTE.  
Everybody in the room will enjoy that fragrance ... and you'll  
enjoy that feeling of contentment and peace, when you light up a  
pipeful of Half and Half. So after the cares of a long, hard day  
*get out your tin of Half & Half and*  
smoke a pipe ... to calm you down!

ATX01 0179996



**ORCHESTRA:** STOP BEATING AROUND THE MULBERRY BUSH... HIT AND PAINE ISHE.

**BEH:** Now that the world's all knotted up with some serious problems, I'd like to bring to this here program something simple and childlike....so we kinda thought we ought to do one of them nursery rhymes that they've been setting to music lately. This ditty was written by a dentist down in Philadelphia...Dr. Clay Beland. A couple of months ago he switched from beatin' around molars to beatin' around the mulberry bush. It seems all the bands are playing it, and by gosh we're going to play it just to make it unanimous.

STOP BEATING AROUND THE MULBERRY BUSH

**3.** \*STOP BEATING AROUND THE MULBERRY BUSH\*... UP FULL TO

CONCLUSION.

**BEH:** Nicely played. That was old mulberry. Yeah old mulberry. Comes now my friends the pulchritudinous part of this here Half and Half program...little Mary Scall. Mary, sooner or later everybody in radio gets a yen to work in the movies. Has the movie bug bitten you yet?

**MARY:** Oh yes. Why just last week I made a screen test for Gone With The Wind.

**BEH:** Now there's a coincidence. I made a test for the same picture.

MARY: Oh really? That part did they want you to play?

REN: Scarlett No-dara! Poor curly locks! And apropos of the occasion, Mary, I'd like you to sing that aria from the Barber of Seville, YOU GO TO MY HEAD.

A. ORCHESTRA: YOU GO TO MY HEAD.....MARY AND ORCHESTRA.

XXXXX: Fvxixjvntxhxvkekaxhnyuxinixyhxhpritelxuxmxrrrxhfvixhmt.  
Rvtixixthexhkrvllixkxxxxixgx

XX

(XXXXXXXX)

BERNIE: Well  
/Gangway, folks, gangway for here he comes now - with a  
face that charms the ladies and scares all the babies,  
yowsah, it's that Half and Half wit of Movietone News -  
LEW LEHR!

MUSIC: (ENTRANCE THEME)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Why Why  
/Lew/ you look all excited. What's the matter.

LEW: Oh, Mr. Bernie. I just came from court. I took a  
newsreel of a trial.

BEN: What kind of a trial, Lew.

LEW: A man was suing his wife for separation.

BEN: Separation?

LEW: Yeah - he was trying to separate her from her mother.

BEN: Say that like an idea.  
/Sounds very interesting. What kind of a woman was  
her mother.

LEW: She was just like a little bird - like a whippoorwi - er a canary - er - a nightinga - nightinga - (LAUGH) a buzzard.

BEN: Why Why of /Lew, that's no way to talk ~~about~~ a woman. You wouldn't talk that way about your mother-in-law.

LEW: Oh, no. Mine ain't like a bird. Mine is more like a flower. (LAUGH) ... a cactus bush!

BEN: Well look here. Tell me ~~xxxxxx~~ Lew - were this man and wife compatible?

LEW: Oh, certainly - dey (TAKE) Was who what?

BEN: I say - /Were they compatible?

LEW: Oh, no - (GRUNT) cock-eyed!

BEN: Why /Lew, you don't understand. I mean were they a happy couple?

LEW: They was ~~xx~~, very happy. She always threw things at him.

BEN: Lew: Yeah Ben: Threw things at him. / How could that make them happy?

LEW: Well, when she hit him she was happy and when she missed him he was happy. ~~But the husband was very considerate.~~

BEN: ~~xxxxxx~~ Well tell me - What did the husband do for a living?

LEW: He was the Asst. to the Pres. of a big company

BEN: What do you mean Asst. to the President?

LEW: Well when business was bad <sup>10</sup>he was the kind who went tsch - tsch -

LEW: ~~Heeb xxxxxxxxkwaaxxgaxxxkixxxwifexxxvovovvixxxheforaxhe~~  
~~xxxxkaxkaxkaxkaxkaxk.~~

BEN: Well, I don't like to hear about those <sup>domestic squabbles.</sup> things, Lew. It brings back memories.

LEW: You said it. My wife wanted me to do the housework. But I said, nuttin' doin'! Do it yourself! And that's how I got fallen arches.

BEN: But, Lew, <sup>you can't get fallen arches arguing with your wife.</sup> ~~if you don't work you can't get fallen arches.~~

LEW: You can't? ~~No?~~ (GRUNT) Was you ever hit on top of the head with a ~~sledgehammer~~ vacuum cleaner?

BEN: Well /Getting back to the trial, Lew. Did the wife have a good lawyer?

LEW: Was he a good lawyer? He was a student of Black <sup>stone</sup> ~~xxx~~ - a great barris - a master of jurispru - jurispru - (LAUGH) a shyster. But he was a very successful lawyer.

BEN: He was?

LEW: Was he? (GRUNT) He owned his own ambulance.

BEN: Well, <sup>tell me</sup> did you get any snapshots of the witnesses?

LEW: No. The wife had nine brothers but they couldn't testify.

BEN: Why not?

LEW: (LAUGH) They ~~xxxx~~ <sup>was</sup> on the jury.

BEN: Well, who won the case?

LEW: The husband. One of his witnesses was a fan dancer and <sup>right</sup> she did her dance/in front of the judge.

BEN: Well Lew: Yeah  
/So her fan dance influenced the judge./ Ah- Justice is blind.

LEW: You think so? (LAUGH) For a blind guy he did an awful lot of looking.

MUSIC: (LEHR THEME PLAY-OFF.....ORCHESTRA

(APPLAUSE)

BEN: Nice shtuff, Lew, nice shtuff. And now, while Lew Lehr is out squaring himself with the English-speaking Union, the Half and Half Lads are gonna back one of the favorite <sup>two</sup> ~~three~~

**BEN:** year olds....**JOHNNY ONE NOTE.**

**G. ORCHESTRA.....JOHNNY ONE NOTE.**

**BEN:** And now who comes anbling to the mike but our blushing  
Half and Half baritone...young Robert Patrick Gibson.  
Tell us, Bobby, did you have a nice time in Washington  
last week?

**BOBBY:** Oh yes....Washington sure is a swell city!

**BEN:** I'll say it is. I was there myself last winter. I went  
over to the mint, Bobby, I went over to the mint, and  
watched them make money. Then I went over to Congress and  
watched them spend it. Tell us, Bobby, are you in good  
voies tonight?

**BOBBY:** I think so, Maestro.

**BEN:** Ah, the confidence of youth! What are you gonna sing,  
Bobby?

**BOBBY:** **WHAT GOES ON HERE IN MY HEART.**

**BEN:** For twenty bucks a day in my hospital you can find out!  
But in the meantime, sing!

**G. MUSIC: WHAT GOES ON HERE IN MY HEART.....BOB AND ORCHESTRA**

**(APPLAUSE)**

Form 81  
**YOUNG & RUBICAM, INC.**  
*Advertising*  
NEW YORK . . . . CHICAGO . . . . DETROIT  
HOLLYWOOD . . . . MONTREAL . . . . TORONTO

HALF & HALF  
Oct. 16, 1938

CLOSING COMMERCIAL

(AFTER MUSIC)

BERNIE ...

Thank youse thank youse. Now Harry my lad, I want to tell you about a wonderful idea, oh, but wonderful-a!

VON ZELL ...

"Really, Maestro! Whose idea?

BERNIE ...

Oh, it's mine, Harry, mine very own-a! Come closer and lend thine ears. Harrykins, you've often heard about word of mouth advertising, have you not?

VON ZELL ...

Word of mouth advertising? ~~Why~~, yes <sup>yes</sup> /-- certainly.

BERNIE ...

Well, Harry, I've got a better one than that! Word of nose advertising! THAT'S what sells Half and Half Tobacco! Word of nose, because its aroma is so good-a. Don't you love it?

VON ZELL ...

Sure. It's indeed. Ben: Really VZ: Yes sir /Very clever, Maestro, very clever/ But I can go you one better/

It's word of mouth AND word of nose, because Half and Half tastes good and smells good. <sup>You see</sup> /You get flavor AND aroma in just the right proportion! You can find out why Half and Half is such a swell

ATX01 0180004



YOUNG &amp; RUBICAM, INC.

Advertising

NEW YORK . . . . CHICAGO . . . . DETROIT  
HOLLYWOOD . . . . MONTREAL . . . . TORONTOHALF & HALF  
Oct. 16, 1938CLOSING COMMERCIAL -2-

VON ZELL ... (CONT'D)

smoke, by making this simple test. While you're smoking your pipe,  
 pinch your nostrils shut. <sup>And</sup> You'll find the tobacco smoke becomes  
 flat ... no flavor. <sup>And</sup> Then let go! / The flavor returns at once ...  
 proving that you enjoy tobacco through TWO SENSES ... taste and  
 smell. And Half and Half is blended to satisfy BOTH! It's a  
 special blend that makes an especially grand smoke ... And say ...  
 it's even packed <sup>in</sup> a special way! <sup>Because</sup> ~~for~~ Half and Half comes in a  
 patented telescope tin, which gets smaller and smaller as you use  
 up the tobacco. It's easy to get at, right down to your last  
 pipeful ... and every pipeful of Half and Half brings you rich -  
 full -- fragrant smoking pleasure. So ask for a telescope tin  
 of - HALF AND HALF!

ATX01 0180005

"Anything Goes" 8 bars. Orch. Fade into Vamp for Bernie  
-15-

BEN:

Well, slap me down if that old second hand on the  
old  
clock ain't been goin' around like roulette  
For  
wheel. ~~Course~~ already it's time to hook the caboose  
onto the end of this musical freight-train. But  
we're gonna just let tempus fugit right along as all  
the Lads contribute a few sharps and flats to poor  
Anything Goes  
"Johnny One Note". ~~And if you don't know how to play~~  
~~you might hear Bobby Gibbons' saxophone sound~~  
~~in the next to you Get goin' kids Johnny wait!~~  
~~xxxx~~

7. MUSIC: ANYTHING GOES  
("JOHNNY ONE NOTE".....ORCH. & ~~PIANO~~)

(APPLAUSE)

HARRY:

If you roll your own cigarettes ... and you haven't  
tried HALF AND HALF ... why, you just don't know  
Because  
how swell a cigarette can taste! ~~For~~ Half and Half  
makes a grand, smooth, fragrant smoke. It rolls  
casily ... burns evenly ... and it IS smooth!  
Try it!

BEN:

Doggone it! Looks as though our program's over for  
another week. But before shuttin' up shop let me  
leave an immortal poem with you thousands of pipe-  
smoking gents who're surrounded by your families -

BEN:  
(CONT'D)

and to you single guys who wish you were, or not, as the  
case may be Deah Deah. The poem goes thusly: Quote -  
Half and Half's arena - makes a happy hon-a ... Unquote.  
Thespian Bernie  
Gracie Bernia. In other words youse guys will find your  
better half will love the fragrance of Half and Half -  
so help me.

At the same time with a pit a pat of the heart and a bit  
of a ... I want to thank all you guys and gals who have  
been so nice in sending us letters and telegrams especially  
to the old hospital - and to all the lads .. Deah deah!  
Sentiment engulfs me ... And now the time has come to lend  
thine ears to a bit of "Au Revoir" ...

(\*AU REVOIR\* ..... BEN & ORCH)

(APPLAUSE)

(SEGUE TO)

(\*LONKSON'S OLD TOWN\* ..... ORCHESTRA)

ANNOUNCER: Half and Half invites you to listen in again at this same  
time next Sunday - for another half hour with Ben Bernie,  
Low Lehr, and all the lads and lassies. Goodnight.  
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

"AS BROADCAST" COPY

(REVISED)

THE AMERICAN TOBACCO COMPANY

HALF & HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.

11:00 - 11:30 P.M.

OCTOBER 23, 1938

SUNDAY

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" .... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" .... PLAYED SWEETLY UP  
AND FADE DOWN UNDER)

HARRY: Half an hour of half music, half laughter, with your host, half Ben half Bernie, brought to you on behalf of Half and Half Smoking Tobacco. Half and Half bids you a whole-hearted welcome, and hopes you haff fun as you listen to the Old Maestro and all the lads, and our half-cracked jester of Movietone News -- Lew Lehr.

ATX01 0180008

HARRY:  
(CONT'D)

has inspired thousands of young actors to  
And now we introduce the man who/~~xxxxxxx~~ take up  
the young/~~xxxxxxx~~ bricklaying.  
to himself/~~xxxxxxx~~ the Old Maestro/~~xxxxxxx~~ BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN:

Yowsah, yowsah. Greetings and salutations, my friends,  
and a happy October Sunday to yez all. This is Ben  
Bernie, the Old Maestro, bringing you the Half and Half  
program on a coast-to-coast light-up. You know all  
New York is in a dither about the rodeo, and so the  
Old Maestro ambled over and took a look at it and I  
found out there's only one difference between the rodeo  
and the race track. At the rodeo the cowboys break  
the horses - and at the race track the horses break  
Bernie ... But/~~it~~ you know Harry,  
and full of life./ I bet on a horse ~~yesterday~~ that must  
have been at least thirty years old.

HARRY: Wait a minute,  
Old Maestro, they don't run them that old.

BEN: Harry,  
Well,/~~xxxxxxx~~ when the race  
was over instead of/a blanket they/~~xxxxxxx~~ used an oxygen tent.  
oxygen tent.

3 and 4

HARRY: Well seriously, Maes, did you really get a kick out of the rodeo?

BEN: Yowsah, Harry, I certainly did...and why wouldn't I? If you'll take the trouble to look up the history of the Bernie family you'll find that the early Bernies were pioneers. As a matter of fact my great-great-grandpappy General Custer Gernie was the first man to make sitting Bull stand up!

HARRY: Is that so?

BEN: Yeah! He gave him a hot foot! Yowsah, I came from a long line of Indian fighters.

HARRY: (LAUGH) Is that how you got scalped?

BEN: Hey, Harry, cut that out...that's why I went to the hospital last week.

HARRY: What for?

BEN: To get a hair transfusion. And now let's round up the hands and get this here radio rodeo started...with STRIKE UP THE BAND.

1.....(STRIKE UP THE BAND.....ORCHESTRA)

BEN: Folks, those were all the lads, carousing melodically for dear old Half and Half, and I kinda feel like doin' a bit of carousing myself tonight, so with the help of Col. Manny Prager I'm gonna bust out with a brand new song for the first time on the air...the first time on any air...and possibly the last. It's a beautiful effusion of poetic charm worthy of the lyrical genius of a Shelley, a Lord Byron, or a Keats. Something any Romeo would sing to his Juliet...WHO'LL TIE THE BELL ON THE OLD CAT'S TAIL.

HALF AND HALF  
Oct. 23, 1938

OPENING COMMERCIAL

(AFTER MUSIC)

BEN: Colonel. Thanks to you Bernie. I must remind  
Thank you, ~~thank you~~. That was a fine composition myself  
And speaking of compositions, Harry, reminds me of my salary  
to raise  
one I just wrote myself. Fancy that!

VON ZELL: Well, no kidding, Maestro. You mean you just composed  
a little something?

BEN: wee-a bit-a  
A/~~little~~ of a something! It's a slogan, Harry ...  
Harken: "Youse guys will find your better half, will  
love the aroma of Half and Half." How do you like  
it?

VON ZELL: How do I like it! Why, I've liked it for the past  
month! You've been saying that on every program,  
Maestro.

BEN: I have?  
/ Well, well! Then it must be good! ~~The whole~~  
~~isn't it~~ ~~isn't it~~ ~~isn't it~~ ~~isn't it~~ ~~isn't it~~

VON ZELL: Oh, absolutely! I think it's a swell line, Maestro,  
(LAUGH) for Half and Half Tobacco has a delightful fragrance

ATK01 0180011

HALF AND HALF  
Oct. 23, 1938

OPENING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

that your "better half" is sure to enjoy. In fact, everybody in the room will enjoy it ... and that's important. But even more important is this: That aroma adds infinitely to your own smoking pleasure! For you don't enjoy tobacco through your sense of taste alone, you enjoy it ALSO through your sense of smell. And here's a simple way to prove that. While you're smoking your pipe, pinch your nostrils shut. You'll notice the tobacco smoke becomes flat .. no flavor. NOW LET GO! The flavor returns at once, proving that you enjoy tobacco through BOTH your sense of taste AND your sense of smell. That's why Half and Half Tobacco is blended to appeal to both those senses in just the right proportion. It's a richer, fuller-flavored tobacco ... it tastes better because it smells better ... it's a swell smoke! So for tops in smoking pleasure ... fill <sup>your pipe</sup> ~~up~~ with Half and Half!

ATX01 0180012



3.....ORCHESTRA BEGINS "POCKET FULL OF DREAMS" IN BACKGROUND

BEN: Right you are, Von Zellio. Shakespeare himself couldn't have expressed it more succinctly. Heah, heah. That must be the Bayonne Tech cropping out of me. And the melody cropping out of the orchestra is one of the more super-super results of this season's song-smithing...I'VE GOT A POCKETFUL OF DREAMS

ORCHESTRA UP TO PLAY POCKETFUL OF DREAMS

BEN: A bit of all right, you Half and Half Laddies. So far there are no complaints. And now here comes the feminine contingent of this here program...Little Mary Small. Mary, how's it feel to be the only gal on the program with all of us young men?

MARY: Oh, I have nine brothers, Maestro, so I feel right at home with the lads.

BEN: (COYLY) And what about me?

MARY: Oh I have a grandpa, too!

BEN: Mary! For that you've got to sing I'VE GOT A DATE WITH A DREAM... Just my luck to be awake!

4.....I'VE GOT A DATE WITH A DREAM...MARY SMALL & ORCHESTRA

BEN: Very lovely, Mary Small. Very lovely, indeed. And now hold your hats, folks, for here he comes...with shoes that squeak, and knees that knock, and wearing a face that would stop a clock...that Half and Half wit of Movietone News...LEW LEHR.

MUSIC.....ENTRANCE THEME

LEW: Monkeys is the craziest people.

BEN: Lew, you've got the fantastic step of youth tonight. You're fluttering around like a butterfly!

LEW: Well, maybe it's because I just came from the theatre where I made a newsreel of the beautiful Charlotte Russe Ballet.

BEN: Ah, the ballet ... it must have been an inspiring sight. Were the girls graceful?

LEW: Were the girls graceful? Like fluttering fawns ... uh ... stream-lined gazelles ... er spring zephyrs ... zephyr .... (LAUGH) ... truckhorses!

BEN: Lew, that's very unkind ... don't you like classical dancing?

LEW: No! (LAUGH) I'm a jitterbug!

BEN: Ah, you alligator. But lew, ballets are generally beautiful.

LEW: Not this one. Each one of the girls had baseball feet.

BEN: What do you mean ... baseball feet?

LEW: Yeah ... (LAUGH) ... Giants! And what husky mamas. When they stood together they looked like the Notre Dame line. And the Ballerina ... there was a dancer.

BEN: I suppose she was different from the others.

LEW: Oh, sure. (LAUGH) She was bow-legged. She was so bow-legged that when she started spinning around the stage ... (GRUNT) she looked like an egg-beater.

BEN: Well, Lew, I understand/she's very attractive. People tell me she's had her face lifted

LEW: What was that?

BEN: I said  
/ She had her face lifted.

LEW: Tck Tck. My goodness, who would want to steal a puss like that?

BEN: Lew, that's what I call a grand slam. Tell me, was there any other outstanding specialty in the ballet?

LEW: Oh, yeah -- they had one of those guys what throws the all girls/around the place.

BEN: Oh, an adagio team.

LEW: That's it. And what a dance they did. The man picked up a blonde girl, swung her around three times and threw her right out in the audience into my lap.

BEN: What did you do, Lew?

LEW: I threw her back and said, "Throw ~~Send~~ me a red head." And then all the ballet girls came out and they started leaping in the air, waving their hands and jumping over each other.

BEN: ~~That must have been~~ Ah what a beautiful sight.

LEW: Yeah. (LAUGH) Looked like Klein's basement. That's an eastern laugh

BEN: I suppose the audience was very high-class.

LEW: Oh, very high class. They brought their butlers with them to throw the tomatoes. And all the ladies were wearing their hair in the new style.

BEN: Say, I like the way women are wearing their hair up. I think it's cool and very comfortable.

LEW: Yeah, and besides (GRUNT) it gives the husbands a better grip.

BEN: Well, Lew, did you take any more pictures before the ballet ended?

LEW: Yeah, I took a couple pictures and then it came time to go home. And did I have a fight with my wife.

BEN: Lew, that's awful. What happened?

LEW: She said "let's walk home" and I said "I want to ride home."  
 She said "You'll walk." I said, "I won't walk, I'll ride, I'm the boss."  
 So I rode home.

BEN: Lew, let me shake your hand. You're a man.

LEW: Yeah. (LAUGH) That was the prettiest ambulance I was ever in.

(APPLAUSE)

BEN: Nice sputtering, Lew. Nice sputtering. There goes Lew Lehr, folks, <sup>a</sup> ~~whose~~ <sup>man who</sup> newsreel camera/sees nuttin', hears nuttin', and knows nuttin'. And while Lew's slipping into his straitjacket, the Half and Half Lads dash back to sanity with "Let's Face The Music and Dance." And just for a change the Lads are gonna face the music and read it.

5. ("LET'S FACE THE MUSIC AND DANCE").....ORCHESTRA)

BEN: And now my friends, about my doubtful /You've already heard/~~my~~ baritony on this session, and just to renew your faith in music here comes our Half and Half baritone who ain't foolin' .... young Bobby Gibson. Come on up here, Bobby. A lotta you folks have written in to ask what kind of a chap he is. Well, let me describe him to you. He has light blue eyes ... stands five feet eleven ... football shoulders and Nijinski hips, and a full crop

BEN: of wavy hair -- darn him! Ah, Me! He comes under the  
(CONT) heading of unfair competition. What're you gonna sing,  
Bob?

BOB: George Gershwin's "Love Walked In."

BEN: All right. I'll walk right over here and listen to you.

6. ("LOVE WALKED IN".....GIBSON AND ORCHESTRA)

(APPLAUSE)

HALF AND HALF  
October 23, 1938  
(Revised)

CLOSING COMMERCIAL

(AFTER MUSIC)

BERNIE ...

Lovely, lovely, so lovely ... Why, it makes the old Maestro feel  
positively poetic-a! Doth hear me, Harry? I feel a po-em coming on!

VON ZELL ...

Poem?  
/Well, that's okay with me, Maestro.

BERNIE ...

Then harken, Harry ... to something I just wrote me very own self!

T'is wonderful when day is o'er  
To reach one's home and close one's door.  
To settle down so peacefully,  
With kitty-cat upon one's knee.  
To watch the firelight's dancing beams,  
And smoke a pipe ... and dream some dreams.

How do you like it, Harrykins?

VON ZELL ...

Oh, very much, Maestro, very much indeed, yes, sir!

BERNIE ...

And do you know what it all adds up to? In plain, everyday prose  
it means -- "Smoke a pipe -- to calm you down!"

VON ZELL ...

Why, that's just what I thought it meant, Maestro! And there's an  
idea I heartily approve of! <sup>you know.</sup> Smoke a pipe to calm you down! To feel  
relaxed and peaceful! That's a grand feeling ... and gentlemen ...

HALF AND HALF  
October 23, 1938  
(Revised)

CLOSING COMMERCIAL -2-

VON ZELL ... (CONT'D)

HALF AND HALF TOBACCO is a grand smoke! For Half and Half is a blend of fine, aromatic Virginia and Burley tobaccos, with a delightful fragrance ... and a taste that's SPECIALLY satisfying. What's more, it's even packed a special way! For Half and Half comes in a patented telescope tin, which gets smaller and smaller as you use up the tobacco ... so it's easy to reach, all the way down: So ... after the cares of a busy day ... enjoy real peace and contentment! Get out a telescope tin of Half and Half! Fill up ... lean back ... and smoke a pipe to calm you down!

ATX01 0180020



BEN: Harry, I think you've got something there. And that's a coincidence, 'cause the Lads have got something here. It's that theme song of the Great White Way ... "Lullaby of Broadway." ~~Oh xxxxxxxxxxxxxx~~ ...Yeah!

7. ("LULLABY OF BROADWAY".....ORCHESTRA)

(APPLAUSE)

HARRY: There's nothing more peaceful and soothing than a grand smoke ... and that means HALF AND HALF. It's swell in a pipe ... it's swell in a cigarette ... so if you roll your own, try Half and Half for a mild, fragrant smoke. It's easy to roll, it burns evenly, and it's smooth.

BEN: Yowsah, Harry, and that seems to be the fade-out for this week. When we meet again it'll be Hallowe'en, so if you're afeared of ghosts and goblins, you'd better light up with good old Half and Half, to keep you pleasant company. ~~xxx~~ Dost listen? Thank you.  
~~xxxxxxx?xxxxxxxIthoughtxxx~~

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

("AU REVOIR" ..... BEN AND ORCHESTRA)

(APPLAUSE)

SEGUE TO .....

("LONESOME OLD TOWN" .....ORCHESTRA)

HARRY: Half and Half 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, Bob Gibson and Lew Lehr.

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REBROADCAST SCRIPTS

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HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN"....PLAYED SWEETLY UP  
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HARRY: Half an hour of half music, half laughter, with your host, half Ben half Bernie, brought to you on behalf of Half and Half Smoking Tobacco. Half and Half bids you a whole-hearted welcome, and hopes you haff fun as you listen to the Old Maestro and all the lads, and our half-cracked jester of Movietone News -- Lew Lehr.

ATK01 0180023

HARRY:  
(CONT'D)

has inspired thousands of young actors to take up  
And now we introduce the man who/~~is an inspiration to~~ brick-  
~~the young exhibitors to hold, and an inspiration to~~ laying.  
~~to hold~~... the Old Maestro ... BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN:

Gosh, what a reception! Sounded like Jack Benny's echo.  
Yowsah, yowsah. / Greetings and salutations, my friends,  
and a happy October Sunday to yez all. This is Ben  
Bernie, the Old Maestro, bringing you the Half and Half  
program on a coast-to-coast light-up. You know all  
New York is in a dither about the rodeo, and so the  
Old Maestro ambled over and took a look at it and I  
found out there's only one difference between the rodeo  
and the race track. At the rodeo the cowboys break  
the horses - and at the race track the horses break  
Bernie ... But/<sup>you know Harry,</sup> it was a thrill to see horses so young  
and full of life. / I bet on a horse ~~yesterday~~ that must  
have been at least thirty years old.

HARRY:

Wait a minute,  
Ok/Maestro, they don't run them that old.

BEN:

Harry,  
Well, / ~~it was when the race~~ when the race  
was over instead of/a blanket they/~~used an oxygen tent.~~ used an oxygen tent.  
~~oxygen tent~~

HARRY: Well seriously, Maes, did you really get a kick out of the rodeo?

BEN: Yowsah, Harry, I certainly did...and why wouldn't I? If you'll take the trouble to look up the history of the Bernie family you'll find that the early Bernies were pioneers. As a matter of fact my great-great-grandpappy General Custer Gernie was the first man to make sitting Bull stand up!

HARRY: Is that so?

BEN: Yeah! He gave him a hot foot! Yowsah, I came from a long line of Indian fighters.

HARRY: (LAUGH) Is that how you got scalped?

BEN: Hey, Harry, cut that out...that's why I went to the hospital last week.

HARRY: What for?

BEN: To get a hair transfusion. And now let's round up the hands and get this here radio rodeo started...with STRIKE UP THE BAND. Take it away.

..... (STRIKE UP THE BAND.....ORCHESTRA)

BEN: Folks, those were all the lads, carousing melodically for dear old Half and Half, and <sup>you know</sup> I kinda feel like doin' a bit of carousing myself tonight, <sup>I feel a bit mellow</sup> /so with the help of Col. Manny Prager <sup>The Duke from Brooklyn</sup> /I'm gonna bust out with a brand new song for the first time on the air...the first time on any air...and possibly the last. It's a beautiful effusion of poetic charm worthy of the lyrical genius of a Shelley, a Lord Byron, or a Keats. Something any Romeo would sing to his Juliet...WHO'LL TIE THE BELL ON THE OLD CAT'S TAIL.

HALF AND HALF  
Oct. 23, 1938

OPENING COMMERCIAL

(AFTER MUSIC)

BEN: Colonel. Thanks to you Bernie. I must remind myself to  
Thank you, ~~thank you~~ That was a fine composition. raise  
And speaking of compositions, Harry, reminds me of <sup>my salary.</sup>  
one I just wrote myself. Fancy that!

VON ZELL: Well, no kidding, Maestro. You mean you just composed  
a little something?

BEN: wee-a bit-a  
A ~~little~~ bigga of a something! It's a slogan, Harry ...  
Harken: "Youse guys will find your better half, will  
love the aroma of Half and Half." How do you like  
it?

VON ZELL: How do I like it! Why, I've liked it for the past  
month! You've been saying that on every program,  
Maestro.

BEN: I have?  
/Well, well! Then it must be good! ~~The old maestro~~  
~~is right again~~ ~~Both agree~~ ~~Harry?~~

VON ZELL:  
(LAUGH)  
Oh, absolutely! I think it's a swell line, Maestro,  
for Half and Half Tobacco has a delightful fragrance

HALF AND HALF  
Oct. 23, 1938

OPENING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

that your "better half" is sure to enjoy. In fact, everybody in the room will enjoy it ... and that's important. But even more important is this: That aroma adds infinitely to your own smoking pleasure! For you don't enjoy tobacco through your sense of taste alone, you enjoy it ALSO through your sense of smell. And here's a simple way to prove that. While you're smoking your pipe, pinch your nostrils shut. You'll notice the tobacco smoke becomes flat .. no flavor. NOW LET GO! The flavor returns at once, proving that you enjoy tobacco through BOTH your sense of taste AND your sense of smell. That's why Half and Half Tobacco is blended to appeal to both those senses in just the right proportion. It's a richer, fuller-flavored tobacco ... it tastes better because it smells better ... it's a swell smoke! So for tops in smoking pleasure ... fill <sup>your pipe</sup> ~~up~~ with Half and Half!

ATK01 0180027

ORCHESTRA BEGINS "POCKET FULL OF DREAMS" IN BACKGROUND

BEN: Right you are, Von Zellie. Shakespeare himself couldn't have expressed it more succinctly. Heah, heah. That must be the Bayonne Tech cropping out of me. And the melody cropping out of the Lads orchestra is one of the more super-super results of this season's song-smithing...I'VE GOT A POCKETFUL OF DREAMS

ORCHESTRA UP TO PLAY FOCKETFUL OF DREAMS

BEN: A bit of all right, you Half and Half Laddies. So far there are no complaints. And now here comes the feminine contingent of this here program...Little Mary Small. Mary, how's it feel to be the only gal on the program with all of us young men?

MARY: Oh, I have nine brothers, Maestro, so I feel right at home with the lads.

BEN: (COOLY) And what about me?

MARY: Oh I have a grandpa, too!

BEN: Mary! For that you've got to sing I'VE GOT A DATE WITH A DREAM... Just my luck to be awake!

.....I'VE GOT A DATE WITH A DREAM...MARY SMALL & ORCHESTRA

BEN: Very lovely, Mary Small. Very lovely, indeed. And now hold your hats, folks, for here he comes...with shoes that squeak, and knees that knock, and wearing a face that would stop a clock...that Half and Half wit of Movietone News...LEW LEHR.

MUSIC.....ENTRANCE THEME

LEW: Monkeys is the craziest people.

BEN: Lew, you've got the fantastic step of youth tonight. You're fluttering around like a butterfly!



LEW: Well, maybe it's because I just came from the theatre where I made a newsreel of the beautiful Charlotte Russe Ballet.

BEN: Ah, the ballet ... it must have been an inspiring sight. Were the girls graceful?

LEW: Were the girls graceful? Like fluttering fawns ... uh ... streamlined gazelles ... er spring zephyrs ... zephyr .... (LAUGH) ... truckhorses!

BEN: Lew, that's <sup>very unkind</sup> very unkind/... don't you like classical dancing?

LEW: No! (LAUGH) I'm a jitterbug!

BEN: Ah, you alligator. <sup>Tell me</sup> But Lew, ballets are generally beautiful. All of them

LEW: ~~Not this one~~ Each ~~one~~ of the girls had baseball feet.

BEN: What do you mean ... baseball feet?

LEW: Yeah ... (LAUGH) ... Giants! And what husky ~~mamas~~ <sup>team.</sup> When they all lined up they stood ~~together~~ they looked like the Notre Dame line. And the Ballerina ... there was a dancer.

BEN: I suppose she was different from the others.

LEW: Oh, sure. (LAUGH) She was bow-legged. She was so bow-legged that when she started spinning around the stage ... (GRUNT) she looked like an egg-beater.

BEN: Well, Lew, I understand <sup>from reading the public prints</sup> /she's very attractive. People tell me she's had her face lifted.

LEW: What was that?

BEN: I said /She had her face lifted.

LEW: Tck Tck. My goodness, who would want to steal a puss like that?

BEN: Lew, that's what I call a grand slam. Tell me, was there any other outstanding specialty in the ballet?

LEW: Oh, yeah -- they had one of those guys what throws the <sup>all</sup> girls/around ..the place.

BEN: Oh, an adagio team.

LEW: That's it. And what a dance they did. The man picked up a blonde girl, swung her around three times and threw her right out in the audience into my lap.

BEN: What did you do, Lew?

LEW: I threw her back and said, "Throw <sup>Throw</sup> ~~Send~~ me a red head." And then all the ballet girls came out and they started leaping in the air, waving their hands and jumping over each other.

BEN: ~~That must have been~~ Ah what a beautiful sight.

LEW: Yeah. (LAUGH) Looked like Klein's basement. That's an eastern laugh

BEN: I suppose the audience was very high-class.

LEW: Oh, very high class. They brought their butlers with them to throw the tomatoes. And all the ladies were wearing their hair in the new style.

BEN: Say, I like the way women are wearing their hair up. I think it's cool and very comfortable.

LEW: Yeah, and besides (GRUNT) it gives the husbands a better grip.

BEN: Well, Lew, did you take any more pictures before the ballet ended?

LEW: Yeah, I took a couple pictures and then it came time to go home. And did I have a fight with my wife.

BEN: Lew, that's awful. What happened?

LEW: She said "let's walk home" and I said "I want to ride home."  
I won't walk,  
She said "You'll walk." I said, "I'll ride, I'm the boss."  
So I rode home.

BEN: Lew, let me shake your hand. You're a man.

LEW: Yeah. (LAUGH) That was the prettiest ambulance I was ever  
in.

(APPLAUSE)

BEN: Nice sputtering, Lew. Nice sputtering. There goes Lew  
a man who  
Lehr, folks, ~~whaxa~~/newsreel camera/sees nuttin', hears  
nuttin', and knows nuttin'. And while Lew's slipping into  
his straitjacket, the Half and Half Lads dash back to  
sanity with "Let's Face The Music and Dance." And <sup>boys</sup> just for  
tonight, California is listening in. So let's  
~~a change the Lads are gonna~~ face the music and read it.

5. ("LET'S FACE THE MUSIC AND DANCE".....ORCHESTRA)

BEN: And now my friends, about my doubtful  
/You've already heard/my baritony on this session, and just  
to renew your faith in music here comes our Half and Half  
baritone who ain't foolin' .... young Bobby Gibson. Come  
on up here, Bobby. A lotta you folks have written in to  
ask what kind of a chap he is. Well, let me describe him  
to you. He has light blue eyes ... stands five feet eleven  
... football shoulders and Nijinski hips, and a full crop

BEN: of wavy hair -- ~~damn him!~~ Ah, Me! He comes under the  
(CONT) heading of unfair competition. What're you gonna sing,  
Bob?

BOB: George Gershwin's "Love Walked In."

BEN: All right. I'll walk right over here and listen to you.

6. ("LOVE WALKED IN".....GIBSON AND ORCHESTRA)

(APPLAUSE)

CLOSING COMMERCIAL

(AFTER MUSIC)

BERNIE ...

Lovely, lovely, so lovely ... Why, it makes the old Maestro feel  
positively poetic-a! Doth hear me, Harry? I feel a po-em coming on!

VON ZELL ...

Poem?  
Well, that's okay with me, Maestro.

BERNIE ...

Then harken, Harry ... to something I just wrote me very own self!

T'is wonderful when day is o'er  
To reach one's home and close one's door.  
To settle down so peacefully,  
With kitty-cat upon one's knee.  
To watch the firelight's dancing beams,  
And smoke a pipe ... and dream some dreams.

How do you like it, Harrykixx?

VON ZELL ...

Oh, very much, Maestro, very much indeed, yes, sir!

BERNIE ...

And do you know what it all adds up to? In plain, everyday prose  
it means -- "Smoke a pipe -- to calm you down!"

VON ZELL ...

Why, that's just what I thought it meant, Maestro! And there's an  
idea I heartily approve of! <sup>you know.</sup> Smoke a pipe to calm you down! To feel  
relaxed and peaceful! That's a grand feeling ... and gentlemen ...

HALF AND HALF  
October 23, 1938  
(Revised)

CLOSING COMMERCIAL -2-

VON ZELL ... (CONT'D)

HALF AND HALF TOBACCO is a grand smoke! For Half and Half is a blend of fine, aromatic Virginia and Burley tobaccos, with a delightful fragrance ... and a taste that's SPECIALLY satisfying. What's more, it's even packed a special way! For Half and Half comes in a patented telescope tin, which gets smaller and smaller as you use up the tobacco ... so it's easy to reach, all the way down: So ... after the cares of a busy day ... enjoy real peace and contentment! Get out a telescope tin of Half and Half! Fill up ... lean back ... and smoke a pipe to calm you down!

ATX01 01B0035

BEN: Harry, I think you've got something there. And that's a coincidence, 'cause the Lads have got something here. It's that theme song of the Great White Way ... "Lullaby of Broadway." ~~XXXXXXXXXXXXXXXXXXXX~~. Yeah!

7. ("LULLABY OF BROADWAY".....ORCHESTRA)

(APPLAUSE)

HARRY: \ There's nothing more peaceful and soothing than a grand smoke ... and that means HALF AND HALF. It's swell in a pipe ... it's swell in a cigarette ... so if you roll your own, try Half and Half for a mild, fragrant smoke. It's easy to roll, it burns evenly, and it's smooth.

BEN: Yowsah, Harry, and that seems to be the fade-out for this week. ~~When we meet again it'll be Halloween, so if you're~~  
~~afraid of ghosts and goblins, you'd better light up with~~  
~~good old Half and Half, to keep you pleasant company. You~~  
~~hear me? I thought so.~~

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



("AU REVOIR" ..... BEN AND ORCHESTRA)

(APPLAUSE)

SEGUE TO .....

("LONESOME OLD TOWN" .....ORCHESTRA)

HARRY: Half and Half 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, Bob Gibson and Lew Lehr.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE SHOW

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

OCTOBER 30, 1938

SUNDAY

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

MUSIC: ("LONESOME OLD TOWN" ... SWING TEMPO)

HARRY: Half Sweet!

MUSIC: ("LONESOME OLD TOWN" - PLAYED SWEETLY - FADE DOWN UNDER)

HARRY: Half an hour of half melody, half merriment, with your host Ben Bernie meeting you half-way on behalf of Half and Half Smoking Tobacco. Half and Half bids you a whole-hearted welcome, and hopes you'll save this half hour every Sunday for the Old Maestro and all the lads, and our half-cracked jester of Movietone News ... LEW LEHR.

And now we bring you the man who never lets his left hand know what his right hand is doing ... especially when he's playing the violin ... <sup>the old maestro</sup> / BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0180038

BEN: Yowsah, yowsah. Greetings and salutations, my friends, and a happy Hallowe'en Sunday to you all. This is Ben Bernie, the Old Maestro coming to you on a coast to coast light-up over the last October air waves. Ah, good old October ... when the summer leaves finally tang, and your summer tan finally leaves! Well, <sup>Harry</sup> the spirit of Hallowe'en is in the air and the old Maestro ~~and that alleged news-  
paper man Walter Winchell~~, went to a Hallowe'en party last night with that alleged newspaper man...er Walter Winchell!

Oh yeah  
HARRY: / Were you in costume, Ben?

BEN: Yes ... we went as the spirit of ~~the air~~ <sup>aviation.</sup> I was dressed as a daring aviator.

HARRY: And what was Winchell?

BEN: ~~xxxx~~ ... the same old windbag!

HARRY: Well Maestro I've been saving this for you but ~~Ben~~, I was at that party!

BEN: You were?

Harry  
HARRY: Yes. / I was dressed as a girl ... but I'll never do it again!

BEN: Why that should be a lot of fun. What's wrong with being dressed as a girl?

HARRY: Well, Maestro, I don't like the way you kiss.

BEN: HARRY! Was that YOU?

HARRY: Sure!

BEN: Aw ... I knew it all the time ... you didn't fool me!

HARRY: I didn't fool you?

BEN: No!

HARRY: Here, Ben.

BEN: What is it?

HARRY: I want to give you back your fraternity pin!

BEN: Shucks! Now  
~~Shucks!~~ I'll have to make another date for Saturday night!  
Lads, play "WHISTLE WHILE YOU WORK" ... and play it loud,  
while I whistle to hide my embarrassment!

1. (ORCHESTRA . . . . . "WHISTLE WHILE YOU WORK")

BEN: A worthy beginning, lads, a worthy beginning. Your old  
music teachers will be proud of this night's work. And  
now, Colonel Mammy Prager and I are gonna do a little  
Swiss number "..... "PUFFPUM" ..... which in good old  
Swiss means My Little Dollie. /The Colonel and I have  
worked out a system of singing songs together. Sort of

BEN: a Half and Half system. I generally ~~start the song~~ <sup>sing the verse</sup> and then  
 (CONT'D) just as the audience starts throwing things, I step aside  
 and let the Colonel sing the chorus/ I hope you'll like  
 it!

2. (BEN, PRAGER & ORCHESTRA ..... "PUFFCHEN")

(APPLAUSE)

(AFTER MUSIC)

That was very very lovely.  
BERNIE: Thank you ... that was lovely/ And speaking of love  
Harry ... I want to tell you about my Advice to the Love-  
lorn Column.

VON ZELL: Well, for heaven's sakes, Maestro! When did you start  
that?

BERNIE: I'm starting it now. And just to show you how it works,  
I've written myself a letter. It says: "Dear Maestro:  
I am a young man terribly in love. The girl does not  
reciprocate. All night long I pace the floor in a state  
of collapse. What shall I do?" Signed - "Frantic".

VON ZELL: That's an awfully sad letter, Maestro. In fact it sounds  
hopeless.

BERNIE: Ah, but it's not! Wait till you hear my answer! "Dear  
Frantic: Don't pace the floor in a state of collapse.  
Just smoke a pipe ... to calm you down! In no time at  
all you'll forget your worries ... you'll feel peaceful  
and happy ... so take my advice/<sup>Frantic</sup>... Smoke a pipe xxxto  
calm you down!"

VON ZELL Maestro -- you're wonderful! And you know, gentlemen -- all kidding aside -- one of the best ways to calm yourself down is to smoke a pipe. BUT ... be sure that pipe is filled with HALF AND HALF TOBACCO! For Half and Half is blended a better way ... it appeals especially to your sense of smell. And gentlemen, your sense of smell is mighty important to your enjoyment of any tobacco. If you want to prove it, just pinch your nostrils shut while you're smoking a pipe. You'll find the tobacco smoke becomes flat -- no flavor. When you let go, the flavor returns, proving you enjoy tobacco mostly through your sense of smell. That's why tobacco with a finer aroma gives you a better smoke. And that's why we <sup>take extra care</sup> ~~spend extra money~~ to make HALF AND HALF more aromatic. It's unique ... a blend that actually tastes better because it smells better. Every fragrant puff is a pleasure! So fill up with Half and Half ... and smoke a pipe ... to calm you down!

(ORCHESTRA ... "LAMBETH WALK" ..... HIT AND FADE DOWN)

BEN: That horn-blowing and fiddle-scraping youse is now listening to means that the lads are playing a number that, by gosh, in the old days we called a Square Dance ... But nowadays the high-fallutin' society folks call it the "Lambeth Walk". (ALA RUBE) Ladies to the left ... gentlemen to the right. Take it away, <sup>Lads</sup> ~~boys~~! Gal darn it.

3. (ORCHESTRA ... "LAMBETH WALK" ..... TO CONCLUSION)

BEN: That was magnifico, you Half and Half Lads, Yowsah. ~~Some~~-And now the schedule calls for little Mary Small

MARY: ~~how the boys always pick her when kittle Mary Small~~  
Hello, Maestro! Right on time!  
~~gets up and walks over to the microphone.~~ / Gosh, Mary,

I still can't get over how quickly you've grown up. ~~Come~~  
~~every time~~ I remember when you were a child prodigy.  
let me see I heard you singing  
I heard you singing/when you were just eight years old,  
and my, how the audience was moved!

MARY: Thank you, Maestro.

BEN: Mary, you know I, too, was a child prodigy! I played the violin when I was eight years old.

MARY: You did?

BEN: Yes. And how the neighbors moved! And now you move into "MY REVERIES" ... while I move away from the microphone!

4. (MARY AND ORCHESTRA ..... "MY REVERIES")

(APPLAUSE)



BEN: / Beautiful Mary beautiful, and nice arrangement Al Eveda.  
And here he comes now ... shout the news from coast-to-

coast. The man with a face that could frighten a ghost --  
that half and half wit of Movietone News ... LEW LEHR.

(APPLAUSE)

MUSIC: (LEHR THEME)

LEW: Monkeys is the cwaziest people!  
you're all in a dither tonight ... what's the excitement?

BEN: Lew, what's the idea of wearing a Democratic badge?  
What's the idea of wearing a Republican badge?  
What's the idea of wearing a badge?

LEW: (LAUGH) ... I just came from a political meeting  
and did I hear a lot of speeches.  
Were tge subjects they

BEN: spoke about important subjects.

LEW: Was they important? They all spoke about balancing the  
budg -- er -- economic legislat -- er -- income tax referen -  
referen -- (LAUGH) Hot Air!

BEN: Well listen, if I'm not too inquisitive  
But Lew -- what is your favorite party.

LEW: (GRUNT) A Hallowe'en party. And last night I made a  
newsreel of one.

BEN: HMMM ... A Hallowe'en party -- what kind of a costume did  
you wear Lew.

LEW: Oh, very simple -- I just hung a pair of galoshes over my  
face.

BEN: Galoshes over your face. What were you suppose to re-  
present?

LEW: (LAUGH) Puss in Boots! When I first walked in I ~~was~~  
wore ~~wearing~~ an ugly mask and everybody screamed, so I ~~look~~ had to take  
the mask off.

BEN: Yes? And then what happened?

LEW: (LAUGH) They fainted!  
Lew, I won't believe that. Lew

BEN: /Were there any other novel costumes?

LEW: Oh yes. The hostess. She was dressed as Mickey Mouse.

BEN: Mickey Mouse? Did she look natural?  
Did She look ~~as~~ natural dat (LAUGH) ~~inxxxxxxdraggedxxxx~~  
~~outsidexxxxxxxx!~~

BEN: Sounds like a swell party.

LEW: You said it. One man came in with Carole Lombard on  
one arm and ~~Ginger Rogers~~ on the other arm.

BEN: Oh, a movie producer!

LEW: No --(LAUGH) A tatooed sailor! ~~But the best costume of~~  
~~all was the hostess's costume. She came in with Delaney.~~

~~BEN:xxxxxxx That was she supposed to be~~

LEW: (LAUGH) ~~An old man!~~ But the costume I liked best was  
the brother's. He came in as a pipeful of Half and Half  
tobacco.  
Now Lew

BEN: /How could he resemble a pipeful of Half and Half?

LEW: (LAUGH) He was all lit up. He was so plastered I played  
a game with him. I hit him on the head with a hammer.

BEN: What kind of a game is that?

LEW: (LAUGH) KNOCK RUMMY!

BEN: Lew, you stagger me. I suppose all the guests played that great Hallowe'en game called "Bobbin' for Apples".

LEW: Oh certainly!

BEN: It takes a big mouth to win that game!

LEW: You said it ... my wife put her face in the tub and all the apples disappeared.

BEN: Oh Lew! That's impossible!

LEW: Impossible? My mother-in-law tried it ... and der tub disappeared! But the best part of the party was the food there was beautiful ... except the pumpkin pie. It was awful lumpy!

BEN: I can't understand that! Why did they make it so lumpy?

LEW: (LAUGH) They used whole pumpkins! Then they brought in one little turkey and a hundred people rushed for it at der same time.

BEN: A hundred people? What part did you get, Lew?

LEW: I got the wishbone.

BEN: The wishbone? Did you make a wish?

LEW: Certainly.

BEN: What did you wish for?

LEW: (LAUGH) Some turkey!

(APPLAUSE)

MUSIC: LEW FLAYOFF

BEN: Nice going, Lew. And now while Lew is putting his mask on again so he won't frighten the children, the Half and Half-lads are gonna play "DON'T CROSS YOUR FINGERS, CROSS YOUR HEART". The boys are so happy. They all bet on Notre Dame.

5. (ORCHESTRA ..... "DON'T CROSS YOUR FINGERS")  
That was "Don't Cross Your Fingers"

BEN: / Comes now young Robert Patrick Gibson, the baritone of this program, who in his undergraduate days played a snappy quarter-back for his Alma Mater ... although for this program we refer to him as a Half and Half-back. You love football, don't you Bobby?

BOBBY: I sure do, Maestro.

BEN: You know, Bobby, my favorite game of all is football. Give me two fighting teams, a roaring, milling crowd ... a bitter cold fall day ... and boy I could sit at my radio all afternoon.

~~BOBBY: I, you know, I love football. I was once a football player in your college days.~~

~~BEN: Right, you know, Harry. I was once a football player in your college days.~~

~~BOBBY: I, you know, I love football. I was once a football player in your college days.~~

BEN: ~~She's a tough girl, the American's want around her.~~ And now Bobby, it's your turn to carry the ball with the song "MY OWN".

6. (GIBSON AND ORCHESTRA ..... "MY OWN")

(APPLAUSE)

(AFTER MUSIC)

BERNIE: Thank you, lads and boys. That wasn't half bad ... not half bad. That was a beautiful piece of music telescoped into a few moments! If you keep on like this, you'll make more money ... and I don't mean tin! There you are, Harry ... pick it up.

HARRY: Hunh? What's that, Maestro?

BERNIE: Why, Harry! I'm worried about you! Here I go to great lengths, great lengths, to lead you into the subject nearest your heart ... and by gosh, you fail to catch on!

HARRY: Well, I'm sorry Maestro, but I still don't.

BERNIE: Oh, Harrykins, listen ... Half ... telescope ... tin. Doth it not suggest something to you?

HARRY: Well! Well! You certainly did go to great lengths, didn't you? Friends, what the old maestro is referring to, in his very subtle way, is the patented telescope tin in which Half and Half Tobacco is packed. And really, it is a swell idea. For the telescope tin gets smaller and smaller as you use up the tobacco ... you just push it together so you can reach the tobacco easily, all the way down. No scraped

HARRY:  
(CONT'D)

fingers, no spilled tobacco, when you reach for your last pipe load. And EVERY pipe load of Half and Half brings you greater smoking pleasure! For it's an exclusive blend of fine Virginia and Burley tobaccos ... aromatic tobaccos, with a grand fragrance that everybody in the room will enjoy! So for new convenience, and for new smoking enjoyment ... ask for a telescope tin of HALF AND HALF!

(ORCHESTRA ..... "WHO" ..... HIT AND FADE)

BEN: And now from Jerome Kern's musical comedy hit SONNY, you're gonna hear "WHO". Ah me, before we were married my wife used to look at me and sing "Who". Now she looks at me and sings "WHY?"

7. (ORCHESTRA ..... "WHO" ..... TO CONCLUSION)

(APPLAUSE)

HARRY: That was the orchestra saying "Who?" Probably they meant to say what. WHAT? ~~Why~~, Half and Half Tobacco, of course! And remember, it's just as swell in a cigarette as in a pipe, for it rolls easily, burns evenly, and makes a smooth fragrant smoke.

BEN: And as Harry's words of wisdom begin their immortal trip through infinite space, ~~xxxxxxx~~ Thus cometh us to the fade-out of this week's tidbit for dear old Half and Half. And, gentlemen, when you light up with Half and Half, YOU'll begin an infinite trip through immortal pleasure. And that's not all - youse guys will find your better half will love the fragrance of Half and Half. See what I mean? Hmmm? I thought so. / <sup>Tony Bernie</sup> And now the time has come to lend thine ears to a bit of Au Revoir.

(BEN AND ORCHESTRA ..... "AU REVOIR")

(APPLAUSE & SEGUE TO:)

(ORCHESTRA ..... "LONESOME OLD TOWN")

-16-

HARRY: Half and Half invites you to listen in again at the same time next Sunday, for another half-hour with Ben Bernie, and all the Lads, Mary Small, Bob Gibson and Lew Lehr. This is the COLUMBIA BROADCASTING SYSTEM.

-16-

ATK01 0180052



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Send the following message, subject to the Company's rules, regulations and rates set forth in its tariffs and on file with regulatory authorities.

**DOMESTIC SERVICES** | **15** WORDS FOR THE **10** USUAL PRICE OF **10**  
FORM DOC-9

C O P Y

HOLLYWOOD, CALIF

OCT 28, 1938

MARY AFFERICA  
285 MADISON AVE  
NYC

JOE E BROWN REFERENCE BERNIE SHOW OKAY

NATALIE SIDES

ATX01 0180053

CHECK SERVICE DESIRED OTHERWISE MESSAGE WILL BE SENT AT FULL RATE	
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FULL RATE	FULL RATE
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CHARGE ACCOUNT NUMBER	
CASH NO	TOLLS
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Send the following message, subject to the Company's rules, regulations and rates set forth in its tariffs and on file with regulatory authorities.

**DOMESTIC SERVICES: 15** WORDS FOR THE **10** USUAL PRICE OF **10**  
FORM DCC-4

C O P Y

Oct 28, 1938

HOLLYWOOD, CALIFORNIA

MISS MARY AFFERICA  
YOUNG & RUBICAM  
285 MADISON AVE  
NYC

LOMBARD AND COLBERT OKAY.

NATALIE SIDES

ATX01 0180054

C O P Y

TELETYPE MESSAGE FROM HOLLYWOD - OCT 28TH - 3:55 P.M.

MA FROM NS-

MICKEY MOUSE OKAY FOR BERNIE.

ATX01 0180055

REBROADCAST

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE SHOW

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

OCTOBER 30, 1938

SUNDAY

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

MUSIC: ("LONESOME OLD TOWN" ... SWING TEMPO)

HARRY: Half Sweet!

MUSIC: ("LONESOME OLD TOWN" - PLAYED SWEETLY - FADE DOWN UNDER)

HARRY: Half an hour of half melody, half merriment, with your host Ben Bernie meeting you half-way on behalf of Half and Half Smoking Tobacco. Half and Half bids you a whole-hearted welcome, and hopes you'll save this half hour every Sunday for the Old Maestro and all the lads, and our half-cracked jester of Movietone News ... LEW LEHR.

And now we bring you the man who never lets his left hand know what his right hand is doing ... especially when he's playing the violin ... / <sup>the old maestro</sup> BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

ATK01 0180056

BEN: Yowsah, yowsah. Greetings and salutations, my-friends,  
and a happy Hallowe'en Sunday to you all. This is Ben  
Bernie, the Old Maestro coming to you on a coast to coast  
light-up over the last October air waves. Ah, good old  
October ... when the summer leaves finally tan<sup>s</sup>, and your  
summer tan finally leaves! Well, <sup>Harry</sup>the spirit of Hallowe'en  
is in the air and the old Maestro ~~and that alleged~~  
~~party~~ ~~Winchell~~, went to a Hallowe'en party last  
night, with that alleged newspaper man ... I forget his last  
name ... ~~Winchell~~ Winchell!

Oh yeah

HARRY: /Were you in costume, Ben?

BEN: Yes ... we went as the spirit of <sup>aviation.</sup> ~~the~~ I was dressed  
as a daring aviator.

HARRY: And what was Winchell?

BEN: ~~xxxx~~... the same old windbag!

HARRY: Well Maestro I've been saving this for you but  
~~Ben~~, I was at that party!

BEN: You were?

HARRY: Yes. I was dressed as a girl ... but I'll never do it  
again!

BEN: <sup>Harry</sup>  
Why/that should be a lot of fun. What's wrong with being  
dressed as a girl?

HARRY: Well, Maestro, I don't like the way you kiss.

BEN: HARRY! Was that YOU?

HARRY: Sure!

BEN: Aw ... I knew it all the time ... you didn't fool me!

HARRY: I didn't fool you?

BEN: No!

HARRY: Here, Ben.

BEN: What is it?

HARRY: Here maestro  
/I want to give you back your fraternity pin!

BEN: / ~~Gosh!~~ What. Shucks! Now  
I'll have to make another date for Saturday night!

Lads, play "WHISTLE WHILE YOU WORK" ... and play it loud,  
while I whistle to hide my embarrassment!

1. (ORCHESTRA . . . . . "WHISTLE WHILE YOU WORK")

BEN: A worthy beginning/<sup>my</sup> lads, a worthy beginning. Your old  
music teachers will be proud of this night's work. And  
now, Colonel Manny Prager and I are gonna do a little  
Swiss number "Titled "PUPPCHEN" ....<sup>no really</sup> which in good old  
Swiss means My Little Dollie. /<sup>You know</sup> The Colonel and I have  
worked out a system of singing songs together. Sort of

BEN:  
(CONT'D)

a Half and Half system. I generally ~~start the song~~ sing the verse  
just as the audience starts throwing things, I step aside  
and let the Colonel sing the chorus. / I hope you'll like  
Big hearted Earnie they calls me!  
it!

2. (BEN, PRAGER & ORCHESTRA ..... "PUPPCHEN")

(APPLAUSE)

(AFTER MUSIC)

BERNIE: Thank you ... that was/lovely. <sup>very very</sup> And speaking of love.  
Harry ... I want to tell you about my Advice to the Love-  
lorn Column.

VON ZELL: Well, for heaven's sakes, Maestro! When did you start  
that?

BERNIE: I'm starting it now. And just to show you how it works,  
I've written myself a letter. It says: "Dear Maestro:  
I am a young man terribly in love." The girl does not  
reciprocate. All night long I pace the floor in a state  
of collapse. What shall I do?" Signed - "Frantic".

Well now there  
VON ZELL:/That's an awfully sad letter, Maestro. In fact it sounds  
hopeless.

ah ah  
BERNIE: Ah,/but it's not! Wait till you hear my answer! "Dear  
Frantic: Don't pace the floor in a state of collapse.  
Just smoke a pipe ... to calm you down! In no time at  
all you'll forget your worries ... you'll feel peaceful  
and happy ... so take my advice/<sup>Frantic</sup>... Smoke a pipe xxxxto  
calm you down!"



Well  
VON ZELL/Maestro -- you're wonderful! And you know, gentlemen --  
all kidding aside -- one of the best ways to calm yourself  
down is to smoke a pipe. BUT ... be sure that pipe is  
filled with HALF AND HALF TOBACCO! For Half and Half is  
blended a better way ... it appeals especially to your  
sense of smell. And gentlemen, your sense of smell is  
mighty important to your enjoyment of any tobacco. If you  
want to prove it, just pinch your nostrils shut while you're  
smoking a pipe. You'll find the tobacco smoke becomes flat  
-- no flavor. When you let go, the flavor returns, proving  
you enjoy tobacco mostly through your sense of smell.  
That's why tobacco with a finer aroma gives you a better  
smoke. And that's why we <sup>take extra care</sup> ~~spend extra money~~ to make HALF  
AND HALF more aromatic. It's unique ... a blend that  
actually tastes better because it smells better. Every  
fragrant puff is a pleasure! So fill up with Half and  
Half ... and smoke a pipe ... to calm you down!

(ORCHESTRA ... "LAMBETH WALK" ..... HIT AND FADE DOWN)

BEN: That horn-blowing and fiddle-scraping youse is now listening to means that the lads are playing a number that, ~~byxgost~~, in the old days we called a Square Dance ... But nowadays the high-fallutin' society folks call it the "Lambeth Walk". (ALA RUBE) Ladies to the left ... gentlemen to the right. Take it away, ~~hays!~~ Gal darn it.

3. (ORCHESTRA ... "LAMBETH WALK" ..... TO CONCLUSION)

BEN: That was magnifico, you Half and Half Lads, Yowsah. ~~Sxxxx~~ And now the schedule calls for little Mary Small

MARY: Hello, Maestro! Right on time!  
 BEN: ~~gatsxxxxandxxxxwalkxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~ Gosh, Mary,

I still can't get over how quickly you've grown up. ~~xxxx~~  
~~xxxxxxxx~~. I remember when you were a child prodigy.  
 let me see I heard you singing  
 I heard you singing/when you were just eight years old,  
 and my, how the audience was moved!

MARY: Thank you, Maestro.

BEN: Mary, you know I, too, was a child prodigy! I played the violin when I was eight years old.

MARY: You did?

BEN: Yes. And how the neighbors moved! And now you move into "MY REVERIES" ... while I move away from the microphone!

4. (MARY AND ORCHESTRA ..... "MY REVERIES")

(APPLAUSE)

BEN: Beautiful Mary beautiful, and nice arrangement Al Evans.  
/And here he comes now ... shout the news from coast-to-

coast. The man with a face that could frighten a ghost --  
that half and half wit of Movietone News ... LEW LEHR.

(APPLAUSE)

MUSIC: (LEHR THEME)

LEW: Monkeys is the craziest people!  
you're all in a dither tonight ... what's the excitement?

BEN: Lew, ~~what's the idea of wearing a Democratic badge~~  
~~in a Republican badge like the other~~ ... What are you?

LEW: ~~(LAUGH)~~ ~~Am~~ ... I just came from a political meeting  
and did I hear a lot of speeches.  
Were the subjects they

BEN: ~~important~~ spoke about important ~~subjects~~

LEW: Was they important? They all spoke about balancing the  
budg -- er -- economic legislat -- er -- income tax referen -  
referen -- (LAUGH) Hot Air!

BEN: Well listen, if I'm not too inquisitive  
~~But~~ -- what is your favorite party.

LEW: (GRUNT) A Hallowe'en party. And last night I made a  
newsreel of one.

BEN: HMMM ... A Hallowe'en party -- what kind of a costume did  
you wear Lew:

LEW: Oh, very simple -- I just hung a pair of galoshes over my  
face.

BEN: Galoshes over your face. What were you suppose to re-  
present?

LEW: (LAUGH) Puss in Boots! When I first walked in I ~~was~~  
wore had to take  
~~wearing~~ an ugly mask and everybody screamed, so I/~~took~~  
the mask off.

BEN: Yes? And then what happened?

LEW: (LAUGH) They fainted!

They fainted? Lew, I won't believe that. Lew

BEN: / Were there any other novel costumes?

LEW: Oh yes. The hostess. She was dressed as Mickey Mouse.

BEN: Mickey Mouse? Did she look natural?

LEW: Did She looked ~~so~~ natural dat (LAUGH) ~~the~~~~xxx~~~~dragged~~~~her~~~~xxx~~

~~outside~~~~three~~~~times~~ Three times the cat dragged her out!

BEN: Sounds like a swell party. ✓

LEW: You said it. One man came in with Carole Lombard on  
Claudette Colbert  
one arm and ~~Clyde~~~~Rogers~~ on the other arm.

BEN: Oh, a movie producer!

LEW: No --(LAUGH) A tatoood sailor! ~~But~~~~the~~~~xxx~~~~costume~~~~xxx~~

~~xxx~~~~was~~~~the~~~~hostess~~~~xxx~~~~mother~~~~xxx~~~~she~~~~xxx~~~~in~~~~with~~~~Demaggio~~~~xxx~~

~~xxx~~ What ~~was~~ ~~she~~ ~~supposed~~ ~~to~~ ~~be~~.

LEW: (LAUGH) ~~xxx~~~~xxx~~~~xxx~~ But the costume I liked best was  
the brother's. He came in as a pipeful of Half and Half  
tobacco.

Now Lew

BEN: / How could he resemble a pipeful of Half and Half?

LEW: (LAUGH) He was all lit up. He was so plastered I played  
a game with him. I hit him on the head with a hammer.

BEN: What kind of a game is that?

LEW: (LAUGH) Knock Rumay!

BEN: Lew, you stagger me. I supposed all the guests played that great Hallowe'en game called "Bobbin for Apples."

LEW: Oh, sure. There was one ~~girl~~<sup>man</sup> there and as soon as ~~she~~<sup>he</sup> put ~~her~~<sup>his</sup> face in the tub all the apples disappeared!

BEN: Who was the ~~girl~~<sup>man</sup>?

LEW: (LAUGH) ~~Ma~~<sup>Ma</sup> Joe E. Brown

BEN: If my mother-in-law was there the tub would have disappeared.

LEW: But the best part of the party was the food -- except the pumpkin pie. It was awful lumpy.

BEN: I can't understand that. Why did they make it so lumpy?

LEW: (LAUGH) They used whole pumpkins! Then they brought in one little turkey and a hundred people rushed for it at der same time.

BEN: A hundred people? What part did you get, Lew?

LEW: I got the wishbone.

BEN: The wishbone. Did you make a wish?

LEW: Certainly!

BEN: What did you wish for?

LEW: (LAUGH) Some turkey!

(APPLAUSE)

(MUSIC: LEHR PLAYOFF)



(AFTER MUSIC)

BERNIE: Thank you, lads and boys. That wasn't half bad ... not half bad. That was a beautiful piece of music telescoped into a few moments! If you keep on like this, you'll make more money ... and I don't mean tin! There you are, Harry ... pick it up.

HARRY: . Hunh? What's that, Maestro?

BERNIE: Why, Harry! I'm worried about you! Here I go to great lengths, great lengths, to lead you into the subject nearest your heart ... and by gosh, you fail to catch on!

HARRY: Well, I'm sorry Maestro, but I still don't.

BERNIE: Oh, Harrykins, listen ... Half ... telescope ... tin. Doth it not suggest something to you?

HARRY: Well! Well! You certainly did go to great lengths, didn't you? Friends, what the old maestro is referring to, in his very subtle way, is the patented telescope tin in which Half and Half Tobacco is packed. And really, it is a swell idea. For the telescope tin gets smaller and smaller as you use up the tobacco ... you just push it together so you can reach the tobacco easily, all the way down. No scraped

HARRY:  
(CONT'D)

fingers, no spilled tobacco, when you reach for your last pipe load. And EVERY pipe load of Half and Half brings you greater smoking pleasure! For it's an exclusive blend of fine Virginia and Burley tobaccos ... aromatic tobaccos, with a grand fragrance that everybody in the room will enjoy! So for new convenience, and for new smoking enjoyment ... ask for a telescope tin of HALF AND HALF!



(ORCHESTRA ..... "WHO" ..... HIT AND FADE)

BEN: And now from Jerome Kern's musical comedy hit SONNY, you're gonna hear "WHO". Ah me, before we were married my wife used to look at me and sing "Who". Now she looks at me and sings "WHY?"

7. (ORCHESTRA ..... "WHO" ..... TO CONCLUSION)

(APPLAUSE)

HARRY: That was the orchestra saying "Who?" Probably they meant to say what. <sup>Well</sup> WHAT? ~~Why~~, Half and Half Tobacco, of course! And remember, it's just as swell in a cigarette as in a pipe, for it rolls easily, burns evenly, and makes a smooth fragrant smoke.

BEN: And as Harry's words of wisdom begin their immortal trip through infinite space, <sup>Thus cometh us</sup> ~~XXXXXXXXXX~~ to the fade-out of this week's tidbit for dear old Half and Half. And, gentlemen, when you light up with Half and Half, YOU'll begin an infinite trip through immortal pleasure. And that's not all - youse guys will find your better half will love the fragrance of Half and Half. See what I mean? Hmmm? I thought so. <sup>Tony Bernie</sup> /And now the time has come to lend thine ears to a bit of Au Revoir.

(BEN AND ORCHESTRA ..... "AU REVOIR")

(APPLAUSE & SEGUE TO:)

(ORCHESTRA ..... "LONESOME OLD TOWN")

HARRY: Half and Half invites you to listen in again at the same time next Sunday, for another half-hour with Ben Bernie, and all the Lads, Mary Small, Bob Gibson and Lew Lehr. This is the COLUMBIA BROADCASTING SYSTEM.

NOVEMBER

ATX01 0180071

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF & HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

NOVEMBER 6, 1938

SUNDAY

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, half an hour of tuneful tomfoolery, aided and abetted by that outstanding aider and abetter, BEN BERNIE! Half and Half hopes you'll enjoy hearing the Old Maestro and ALL The Lads, and our rubber-faced Jester of Movietone News -- LEW LEHR!

VON ZELL: and now we bring you the man who is not a candidate for Governor for only one reason ... nobody asked him! The Old Maestro, BEN BERNIE.

(APPLAUSE)

ATX01 0180072

(THEME UP AND OUT)

BEN: Yowsah, Yowsah, ... greetings and salutations, ladies and gentlemen ... and a happy two days before election to you all. This is Ben Bernie the old maestro and all the lady, mumbling into the microphone for dear old Half and Half. Fo'give me if I seem a bit excited tonight, Harry, but elections will always get me. You know, I come from a long line of politicians, myself!

VON ZELL: Is that so?

Certainly.

BEN: ~~Why so?~~ My grandfather, old re-count Bernie, was in politics until he was ninety-seven years old.

VON ZELL: Not really Maestro!

Why sure, Harry.

BEN: ~~So what?~~ You had to hand it to the old boy ... He may have had one foot in the grave ... but he always had both hands in the gravy!

VON ZELL: Maestro, wouldn't you like to be in politics? Just think someday you might be president ... wouldn't you like to get your face

BEN: ~~So what?~~ on a five dollar bill?

~~if you can't get your face on a five dollar bill?~~

BEN: Harry, after the way War Admiral ran last week I'd like to get my hands on a five dollar bill!

VON ZELL: Well, tell me, Ben ... are you interested in this campaign?

BEN: I certainly am. I love the meetings ... the lights ...

BEN:  
(CONT'D)

the bands ... the speeches, and each party with its traditional symbol. The Republicans use the picture of an elephant.

VON ZELL:

Yes.

BEN:

And the Democrats use a picture of Winchell! And now lads, some notes and votes, please for "WHAT GOES ON HERE IN MY HEART."

1. (ORCHESTRA....."WHAT GOES ON HERE IN MY HEART")

BEN:

That was "WHAT GOES ON HERE IN MY HEART" just played by Ben Bernie and his Half and Half lads ... Half Democrats and half Republicans. That's why we get no harmony! And now Colonel Manny Prager/<sup>Harry Von Zell</sup>and I are gonna collaborate in a bit of nonsense written by two of our old lads ... Dave Franklin and Harry Bailey. I mention Bailey because his Ma back home in Indianapolis wants to know if he's still with us. Yes, he is, Ma! And doin' right well, too. The title of this number is "IF I'M ELECTED". Ring her out boys! Ring her out!

2. (PRAGER, BEN & ORCH....."IF I'M ELECTED")

(APPLAUSE)

OPENING COMMERCIAL

(AFTER MUSIC)

BERNIE...

Thank youse, thank youse, thanks ... Now, Harry, you and the old Maestro are going to play a new game. It's called "The Famous Names Game" and I invented it myself. You'll love it, Harrykins! Art prepared?

VON ZELL...

Well, I don't know, Maes, but I'll do my best.

BERNIE...

While I count to five, I want you to tell me the names of three famous men who were great pipe smokers ... great pipe smokers.

(UP: VERY FAST) One two three four five! You lose, Harry!

VON ZELL...

Say -- wait a minute there ... you didn't give me a chance, Maestro!

BERNIE...

Don't be a poor loser, Harrykins! Here's the answer. Charles Kingsley, Alfred Tennyson, Mark Twain! Great pipe smokers, Harry, and I'll bet I know why! I'll bet they knew what we know ... that to smoke a pipe, calms you down ... yowsuh ... calms you down.

VON ZELL...

Well, Maestro, I'll forgive you for winning your own game, because you have such a good idea there. Yes, sir ... smoke a pipe to calm

OPENING COMMERCIAL -2-

VON ZELL... (CONT)

you down. But, gentlemen ... here's something important. Be sure that pipe is filled with HALF AND HALF TOBACCO! For Half and Half is a fine fragrant blend of aromatic tobaccos. It has a finer taste because it has a finer aroma. And here's something you'll appreciate! It's even packed a new, finer way! Half and Half comes in a patented telescope tin, which gets smaller and smaller as you use it. The tobacco's easy to reach all the way down ... down to the last fragrant crumb! So get a telescope tin of Half and Half. Fill up ... and relax! Lean back and be happy! Smoke a pipe ... to calm you down!



(ORCHESTRA ... "DIPSY DOODLE" .... HIT AND FADE)

BEN: And now the lads are playing one of the hit songs of the Summer. I wonder if you folks remember last summer's biggest musical hit? It wasn't The Sextette from Lucia d'Lammermoor ... It wasn't the Prelude to Traviata ... It wasn't the Quartette from Rigoletto. Give up? You guessed it ... it's the old Ipsy<sup>day-</sup>OOdle-Day!

3. (ORCHESTRA ..... DIPSY DOODLE .... TO CONCLUSION)

BEN: Splendidly done, lads ... splendidly done. Half and Half has reason to be proud of you. And here comes another reason for Half and Half's pride ... winsome little Mary Small. Howjado, Mary?

MARY: Howjado, Maestro!

BEN: You is lookin' mighty trim tonight ... Yowsah!

MARY: You is lookin' mighty trim in a big way yourself, Yowsah!

BEN: Just a minute ... how come you're throwin' my own language back at me?

MARY: Well, you see Maestro, I admire your career so much I want to pattern my own life after yours/ You sing ... so I sing. You play the violin, so I'm studying the violin. You see? I'm doing everything just as you do it.

BEN: Well now, Mary, that's mighty flattering. <sup>Why do you use</sup> ~~it~~ ~~as~~ ~~a~~ ~~model?~~  
me as a model?  
~~XXXXXX~~

MARY: ~~xxxxxx~~ ~~xxxxxx~~ ~~xxxxxx~~ ~~xxxxxx~~ ~~xxxxxx~~ because I'm really  
crazy about you.

BEN: You are? <sup>Do you go to see the pictures I act in?</sup> ~~xxxxxx~~ ~~xxxxxx~~ ~~xxxxxx~~ ~~xxxxxx~~ ~~xxxxxx~~

MARY: ~~xxxxxx~~ ... I'm not that crazy!

BEN: Well Mary, we're all crazy to hear what you're gonna sing.

MARY: I'm going to sing "AT LONG LAST LOVE."

BEN: <sup>At Long Last Love -</sup> Oh, Myrna, is you listening?

4. (SMALL & ORCHESTRA) ..... "AT LONG LAST LOVE"

(APPLAUSE)

BEN: And here he comes now ... a whatsit, a whosis, I wonder what be it ... it's hard to believe even after you see it ... so help me, it's that half and half wit of Movietone News ... LEW LEHR.

(APPLAUSE)

(ORCHESTRA LEHR ENTRANCE THEME)

LEW: Monkeys is the craziest people.

BEN: Lew, what's the idea of wearing a Democratic badge on one lapel and a Republican badge on the other. What are you? anyway?

LEW: I'm an Elk. Mr. Bernie, you know I'm running for office next Tuesday.

BEN: <sup>Very interesting</sup>  
/ Is it an important position, Lew?

LEW: Is it important. I'm running for administrator to the Supreme - er - counselor to the gubernator - er - congressional represent - er represent (LAUGH) Dog catcher.

BEN: They couldn't have picked a better man, for the job.  
Lew, how much will you give me for my vote.

LEW: (ANGRILY) How much will I give you ... Mr. Bernie you ought to be ashamed of yourself. You're a fine citizen - a fine patriot. You should be thankful for the privilege and the honor and the opportunity and er (LAUGH) Is two bucks enough?

BEN: It's a deal, Lew. Now has your political career interfered with your making a newsreel this week?

LEW: Oh, no, this week I made a newsreel of a football game between two lady teams.

BEN: Ladies playing football.

~~LEW: Yes, the game was so excitingly before it started. One of the players got the football back and she pushed it in. (LAUGH) She was so fat that she couldn't see the ball.~~

~~BEN: I can see this is going to be a long one.~~

LEW: <sup>Yes</sup> / Boy, what funny looking mammas. (GRUNT) Twenty two Mickey Finns. And especially the Captain of the visiting team. Was she homely! She had a 1936 Republican face.

BEN: What do you mean, a 1936 Republican face.

LEW: (LAUGH) It looked like it was hit by a landslide.

BEN: I suppose all the <sup>football</sup> ladies had plenty of avoirdupois.

LEW: No, (GRUNT) they were just fat. One of them was so big (LAUGH) she wore two mattresses for shoulder pads. And when she stooped down on the line, (GRUNT) she made ten yards without moving.

BEN: Oh, Lew, that's incredible.

LEW: And everytime she ran for a touchdown she pushed away the tacklers with both hands.

BEN: With both hands? Then where did she carry the ball?

LEW: (LAUGH) Between her chins.

BEN: Oh the old hidden ball play.

LEW: That's the one. But the other team was very smart. They had nothing but mother-in-laws in the line.

BEN: Mother-in-laws? What are they good for?

LEW: ~~When they're good for~~ interference. You know, Mr. Bernie, when I was in college I was a great athlete.

BEN: Is that so?  
~~Oh, yes, you know.~~ What sports did you take up?

LEW: Boxing and kissing.

BEN: Lew, boxing has nothing to do with ~~kissing~~ kissing, kisses?

LEW: It has with me. (GRUNT) I have to fight for it. And that reminds me - my wife Eucalyptus - she was on one of the teams.

BEN: You mean little Sycamore's mother.

LEW: Yeah. She won the game by kicking the football a hundred yards.

BEN: A hundred yards. Lew, I never believed a woman could kick a ball that far.

LEW: Neither did I until I looked at the ball. Then I found out why.

BEN: Why?

LEW: (LAUGH) My picture was on it.

(APPLAUSE)

(ORCHESTRA ..... LEHR THEME ..... PLAYOFF)

BEN: Nice going, Lew ... and now the Half and Half lads have scraped together and old number which they're affectionately dedicating to my hair ... AFTER YOU'VE GONE.

5..... (ORCHESTRA ..... "AFTER YOU'VE GONE")

BEN: And now my good friends ... here comes that young man with the baritone profundo ... young Robert Patrick Gibson, from Wooster, Massachusetts. Bobby, I suppose everybody in Wooster listens to our Half and Half program don't they?

BOBBY: Yes ... and that's what I want to talk to you about. Here's a note my father asked me to give you.

BEN: Hmmm ... guess he wants to find out if you're eating your spinach. Let's see ... "Dear Mr. Bernie: I wish you'd let my son sing at the beginning of your program. The way it is now, we have to listen to you for twenty minutes." Hmmm. Is my face RED? Sing, Bobby!

BFN:

Sing, Bobby!

6. (BOBBY GIBSON & ORCH ..... "SUMMER SOUVENIRS")

(APPLAUSE)



CLOSING COMMERCIAL (REVISED)

(AFTER MUSIC)

BERNIE

A bit of okay, but definitely. And now good friends, harken closely to the unusual story of a potato and an apple ... a potato... and an apple. Harry Von Zellie made me a wager ... correct, Harry?

VON ZELL

Correct, Maestro.

BERNIE

He bet me that if I pinched my nose, so that I couldn't smell, then I couldn't tell the difference in taste between ... a potato ... and an apple. Correct, Harry?

VON ZELL ...

Correct, Maestro.

BERNIE

So we procured a potato and an apple. I pinched my nose tightly, I tasted them both, and so help I couldn't tell the which-a from the what-a! So the old Maestro lost the bet, and Von Zellie proved his point! Correct, Harry?

VON ZELL

Correct, Maestro! And gentlemen -- here is the point -- and it's an important one! It's an actual fact that your appreciation of any flavor depends mostly on your sense of smell. You can make that same test with tobacco ... pinch your nostrils shut while you're smoking your pipe ...

CLOSING COMMERCIAL -2-

VON ZELL (CONT'D)

and you'll find the tobacco smoke becomes flat -- no flavor. When you let go the flavor returns at once. That proves that you enjoy tobacco largely through your sense of smell...so the tobacco with a finer aroma is bound to give you a better smoke. AND HALF AND HALF has a finer aroma! It's different ... distinctive ... a blend of fine aromatic Virginia and Burley tobaccos, that actually tastes better because it smells better. Why, everybody in the room will enjoy that fragrant aroma, and you'll find it adds infinitely to your own smoking enjoyment. So fill up with a pipeful of Half and Half ... the grand aromatic smoke!

(ORCHESTRA ..... "I'VE GOT RHYTHM" ..... HIT AND FADE)

BEN: Somebody must have turned the hour-glass upside down,  
'cause we're sliding backward thru time ... two years, four  
years ... six years ... ~~and~~ and we open a copy of one of George's  
~~best numbers.~~ <sup>and</sup> we open a copy of one of George's  
best numbers. Boys and gals, do I need to tell you it's  
"I'VE GOT RHYTHM"?

7. (ORCHESTRA ..... "I'VE GOT RHYTHM" ..... TO CONCLUSION)

(APPLAUSE)

VON ZELL: That was smooth ... yes sir, that was smooth ... as smooth  
as a cigarette filled with HALF AND HALF TOBACCO! For  
Half and Half makes a grand smoke if you roll your own.  
Try it gentlemen -- you'll like it!

BEN: ~~That's a good one, isn't it? I've got a copy of it for you.~~  
~~It's a real treat, isn't it? I've got a copy of it for you.~~  
~~It's a real treat, isn't it? I've got a copy of it for you.~~

~~-----~~  
~~XX~~  
~~XX~~  
~~XX~~  
~~XX~~

~~XX~~  
~~XX~~  
~~XX~~  
... And now the time has come to lend  
thine ears to a bit of "Au Revoir"....

(BEN AND ORCHESTRA ..... "AU REVOIR")

(FINISHING UP WITH --)

BEN: Make your old pipe smile and laugh ... Try that good old  
Half and Half, Yowsah.

(APPLAUSE)

(SEGUE TO .....

(ORCHESTRA ..... "LONESOME OLD TOWN")

HARRY: Half and Half 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, Bob Gibson, and Lew Lehr.

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"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF & HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

NOVEMBER 6, 1938

SUNDAY

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, half an hour of tuneful tomfoolery, aided and abetted by that outstanding aider and abetter, BEN BERNIE! Half and Half hopes you'll enjoy hearing the Old Maestro and ALL The Lads, and our rubber-faced Jester of Movietone News -- LEW LEHR!

VON ZELL: And now we bring you the man who is not a candidate for Governor for only one reason ... nobody asked him! The Old Maestro, BEN BERNIE.

(APPLAUSE)

ATK01 0180090

(THEME UP AND OUT)

BEN: Yowsah, Yowsah, ... greetings and salutations, ladies and gentlemen ... and a happy two days before election to you all. This is Ben Bernie the old maestro and all the lads, mumbling into the microphone for dear old Half and Half. Forgive me if I seem a bit excited tonight, Harry, but elections will always get me. You know, I come from a long line of politicians, myself!

VON ZELL: Is that so?

Certainly

BEN: ~~Whyxxxx~~. My grandfather, old re-count Bernie, was in politics until he was ninety-seven years old.

VON ZELL: Not really Maestro!

He sure was

BEN: ~~Certainly!~~ You had to hand it to the old boy ... He may have had one foot in the grave ... but he always

had both hands in the gravy!

VON ZELL: Maestro, wouldn't you like to be in politics? Just think, ~~xxxxxxgrandfatherxxxxxxhonestelections?~~

~~xxxxxx~~ someday you might be president...wouldn't you like to get ~~xxxxxx~~ your face on a five dollar bill?

BEN: ~~xxxxxx~~ Harry, after the way War Admiral ran last week I'd like to ~~xxxxxx~~ get my hands on a five dollar bill!

VON ZELL: Well, tell me, Ben ... are you interested in this campaign?

BEN: I certainly am. I love the meetings ... the lights ...

BEN:  
(CONT'D)

the bands ... the speeches, and each party with its traditional symbol. The Republicans use the picture of an elephant.

VON ZELL:

Yes.

BEN:

And the Democrats use a picture of Winchell! And now lads, some notes and votes, please for "WHAT GOES ON HERE IN MY HEART."

1. (ORCHESTRA....."WHAT GOES ON HERE IN MY HEART")

BEN: That was/<sup>the big stethoscope number</sup>"WHAT GOES ON HERE IN MY HEART" just played by Ben Bernie and his Half and Half lads ... Half Democrats and half Republicans. That's why we get no harmony! And now Colonel Manny Prager/<sup>Harry Von Zell</sup>and I are gonna collaborate in a bit of nonsense written by two of our old lads ... Dave Franklin and Harry Bailey. I mention Bailey because his Ma back home in Indianapolis ~~police~~ wants to know if he's still with us. Yes, he is, Ma! And doin' right well, too. The title of this number is "IF I'M ELECTED". Ring her out boys! Ring her out!

2. (PRAGER, BEN & ORCH:....."IF I'M ELECTED")

(APPLAUSE)



OPENING COMMERCIAL

(AFTER MUSIC)

BERNIE...

Thank youse, thank youse, thanks ... Now, Harry, you and the old Maestro are going to play a new game. It's called "The Famous Names Game" and I invented it myself. You'll love it, Harrykins? Art prepared?

VON ZELL...

Well, I don't know, Maes, but I'll do my best.

BERNIE...

Ben, Franklin Von Zell  
While I count to five, I want you to tell me the names of three famous men who were great pipe smokers ... great pipe smokers.

(UP: VERY FAST) One two three four five! You lose, Harry!

VON ZELL...

last counting  
Say -- wait a minute there ./.; you didn't give me a chance, Maestro!

BERNIE...

Don't be a poor loser, Harrykins! Here's the answer. Charles Kingsley, Alfred Tennyson, Mark Twain! Great pipe smokers, Harry, and I'll bet I know why! I'll bet they knew what we know ... that to smoke a pipe, calms you down ... yowsuh ... calms you down.

VON ZELL...

Well, Maestro, I'll forgive you for winning your own game, because you have such a good idea there. Yes, sir ... smoke a pipe to calm

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HALF AND HALF  
Nov. 6

OPENING COMMERCIAL -2-

VON ZELL... (CONT)

you down. But, gentlemen ... here's something important. Be sure that pipe is filled with HALF AND HALF TOBACCO! For Half and Half is a fine fragrant blend of aromatic tobaccos. It has a finer taste because it has a finer aroma. And here's something you'll appreciate! It's even packed a new, finer way! Half and Half comes in a patented telescope tin, which gets smaller and smaller as you use it. The tobacco's easy to reach all the way down ... down to the last fragrant crumb! So get a telescope tin of Half and Half. Fill up ... and relax! Lean back and be happy! Smoke a pipe ... to calm you down!

-5-

ATX01 0180094

(ORCHESTRA ... "DIPSY DOODLE" .... HIT AND FADE)

BEN: And now the lads are playing one of the hit songs of the Summer. I wonder if you folks remember last summer's biggest musical hit? It wasn't The Sextette from Lucia d'Lammermoor ... It wasn't the Prelude to Traviata ... It wasn't the Quartette from Rigoletto. Give up? You guessed it ... it's the old Ipsy/Oodle-Day!

3. (ORCHESTRA ..... DIPSY DOODLE .... TO CONCLUSION)

BEN: Splendidly done, lads ... splendidly done. Half and Half has reason to be proud of you. And here comes another reason for Half and Half's pride ... winsome little Mary Small. Howjado, Mary?

MARY: Howjado, Maestro!

BEN: You is lookin' mighty trim tonight ... Yowsah!

MARY: You is lookin' mighty trim in a big way yourself, Yowsah!

BEN: Just a minute ... how come you're throwin' my own language back at me?

MARY: Well, you see Maestro, I admire your career so much I want to pattern my own life after yours./ You sing ... so

I sing. You play the violin, so I'm studying the violin.

You see? I'm doing everything just as you do it.

BEN: Well now, Mary, that's mighty flattering. ~~it's really~~ Why do you

~~xxxxxxx~~ use me as a model?

MARY: ~~Yes, I'm doing everything you do~~ because I'm really  
crazy about you.

BEN: You are? ~~Did you see the pictures I act in?~~  
Do you go to see the pictures I act in?  
No Maestro

MARY: ~~Ben~~ ... I'm not that crazy!

BEN: Well Mary, we're all crazy to hear what you're gonna sing.

MARY: I'm going to sing "AT LONG LAST LOVE."  
At Long Last Love -

BEN: Oh, Myrna, is you listening?

4. (SMALL & ORCHESTRA ..... "AT LONG LAST LOVE")

(APPLAUSE)

BEN: And here he comes now ... a whatsit, a whosis, I wonder what be it ... it's hard to believe even after you see it ... so help me, it's that half and half wit of Movietone News ... LEW LEHR.

(APPLAUSE)

(ORCHESTRA LEHR ENTRANCE THEME)

LEW: Monkeys is the craziest people.

BEN: Lew, what's the idea of wearing a Democratic badge on one lapel and a Republican badge on the other. What are you? anyway?

LEW: I'm an Elk. Mr. Bernie, you know I'm running for office next Tuesday.

BEN: Very interesting / Is it an important position, Lew?

LEW: Is it important. I'm running for administrator to the Supreme - er - counselor to the gubernator - er - congressional represent - er represent (LAUGH) Dog catcher.

BEN: They couldn't have picked a better man, for the job. Lew, how much will you give me for my vote.

LEW: (ANGRILY) How much will I give you ... Mr. Bernie you ought to be ashamed of yourself. You're a fine citizen - a fine patriot. You should be thankful for the privilege and the honor and the opportunity and er (LAUGH) Is two bucks enough?

BEN: It's a deal, Lew. Now has your political career interfered with your making a newsreel this week?

LEW: Oh, no, this week I made a newsreel of a football game between two lady teams.

BEN: Ladies playing football.

LEW: ~~Yes, I made a newsreel of a football game between two lady teams. I almost finished it but I had to stop because I had to go to the office. I had to go to the office because I had to go to the office.~~

~~BEN: I know, this is going to be a good game.~~

LEW: Yea /Boy, what funny looking mammas. (GRUNT) Twenty two Mickey Finns. And especially the Captain of the visiting team. Was she homely! She had a 1936 Republican face.

BEN: What do you mean, a 1936 Republican face.

LEW: (LAUGH) It looked like it was hit by a landslide.

BEN: I suppose all the <sup>football</sup> ladies had plenty of avoirdupois.

LEW: No, (GRUNT) they were just fat. One of them was so big (LAUGH) she wore two mattresses for shoulder pads. And when she stooped down on the line, (GRUNT) she made ten yards without moving.

BEN: Oh, Lew, that's incredible.

LEW: And everytime she ran for a touchdown she pushed away the tacklers with both hands.

BEN: With both hands? Then where did she carry the ball?

LEW: (LAUGH) Between her chins.

BEN: Oh the old hidden ball play.

LEW: That's the one. But the other team was very smart. They had nothing but mother-in-laws in the line.

BEN: Mother-in-laws? What are they good for?

LEW: ~~You know they're good for~~ interference. You know, Mr. Bernie, when I was in college I was a great athlete.

BEN: ~~Oh, you know, Lew~~ Is that so? What sports did you take up?

LEW: Boxing and kissing.

BEN: Lew, boxing has nothing to do with ~~kissing~~ kisses.

LEW: It has with me. (GRUNT) I have to fight for it. And that reminds me - my wife Eucalyptus - she was on one of the teams.

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BEN: You mean little Sycamore's mother.

LEW: Yeah. She won the game by kicking the football a hundred yards.

BEN: A hundred yards. Lew, I never believed a woman could kick a ball that far.

LEW: Neither did I until I looked at the ball. Then I found out why.

BEN: Why?

LEW: (LAUGH) My picture was on it.

(APPLAUSE)

(ORCHESTRA ..... LEHR THEME ..... PLAYOFF)

11-

ATX01 0180100



BEN: Nice going, Lew ... and now the Half and Half lads have scraped together and old number which they're affectionately dedicating to my hair ... AFTER YOU'VE GONE.

5..... (ORCHESTRA ..... "AFTER YOU'VE GONE")

BEN: And now my good friends ... here comes that young man with the baritone profundo ... young Robert Patrick Gibson, from Wooster, Massachusetts. Bobby, I suppose everybody in Wooster listens to our Half and Half program don't they?

BOBBY: Yes ... and that's what I want to talk to you about. Here's a note my father asked me to give you.

BEN: Hmmm ... guess he wants to find out if you're eating your spinach. Let's see ... "Dear Mr. Bernie: I wish you'd let my son sing at the beginning of your program. The way it is now, we have to listen to you for twenty minutes." Hmmm. Is my face RED? Sing, Bobby!

BEN: Sing, Bobby!

6. (BOBBY GIBSON & ORCH ..... "SUMMER SOUVENIRS")

(APPLAUSE)

(Nov. 6th)

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CLOSING COMMERCIAL (REVISED)

(AFTER MUSIC)

BERNIE

A bit of okay, but definitely. And now good friends, harken closely to the unusual story of a potato and an apple ... a potato ... and an apple. Harry Von Zellie made me a wager ... correct, Harry?

VON ZELL

Correct, Maestro.

BERNIE

He bet me that if I pinched my nose, so that I couldn't smell, then I couldn't tell the difference in taste between ... a potato ... and an apple. Correct, Harry?

VON ZELL ...

Correct, Maestro.

BERNIE

So we procured a potato and an apple. I pinched my nose tightly, I tasted them both, and so help I couldn't tell the which-a from the what-a! So the old Maestro lost the bet, and Von Zellie proved his point! Correct, Harry?

VON ZELL

Correct, Maestro! And gentlemen -- here is the point -- and it's an important one! It's an actual fact that your appreciation of any flavor depends mostly on your sense of smell. You can make that same test with tobacco ... pinch your nostrils shut while you're smoking your pipe ...

ATX01 0180103

CLOSING COMMERCIAL -2-

VON ZELL (CONT'D)

and you'll find the tobacco smoke becomes flat -- no flavor. When you let go the flavor returns at once. That proves that you enjoy tobacco largely through your sense of smell...so the tobacco with a finer aroma is bound to give you a better smoke. AND HALF AND HALF has a finer aroma! It's different ... distinctive ... a blend of fine aromatic Virginia and Burley tobaccos, that actually tastes better because it smells better. Why, everybody in the room will enjoy that fragrant aroma, and you'll find it adds infinitely to your own smoking enjoyment. So fill up with a pipeful of Half and Half ... the grand aromatic smoke!

(ORCHESTRA ..... "I'VE GOT RHYTHM" ..... HIT AND FADE)

BEN: Somebody must have turned the hour-glass upside down,  
'cause we're sliding backward thru time ... two years, four  
years ... six years ... ~~and the whole world is~~  
and  
~~the whole world is~~, we open a copy of one of George's  
best numbers. Boys and gals, do I need to tell you it's  
"I'VE GOT RHYTHM"?

7. (ORCHESTRA ..... "I'VE GOT RHYTHM" ..... TO CONCLUSION)

(APPLAUSE)

VON ZELL: That was smooth ... yes sir, that was smooth ... as smooth  
as a cigarette filled with HALF AND HALF TOBACCO! For  
Half and Half makes a grand smoke if you roll your own.  
Try it gentlemen -- you'll like it!

BEN: That old second-hand has been zippin' around at record speed,  
and here we are with the finish line right under our noses.  
But we'll all be back with you next Sunday night. Meanwhile

-----  
If you're the type  
That likes a pipe  
We recommend  
That perfect blend

And we mean Half and Half. Yowsah. And remember, youse  
guys -- your better half will love the fragrance of Half and  
Half. No foolin' ... And now the time has come to lend  
thine ears to a bit of "Au Revoir"....

(BEN AND ORCHESTRA ..... "AU REVOIR")

(FINISHING UP WITH --)

BEN: Make your old pipe smile and laugh ... Try that good old  
Half and Half, Yowsah.

<sup>9</sup> (APPLAUSE)

(SEGUE TO .....

(ORCHESTRA ..... "LONESOME OLD TOWN")

HARRY: Half and Half 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, Bob Gibson, and Lew Lehr.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

"AS BROADCAST COPY"

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

NOVEMBER 13, 1938

SUNDAY

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, half an hour of half melody, half merriment, with our genial host, Ben Bernie, cutting capers between the halves. Half and Half bids you a wholehearted welcome to this broadcast, and hopes you listen every Sunday to the Old Maestro and all the Lads, and our rubber-faced Jester of Movietone News ... Lew Lehr!

(REVISED)  
Nov. 13, 1938

HARRY:  
(CONT'D)

And now we're going to introduce that famous philanthro-  
pist ... that great-hearted fellow who gives away  
every  
thousands of dollars ~~each~~ year and gets nothing in  
return ... not even thanks from the bookmaker ... ladies  
and gentlemen, the Old Maestro ... BEN BERNIE.

(APPLAUSE)

(BRING UP AND OUT)

BEN:

Yowsah, yowsah ... greetings and salutations, my friends,  
and a happy November Sunday to yez all. This is Ben  
Bernie the Old Maestro/<sup>once more</sup> on a coast - to - coast light-  
up for the Alma Mater, dear old Half and Half. And once  
again we bring you a flock of music and we hope a humor-  
ous crack-o for that fine old smoking tobacco.  
Well, Harry, this is the time of year when the old Maestro  
generally follows the birds down to his little farm in  
Florida.

HARRY:

Well, Maestro, aren't you going this year?

BERNIE:

~~No, I don't like Florida any more.~~ It makes me self- Harry that  
conscious.

HARRY:

Oh  
What do you mean self-conscious?

BERNIE:

Well -- er -- the cocoanuts have more hair than I have.  
Harry, maybe you'd be interested in buying my little farm.  
How about it?



HARRY: No farm for me Maestro ... I'm a city boy. Look ... button shoes!

BERNIE: But you'd love this place, Harry. It's the swankiest two acres in Florida.

HARRY: It is?

BERNIE: Why my farm is so swanky, on Saturday night the Bulls dress formal!

HARRY: Speaking of this farm Maestro, is your farm on the ocean?

BERNIE: Well, yes and no. When the tide's out my farm is on the ocean ... and when the tide's in, the ocean's on my farm.

HARRY: How did your crops turn out last year?

BERNIE: Slightly disastrous, Harry. The Japanese beetle got my oranges ... the doll weevil got my cotton, but the worst blow of all was the sharks got my tomatoes!

HARRY: Oh, what a shame! But no kidding, what are you raising this year?

BERNIE: This year I planted radishes ... and to keep the birds away I put salt between the rows of radishes.

HARRY: That sounds like a swell idea. Did it work?

BERNIE: Not so good. One morning I looked out the window and there were the birds, dipping the radishes in the salt and eating them! And now, my lads, dip your horns in the first number ... Rise and Shine, my lads!

....."RISE AND SHINE" .....ORCHESTRA

BEN: Nice rising, nice rising and nice shining, my Half and Half laddies. And now the Old Maestro has had a request to do an old number. This is a real honest-to-goodness request ... from the publishers. It's a bit of a roundelay about a noble steed. And I kinda likes it meself ... 'cause you know ...

I've taken me fun where I've found it  
From odd and sundry sources;  
And most folks know that the Old Maestro  
Is a bit of a nut on horses.'

But only one horse has served me well  
In this life of sad surprise  
So I raise my voice to an odds-on-choice  
THE HORSE WITH THE LAVENDAR EYES.

2.....(BEN AND ORCHESTRA ..... "THE HORSE WITH THE LAVENDAR EYES")

Nov. 13, 1938

OPENING COMMERCIAL

(AFTER MUSIC)

Nice Merry-go-rounding, lads

BERNIE: ~~Calxxxxsaxxxxxstupidxxxxmagnificxxxxladsxxxxlaxfactxxxxly~~  
~~detachedxxxxxxx~~ Now, Harrykins, if you have a couple  
of dollars in your jeans, I imagine you'd like to order an  
advance copy of my new book. My new recipe book.

Your  
HARRY: / Recipe book! You mean you've written a book of recipes?

Well  
BERNIE: /I'm working on it, Harrykins, working on it. It's recipes  
for men only. Would you like to try some of them?

look  
HARRY: Well -- uh/-- you see, Maestro -- why the fact is: I don't  
think I have <sup>my</sup> ~~any~~ bungalow aprons here.

BERNIE: Oh, Von Zellie, it's not that kind of recipes! It's some-  
thing entirely new and different! Listen, I'll read you a  
couple. Recipe for new happiness in the home - "Smoke  
a pipe, to calm you down!" Recipe for a man who's had a  
hard day at the office -- "Smoke a pipe, <sup>my friend</sup> /to calm you down!"  
Recipe for contentment any time -- "Smoke a pipe, to calm  
you down!"

HARRY: Well, Maestro, that is different ... and a mighty swell  
idea! And those are recipes that every one of you men ought  
to try! For smoking a pipe does calm you down ... makes  
you feel relaxed and peaceful ... and when that pipe is  
filled with HALF AND HALF TOBACCO, believe me, you've got

OPENING COMMERCIAL -2-

HARRY: the grandest smoke you ever enjoyed! Fragrant, aromatic,  
(CONT'D) especially satisfying. And furthermore, Half and Half is  
even packed an especially satisfying way! It comes in a  
patented telescope tin, which gets smaller and smaller as  
you use up the tobacco. You don't spill it around on the  
rug ... you don't scrape your fingers reaching for your  
last pipeful. .And every pipeful of Half and Half brings  
you new smoking contentment. So fill your pipe with Half  
and Half, and follow the old Maestro's recipe ... smoke  
a pipe ... to calm you down!

(ORCHESTRA .... "CHANGE PARTNERS" ... HIT AND FADE)

BEN: My old friend, Irving Berlin, has written, and Fred Astaire has introduced, a song which is creating quite a stampede throughout the land... and I figure if it's good enough for Berlin and Astaire, it's good enough for Ben Bernie.  
"CHANGE PARTNERS."

3. (ORCHESTRA ..... "CHANGE PARTNERS" .... TO CONCLUSION)

BEN: The lads just played "CHANGED PARTNERS" ... and now we're gonna change scenes from the Lads to Half and Half's charming little gal ... MARY SMALL.

MARY: Hello, Maestro!

BEN: Hello, Mary. / You know, I can't get over the way you're growing up. You're getting to the age where pretty soon the boys will be hanging around wanting to hold your hand.

MARY: Oh, no, Maestro. / I was in the dining-room of the Ritz-  
with my boy friend  
Carlton ~~last night~~ and I didn't hold hands with ~~my boy~~  
friend ~~at~~ all.

BEN: Didn't hold hands!  
/ Why, Mary, that's hard to believe. You mean to say you didn't hold hands with him once.

MARY: I couldn't. He was holding a tray of dishes. (PAUSE)  
~~But, xxvcrenxbexxkxgaxxex,xxbcyx~~

BEN: Why, Mary Small! Old Chaperone Bernie is aghast. But the lights are dimmed, the audience is expectant - the fiddles are raised to yon shoulders. Sing Mary - sing "Heart and Soul."

4. (MARY SMALL & ORCHESTRA ..... "HEART AND SOUL")

(APPLAUSE) <sup>a</sup>

BEN: Beautiful Mary. beautiful.  
/And here he comes now - that man with a home, some kids and a wife -- and a face that made Dracula run for his life ... it's the Half and Half wit of Movietone News - Lew Lehr.

(APPLAUSE)

(ORCHESTRA: LEHR ENTRANCE THEME)

LEW: Monkeys is the craziest people.

BEN: Lew, where did you get that classy looking top-coat.

LEW: I got it from Bond Street in Pickadil - er - from Hart Schaffner and er - from Kuppenhei - er Kuppenheim (LAUGH)  
Child's Restaurant.

BEN: Well, tell me, my fugitive from Esquire, what newsreel did you make this week.

LEW: Well, this week my little son Sycamore had a birthday and I made a newsreel of the party.

BEN: Ah, <sup>your son: this morning</sup>  
Ok, little Sycamore. Say I saw ~~him yesterday~~ and he's getting to look more like you everyday.

LEW: Please!  
Shh. Not so loud. He's awfully sensitive.

BEN: ~~xxxx~~ You mean about his looks?

LEW: He looks at me and then runs down to der zoo!  
Yeah. / ~~Everytime I take him to the zoo he says "Pop~~  
BEN: The Zoo? Why the zoo? the stork to apologize!  
LEW: ~~shh the stork~~ (LAUGH) He wants ~~an apology~~

BEN: Lew, I can't understand it. You told me that when you were a baby you were pretty.

LEW: One time  
I was! / At a baby show I won a big, heavy silver cup.

BEN: in the world did you come to  
You did? Then how ~~come you~~ look this way.

LEW: The judge  
(LAUGH) They dropped the cup on my face.

BEN: listen, Lew  
Well, / is little Sycamore a well-behaved child?

LEW: No, he's got a bad habit. He always cries so the nurse will hold him in her lap. And that makes a beautiful picture.

BEN: What makes a beautiful picture?

LEW: (LAUGH) Sycamore sitting on the nurse's lap ... the nurse sitting on my lap ~~and me sitting on my wife's lap.~~ (LAUGH)  
A triple decker!

BEN: Sounds like a horse race. ~~xxxx~~ laps. Lew, did Sycamore get many birthday presents.

LEW: Yeah - he got a lot of presents. One little girl brought him some catnip.

BEN: Catnip?

LOU: Yeah!

BEN: Why that's for cats. Somebody told her

LEW: ~~xxxx~~ (LAUGH) ~~xxxxxxx~~he had a sad-looking puss!

But I gave him a horse for a present. A beautiful horse.

BEN: Lew, ~~xxxxxxxwonderfulxfather~~. Where did you ever get a horse?

LEW: I won't tell,  
~~xxxx~~, but if you see a mounted policeman walking around  
mad (GRUNT) don't say anything.

BEN: I see. Lew, how did you amuse the kids.

LEW: We played games. Little Sycamore is just like his poppa.  
He always wants to play post-office.

BEN: Post-office - the little rascal.

LEW: ~~xxxx~~ und you know what he did? ~~xxxxxxx~~ right out the  
window! Yeah/-he kissed a girl and then he threw her ~~xxxxxxx~~ window!

BEN: Threw her out the window? What was the idea?

LEW: ~~xxxx~~ (LAUGH) He was sending her air-mail. But the best  
game was "Pin the tail on the donkey." (LAUGH) Was that  
fun?



BEN: You enjoyed it?

LEW: Yeah (LAUGH) Except/I can't sit down! I was never so air-  
conditioned in all my life.

BEN: Well, there's nothing like children's <sup>parties.</sup> ~~saxing~~ ~~party~~  
Did they do any damage.

LEW: Well ... you know my beautiful fifteen room house that cost  
me ten thousand dollars?

BEN: ~~Well~~ YES?

LEW: (LAUGH) Now it's a parking lot!

(APPLAUSE)

(ORCHESTRA: LEHR PLAYOFF MUSIC)

BEN: Well, there he goes, folks. Happy Congratulations to Sycamore. And in honor of his birthday the Half and Half lads ~~temporarily~~ I WON'T DANCE ... and here's ~~temporarily~~ are going to play ~~numbers~~ which ~~are~~ confidently good news...I won't sing! ~~predicting~~ going to ~~be~~ smash hit ~~is~~ "Alexander's Ragtime Band."

5. (ORCHESTRA ..... ~~ALEXANDER'S RAGTIME BAND~~ I WON'T DANCE)

BEN: And now New England's gift to the Half and Half program, young Bobby Gibson. What are you going to sing this evening, Bob?

BOBBY: "ALL ASHORE."

BEN: Oh that's a beautiful song. Reminds me of dear old Hawaii. Ah, dear Old Hawaii. You ought to see it. The beautiful white beach at Waikiki. The blue Pacific ... lovely native girls strumming their ukuleles ... lovely old Kaluah ...

BOBBY: Were you ever there, Maestro?

BEN: No ... somebody sent me a postcard!

6. (BOBBY GIBSON & ORCHESTRA ..... "ALL ASHORE")

(APPLAUSE)

CLOSING COMMERCIAL

(AFTER MUSIC)

BERNIE: But sweet, ah, but sweet-a! And Von Zellie ... somehow or  
in turn  
other that makes me think of roses. And that/makes me  
think of another little po-em I've just written, on a  
subject near and dear to your heart!

HARRY: Oh now  
/Well,/Maestro, that makes me think that you want to read  
us the poem!

BERNIE: Harry, you catch on quickly! Harken ... your ears

A rose by any other name-a  
Might smell as sweet -- might smell the same-a!  
But pinch your nose  
And hold that rose ...  
You'll find the fragrance has gone lame-a!

There you are, Harrykins! Carry on!

HARRY: Well, thank you, Maestro, thank you. And maybe I had  
better explain to our listeners what you're referring to! Then  
You see, gentlemen, it's like this ... You all know that  
if you pinch your nose tightly, you lose your sense of  
smell. But DO you know that also affects your sense of  
taste? Well, it does! Yes, sir, it's an actual fact that  
your appreciation of any flavor depends mostly on your sense  
of smell! Prove it yourself, when you're smoking your pipe.  
Pinch your nostrils shut ... you'll find the tobacco smoke  
becomes flat ... no flavor. When you let go -- the flavor  
returns at once. Proving that you enjoy tobacco mostly

CLOSING COMMERCIAL -2-

HARRY: through your sense of smell. And Half and Half Tobacco is  
(CONT'D) blended especially to appeal to that sense! It's bound  
to be a finer smoke, because it has a finer aroma! Half  
and Half is a distinctive blend of aromatic Virginia & Burley  
tobaccos, and it actually tastes better because it smells  
better ... smells so fragrant, so pleasant, that everybody  
in the room will enjoy it. So fill up with a pipeful of  
Half and Half ... the grand aromatic smoke!

(ORCHESTRA .... "I CAN'T GIVE YOU ANYTHING BUT LOVE"-HIT & FADE)

BEN: And now an old, old favorite ... and one that I'm sure will be a favorite for many years to come ... "I CAN'T GIVE YOU ANYTHING BUT LOVE."

7. (ORCHESTRA: "I CAN'T GIVE YOU ANYTHING BUT LOVE" TO CONCLUSION)

(APPLAUSE)

HARRY: If you roll your own cigarettes, try HALF AND HALF next time. It rolls easily, burns evenly, and makes a swell ... smooth ... smoke!

BRN: Well, it looks as though we've come to the end of the twenty-nine and a half minutes allotted to us. But before we call it quits, just let me quote these immortal lines of the Bard ... to wit:

"Here's a tip, my friend  
You won't be surly  
If you smoke that blend  
Of Virginia and Burley."

And the name of that blend? Why, Half and Half, of course, and remember youse guys - your better half will love the fragrance of Half and Half. ~~Sixtythree.~~ But now - the time has come to lend thine ears to a bit of "Au Revoir"

(BEN & ORCHESTRA ..... "AU REVOIR")

(APPLAUSE)

(SEGUE TO)

("LONESOME OLD TOWN" .....ORCHESTRA)

-16-

ANNOUNCER: Half and Half invites you to listen in again at this same time next Sunday - for another half hour with Ben Bernie, Lew Lehr, Mary Small, Bob Gibson and all the lads and lassies.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

-16-

ATX01 0180122

# Mackay Radio



Postal Telegraph

DOMESTIC SERVICES 15 WORDS FOR THE USUAL PRICE OF 10

LOS ANGELES CALIF NOV 11 1938

YOUNG AND RUBICAM ATTN MARY AFFERICA  
285 MADISON AVE

BERNIE REFERENCES OKAY

NATALIE SIDES

(Note: This covers Astaire and Dracula.)

ATX01 0180123





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C O P Y

CHICAGO ILL NOV 10

JACK VAN NOSTRAND YOUNG AND RUBICAM

285 MADISON AVE NYC

RETEL PLEASED TO AUTHORIZE SPECIFIED MENTION OF ESQUIRE

ALFRED SMART

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# Mackay Radio



Postal Telegraph

DOMESTIC SERVICES 15 WORDS FOR THE USUAL PRICE OF 10

C. O. P. Y.

CHICAGO ILL. NOV 10 1938

JACK VAN NOSTRAND  
YOUNG & RUBICAM  
NYC

OKAY TO GO AHEAD WITH REFERENCE TO HART SCHAPFNER AND MARY

ON BEN BERNIE SHOW NOVEMBER THIRTEENTH. THANKS FOR THINKIN

OF US

E R RICHER

ATX01 0180126

C O P Y

November 10, 1938

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

Gentlemen:

This is your permission to mention the Ritz-Carlton Hotel  
on your Ben Bernie Show Sunday, November 13, 1938.

Signed Albert Keller  
President and General Manager  
RITZ-CARLTON HOTEL

ATX01 0180127

C O P Y

November 10, 1938

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

Gentlemen:

This is your permission to mention Child's Restaurant  
on your Ben Bernie show of Sunday, November 13, 1938.

Signed Martin A. O'Hara

CHILD'S COMPANY

ATX01 018012B

REBROADCAST

"AS BROADCAST" COPY  
THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

NOVEMBER 13, 1938

SUNDAY

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco,  
half an hour of half melody, half merriment, with our  
genial host, Ben Bernie, cutting capers between the halves.  
Half and Half bids you a wholehearted welcome to this  
broadcast, and hopes you listen every Sunday to the Old  
Maestro and all the La's, and our rubber-faced Jester  
of Movietone News ... Lew Lohr!

HARRY:  
(CONT'D)

And now we're going to introduce that famous philanthro-  
pist ... that great-hearted fellow who gives away  
thousands of dollars <sup>every</sup> ~~xxxx~~ year and gets nothing in  
return ... not even thanks from the bookmaker ... ladies  
and gentlemen, the Old Maestro ... BEN BERNIE.

(APPLAUSE)

(BRING UP AND OUT)

BEN:

Yowsah, yowsah ... greetings and salutations, my friends,  
and a happy November Sunday to yez all. This is Ben  
Bernie the Old Maestro/<sup>once more</sup> on a coast - to - coast light-  
up for the Alma Mater, dear old Half and Half. And once  
again we bring you a flock of music and we hope a humor-  
ous crack-o for that fine old smoking tobacco.

Well, Harry, this is the time of year when the old Maestro  
generally follows the birds down to his little farm in  
Florida.

HARRY: Well, <sup>yes</sup> Maestro, aren't you going this year?  
I don't think so. You know there's something about Florida  
BERNIE: ~~xxxxixdaxixixkexFlaxixaxaxxxxxxxxix~~ makes me self-Harry that

conscious.

HARRY: Oh  
/What do you mean self-conscious?

BERNIE: Well -- er -- the cocobanuts have more hair than I have.  
Harry, maybe you'd be interested in buying my little farm.  
How about it?

HARRY: No fara for me Maestro ... I'm a city boy. Look ... button shoes!

BERNIE: But you'd love this place, Harry. It's the swankiest two acres in Florida.

HARRY: It is?

BERNIE: Why my fara is so swanky, on Saturday night the Bulls dress formal!

HARRY: Speaking of this fara Maestro, is your fara on the ocean?

BERNIE: Well, yes and no. When the tide's out my fara is on the ocean ... and when the tide's in, the ocean's on my fara.

HARRY: How did your crops turn out last year?

BERNIE: Slightly disastrous, Harry. The Japanese beetle got my oranges ... the doll weevil got my cotton, but the worst blow of all was the sharks got my tomatoes!

HARRY: Oh, what a shase! But no kidding, what are you raising this year?

BERNIE: This year I planted radishes ... and to keep the birds away I put salt between the rows of radishes.

HARRY: That sounds like a swell idea. Did it work?

BERNIE: Not so good. One morning I looked out the window and there were the birds, dipping the radishes in the salt and eating them! And now, my lads, dip your horns in the first number ... Rise and Shine, my lads!

1....."RISE AND SHINE".....ORCHESTRA

BEN: Nice rising, nice rising and nice shining, my Half and Half  
laddies. And now the Old Maestro has had a request to do an  
old number. This is a real honest-to-goodness request ...  
from the publishers. It's a bit of a roundelay about a noble  
steed. And I kinda likes it meself ... 'cause you know ...

I've taken me fun where I've found it  
From odd and sundry sources;  
And most folks know that the Old Maestro  
Is a bit of a nut on horses.

But only one horse has served me well  
In this life of sad surprise  
So I raise my voice to an odds-on-choice  
THE HORSE WITH THE LAVENDAR EYES.

2.....(BEN AND ORCHESTRA ..... "THE HORSE WITH THE LAVENDAR EYES")





OPENING COMMERCIAL -2-

HARRY: the grandest smoke you ever enjoyed! Fragrant, aromatic,  
(CONT'D) especially satisfying. And furthermore, Half and Half is  
even packed an especially satisfying way! It comes in a  
patented telescope tin, which gets smaller and smaller as  
you use up the tobacco. You don't spill it around on the  
rug ... you don't scrape your fingers reaching for your  
last pipeful. .And every pipeful of Half and Half brings  
you new smoking contentment. So fill your pipe with Half  
and Half, and follow the old Maestro's recipe ... smoke  
a pipe ... to calm you down!

(ORCHESTRA .... "CHANGE PARTNERS" ... HIT AND FADE)

BEN: My old friend, Irving Berlin, has written, and Fred Astaire has introduced, a song which is creating quite a stampede throughout the land... and I figure if it's good enough for Berlin and Astaire, it's good enough for Ben Bernie.  
"CHANGE PARTNERS."

3. (ORCHESTRA ..... "CHANGED PARTNERS" .... TO CONCLUSION)

BEN: The lads just played "CHANGED PARTNERS" ... and now we're gonna change scenes from the Lads to Half and Half's charming little gal ... MARY SMALL.

MARY: Hello, Maestro!

BEN: Hello, Mary. You know, I can't get over the way you're growing up. You're getting to the age where pretty soon the boys will be hanging around wanting to hold your hand.

MARY: <sup>But last night</sup> Oh, no, Maestro. / I was in the dining-room of the Ritz-  
with my boy friend  
Carlton ~~xxxxxxx~~ and I didn't hold hands ~~with xxxxxx~~  
~~friend~~ at all.

BEN: Didn't hold hands!  
/Why, Mary, that's hard to believe. You mean to say you didn't hold hands with him once.

MARY: I couldn't. He was holding a tray of dishes. (PAUSE)  
~~xxxxxxx~~

BEN: Why, Mary Small! Old Chaperone Bernie is aghast. But the lights are dimmed, the audience is expectant - the fiddles are raised to yon shoulders. Sing Mary - sing "Heart and Soul."

4. (MARY SMALL & ORCHESTRA ..... "HEART AND SOUL")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful.  
/And here he comes now - that man with a home, some kids and a wife -- and a face that made Dracula run for his life ... it's the Half and Half wit of Movietone News - Lew Lehr.

(APPLAUSE)

(ORCHESTRA: LEHR ENTRANCE THEME)

LEW: Monkeys is the craziest people.

BEN: Lew, where did you get that classy looking top-coat.

LEW: I got it from Bond Street in Pickadil - er - from Hart Schaffner and er - from Kuppenhei - er Kuppenheim (LAUGH) Child's Restaurant.

BEN: Well, tell me, my fugitive from Esquire, what newsreel did you make this week.

LEW: Well, this week my little son Sycamore had a birthday and

I made a newsreel of the party.

BEN: Ah, ~~Oh~~, little Sycamore. Say I saw ~~him yesterday~~ your son this morning and he's getting to look more like you everyday.

LEW: Please!  
~~Shh.~~ Not so loud. He's awfully sensitive.

BEN: ~~xxxxxx~~ You mean about his looks?

LEW: He looks at me and then runs down to der zoo!  
Yeah./ ~~Everytimeixtakehimtothexzooxheaxaysx"Paax~~  
BEN: The zoo? Why the zoo? the stork to apologize!  
LEW: ~~shhxxxxthexstorkx!~~ (LAUGH) He wants ~~anaxapology.~~

BEN: Lew, I can't understand it. You told me that when you were a baby you were pretty.

LEW: One time  
I was!/ At a baby show I won a big, heavy silver cup.

BEN: You did? Then how ~~xxxxxx~~ in the world did you come to look this way.

LEW: The judge  
(LAUGH) They dropped the cup on my face.

BEN: Listen, Lew  
Well,/is little Sycamore a well-behaved child?

LEW: No, he's got a bad habit. He always cries so the nurse will hold him in her lap. And that makes a beautiful picture.

BEN: What makes a beautiful picture?

LEW: (LAUGH) Sycamore sitting on the nurse's lap ... the nurse sitting on my lap ~~andxxxxsittingxonmywife'sxlap.~~ (LAUGH)  
A triple decker!

BEN: Sounds like a horse race. <sup>Two</sup> ~~Four~~ laps. Lew, did Sycamore get many birthday presents.

LEW: Yeah - he got a lot of presents. One little girl brought him some catnip.

BEN: Catnip?

LEW: Yeah.

BEN: Why that's for cats. Somebody told her

LEW: ~~Yeah~~ (LAUGH) ~~Somebody~~ he had a sad-looking puss!

But I gave him a horse for a present. A beautiful horse.

BEN: Lew, ~~your father's~~ ~~father's~~ Where did you ever get a horse?

LEW: I won't tell, ~~Yeah~~ but if you see a mounted policeman walking around mad (GRUNT) don't say anything.

BEN: I see. Lew, how did you amuse the kids.

LEW: We played games. Little Sycamore is just like his poppa. He always wants to play post-office.

BEN: Post-office - the little rascal.

LEW: <sup>und you know what he did?</sup> Yeah <sup>right out the</sup> /he kissed a girl and then he threw her ~~out the window.~~ window!

BEN: Threw her out the window? What was the idea?

LEW: ~~Yeah~~ (LAUGH) He was sending her air-mail. But the best game was "Pin the tail on the donkey." (LAUGH) Was that fun?

BEN: You enjoyed it?

LEW: Yeah (LAUGH) Except/I can't sit down! I was never so air-  
conditioned in all my life.

BEN: Well, there's nothing like children's ~~wing~~ <sup>parties.</sup> ~~parties~~  
Did they do any damage.

LEW: Well ... you know my beautiful fifteen room house that cost  
me ten thousand dollars?

BEN: ~~What~~ YES?

LEW: (LAUGH) Now it's a parking lot!

(APPLAUSE)

(ORCHESTRA: LEHR PLAYOFF MUSIC)

BEN: Well, there he goes, folks. Happy Congratulations to Sycamore. And in honor of his birthday the Half and Half lads ~~temporarily~~ are going to play ~~xxnumberxxwhichxx~~ ~~xxconfidently~~ good news ... I won't sing! ~~predictxxisxxgoingxx~~ ~~xxsmashxxhitxx~~ "AlexanderxxRagtimexx Bandxx"

5. (ORCHESTRA ..... "~~ALEXANDERxxRAGTIMExxBANDxx~~ I WON'T DANCE)

BEN: And now New England's gift to the Half and Half program, young Bobby Gibson. What are you going to sing this evening, Bob?

BOBBY: "ALL ASHORE."

BEN: Oh that's a beautiful song. Reminds me of dear old Hawaii. Ah, dear Old Hawaii. You ought to see it. The beautiful white beach at Waikiki. The blue Pacific ... lovely native girls strumming their ukuleles ... lovely old Kaluah ...

BOBBY: Were you ever there, Maestro?

BEN: No ... somebody sent me a postcard!

6. (BOBBY GIBSON & ORCHESTRA ..... "ALL ASHORE")

(APPLAUSE)



CLOSING COMMERCIAL

(AFTER MUSIC)

BERNIE: But sweet, ah, but sweet-a! And Von Zellie ... somehow or  
other that makes me think of roses. And that <sup>in turn</sup> / makes me  
think of another little po-em I've just written, on a  
subject near and dear to your heart!

HARRY: / Well, <sup>Oh now</sup> / Maestro, that makes me think that you want to read  
us the poem!

BERNIE: Harry, you catch on quickly! Harken ... your ears

A rose by any other name-a  
Might smell as sweet -- might smell the same-a!  
But pinch your nose  
And hold that rose ...  
You'll find the fragrance has gone lame-a!

There you are, Harrykins! Carry on!

HARRY: Well, thank you, Maestro, thank you. And maybe I had  
better explain to our listeners what you're referring to! Then  
You see, gentlemen, it's like this ... You all know that  
if you pinch your nose tightly, you lose your sense of  
smell. But DO you know that also affects your sense of  
taste? Well, it does! Yes, sir, it's an actual fact that  
your appreciation of any flavor depends mostly on your sense  
of smell! Prove it yourself, when you're smoking your pipe.  
Pinch your nostrils shut .and you'll find the tobacco smoke  
becomes flat ... no flavor. When you let go -- the flavor  
returns at once. Proving that you enjoy tobacco mostly

CLOSING COMMERCIAL -2-

HARRY: through your sense of smell. And Half and Half Tobacco is  
(CONT'D) blended especially to appeal to that sense! It's bound  
to be a finer smoke, because it has a finer aroma! Half  
and Half is a distinctive blend of aromatic Virginia & Burley  
tobaccos, and it actually tastes better because it smells  
better ... smells so fragrant, so pleasant, that everybody  
in the room will enjoy it. So fill up with a pipeful of  
Half and Half ... the grand aromatic smoke!

(ORCHESTRA .... "I CAN'T GIVE YOU ANYTHING BUT LOVE"-HIT & FADE)

BEN: And now an old, old favorite ... and one that I'm sure will be a favorite for many years to come ... "I CAN'T GIVE YOU ANYTHING BUT LOVE."

7. (ORCHESTRA: "I CAN'T GIVE YOU ANYTHING BUT LOVE" TO CONCLUSION)

(APPLAUSE)

HARRY: If you roll your own cigarettes, try HALF AND HALF next time. It rolls easily, burns evenly, and makes a swell ... smooth ... smoke!

BRN: Well, it looks as though we've come to the end of the twenty-nine and a half minutes allotted to us. But before we call it quits, just let me quote these immortal lines of the Bard ... to wit:

"Here's a tip, my friend  
You won't be surly  
If you smoke that blend  
Of Virginia and Burley."

And the name of that blend? Why, Half and Half, of course, and remember youse guys - your better half will love the fragrance of Half and Half. ~~Socially~~. But now - the time has come to lend thine ears to a bit of "Au Revoir"

(BEN & ORCHESTRA ..... "AU REVOIR")

(APPLAUSE)

(SEGUE TO)

("LONESOME OLD TOWN" ..... ORCHESTRA)

-16-

ANNOUNCER: Half and Half invites you to listen in again at this same time next Sunday - for another half hour with Ben Bernie, Lew Lehr, Mary Small, Bob Gibson and all the lads and lassies.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

4

-16-

ATX01 0180144

SUNDAY, NOVEMBER 20, 1938

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)  
(FADE DOWN UNDER)

HARRY: Half an hour of tunes and tomfoolery brought you on behalf of Half and Half Smoking Tobacco ... the whole thing under the watchful eye of Ben Bernie. So get ready to prance and caper or giggle and titter as you listen to the Old Maestro and all the Lads, and our half-cracked Jester of Movietone News -- Lew Lehr.

ATX01 0180145

HARRY: And now we bring you the man who's already started whistling "JINGLE BELLS" when he pays his orchestra so they won't forget him at Christmas...the Old Maestro,  
BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah, greetings and salutations, my friends, and a happy November Sunday to yez all. This is Ben Bernie, the Old Maestro, bringing you the Half and Half program on a coast-to-coast light-up. Say, Harry ...

HARRY: Yes, Maestro?

BEN: Remember, last Sunday I spoke to you about buying my farm down in Florida. Now you've had a whole week to think it over. Have you reached any decision?

HARRY: Well ... I don't know ... I'd like to get a little more information about it. I hear your farm is so close to the ocean your bull has fallen in love with a sea cow.

BEN: Oh that's just propaganda!

HARRY: But seriously, what kind of live stock do you have on your farm?

BEN: Well, first of all I've got my race horse down there.

HARRY: That sounds kind of silly. What's your race horse doing down on a farm?

BEN: Well, that's easy to explain, Harry. My race horse makes more money with a plough on him than with a jockey!

HARRY: Well look, have you any cattle on the farm?

BEN: Have I? I got the best dern cows in Florida! Why you ought to see the cream they give. You won't believe it, but the cream is so heavy my cows have to walk around on their knees.

HARRY: You don't happen to have any bees on that farm of yours, do you, Ben?

BEN: Bees? I did have ... but I got rid of them darn quick after what they did last week.

HARRY: What in the world did they do?

BEN: They threw out the Queen bee and set up a dictatorship. Harry, you really ought to buy this farm of mine. I've got everything on it except a scarecrow.

HARRY: No scarecrow? How come no scarecrow?

BEN: He got scared and ran away.

HARRY: What scared him?

BEN: He saw Winchell! Well, Harry, you bet'er make up your mind. Are you gonna buy my farm or shall we start playin' ALEXANDER'S RAGTIME BAND?

HARRY: (UNDECIDED) Well, I don't know. I ... uhh ...

BEN: Too late ... sold to Alexander ...

1.....(ORCHESTRA .....ALEXANDER'S RAGTIME BAND)

BEN: Well done my Half and Half lads. Ole Alexander would be proud of you, my lads. Well, folks, we just drew lots to see who's to sing the next number and it looks as if you folks lost, 'cause I won. Fo'give me, fo'give me. And so, in my bargain basement baritone, which on account of a heavy cold has dropped two floors to a basso profundo, Mephistopheles Ben, I shall mumble the words of Eugene Field's immortal poem, THE LITTLE RED DRUM.

2.....(ORCHESTRA AND BEN BERNIE ..... LITTLE RED DRUM)

(APPLAUSE)

(FIRST COMMERCIAL)



HALF AND HALF  
Nov. 20, 1938

OPENING COMMERCIAL

(AFTER MUSIC)

BEN: Nice support, lads ... nice support. You know I always say next to the most wonderful thing in life ... Well, Harrykins, what would you say is the most wonderful thing in life ... What would you say Von Zellie ...

VON ZELL: Why -- I don't quite know, Maestro --

BEN: Why, it's peace, Harry, calm -- soothing - peace! And that's what you get when you smoke a pipe! You relax ... you forget the cares of the day ... you feel rested and comfortable. You feel happy as a lark, yowsah, happy as a lark-a. So smoke a pipe, gentlemen, smoke a pipe to calm you down!

VON ZELL: Now, that's excellent advice, for a pipe certainly does give you a wonderfully rested and relaxed feeling. And gentlemen -- take it from me -- when that pipe is filled with HALF AND HALF TOBACCO, you have a grand, aromatic smoke. And you know, that aroma is mighty important ... for you enjoy any tobacco mostly through your sense of smell. If you want to prove that, just pinch your nostrils shut while you're smoking your pipe. You'll

ATXO1 0180149

HALF AND HALF  
Nov. 20, 1938

OPENING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

find the tobacco smoke -- any tobacco smoke -- becomes  
flat -- no flavor. When you let go, the flavor returns  
... and that proves the importance of aroma in the en-  
joyment of any tobacco. So naturally Half and Half  
Tobacco gives you a finer smoke, because it has a finer  
aroma! It actually tastes better because it smells  
better! Why, everybody in the room will enjoy that  
fragrance ... and you'll enjoy that feeling of peace  
... and contentment...and calm. So fill up with Half  
and Half ... and smoke a pipe to calm you down!

ATX01 0180150

(ORCHESTRA ..... "CHEEK TO CHEEK" ..... HIT AND FADE)

BEN: And now ... sweet romance ... soft caresses ... dancing  
cheek to cheek. Ah, that moonlight nite ... dancing  
with Myrna Loy ... with my cheek pressed close to her's.  
Will I ever forget how she turned to me and whispered  
ever so softly ... "Ben ... you need a shave."

3..... (ORCHESTRA .... "CHEEK TO CHEEK" ..... TO CONCLUSION)

BEN: Nice cheek to cheeking. Now let's bust up this here stag  
party with a feminine touch. And here she is, right by  
my side ... Mary Small. And how lovely she looks.. She's  
wearin' a beautiful little chartreusy gown, with a what  
you may call it on the side, and has one of those new  
thingamajigs in the back. Gracious! This is Skaperelli  
Bernie speaking! Hello, Mary!

MARY: Hello, Maestro!

BEN: Didn't I see you at the Auto Show last week?

MARY: Yes, I was there. I went to see what the well-dressed  
motorist will be wearing this year.

BEN: Really? I was there, too. I went to see what the  
well-chased pedestrian will be dodging this year.  
What's the title of your song tonight, Mary?

MARY: "Who Blew Out the Flame?"

BEN: While you're singing it I'll call Professor Quiz and  
find out.

A..... (ORCHESTRA & MARY ..... "WHO BLEW OUT THE FLAME?")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful. And a swell arrangement Al Evans. And here he comes now, with a face beyond belief ... his wife goes to the zoo just to get relief ... yowsah ... it's that half and half wit of Movietone News ... LEW LEHR!

(APPLAUSE)

(ORCHESTRA: LEW LEHR ENTRANCE THEME)

LEW: Monkeys is the craziest people.

BEN: Lew, you certainly look in the pink of condition. Right in top form. You must go in for athletics!

LEW: Do I go in for athletics? I'm just crazy about calisthen ... er ... competitive gymnast ... er ... scientific pugilis ... pugilis ... (LAUGH) ... pinochle!

BEN: Pinochle? My how strenuous! I suppose you were too exhausted to make a newsreel this week?

LEW: Oh no, Mister Bernie ... just the opposite ... This week I made a newsreel of a fox hunt!

BEN: A fox hunt, eh? So you're a member of cafe society.

LEW: Yeah! (LAUGH) I ... who's a bum?

BEN: I apologize. Lew, tell me, did you take part in the fox hunt?

LEW: Oh certainly. And you should have seen me ... sitting on my horse ... (GRUNT) was I cute. Den the bugle blew and we all started off together. But my horse couldn't go fast!

BEN: It couldn't go fast. Why not?

LEW: (LAUGH) I forgot to unhook the ice wagon!

BEN: Well, Lew, I've never seen a fox hunt. How did it begin.

LEW: Just like a ball game... (GRUNT)... Mayor La Guardia threw out the first fox! And off we went with all the dogs barking and yelping. Then suddenly one of the dogs jumped up and bit me.

BEN: He did?

LEW: Yeah...but I got even with him. (CUTE HUMOR) (LAUGH) I ate his dog biscuits!

BEN: Poor little doggie, Lew, tell me, who sponsored the fox hunt?

LEW: Oh some society lady. And was she a fat mama! She wore very tight britches!

BEN: Why the tight britches?

LEW: (GRUNT) That was the only chance she had of getting squeezed! But she kept complaining dat her horse had a big, long beard!

BEN: A horse with a beard?

LEW: Yeah! (LAUGH) She was sitting on it backwards! But in all my life I never seen such a polite horse!

BEN: What do you mean, a polite horse?

LEW: Every time they came to a fence (LAUGH) He would let her go over first!

BEN: (IMPATIENT) Well ... well, did you catch the fox?

LEW: Please ... be patient! I'm telling you!

BEN: Sorry, Lew.

LEW: My, my, such manners. Uh ... suddenly I got lost. I was in the woods miles away from civilization. You couldn't see a thing! (OMINOUS) Den I heard a noise in the bushes ... I grabbed my gun and sneaked up ...

BEN: (EXCITEDLY) What was it, Lew?

LEW: (DISGUSTEDLY) (GRUNT) A couple of golfers looking for a lost ball.

BEN: But how about the fox?

LEW: Mister Bernie, will you please take your time? You ain't the fox. You don't have to be in a hurry! Well, anyhow, we chased it and chased it ... and finally I got a look at the fox. I aimed my gun ...

BEN: Yes?

LEW: And shot a woman in the foot!

BEN: Oh, Lew!

LEW: And did her husband chase me? I ran four miles before he caught me. Was I frightened!

BEN: What did her husband say?

LEW: He said "Thanks ... I'll do the same for you some day!"

BEN: Well, did you catch the fox?

LEW: (DISGUSTEDLY) Please ... please don't rush me. The last time somebody pushed me I got a wife! Now where was I? Oh yes ... I followed the fox for ten miles thru the woods across the roads around the houses ... until I was dizzy. Finally I cornered him ... and just as I was about to shoot him, two me came up and arrested me!

BEN: Arrested you? Why? Where was the fox?

LEW: (LAUGH) In Macy's window!

(APPLAUSE)

(ORCHESTRA: LEW LEUR PLAYOFF MUSIC)



BEN: So long, Lew ... And now me and the Half and Half Lads are gonna dedicate the next number to Lew's little son, Sycamore when he first looked up and saw his pappy's face:  
"Cry, Baby, Cry."

5. (ORCHESTRA ..... "CRY, BABY, CRY")

BEN: Nice crying, my Half and Half babies. Calling to the witness stand our balladeer, young Bob Gibson. Robert, what number is on your docket this evenin'?

BOB: Maes, I've had between ninety-five and a hundred requests to sing "Simple and Sweet."

BEN: Between ninety-five and a hundred? I only saw five.

BOB: Well that's between ninety-five and a hundred.

BEN: Sing, you mathematical wizard! I hope a logarithm bites you.

6. (ORCHESTRA & GIBSON ..... "SIMPLE AND SWEET")

(APPLAUSE)

CLOSING COMMERCIAL

HALF AND HALF  
Nov. 20th, 1938

CLOSING COMMERCIAL

(AFTER MUSIC)

BERNIE: Thank you, one and all-a, that was fine-a. And now --  
I'd like to present an interesting character who happens  
to be visiting us this evening. He's a professor of  
definitions ... and he absolutely guarantees to give a  
quick and simple definition of any word that's put to  
him! Harrykins, isn't that interesting?

VON ZELL: Oh, but definitely, Maestro.

BERNIE: Now Professor, just to show us what you can do, will you  
define the word telescope?

MAN: Telescope! "To drive, push, urge, impel, or press forward  
forcibly against something else, so that one object slides,  
moves, or glides into another object, like the sections,  
divisions, subdivisions, or portions, of a small, minute,  
or tiny telescope."

VON ZELL: Quick and simple! Well, well!

BERNIE: Isn't he wonderful, Harrykins? I'd like to see you do as  
well as that!

ATX01 0180158

HALF AND HALF  
Nov. 20, 1938

CLOSING COMMERCIAL -2-

VON ZELL: Why, Maestro -- I believe I can do even better! Listen.  
Telescope! The convenient, patented tin in which HALF  
AND HALF TOBACCO is packed! Now there is a quick and  
simple definition for you ... and gentlemen ... that  
telescope tin of Half and Half offers you a quick and  
simple way to reach your tobacco, right down to the last  
pipeful! Because the tin gets smaller and smaller as you  
use up the tobacco ... you just push it together ... with-  
out spilling your tobacco, without scraping your fingers  
... so your last pipeful is just as easy to get at, as  
your first! And every pipeful of Half and Half is a grand  
smoke! Because it's a fine, aromatic blend of Virginia  
and Burley tobaccos, and you'll enjoy every fragrant puff.  
So ask for a telescope tin of Half and Half, and discover  
new smoking contentment!

ATX01 0180159

(ORCHESTRA ..... "LADY IN RED" ..... HIT AND FADE)

BEN: The lads are playing a little number dedicated to my wife when she tries to balance the books at the end of the month -- The Lady In Red;

7. (ORCHESTRA ..... "THE LADY IN RED" ..... TO CONCLUSION)

(APPLAUSE)

VON ZELL: Well, the girls certainly ought to appreciate that ... and here's a hint you men will appreciate, I think. If you roll your own cigarettes, try HALF AND HALF. It rolls easily, burns evenly, and makes a swell, smooth cigarette.

BEN: And now, to borrow a line from Ethel Barrymore -- it's all there is, there isn't any more. But here's a parting thought:

"Here's a little paragraph-a  
For you guys who wear the trousah:  
Fill your pipe with Half and Half-a,  
It'll calm you down, boys, yowsah!"

and what's more, your better half will love the fragrance of Half and Half -- no foolin'.

And now the time has come to say au revoir...

(BEN AND ORCHESTRA ..... "AU REVOIR")

(SEGUE TO)

(ORCHESTRA ..... "LONESOME OLD TOWN")

HARRY: Half and Half 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, Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA BROADCASTING SYSTEM.

C O P Y

November 17, 1938

Young & Rubicam Inc.  
285 Madison Avenue  
New York City

Gentlemen:

Mayor LaGuardia has given his permission to mention his name in the following manner on the Ben Bernie broadcast of November 20, 1938.

Bernie says- "I've never seen a fox hunt. How does it begin?"

Lehr says - "Well Mayor LaGuardia threw out the first fox. And off we went with all the dogs barking and yelping."

Signed James M. Kieran

Secretary to the Mayor

ATX01 0180162

C O P Y

November 18, 1938

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

Gentlemen:

This is your permission to mention Macy's on your  
Ben Bernie show of November 20, 1938.

Signed Paul Hollister

Advertising Manager  
Macy's

ATX01 0180163

C O P Y

November 17, 1938

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

Gentlemen:

This is your permission to mention Professor Quiz on your  
Ben Bernie show of November 20, 1938.

Signed William Gernannt

Manager

ATX01 0180164



C O P Y

WILLIAM MORRIS AGENCY  
ROCKEFELLER CENTER  
1270 SIXTH AVENUE  
NEW YORK

November 18th, 1938

Young & Rubican, Inc.,  
285 Madison Avenue  
New York, N. Y.

Gentlemen:

As per your request we have wired Miss  
Ethel Barrymore as follows:

"DEAR ETHEL BEN BERNIE ASKING PERMISSION USE  
FOLLOWING ON HIS PROGRAM SUNDAY QUOTE AND  
NOW TO BORROW A LINE FROM ETHEL BARRYMORE THATS  
ALL THERE IS THERE ISNT ANYMORE UNQUOTE IF YOU  
DONT WIRE ME TO CONTRARY WILL ADVISE THEM IT IS  
OKAY"

Since we have had no wire from Miss  
Barrymore, it is assumed the above is in order.

Very truly yours,

(signed) Bill Murray  
William B. Murray  
Agent

WBM:M

ATX01 0180165



REBROADCAST

SUNDAY, NOVEMBER 20, 1938

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)  
(FADE DOWN UNDER)

HARRY: Half an hour of tunes and tomfoolery brought you on behalf of Half and Half Smoking Tobacco ... the whole thing under the watchful eye of Ben Bernie. So get ready to prance and caper or giggle and titter as you listen to the Old Maestro and all the Lads, and our half-cracked Jester of Movietone News -- Lew Lehr.

ATX01 0180167

HARRY: And now we bring you the man who's already started whistling "JINGLE BELLS" when he pays his orchestra so they won't forget him at Christmas...the Old Maestro, BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah, greetings and salutations, my friends, and a happy November Sunday to yez all. This is Ben Bernie, the Old Macstro, bringing you the Half and Half program on a coast-to-coast light-up. Say, Harry ...

HARRY: Yes, Maestro?

BEN: Remember, last Sunday I spoke to you about buying my farm down in Florida. Now you've had a whole week to think it over. Have you reached any decision?

HARRY: Well ... I don't know ... I'd like to get a little more information about it. <sup>Fact of the matter is</sup> I hear your farm is so close to the ocean your bull has fallen in love with a sea cow.

BEN: Oh that's just propoganda!

HARRY: But seriously, what kind of live stock do you have on your farms?

BEN: Well, first of all I've got my race horse down there.

HARRY: That sounds kind of silly. What's your race horse doing down on a farm?

BEN: Well, that's easy to explain, Harry. My race horse makes more money with a plough on him than with a jockey!

HARRY: Well look, have you any cattle on the farm?

BEN: Have I? I got the best dern cows in Florida! Why you ought to see the cream they give. You won't believe it, but the cream is so heavy my cows have to walk around on their knees.

HARRY: Oh, now really Maestro  
/ You don't happen to have any bees on that farm of yours, do you, Ben?

BEN: Bees? I did have ... but I got rid of them darn quick after what they did last week.

HARRY: What in the world did they do?

BEN: They threw out the Queen bee and set up a dictatorship. Harry, you really ought to buy this farm of mine. I've got everything on it except a scarecrow.

HARRY: No scarecrow? How come no scarecrow?

BEN: He got scared and ran away.

HARRY: What scared him?

BEN: He saw Winchell! Well, Harry, you better make up your mind. Are you gonna buy my farm or shall we start playin' ALEXANDER'S RAGTIME BAND?

HARRY: (UNDECIDED) Well, I don't know. I ... uhh ...

BEN: Too late ... sold to Alexander ...

1.....(ORCHESTRA .....ALEXANDER'S RAGTIME BAND)

BEN: Well done my Half and Half lads. Ole Alexander would be proud of you, my lads. Well, folks, we just drew lots to see who's to sing the next number and it looks as if you folks lost, 'cause I won. Fo'give me, fo'give me. And so, in my bargain basement baritone, which on account of a heavy cold has dropped two floors to a basso profundo, Mephistopheles Ben, I shall mumble the words of Eugene Field's immortal poem, THE LITTLE RED DRUM.

2.....(ORCHESTRA AND BEN BERNIE ..... LITTLE RED DRUM)

(APPLAUSE)

(FIRST COMMERCIAL)

HALF AND HALF  
Nov. 20, 1938

OPENING COMMERCIAL

(AFTER MUSIC)

BEN: Nice support, lads ... nice support. You know I always say next to the most wonderful thing in life ... Well, Harrykins, what would you say is the most wonderful thing in life ... What would you say Von Zellie ...

VON ZELL: Why -- I don't quite know, Maestro --

BEN: Why, it's peace, Harry, calm -- soothing - peace! And that's what you get when you smoke a pipe! You relax ... you forget the cares of the day ... you feel rested and comfortable. You feel happy as a lark, yowsah, happy as a lark-a. So smoke a pipe, gentlemen, smoke a pipe to calm you down!

VON ZELL: Now, that's excellent advice, for a pipe certainly does give you a wonderfully rested and relaxed feeling. And gentlemen -- take it from me -- when that pipe is filled with HALF AND HALF TOBACCO, you have a grand, aromatic smoke. And you know, that aroma is mighty important ... for you enjoy any tobacco mostly through your sense of smell. If you want to prove that, just pinch your nostrils shut while you're smoking your pipe. You'll

ATX01 0180171

HALF AND HALF  
Nov. 20, 1938

OPENING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

find the tobacco smoke -- any tobacco smoke -- becomes flat -- no flavor. When you let go, the flavor returns ... and that proves the importance of aroma in the enjoyment of any tobacco. So naturally Half and Half Tobacco gives you a finer smoke, because it has a finer aroma! It actually tastes better because it smells better! Why, everybody in the room will enjoy that fragrance ... and you'll enjoy that feeling of peace ... and contentment...and calm. So fill up with Half and Half ... and smoke a pipe to calm you down!

BTX01 0180172



(ORCHESTRA ..... "CHEEK TO CHEEK" ..... HIT AND FADE)

BEN: And now ... sweet romance ... soft caresses ... dancing  
cheek to cheek. Ah, that moonlight nite ... dancing  
with Myrna Loy ... with my cheek pressed close to her's.  
Will I ever forget how she turned to me and whispered  
ever so softly ... "Ben ... you need a shave!"

3..... (ORCHESTRA .... "CHEEK TO CHEEK" ..... TO CONCLUSION)

BEN: Nice cheek to cheeking. Now let's bust up this here stag  
party with a feminine touch. And here she is, right by  
my side ... Mary Small. And how lovely she looks. She's  
wearing a beautiful little chartreusy gown, with a what  
you may call it on the side, and has one of those new  
thingamajigs in the back. Gracious! This is Skaperelli  
Bernie speaking! Hello, Mary!

MARY: Hello, Maestro!

BEN: Didn't I see you at the Auto Show last week?

MARY: Yes, I was there. I went to see what the well-dressed  
motorist will be wearing this year.

BEN: Really? I was there, too. I went to see what the  
well-chased pedestrian will be dodging this year.  
What's the title of your song tonight, Mary?

MARY: "Who Blew Out the Flame?"

BEN: While you're singing it I'll call Professor Quiz and  
find out.

4..... (ORCHESTRA & MARY ..... "WHO BLEW OUT THE FLAME?")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful. And a swell arrangement Al Evans. And here he comes now, with a face beyond belief ... his wife goes to the zoo just to get relief ... yowsah ... it's that half and half wit of Movietone News ... LEW LEHR!

(APPLAUSE)

(ORCHESTRA: LEW LEHR ENTRANCE THEME)

LEW: Monkeys is the craziest people.

BEN: Lew, you certainly look in the pink of condition. Right in top form. You must go in for athletics!

LEW: Do I go in for athlctics? I'm just crazy about calisthen ... er ... competitive gymnast ... er ... scientific pugilis ... pugilis ... (LAUGH) ... pinochle!

BEN: Pinochle? My how strenuous! I suppose you were too exhausted to make a newsreel this week?

LEW: Oh no, Mister Bernie ... just the opposite ... This week I made a newsreel of a fox hunt!

BEN: A fox hunt, eh? So you're a member of cafe society.

LEW: Yeah! (LAUGH) I ... who's a bum?

BEN: I apologize. Lew, tell me, did you take part in the fox hunt?

LEW: Oh certainly. And you should have seen me ... sitting on my horse ... (GRUNT) was I cute. Den the bugle blew and we all started off together. But my horse couldn't go fast!

BEN: It couldn't go fast. Why not?

LEW: (LAUGH) I forgot to unhook the ice wagon!

BEN: Well, Lew, I've never seen a fox hunt. How did it begin?

LEW: Just like a ball game... (GRUNT)... Mayor La Guardia threw out the first fox! And off we went with all the dogs barking and yelping. Then suddenly one of the dogs jumped up and bit me.

BEN: He did?

LEW: Yeah...but I got even with him. (CUTE HUMOR) (LAUGH) I ate his dog biscuits!

BEN: Poor little doggie, Lew, tell me, who sponsored the fox hunt?

LEW: Oh some society lady. And was she a fat mama! She wore very tight britches!

BEN: Why the tight britches?

LEW: (GRUNT) That was the only chance she had of getting squeezed! But she kept complaining dat her horse had a big, long beard!

BEN: A horse with a beard?

LEW: Yeah! (LAUGH) She was sitting on it backwards! But in all my life I never seen such a polite horse!

BEN: What do you mean, a polite horse?

LEW: Every time they came to a fence (LAUGH) He would let her go over first!

BEN: (IMPATIENT) Well ... well, did you catch the fox?

LEW: Please ... be patient! I'm telling you!

BEN: Sorry, Lew.

LEW: My, my, such manners. Uh ... suddenly I got lost. I was in the woods miles away from civilization. You couldn't see a thing! (OMINOUS) Den I heard a noise in the bushes ... I grabbed my gun and sneaked up ...

BEN: (EXCITEDLY) What was it, Lew?

LEW: (DISGUSTEDLY) (GRUNT) A couple of golfers looking for a lost ball.

BEN: But how about the fox?

LEW: Mister Bernie, will you please take your time? You ain't the fox. You don't have to be in a hurry! Well, anyhow, we chased it and chased it ... and finally I got a look at the fox. I aimed my gun ...

BEN: Yes?

LEW: And shot a woman in the foot!

BEN: Oh, Lew!

LEW: And did her husband chase me! I ran four miles before he caught me. Was I frightened!

BEN: What did her husband say?

LEW: He said "Thanks ... I'll do the same for you some day!"

BEN: Well, did you catch the fox?

LEW: (DISGUSTEDLY) Please ... please don't rush me. The last time somebody pushed me I got a wife! Now where was I? Oh yes ... I followed the fox for ten miles thru the woods across the roads around the houses ... until I was dizzy. Finally I cornered him ... and just as I was about to shoot him, two me came up and arrested me!

BEN: Arrested you? Why? Where was the fox?

LEW: (LAUGH) In Macy's window!

(APPLAUSE)

(ORCHESTRA: LEW LEHR PLAYOFF MUSIC)

BEN: So long, Lew ... And now me and the Half and Half Lads are gonna dedicate the next number to Lew's little son, Sycamore when he first looked up and saw his pappy's face:

"Cry, Baby, Cry."

5. (ORCHESTRA ..... "CRY, BABY, CRY")

BEN: Nice crying, my Half and Half babies. Calling to the witness stand our balladeer, young Bob Gibson. Robert, what number is on your docket this evenin'?

BOB: Maes, I've had between ninety-five and a hundred requests to sing "Simple and Sweet."

BEN: Between ninety-five and a hundred? I only saw five.

BOB: Well that's between ninety-five and a hundred.

BEN: I told you that gag would get nothing.  
/Sing, you mathematical wizard! I hope a logarithm bites you.

6. (ORCHESTRA & GIBSON ..... "SIMPLE AND SWEET")

(APPLAUSE)

CLOSING COMMERCIAL

HALF AND HALF  
Nov. 20th, 1938

CLOSING COMMERCIAL

(AFTER MUSIC)

Bully, bully  
BERNIE: / Thank you, one and all-a, that was fine-a. And now --  
I'd like to present an interesting character who happens  
to be visiting us this evening. He's a professor of  
definitions ... and he absolutely guarantees to give a  
quick and simple definition of any word that's put to  
him! Harrykins, isn't that interesting?

VON ZELL: Oh, but definitely, Maestro.

BERNIE: Now Professor, just to show us what you can do, will you  
define the word telescope?

MAN: Telescope! "To drive, push, urge, impel, or press forward  
forcibly against something else, so that one object slides,  
moves, or glides into another object, like the sections,  
divisions, subdivisions, or portions, of a small, minute,  
or tiny telescope."

VON ZELL: Quick and simple! Well, well!

BERNIE: Isn't he wonderful, Harrykins? I'd like to see you do as  
well as that!

ATX01 0180180



HALF AND HALF  
Nov. 20, 1938

CLOSING COMMERCIAL -2-

VON ZELL: Why, Maestro -- I believe I can do even better! Listen. Telescope! The convenient, patented tin in which HALF AND HALF TOBACCO is packed! Now there is a quick and simple definition for you ... and gentlemen ... that telescope tin of Half and Half offers you a quick and simple way to reach your tobacco, right down to the last pipeful! Because the tin gets smaller and smaller as you use up the tobacco ... you just push it together ... without spilling your tobacco, without scraping your fingers ... so your last pipeful is just as easy to get at, as your first! And every pipeful of Half and Half is a grand smoke! Because it's a fine, aromatic blend of Virginia and Burley tobaccos, and you'll enjoy every fragrant puff. So ask for a telescope tin of Half and Half, and discover new smoking contentment!

ATK01 0180181

(ORCHESTRA ..... "LADY IN RED" ..... HIT AND FADE)

BEN: The lads are playing a little number dedicated to my wife when she tries to balance the books at the end of the month -- The Lady In Red;

7. (ORCHESTRA ..... "THE LADY IN RED" ..... TO CONCLUSION)

(APPLAUSE)

VON ZELL: Well, the girls certainly ought to appreciate that ... and here's a hint you men will appreciate, I think. If you roll your own cigarettes, try HALF AND HALF. It rolls easily, burns evenly, and makes a swell, smooth cigarette.

BEN: And now, to borrow a line from Ethel Barrymore -- it's all there is, there isn't any more. But here's a parting thought:

"Here's a little paragraph-a  
For you guys who wear the trousah:  
Fill your pipe with Half and Half-a,  
It'll calm you down, boys, yowsah!" tee hee

and what's more, your better half will love the fragrance of Half and Half -- no foolin'.

And now the time has come to say au revoir...

(BEN AND ORCHESTRA ..... "AU REVOIR")

(SEGUE TO)

(ORCHESTRA ..... "LONESOME OLD TOWN")

HARRY: Half and Half 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, Bob Gibson and Lew Lehr.  
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

SUNDAY, NOV. 27, 1938

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WAEC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: And now the half hour circus of mirth and melody brought to you on behalf of Half and Half with Ben Bernie, the smoke ring master. Aiding and abetting the old maestro are all the lads and our half-cracked jester of Movietone News, Lew Lehr.

HARRY:  
(CONT'D)

And now we bring you the man who tonight is celebrating his fifteenth anniversary on the radio, and he's the only one who's celebrating it ... the Old Maestro ... BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah, yowsah. Greetings, salutations, et cetera, and a good old et cetera. This is old Eskimo Bernie, the red flannel kid, sliding across the snowdrift from the Columbia Igloo. And Harry, it was darn nice of you to have remembered my anniversary.

HARRY: Nothing at all, maestro ... nothing at all.

BEN: Fifteen years...Gosh, how tempus has fugited. You know when I started broadcasting fifteen years ago, let me see, a guy named Firpo was fightin' a guy named Dempsey. The hit movie of the year was THE COVERED WAGON...and everybody was singing YES WE HAVE NO BANANAS. And the big dance craze was the shimmy. Remember, Harry?

HARRY: Maestro, you certainly shake a mean shoulder.

BEN: That's nothin'. Back in 1923 I won a shimmy contest in Chicago.

HARRY: Yes.

BEN: I shook for forty-five minutes without stopping. Of course the judges never found out I had an outboard motor under my vest.

HARRY: Maestro, did you sing fifteen years ago?

BEN: Yes, but in those days I was bothered by laryngitis.

HARRY: And today?

BEN: And today I'm troubled by Winchell. But what's the difference ... laryngitis, or Winchell. They're both a pain in the neck!





OPENING COMMERCIAL

(AFTER MUSIC)

C  
BERNIE: Thank you lads, thank you. No voice may not be operatic  
~~Thank you and thank you lads and I wish for xxxxxxxx just like it~~  
but it's different  
~~if I only had my turkey wishbone handy.~~ Now Von Zellie,  
I have something to tell you ...

VON ZELL: Well, pardon me, Maestro, but the fact is -- I have  
something to tell you! You see, Macs, the other day  
I came across a poem ... and I'm sure it was dedicated  
to you.

BERNIE: Why, how wonderful, how wonderful! What famous man  
wrote it, Harry?

VON ZELL: Somebody named anonymous.

BERNIE: Hmm ... I see ... Well, just when was it written?

VON ZELL: In the year 1835.

BERNIE: And dedicated to me?  
1835! /Oh, Harrykins, you're breaking my heart!

VON ZELL: But just wait till you hear it, Maestro ... you'll  
love it. Listen:

I owe to smoking more or less  
Through life the whole of my success.  
With trusty pipe I'm sage and wise;  
Without I'm dull as cloudy skies.  
When smoking all my ideas soar;  
When not, they sink upon the floor.  
The 'greatest men have all been smokers...  
And so have all the greatest jokers!



HALF AND HALF  
Nov. 27, 1938

OPENING COMMERCIAL -2-

BERNIE: Von Zellie, you is superb! That poem certainly means  
me! A pipe smoker! A philosopher! A great/<sup>and just</sup>man!

VON ZELL: And a great joker ... But gentlemen, joking aside, you  
know it is the pipe smokers who are the philosophers of  
the world! For they've found out that to smoke a pipe  
calms you down ... yes, sir, it/<sup>does</sup>calm~~x~~ you down. You  
feel relaxed, and peaceful, and happy. BUT ... be  
sure that pipe is filled with Half and Half Tobacco!  
For Half and Half is a blend of fine, aromatic tobaccos  
... it's a ~~xxxx~~ <sup>swell</sup> smoke! And say ... it's even packed  
a grand new way ... in a patented telescope tin. The  
tin gets smaller and smaller as you use up the tobacco,  
which makes it easy to reach right down to the last  
fragrant pipeful. So get a telescope tin of Half and  
Half ... fill up your pipe, lean back, and relax!  
Smoke a pipe to calm you down!

ATX01 0180189

(ORCHESTRA ..... "THAT OLD FEELING" ..... HIT AND FADE)

BEN: The Lads are playing a number dedicated to ~~the orchestra~~<sup>me</sup>  
 Last night I got that old feeling to go sleddin' with the kids  
~~XX~~  
 - and so I did - and today - today I got that old feeling. If  
~~XX~~ you know what I mean

3.... (ORCHESTRA .... "THAT OLD FEELING" ..... TO CONCLUSION)

BEN: And right now, so help me, standin' by my side is little  
 Mary Small. Hello, Mary.

MARY: Hello, Maestro. Up till now I haven't had a chance to  
 tell you how happy I am to be on this program with you.

BEN: That's very sweet, Mary.

MARY: Why everybody in our house has always listened to your  
 broadcasts.

BEN: Is that right?

MARY: Yes. Even our cat goes around saying "Me-yowsah."

BEN: Deah-deah. I'm blushin' like a schoolboy. But, Mary,  
 I've just discovered that you're guilty of treason,  
 sabotage and gross insubordination.

MARY: Why Maestro? I don't understand.

BEN: Well, here we are on the Half and Half program, and  
 you're about to sing "While A Cigarette Was Burning."

SUNDAY, NOV. 27, 1938

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MARY: Oh, but Maestro ... the cigarette I'm going to sing about was rolled with Half and Half!

BEN: WELL ... That's different! ~~Sing~~, Mary Von Zell! Sing.  
A....(ORCHESTRA & MARY SMALL" ... "WHILE A CIGARETTE WAS BURNING")

(APPLAUSE)

BEN: And here he comes now - that good-natured Kewpie - he makes babies yell "momma" and old maids yell "Whoopie." Yowsah, it's that half and half wit. of Movietone News - LEW LEHR.

(ORCHESTRA: PLAY ON MUSIC)

(APPLAUSE)

LEW: "Monkeys is the craziest people!"

BEN: Hello, Lew, didn't I see you yesterday at the Army-Navy game?

LEW: Yeah, Mister Bernie, I was there!

BEN: And I suppose you made a bet on the game?

LEW: Oh sure - I made a small bet with one of the boys in the service.

BEN: How did you make out, Lew?

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ATX01 0180191



LEW: Well, there were some nice people - and then there was my wife's family - and then there was my ~~little~~ son, Sycamore.

BEN: Oh, little Sycamore.

LEW: <sup>my little dribble puss.</sup>  
Yeah / you know Mr. Bernie - maybe it sounds like braggin' but he's the homeliest kid what was ever born.

BEN: I agree - he isn't much to look at.

LEW: Yeah - when I looked across the table at him, I didn't want to eat the turkey - (GRUNT) - I wanted to eat the stork.

BEN: Well, did he behave himself at the table.

LEW: No, he's got terrible manners. You know when he wants something, instead of reaching for it - (GRUNT) - he walks up and down on the table!

BEN: Walks up and down on the table - Lew - that's awful!

LEW: Yeah. So I gave him a good slap. / <sup>I'll beat him.</sup> (LAUGH) From now on he'll wear shoes!

BEN: Lew, tell me about the turkey.

LEW: ~~Well, how did you like it? It was so tough we had to serve der~~  
~~gravy in a straight jacket! You know when I went to~~  
~~carve it, it glitized right off the plate and landed in~~  
~~grandpop's beard.~~

BEN: ~~Why?~~

LEW: ~~XXXXXXXXXXXX~~

BEN: Well, Lew, tell me about the turkey was it tough?  
~~Well, how did you like it? It was so tough we had to serve der~~

LEW: Tough? (LAUGH) It was so tough we had to serve der  
gravy in a straight jacket! You know when I went to  
carve it, it glitized right off the plate and landed in  
grandpop's beard.

BEN: In his beard?

LEW: Yeah - and was that a funny sight. Everybody was  
grabbing for the turkey and grandpop was singing.

BEN: What was he singing?

LEW: (LAUGH) Stop beating around the Mulberry Bush!

BEN: I thought you were going to say "Turkey in the Straw."  
Lew, how did you serve the turkey.

SUNDAY, NOV. 27, 1938

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LEW: Well, we had a contest. The best looking person got first choice.

BEN: That sounds interesting.

LEW: Yeah. I got one uncle who looks like Clark Gable. He got the wings. Then my brother-in-law who looks like Don Ameche got the legs. But when I saw the part they gave me, I got up and told them what I thought.

BEN: What did you say, Lew?

LEW: (LAUGH) This is the end!

(APPLAUSE)

(ORCHESTRA LEHR PLAY-OFF MUSIC)

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ATX01 0180195

BEN: And now while Lew Lehr is putting away his ax after splitting his infinitives, the Half and Half boys are gonna do the British idea of the flat foot floogee ... "The Lambeth Walk."

5....(ORCHESTRA ..... "THE LAMBETH WALK")

BEN: That was "The Lambeth Walk" ... and now, moving further down the walk we come upon Half and Half's young baritone, /Robert Patrick Gibson. Springfield papers please copy. What are you going to sing tonight, Bobby?

BOBBY: "Two Sleepy People."

BEN: "Two Sleepy People." I'm glad you're going to sing it, Bobby. If I were singing it there'd be two million sleepy people!

6....(ORCHESTRA & BOBBY GIBSON ..... "TWO SLEEPY PEOPLE")

(APPLAUSE)



HALF AND HALF  
Nov. 27, 1938

CLOSING COMMERCIAL

(AFTER MUSIC)

BERNIE: Tremendous, tremendous ... or anyhow ... adequate. And now, folks, we introduce for the first time on any air, the old Maestro's up-to-the-minute news reel, featuring important events of the day. Paris, France!

VON ZELL: Man bites dog, but Half and Half Tobacco never bites!

BERNIE: London, England!

VON ZELL: Queen Mary docks amidst shouts and cheers, and you'll all cheer for Half and Half!

BERNIE: New York, New York!

VON ZELL: Famous actress drops divorce suit when husband changes pipe tobacco! She says, "The delightful fragrance of Half and Half has made our home a different place!"

BERNIE: Unquote.  
/And, gentlemen -- there is news that's worthwhile knowing!  
For you'll always find your better half will enjoy the fragrance of Half and Half! Yowsah!

ATX01 0180197

HALF AND HALF  
Nov. 27, 1938

CLOSING COMMERCIAL -2-

VON ZELL: That is right! And, gentlemen -- here's something else that's worthwhile knowing! That fragrance is mighty important to your smoking enjoyment. You see, it's an actual fact that you enjoy any tobacco mostly through your sense of smell. If you want to prove that, just pinch your nostrils shut while you're smoking your pipe. You'll find the tobacco smoke ... any tobacco smoke ... becomes flat ... no flavor. When you let go, the flavor returns ... showing how important your sense of smell is, to the enjoyment of all tobacco. So naturally you'd expect the tobacco with a finer aroma to give you a better smoke! And Half and Half has a finer aroma! It's a blend of aromatic Virginia and Burley tobaccos, and it's blended especially to appeal to your sense of smell. It actually tastes better because it smells better! So fill up your pipe with Half and Half ... and enjoy an aromatic smoke!

ATX01 0180198



11/27

C O P Y

TELETYPE MESSAGE FROM YOUNG & RUBICAM HOLLYWOOD OFFICE - 11/25/38 - 2:30 P.M.

MA FROM NS

BERNIE REFERENCES ALL CLEARED.

(This message clears Clark Gable, Don Ameche, Nelson Eddy for 11/27/38)

ATX01 0180200

11/27

C O P Y

November 25, 1938

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

Gentlemen:

This is your permission to mention Jack Dempsey on  
your Ben Bernie show November 27, 1938.

(signed) Jean Grombach for Jack Dempsey  
Manager

ATX01 0180201

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: And now the half hour circus of mirth and melody brought to you on behalf of Half and Half with Ben Bernie, the smoke ring master. Aiding and abetting the old maestro are all the lads and our half-cracked jester of Movietone News, Lew Lehr.

HARRY: And now we bring you the man who tonight is celebrating his  
(CONT'D) fifteenth anniversary on the radio, and he's the only one who's  
celebrating it ... the Old Maestro ... BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah, yowsah. Greetings, salutations, et cetera, and  
a good old et cetera. This is old Eskimo Bernie, the red flannel  
kid, sliding across the snowdrift from the Columbia Igloo. And  
Harry, it was darn nice of you to have remembered my anniversary.

HARRY: Nothing at all, maestro ... nothing at all.

BEN: Fifteen years, <sup>on the air</sup> Gosh, how tempus has fugited. You know when I  
started broadcasting fifteen years ago, let me see, a guy named  
Firpo was fightin' a guy named Dempsey. The hit movie of the  
year was THE COVERED WAGON...and everybody was singing YEE YE  
HAVE NO BANANAS. And the big dance craze was the shimmy.  
Remember, Harry?

HARRY: Maestro, you certainly shake a mean shoulder. That's saying a

BEN: That's nothin'. Back in 1923 I won a shimmy contest in Chicago. <sup>mouthful.</sup>

HARRY: Yes.

BEN: I shook for forty-five minutes without stopping. Of course the  
judges never found out I had an outboard motor under my vest.

HARRY: Maestro, did you sing fifteen years ago?

BEN: Yes, but in those days I was bothered by laryngitis.

HARRY: And today?

BEN: And today I'm troubled by Winchell. ~~By laryngitis, or Winchell...~~...  
laryngitis, or Winchell. They're both a pain in the neck!

SUNDAY, NOV. 27, 1938

BEN:

...the first time...  
...the first time...  
...the first time...  
...the first time...  
...the first time...  
...the first time...  
...the first time...  
...the first time...  
...the first time...  
...the first time...

HARRY:

...the first time...

BEN:

...the first time...  
...the first time...

HARRY:

...the first time...

BEN:

...the first time...  
...the first time...  
...the first time...

HARRY:

It must have been thrilling to be one of the pioneers  
of radio.

BEN:

Thrilling is hardly the word. I'll never forget the  
night the Lads and I made the first international  
broadcast to Australia.

HARRY:

Australia? That's half-way around the world.



BEN: Sure. That's why it was so thrilling. There I stood, in front of that microphone, repeating hour after hour: "Ben Bernie calling Australia! Ben Bernie calling Australia! Let us know how the program is coming over!"

HARRY: Did you get any response?

BEN: Yes, Harry. Finally at six ~~xxxxxx~~ <sup>A.M.</sup> as the dawn was breaking we got this message: "Music and singing coming over swell. Tony's lunch-wagon, Hoboken, New Jersey." ... But enough of this memory-lanin' between us, Harry. ~~xxxxxx~~ <sup>are</sup> ~~xxxxxx~~ The Lads ~~xxxxxx~~ gonna open with a song that we kicked around quite a bit back in those early days ... good old "Margie."

1....(ORCHESTRA ..... "MARGIE")

BEN: Nicely done, my Half and Half Laddies. You're playing well tonight. I guess you wanted to show your gratitude for that turkey dinner I gave you last Thursday. Incidentally boys, I'm sorry that turkey didn't have enough legs to go round. But don't worry I've got that problem solved. Next year I'm gonna cross a turkey with an octopus ... But right now, folks, ~~xxxxxx~~ <sup>a</sup> ~~xxxxxx~~ bit of ~~xxxxxx~~ whimsy called "Two Little Wooden Ponies on the Merry-Go-Round." Giddyap, Al!

2....(ORCHESTRA, BEN & PRAGER ..... "TWO LITTLE WOODEN PONIES")

(APPLAUSE)

HALF AND HALF  
Nov. 27, 1938

OPENING COMMERCIAL

(AFTER MUSIC)

BERNIE: Thank you lads, thank you. My voice may not be operatic  
~~xxxxxxx~~ but it's different. Or ain't it?  
~~xxxxxxx~~ Now Von Zellie,  
I have something to tell you ...

VON ZELL: Well, pardon me, Maestro, but the fact is -- I have  
something to tell you! You see, Maes, the other day  
I came across a poem ... and I'm sure it was dedicated  
to you.

BERNIE: Why, how wonderful, how wonderful! What famous man  
wrote it, Harry?

VON ZELL: Somebody named anonymous.

BERNIE: Hmm ... I see ... Well, just when was it written?

VON ZELL: In the year 1835.

BERNIE: And dedicated to me?  
1835!/ Oh, Harrykins, you're breaking my heart!

VON ZELL: But just wait till you hear it, Maestro ... you'll  
love it. Listen:

I owe to smoking more or less  
Through life the whole of my success.  
With trusty pipe I'm sage and wise;  
Without I'm dull as cloudy skies.  
When smoking all my ideas soar;  
When not, they sink upon the floor.  
The greatest men have all been smokers...  
And so have all the greatest jokers!

ATXO1 0180206

HALF AND HALF  
Nov. 27, 1938

OPENING COMMERCIAL -2-

BERNIE: Von Zellie, you is superb! That poem certainly means  
me! A pipe smoker! A philosopher! A great/<sup>and just</sup>man!

VON ZELL: And a great joker ... But gentlemen, joking aside, you  
know it is the pipe smokers who are the philosophers of  
the world! For they've found out that to smoke a pipe  
calms you down ... yes, sir, it/<sup>does</sup>calmg you down. You  
feel relaxed, and peaceful, and happy. BUT ... be  
sure that pipe is filled with Half and Half Tobacco!  
For Half and Half is a blend of fine, aromatic tobaccos  
swell  
... it's a ~~XXXXX~~ smoke! And say ... it's even packed  
a grand new way ... in a patented telescope tin. The  
tin gets smaller and smaller as you use up the tobacco,  
which makes it easy to reach right down to the last  
fragrant pipeful. So get a telescope tin of Half and  
Half ... fill up your pipe, lean back, and relax!  
Smoke a pipe to calm you down!

ATX01 0180207

(ORCHESTRA ..... "THAT OLD FEELING" ..... HIT AND FADE)

BEN: The Lads are playing a number dedicated to the creaks and groans in my limbs after a night of trying to learn the rhumba ... "That Old Feeling."

3....(ORCHESTRA .... "THAT OLD FEELING" ..... TO CONCLUSION)

BEN: And right now, so help me, standin' by my side is little Mary Small. Hello, Mary.

MARY: Hello, Maestro. Up till now I haven't had a chance to tell you how happy I am to be on this program with you.

BEN: That's very sweet, Mary.

MARY: Why everybody in our house has always listened to your broadcasts.

BEN: Is that right?

MARY: Ycs. Even our cat goes around saying "Me-yowsah."

BEN: Deah-deah. I'm blushin' like a schoolboy. But, Mary, I've just discovered that you're guilty of treason, sabotage and gross insubordination.

MARY: Why Maestro? I don't understand.

BEN: Well, here we are on the Half and Half program, and you're about to sing "While A Cigarette Was Burning."

SUNDAY, NOV. 27, 1938

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MARY: Oh, but Maestro ... the cigarette I'm going to sing about was rolled with Half and Half!

BEN: WELL ... That's different! ~~Sing~~, Mary Von Zell! Sing.  
4....(ORCHESTRA & MARY SMALL" ... "WHILE A CIGARETTE WAS BURNING")

(APPLAUSE)

BEN: And here he comes now - that good-natured Kewpie - he makes babies yell "momma" and old maids yell "Whoopie." Yowsah, it's that half and half wit. of Movietone News  
- LEW IEHR.

(ORCHESTRA: PLAY ON MUSIC)

(APPLAUSE)

LEW: "Monkeys is the craziest people!"

BEN: Hello, Lew, didn't I see you yesterday at the Army-Navy game?

LEW: Yeah, Mister Bernie, I was there!

BEN: And I suppose you made a bet on the game?

LEW: Oh sure, - I made a small bet with one of the boys in the service.

BEN: How did you make out, Lew?

-8-

ATX01 0180209



SUNDAY, NOV. 27, 1938

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LEW: Well, there were some nice people - and then there was my wife's family - and then there was my ~~little~~ son, Sycamore.

BEN: Oh, little Sycamore.

LEW: <sup>my little dribble puss.</sup>  
Yeah -/you know Mr. Bernie - maybe it sounds like braggin' but he's the homeliest kid what was ever born.

BEN: I wouldn't call that braggin'  
~~ixxxxx~~ - he isn't much to look at.

LEW: Yeah - when I looked across the table at him, I didn't want to eat the turkey - (GRUNT) - I wanted to eat the stork.

BEN: Well, did he behave himself at the table.

LEW: No, he's got terrible manners. You know when he wants something, instead of reaching for it - (GRUNT) - he walks up and down on the table!

BEN: Walks up and down on the table - Lew - that's awful!

LEW: Yeah. So I gave him a good slap./ <sup>I'll beat him.</sup> (LAUGH) From now on he'll wear shoes!

BEN: Lew, tell me about the turkey.

-10-

ATX01 0180211

LEW: ~~Well, Lew, tell me about the turkey, was it tough?~~  
~~Well, Lew, tell me about the turkey, was it tough?~~  
~~Well, Lew, tell me about the turkey, was it tough?~~

BEN: ~~Well, Lew, tell me about the turkey, was it tough?~~

LEW: ~~Well, Lew, tell me about the turkey, was it tough?~~  
~~Well, Lew, tell me about the turkey, was it tough?~~

BEN: ~~Well, Lew, tell me about the turkey, was it tough?~~  
~~Well, Lew, tell me about the turkey, was it tough?~~

LEW: Tough? (LAUGH) It was so tough we had to serve der  
gravy in a straight jacket! You know when I went to  
carve it, it glitized right off the plate and landed in  
grandpop's beard.

BEN: In his beard?

LEW: Yeah - and was that a funny sight. Everybody was  
grabbing for the turkey and grandpop was singing.

BEN: What was he singing?

LEW: (LAUGH) Stop beating around the Mulberry Bush!

BEN: I thought you were going to say "Turkey in the Straw." I can't  
get a laugh  
Lew, how did you serve the turkey.



SUNDAY, NOV. 27, 1938

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LEW: Well, we had a contest. The best looking person got first choice.

BEN: That sounds interesting.

LEW: Yeah. I got one uncle who looks like Clark Gable. He got the wings. Then my brother-in-law who looks like Don Ameche got the legs. But when I saw the part they gave me, I got up and told them what I thought.

BEN: What did you say, Lew?

LEW: (LAUGH) This is the end!

(APPLAUSE)

(ORCHESTRA LEHR PLAY-OFF MUSIC)

-12-

ATX01 0180213

BEN: And now while Lew Lehr is putting away his ax after splitting his infinitives, the Half and Half boys are gonna do the British idea of the flat foot floogee ... "The Lambeth Walk."

5....(ORCHESTRA ....."THE LAMBETH WALK")

BEN: That was "The Lambeth Walk" ... and now, moving further down the walk we come upon Half and Half's young baritony, Robert Patrick Gibson. What are you going to sing tonight, Bobby?

BOBBY: "Two Sleepy People."

BEN: "Two Sleepy People." I'm glad you're going to sing it, Bobby. If I were singing it there'd be two million sleepy people!

6....(ORCHESTRA & BOBBY GIBSON ....."TWO SLEEPY PEOPLE")

(APPLAUSE)

CLOSING COMMERCIAL

(AFTER MUSIC)

BERNIE: Tremendous, tremendous ... or anyhow ... adequate. And now, folks, we introduce for the first time on any air, the old Maestro's up-to-the-minute news reel, featuring important events of the day. Paris, France!

VON ZELL: Man bites dog, but Half and Half Tobacco never bites!

BERNIE: London, England!

VON ZELL: Queen Mary docks amidst shouts and cheers, and you'll all cheer for Half and Half!

BERNIE: New York, New York!

VON ZELL: Famous actress drops divorce suit when husband changes pipe tobacco! She says, "The delightful fragrance of Half and Half has made our home a different place!"

BERNIE: Unquote  
/And, gentlemen -- there is news that's worthwhile knowing:  
For you'll always find your better half will enjoy the  
fragrance of Half and Half! ~~xxxxxx~~

HALF AND HALF  
Nov. 27, 1938

CLOSING COMMERCIAL -2-

VON ZELL: That is right! And, gentlemen -- here's something else that's worthwhile knowing! That fragrance is mighty important to your smoking enjoyment. You see, it's an actual fact that you enjoy any tobacco mostly through your sense of smell. If you want to prove that, just pinch your nostrils shut while you're smoking your pipe. You'll find the tobacco smoke ... any tobacco smoke ... becomes flat ... no flavor. When you let go, the flavor returns ... showing how important your sense of smell is, to the enjoyment of all tobacco. So naturally you'd expect the tobacco with a finer aroma to give you a better smoke! And Half and Half has a finer aroma! It's a blend of aromatic Virginia and Burley tobaccos, and it's blended especially to appeal to your sense of smell. It actually tastes better because it smells better! So fill up your pipe with Half and Half ... and enjoy an aromatic smoke!

ATX01 0180216

(ORCHESTRA .... "ROSALIE" ..... HIT AND FADE)

BEN: Nelson Eddy once sang a number and got letters from thousands of gals. And by gosh, I've been playin' it ever since it came out and got nary a post card. This is my final appeal. "Rosalie."

7.... (ORCHESTRA ..... "ROSALIE" ..... TO CONCLUSION)

(APPLAUSE)

VON ZELL: Here's a tip for you lads who roll your own cigarettes ... try Half and Half! It rolls evenly, burns easily, and makes a swell, smooth cigarette.

BEN: Well, that just about winds up tonight's program ... and youse folks have been mighty tolerant of the old maestro these past fifteen years and believe me I'm mighty grateful ... ~~and mighty grateful to Old~~ and mighty grateful to Old ~~and mighty grateful to Old~~ and Half. Yowsah, yes indeedy ... And so with a pit pit in me 'cart and a lump in me throat, it's time to say "Au Revoir."

(ORCHESTRA & BEN ..... "AU REVOIR")

(SEGUE TO)

(ORCHESTRA ..... "LONESOME OLD TOWN")

HARRY: Half and Half invites you to listen-in again at the same time next Sunday, for another half-hour with Ben Bernie and all the Lads ... Mary Small, Bob Gibson, and Lew Lehr. Credit "Two Sleepy People"-Thanks for the Memory This is the COLUMBIA BROADCASTING SYSTEM.

REVISED  
SUNDAY, DEC. 4, 1938

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half smoking Tobacco, half an hour of tuneful tomfoolery, with our old pal Ben Bernie, acting as Vice-President in charge of cue-tarowing. And catching the Old Maestro's cues like mad are all the lads and our jolly jester of Movietone News, Lew Lehr. And now we bring you the OLD Maestro, getting older every day, your oldest friend, BEN BERNIE!

(APPLAUSE)

ATX01 0180218

BEN: Yowsah, greetings and salutations, ladies and gentlemen. And Harry, thanks for that introduction. The Old Maestro getting older every day - your oldest friend. I never knew a man could age so fast in one sentence.

HARRY: Oh, that's nothing, Maestro. <sup>Just</sup> Give me another paragraph and I'll get you your Social Security.

BEN: Give me another joke like that, and I'll need it! Harry I don't mind being called the Old Maestro, but I wish you would use the "old" as a term of endearment rather than description.

HARRY: Well Maestro, <sup>really</sup> just how old are you?

BEN: ~~xxxxxxx~~ Well er - ... I'm on the road to thirty-two.

HARRY: On the road to thirty-two? You've been waiting a long time for the light to change! But, Ben ... my friends are always asking me ... who's older ... you, or Winchell?

BEN: Who's older ... Well ... I'll show you how old Winchell is. You know how he goes around yelling "Flash! Flash! Flash!"?

HARRY: Yes.

BEN: Do you know where he got his first flash?

HARRY: No, where?

BEN: From Benjamin Franklin's kite!  
**I don't know**

HARRY: Well, Ben, Winchell may actually be older than you, but he certainly looks younger! I don't like to say it, but you've got bags under your eyes.

BEN: Them ain't bags ... I just had my cheeks lifted. Why I'm in perfect condition. Feel that muscle!

HARRY: My ... <sup>say</sup> that is a big muscle!

BEN: Not there! That's where a mosquito bit me. Here feel it. Ow! Feel it, don't break it.

HARRY: Say, you do keep yourself in <sup>swell</sup> ~~good~~ physical shape.

BEN: Yowsah -- McFadden Bernie they calls me. Exercise does it my boy. Every morning, even in the coldest weather, I exercise for an hour in front of the window. Some day I'm going to open it! But right now I'm gonna open the program with YOU GOT ME.

1. .... (ORCHESTRA ..... "YOU GOT ME")



REVISED  
DECEMBER 4TH, 1938

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**Half and Half**

BEN: Smartly played my/lads. That was "You Got Me" from  
the University of Pennsylvania's Mask and Wig Show. You know  
I contributed something to that show. I lent them my wig. Now every time I get  
mad I have to call them up to tear my hair.  
Comes now the time for the Manhattan monotone, your  
humble servant  
~~truly~~, to sing a little homespun ditty called WHEN PA  
WAS COURTIN' MA. Ah dear ... when pa was courtin' ma.  
You know, in the old days, when a fellow went to court  
it meant matrimony. Nowadays when a fellow goes to  
court it means alimony! A little courtin', music lads!

2. ... (ORCHESTRA AND BEN BERNIE ..... "WHEN PA WAS COURTIN' MA")

(APPLAUSE)

HALF AND HALF  
December 4, 1938

OPENING COMMERCIAL

(AFTER MUSIC)

BERNIE: Now Von Zellie, I'm feeling inventive again. And this time I've invented a marvelous new parlor pastime called "Skip yo troubles ... skip yo troubles." All of you lads can play it, and everybody can win!

VON ZELL: Say, that sounds all right, Maestro. What do you do?

BERNIE: First, you draw up a comfortable chair. Second, you lean back and light your pipe. Third, you blow out some fragrant smoke rings ... and relax ... and forget the cares of the day. And that is the game of "Skip yo troubles." Or still a better name for it is, "Smoke a pipe ... to calm you down."

VON ZELL: Well, that's a dandy game, Maestro, and you're right when you say that everybody can win! For a pipe gives you a wonderfully soothed and rested feeling, and you certainly do forget your troubles. But, gentlemen, I'd like to add one rule to that game! Be sure your pipe is filled with Half and Half Tobacco! For Half and Half is a grand, aromatic smoke. And that fragrance is mighty important ... for you enjoy any tobacco mostly through your sense of

ATX01 0180222



REVISED  
DECEMBER 4TH, 1938

BEN: <sup>You know spies</sup>  
Right you are, Harry! / My ~~xxxxxxxx~~ tell me that Half  
and Half is the campus favorite at all colleges. By  
gosh that gives me an idea for a slogan ... "Smoke  
Half and Half and pass your exams. P.S. Also study. Tee hee

~~XX~~

~~XXXXXXXXXX~~

BEN: <sup>my lads,</sup>  
and now, / YOU MUST HAVE BEEN A BEAUTIFUL BABY. Ah,  
Myrna Loy.

(ORCHESTRA .... "BEAUTIFUL BABY" ..... ~~XXXXXXXXXXXXXXXXXXXX~~

BEN: <sup>You know</sup>  
/ One of the Maestro's greatest joys these Sunday  
evenings is to stand here at the microphone / <sup>for dear old Hal</sup> and see <sup>and Half</sup>  
coming toward him a little gal with a pretty smile  
and a happy sparkle in her eyes. And here she is  
now ~~xxxx~~ ... Little Mary Small.

MARY: Hello, Maestro.

BEN: Mary, Harry Von Zell's been kidding me about my age.  
From a feminine viewpoint, do you think I look so old?

MARY: Why I think you're the most charming ... the most  
<sup>youthful</sup> talented ... the most ~~xxxxxxx~~ ... the most handsome ...  
the most ... er ...

BEN: Yes ... go on, Mary. What else?

MARY: I can't read the rest of your writing.

BEN: Aw shucks! Well, then you had better sing it, Mary.

4....(ORCHESTRA AND MARY SMALL ... "THEY SAY")

(APPLAUSE)

Ben; And here he comes now, fat and well-fed ... and a face  
that looks like an unmade bed ... so 'elp me it's  
that Half and Half wit of Movietone News ... LEW LEHR.

(ORCHESTRA ... LEW LEHR ... PLAY ON MUSIC)

LEW: Monkeys is the craziest people.

BEN: Well...look at you, Lew. Where did you get that suit?

LEW: I got it in London. How do you like it?

BEN: In London ... why, it doesn't fit you.

LEW: I know. (LAUGH) The tailor measured me in a fog.

BEN: Well, Lew, methinks you don't look your normal self tonight...you're blushing. What's the big idea?

LEW: Well, Mr. Bernie, maybe it's because I just made a newsreel in a school for newlyweds.

BEN: Ah, newly-weds! Don't you think that young men who get married are sensible?

LEW: Are they sensible? They're the most unself- er - the most sacrifi - er the most magnanim - magnania - (LAUGH) THEY'RE NUTS! (APPLAUSE)

BEN: You must have struck a sympathetic chord Lew. Well, Lew, just what do they teach you in this school for newly-weds?

LEW: Well, the first thing they teach you is when you're married everything is fifty fifty.

BEN: The old half and half spirit.

LEW: Yeah...Half of what the husband makes goes to the wife...but the other half ...

BEN: Yes?

LEW: (GRUNT) That goes to the wife's family! But I got no bone to pick with MY wife's family

BEN: Oh, Lew, that's fine!

LEW: (LAUGH) When that bunch of buzzards finish eating, there ain't no bone left to pick!

BEN: Is your marriage run on a fifty fifty basis?

LEW: Oh absolutely! In our house everything is fifty fifty. My wife got one fur coat ... I got one handkerchief. (GROG) Fifty fifty! You know, Mr. Bernie, in this school they teach brides how to cook.

BEN: Cooking. That's something every bride should know.

LEW: Yeah. One of the girls was making bean soup for her husband.

BEN: Bean soup?

LEW: Yeah ... but by accident she used Mexican jumping beans.

BEN: Well. How did her husband like it?

LEW: I don't know. (LAUGH) When I left he was still up on the chandelier! Another bride there was learning to make waffles.

BEN: Waffles? M-M-NISEN. How did they taste?

LEW: Who knows. (LAUGH) He used them to play Bingo!

BEN: Oh Bingo. What else do they teach you in this school for newly-weds, Lew?

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LEW: Well, if you come home and find the milkman stealing a kiss from your wife, there's only one way to get even with him.

BEN: What is it?

LEW: While he's busy kissing your wife (LAUGH) Go out and steal a bottle of milk!

BEN: **That's a fine swap**  
/Lew, what would you say was the most important thing they teach the bridegroom?

LEW: (CUTELY) Oh, I couldn't said it.

BEN: Oh come on Lew, nobody's listening. What do they teach you?

LEW: (COYLY) How to dress the ~~infant~~ **baby**

BEN: That ought to be very interesting! In dressing the infant, just what technique do they use?

LEW: Well, ~~in a restaurant~~ **just like** you're a waiter! **in a restaurant** /First you put the napkin flat on the table. Then where you put the plate you put the baby.

BEN: Yes.

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SUNDAY, DEC. 4, 1938

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LEW: Then you take the corner where you put the knife and you fold it over to the corner where you put the spoon. And then where you put the cold-slaw, you put a safety pin.

BEN: Yeah - but suppose you eat in a cafeteria/<sup>there are no waiters there.</sup>... what then?

LEW: (LAUGH) You raise a nudist!

BEN: Just one more question Lew - does this school teach married people how to settle their quarrels?

LEW: <sup>Teach me</sup> Positively! My wife and I had a quarrel. I said I wanted to buy a tooth brush for a dollar. She said "You don't need <sup>a dollar</sup> ~~any~~ tooth brush!" I said: "I do!" She said: "You don't!" So finally I had to take the tooth brush back.

BEN: You mean that she convinced you that you didn't need the tooth brush?

LEW: Well, sort of (LAUGH) She knocked ~~xxx~~ my teeth out!

(ORCHESTRA ... LEHR PLAY OFF MUSIC)

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ATX01 0180229

BEN:

**we call the Half and Half wit.**  
 Well, now you know why ~~Lew Lehr~~ ~~XXXXXXXXXXXXXXXXXXXX~~  
**from the great musical "Sing Out The News" we'll bring you**  
 And now a song about the man of the year. It's not  
 your favorite radio star ... it's not the guy they  
 picked to play Rhett Butler ... it's not your favorite  
 football player. Give up? Well make way, for here  
 comes Mr. "Franklin D. Roosevelt Jones."

5.....(ORCHESTRA ..... "FRANKLIN D. ROOSEVELT JONES")

**That was old Franklin D. Roosevelt Jones**

BEN:

/Comes now one of the prettiest numbers of the current  
 season ... MEXICALE ROSE, and it is altogether fitting  
**our Half and Half singer**  
 that young Bobby Gibson/should sing it, because he's  
 very romantic about a certain little gal here in  
 New York. Have you seen her lately, Bobby?

BOBBY:

Yes ... we went driving last night. The moon was out.

BEN:

Hmmm. When I used to go calling on a girl I didn't  
 care if the moon was out. I just wanted to make sure  
 her family was out. Canta, Senor Gibson ... MEXICALE  
 ROSE ... or, MEXICALLY ROSA.

6.....(ORCHESTRA AND BOB GIBSON ... MEXICALE ROSE)

BEN: Ah, Bobby, that was beautiful. You know, I often think it was a lucky day when you and I got together. And Von Zellie ... I feel the same way about YOU. Did you know that? Hmmm?

VON ZELL: Oh shucks, why maestro. I'm flattered. You mean you feel lucky to have met me?

BEN: Yowsah! It's this way, Harrykins. Since the day I met you, and you introduced me to Half and Half, I haven't ruined a single leaf pencil!

VON ZELL: Lead pencil? Aw, now, Maestro...quit your kidding. I'm glad you're glad that you met me...but what's a lead pencil got to do with Half and Half Tobacco?

BEN: Nothing, Harry, nothing, that's just the point! You don't need a pencil to get the last of the tobacco out of the can! You don't have to scrape around in the bottom, laboriously, extracting your final pipefull! And wouldn't that please any pipe smoker?

VON ZELL: Oh, well, NOW I get you, Maestro! It's that patented telescope tin you're talking about. And gentlemen ... believe me, it's a swell idea ... and it will please you. For you see, Half and Half, is packed in a different and better container. The tin gets smaller and smaller as you use up the tobacco...you just push it together, so you can reach the tobacco easily, all the way down. You don't need a pencil, you don't

HALF AND HALF  
December 4, 1938

CLOSING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

scrape your fingers, and you don't spill tobacco over the chair! Your last pipeful is just as easy to get at as your first ... and EVERY pipeful of Half and Half brings you new smoking enjoyment! For it's a fine, aromatic blend of Virginia and Burley tobaccos, with a fragrance everybody in the room will enjoy! So ask for a telescope tin of Half and Half, and discover real smoking contentment!

ATK01 0180232

7.....(ORCHESTRA ... "SOMETIMES I'M HAPPY ... HIT AND FADE)

BEN: My old friend Vince Youmans wrote a great score for the show HIT THE DECK, and I think you'll recall the hit song with quite a bit of nostalgic pleasure.

(ORCHESTRA ... "SOMETIMES I'M HAPPY" ... UP TO CONCLUSION)

(APPLAUSE)

HARRY: You'll always be happy if you roll your own cigarettes with Half and Half Tobacco! For it rolls easily, burns evenly, and makes a swell, smooth cigarette.

BEN: Well folks, as we wind up our programmy ... How about a word to Santy Clause, dear old Santy Clause!

Dear Santa: Please on Christmas Day,  
Send a package of Half and Half my way.  
It's specially wrapped in a full-pound tin,  
It's vacuum-packed so the taste stays in!  
That holiday box will look gay in my home-a,  
and my better half will love the aroma!

~~Santa~~ ... don't forget, now! **Santa. Tee hee**

and now the time has come to lend thine ears to Au Revo

(ORCHESTRA AND BEN ..... "AU REVOIR")

REVISED  
DECEMBER 4TH, 1938

(SEGUE TO)

(ORCHESTRA ..... "LONESOME OLD TOWN")

HARRY: Half and Half 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, Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA BROADCASTING SYSTEM

# Mackay Radio

Postal  Telegraph

DOMESTIC	15	WORDS FOR THE
NIGHT LETTER	10	USUAL PRICE OF
EMERGENCY	10	
...	...	...

CHARGE	...
ACCOUNT	...
NUMBER	...
...	...
...	...
...	...

Send the following message subject to the rules, regulations and rates of Mackay Radio and Telegraph Company of North America and in accordance with regulatory authorities.

**DOMESTIC SERVICES 15 WORDS FOR THE 10**  
USUAL PRICE OF 10

C O P Y

HOLLYWOOD CALIF DEC 2 1938

JACK VAN NOSTRAND  
7 EAST 85TH ST

RHETT BUTLER REFERENCE OKAY

NATALIE SIDES

C O P Y

December 1, 1933

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

Gentlemen:

This is your permission to mention the name Macfadden  
in the following manner on the Ben Bernie show of  
December 4, 1933.

"H VON ZELL: Say you do keep yourself in good  
physical shape.

BERNIE: Yowsah - Macfadden Bernie they  
calls me."

Signed J. Wiegers  
per LaC  
Publicity Department  
MACFADDEN PUBLICATIONS, INC.

ATX01 0180236



C O P Y

TELETYPE FROM YOUNG & RUBICAM HOLLYWOOD OFFICE - DECEMBER 2, 1938 - 3:50 P.M.

LOY OKAY FOR BERNIE SUNDAY

ATX01 0180237

REBROADCAST

REVISED  
SUNDAY, DEC. 4, 1938

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

HARRY: The Half and Half Program!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half smoking Tobacco, half an hour of tuneful tomfoolery, with our old pal Ben Bernie, acting as Vice-President in charge of cue-throwing. And catching the Old Maestro's cues like mad are all the lads and our jolly jester of Movietone News, Lew Lehr. And now we bring you the OLD Maestro, getting older every day, your oldest friend, BEN BERNIE!

(APPLAUSE)

ATX01 0180238

BEN: Yowsah, greetings and salutations, ladies and gentlemen. And Harry, thanks for that introduction. The Old Maestro getting older every day - your oldest friend. I never knew a man could age so fast in one sentence.

HARRY: Oh, that's nothing, Maestro. <sup>Just</sup> Give me another paragraph and I'll get you your Social Security.

BEN: Give me another joke like that, and I'll need it! Harry I don't mind being called the Old Maestro, but I wish you would use the "old" as a term of endearment rather than description.

HARRY: Well Maestro, <sup>really</sup> just how old are you?

BEN: ~~xxxxxxx~~ Well er - ... I'm on the road to thirty-two.

HARRY: On the road to thirty-two? You've been waiting a long time for the light to change! But, Ben ... my friends are always asking me ... who's older ... you, or Winchell?

BEN: Who's older ... Well ... I'll show you how old Winchell is. You know how he goes around yelling "Flash! Flash! Flash!"?

HARRY: Yes.

BEN: Do you know where he got his first flash?

HARRY: No, where?

BEN: From Benjamin Franklin's kite!

HARRY: Well, Ben, Winchell may actually be older than you, but  
<sup>You know</sup>  
he certainly looks younger! / I don't like to say it,  
but you've got bags under your eyes.

BEN: Them ain't bags ... I just had my cheeks lifted. Why  
I'm in perfect condition. Feel that muscle!

HARRY: My ... / <sup>say</sup> that is a big muscle!

BEN: Not there! That's where a mosquito bit me. Here feel  
it. Ow! Feel it, don't break it.

HARRY: Say, you do keep yourself in <sup>swell</sup> ~~good~~ physical shape.

BEN: Yowsah -- McFadden Bernie they calls me. / <sup>And Harry</sup> Exercise does  
it my boy. Every morning, even in the coldest weather,  
I exercise for an hour in front of the window. Some  
day I'm going to open it! But right now I'm gonna open  
the program with YOU GOT ME.

1. ... (ORCHESTRA ..... "YOU GOT ME")

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Half and Half

BEN: smartly played my/lads. That was "You Got Me" from  
the University of Pennsylvania's Mask and Wig Show. You know  
I contributed something to that show. I lent them my wig. Now every time I get  
mad I have to call Comes now the time for the Manhattan monotone, your  
them up to tear humble servant  
my hair. ~~to~~, to sing a little homespun ditty called WHEN PA  
WAS COURTIN Ma. Ah dear ... when pa was courtin' ma.  
You know, in the old days, when a fellow went to court  
it meant matrimony. Nowadays when a fellow goes to  
court it means alimony! A little courtin', music lads!

2. ... (ORCHESTRA AND BEN BERNIE ..... "WHEN PA WAS COURTIN' MA")

(APPLAUSE)

-4-

ATX01 0180241

HALF AND HALF  
December 4, 1938

OPENING COMMERCIAL

(AFTER MUSIC)

BERNIE: Now Von Zellie, I'm feeling inventive again. And this time I've invented a marvelous new parlor pastime called "Skip yo troubles ... skip yo troubles." All of you lads can play it, and everybody can win!

VON ZELL: Say, that sounds all right, Maestro. What do you do?

BERNIE: First, you draw up a comfortable chair. Second, you lean back and light your pipe. Third, you blow out some fragrant smoke rings ... and relax ... and forget the cares of the day. And that is the game of "Skip yo troubles." Or still a better name for it is, "Smoke a pipe ... to calm you down."

VON ZELL: Well, that's a dandy game, Maestro, and you're right when you say that everybody can win! For a pipe gives you a wonderfully soothed and rested feeling, and you certainly do forget your troubles. But, gentlemen, I'd like to add one rule to that game! Be sure your pipe is filled with Half and Half Tobacco! For Half and Half is a grand, aromatic smoke. And that fragrance is mighty important ... for you enjoy any tobacco mostly through your sense of

ATX01 0180242



REVISED  
DECEMBER 4TH, 1938

BEN: You know spies  
Right you are, Harry! / My ~~XXXXXXXXXX~~ tell me that Half  
and Half is the campus favorite at all colleges. / By You know  
gosh that gives me an idea for a slogan ... "Smoke  
Half and Half and pass your exams. P.S. Also study. Tee hee

~~XX~~

~~XXXXXXXXXX~~

BEN: my lads, what's our next number, oh yes  
And now, / YOU MUST HAVE BEEN A BEAUTIFUL BABY. ~~xxx~~  
YOU MUST HAVE BEEN A BEAUTIFUL BABY. Ah, Myrna Loy.  
~~XXXXXXXXXX~~

(ORCHESTRA .... "BEAUTIFUL BABY" ..... ~~XXXXXXXXXXXXXXXXXX~~

BEN: That was a beautiful baby played in a high key by the boys.  
/ One of the Maestro's greatest joys these Sunday  
You know for dear old Half  
evenings is to stand here at the microphone / and see and Half  
coming toward him a little gal with a pretty smile  
and a happy sparkle in her eyes. And here she is  
now ~~xxxxx~~ ... Little Mary Small.

MARY: Hello, Maestro.

BEN: Mary, Harry Von Zell's been kidding me about my age.  
From a feminine viewpoint, do you think I look so old?

MARY: Why I think you're the most charming ... the most  
youthful  
talented ... the most ~~XXXXXXXXXX~~ ... the most handsome ...  
the most ... er ...



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BEN: Yes ... go on, Mary. What else?

MARY: I can't read the rest of your writing.  
Looks as if the mask is off.

BEN: ~~xxxxxxx~~! Well, then you had better sing it, Mary.

4....(ORCHESTRA AND MARY SMALL ... "THEY SING")

(APPLAUSE)

Nice hunk of singin'

Ben; And here he comes now, fat and well-fed ... and a face

that looks like an unmade bed ... so 'elp me it's

that Half and Half wit of Movietone News ... LEW LEHR.

(ORCHESTRA ... LEW LEHR ... PLAY ON MUSIC)

-7A-

ATX01 0180245

LEW: Monkeys is the craziest people.

BEN: Well...look at you, Lew. Where did you get that suit?

LEW: I got it in London. How do you like it?

BEN: In London ... why, it doesn't fit you.

LEW: I know. (LAUGH) The tailor measured me in a fog.

BEN: Well, Lew, methinks you don't look your normal self tonight. <sup>if I'm not mistaken</sup> you're blushing. What's the big idea?

LEW: Well, Mr. Bernie, maybe it's because I just made a newsreel in a school for newlyweds.

BEN: Ah, newly-weds! Don't you think that young men who get married are sensible?

LEW: Are they sensible? They're the most unself- er - the most sacrifi - er the most magnanim - magnanim - (LAUGH) THEY'RE NOTS! (APPLAUSE)

BEN: You must have struck a sympathetic chord Lew. Well, Lew, just what do they teach you in this school for newly-weds?

LEW: Well, the first thing they teach you is when you're married everything is fifty fifty.

BEN: The old half and half spirit.

LEW: Yeah...Half of what the husband makes goes to the wife...but the other half ...

BEN: Yeah?

LEW: (GRUNT) That goes to the wife's family! But I got no bone to pick with MY wife's family

BEN: Oh, Lew, that's fine!

LEW: (LAUGH) When that bunch of buzzards finish eating, there ain't no bone left to pick!

BEN: Is your marriage run on a fifty fifty basis?

BEN: Oh absolutely! In our house everything is fifty fifty. My wife got  
one fur coat ... I got one handkerchief. (GRUNT) Fifty fifty! You  
know, Mr. Bernie, in this school they teach brides how to cook.

BEN: Cooking. That's something every bride should know.

LEW: Yeah. One of the girls was making bean soup for her husband.

BEN: Bean soup?

LEW: Yeah ... but by accident she used Mexican jumping beans.  
Mexican jumping beans?

BEN: Well. How did her husband like it?

LEW: I don't know. (LAUGH) When I left he was still up on the chandelier!  
Another bride there was learning to make waffles.

BEN: Waffles? H-X-DEMN. How did they taste?

LEW: Who knows. (LAUGH) He used them to play Bingo!

BEN: Oh Bingo. What else do they teach you in this school for newly-weds,  
Lew?

SUNDAY, DEC. 4, 1938

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LEW: Well, if you come home and find the milkman stealing a kiss from your wife, there's only one way to get even with him.

BEN: What is it?

LEW: While he's busy kissing your wife (LAUGH) Go out and steal a bottle of milk!

BEN: <sup>That's a fine swap</sup>  
/Lew, what would you say was the most important thing they teach the bridegroom?

LEW: (CUTELY) Oh, I couldn't said it.

BEN: Oh come on Lew, nobody's listening. What do they teach you?

LEW: (COYLY) How to dress the <sup>baby.</sup> ~~ixxxxx~~

BEN: That ought to be very interesting! In dressing the infant, just what technique do they use?

LEW: Well, <sup>just like</sup> ~~ixxxxx~~ you're a waiter <sup>in a restaurant</sup> First you put the napkin flat on the table. Then where you put the plate you put the baby.

BEN: Yes.

-10-

ATX01 0180248

SUNDAY, DEC. 4, 1938

-11-

LEW: Then you take the corner where you put the knife and you fold it over to the corner where you put the spoon. And then where you put the cold-slaw, you put a safety pin.

BEN: Yeah - but suppose you eat in a cafeteria/... what then? There are no waiters there.

LEW: (LAUGH) You raise a nudist!

BEN: Just one more question Lew - does this school teach married people how to settle their quarrels?

LEW: <sup>Teach me</sup> Positively! My wife and I had a quarrel. I said I wanted to buy a tooth brush for a dollar. She said "You don't need ~~XXXXXXXXXXXX~~ <sup>a dollar</sup> tooth brush!" I said: "I do!" She said: "You don't!" So finally I had to take the tooth brush back.

BEN: You mean that she convinced you that you didn't need the tooth brush?

LEW: Well, sort of (LAUGH) She knocked ~~me~~ my teeth out!

(ORCHESTRA ... LEHR PLAY OFF MUSIC)

-11-

ATX01 0180249

BEN: ~~Well, you know how they talk the way they do~~  
 from the great musical "Sing Out The News" we'll bring you  
 And now/a song about the man of the year. It's not  
 your favorite radio star ... it's not the guy they  
 picked to play Rhett Butler ... it's not your favorite  
 football player. Give up? Well make way, for here  
 comes Mr. "Franklin D. Roosevelt Jones."

5.....(ORCHESTRA ..... "FRANKLIN D. ROOSEVELT JONES")

BEN: That was old Franklin D. Roosevelt Jones.  
 /Comes now one of the prettiest numbers of the current  
 season ... MEXICALE ROSE, and it is altogether fitting  
 our Half and Half singer  
 that young Bobby Gibson/should sing it, because he's  
 very romantic about a certain little gal here in  
 New York. Have you seen her lately, Bobby?

BOBBY: Yes ... we went driving last night. The moon was out.

BEN: Hmmm. When I used to go calling on a girl I didn't  
 care if the moon was out. I just wanted to make sure  
 her family was out. Canta, Senor Gibson ... MEXICALE  
 ROSE ... or, MEHICALLY ROSA.

6.....(ORCHESTRA AND BOB GIBSON ... MEXICALE ROSE)

HER: Ah, Bobby, that was beautiful. You know, I often think it was a lucky day when you and I got together. And Von Zellie ... I feel the same way about YOU. Did you know that? Hahah!

VON ZELL: Oh shoots, why Maestro. I'm flattered. You mean you feel lucky to have met me?

HER: Yousee! It's this way, Harrykins. Since the day I met you, and you introduced me to Half and Half, I haven't ruined a single

~~lead pencil!~~

VON ZELL: Lead pencil? Ah, now, Maestro... quit your kidding. I'm glad you're glad that you met me... <sup>and all that</sup> but what's a lead pencil got to do with Half and Half Tobacco?

HER: Nothing, Harry, nothing, that's just the point! You don't need a pencil to get the last of the tobacco out of the can! You don't have to scrape around in the bottom, <sup>(muff)</sup> (laboriously) extracting your final pipeful! And wouldn't that please ANY pipe smoker?

VON ZELL: Oh, well, NOW I get you, Maestro! It's that patented telescope tin you're talking about. And gentlemen ... believe me, it's a swell idea ... and it WILL please you. For you see, Half and Half, is packed in a ~~different~~ and ~~rather~~ container. The tin gets smaller and smaller as you use up the tobacco...you just push it together, so you can reach the tobacco easily, all the way down. You don't need a pencil, you don't

HALF AND HALF  
December 4, 1938

CLOSING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

scrape your fingers, and you don't spill tobacco over the chair! Your last pipeful is just as easy to get at as your first... and EVERY pipeful of Half and Half brings you new smoking enjoyment! For it's a fine, aromatic blend of Virginia and Burley tobaccos, with a fragrance everybody in the room will enjoy! So ask for a telescope tin of Half and Half, and discover real smoking contentment!

ATX01 0180252



7.....(ORCHESTRA ... "SOMETIMES I'M HAPPY ... HIT AND FADE)

BEN: My old friend Vince Youmans wrote a great score for the show HIT THE DECK, and I think you'll recall the hit song with quite a bit of nostalgic pleasure.

(ORCHESTRA ... "SOMETIMES I'M HAPPY" ... UP TO CONCLUSION)

(APPLAUSE)

HARRY: You'll always be happy if you roll your own cigarettes with Half and Half Tobacco! For it rolls easily, burns evenly, and makes a swell, smooth cigarette.

BEN: Well folks, as we wind up our programmy ... How about a word to Santy Clause, ~~xxxxxxxSantyxSantyx~~

Dear Santa: Please on Christmas Day,  
Send a package of Half and Half my way.  
It's specially wrapped in a full-pound tin,  
It's vacuum-packed so the taste stays in!  
That holiday box will look gay in my home-a,  
And my better half will love the aroma!

~~xxxxx~~ ... don't forget, now! Santa! Tee hee.

and now the time has come to lend thine ears to Au Revo

(ORCHESTRA AND BEN ..... "AU REVOIR")

REVISED  
DECEMBER 4TH, 1938

(SEGUE TO)

(ORCHESTRA ..... "LONESOME OLD TOWN")

HARRY: Half and Half 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, Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA BROADCASTING SYSTEM

SUNDAY, DEC. 11, 1938

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF . . . . . BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, half an hour of half music, half laughter, with our old pal Ben Bernie as drum-major of the kilocycle parade. And lined up ready to march are all the Lads and our Jolly Jester of Movietone News - Lew Lehr ... And now we bring you a man whom everyone respects, because everyone respects old age ... the Old Maestro,  
BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: YOWSAH, YOWSAH, MY GOOD FRIENDS. A HAPPY DECEMBER SUNDAY TO YEZ ALL  
...THAT IS, TO ALL EXCEPT HARRY VON ZELL.

HARRY: AW NOW WAIT A MINUTE MAESTRO...WHY DO YOU MAKE AN EXCEPTION OF ME?

BEN: WELL, THOSE REMARKS THAT YOU MADE ABOUT MY AGE LAST WEEK HAVE CAUSED  
ME NO END OF EMBARRASSMENT. I'M NOT OLD, HARRY. MATTER OF FACT,  
I'M A JITTERBUG.

HARRY: YOU'RE A JITTERBUG?

BEN: YEAH...ONE OF THOSE KIDS WHO WAS VACCINATED BY A RIVETING MACHINE.  
HARRY...IF YOU THINK I'M OLD, YOU OUGHT TO TAKE A LOOK AT WINCHELL!

HARRY: WINCHELL? DOES HE LOOK OLD?

BEN: DOES HE LOOK OLD? HIS HAIR IS SO WHITE, THE OTHER DAY HE WENT FOR  
A WALK AND A SNOW PLOUGH FOLLOWED HIM FOR SIX BLOCKS!

HARRY: I DON'T KNOW ABOUT WINCHELL, BUT, MAESTRO, YOU DON'T ACT LIKE A  
YOUNG FELLOW. YOU DON'T GO IN FOR ANY KIND OF SPORTS.

BEN: YOU WOULDN'T SAY THAT IF YOU SAW ME DOING FANCY ICE SKATING IN THE  
PARK.

HARRY: YOU...ICE SKATING? (LAUGH)

BEN: DON'T LAUGH. SONYA HENIE BERNIE THEY CALLS ME!

HARRY: ARE YOU A FIGURE SKATER?

BEN: AM I A FIGURE SKATER? WHY THERE ISN'T A PART OF MY FIGURE THAT  
HASN'T SKATED ON THE ICE...AND ALL YOUR REMARKS TO THE CONTRARY,  
HARRY, JUST TO SHOW YOU HOW YOUNG I AM, LET ME INFORM YOU THAT  
TWENTIETH CENTURY FOX HAS JUST OFFERED ME THE LEAD IN A PICTURE  
OPPOSITE SHIRLEY TEMPLE.

HARRY: MAESTRO! YOU...OPPOSITE SHIRLEY TEMPLE? WHAT'S THE NAME OF THE PICTURE?

BEN: THE NAME HAS NOTHING TO DO WITH IT!

HARRY: OH YES IT HAS. COME ON NOW. WHAT'S THE NAME OF IT?

BEN: WELL..."GRANDPA'S GIRL." BUT I DON'T WANT TO DISCUSS THIS ANY FURTHER." THE LADS ARE READY TO OPEN THE PROGRAM WITH "IT'S DELOVELY."

HARRY: ALL RIGHT, MAESTRO. I'LL PUSH YOUR WHEEL-CHAIR UP TO THE BANDSTAND.

BEN: HARRY!

1....(ORCHESTRA ..... "IT'S DELOVELY")

BEN: WELL DONE, WELL DONE. THAT WAS "IT'S DELOVELY" PLAYED IN DELOVELY STYLE BY THE HALF AND HALF TOBACCO LADS. YOU CAN ALWAYS TELL WHEN IT'S GETTING NEAR CHRISTMAS. THE LADS ALWAYS FINISH TOGETHER. I NOTICE THAT. WELL, LET'S SEE...I'VE HAD A LOT OF REQUESTS FROM DEAR OLD TEXAS, TO HAUL COLONEL MANNY PRAGER TO THE MIKE AND REPEAT ONE OF THE SONGS FROM OUR BLUE-BLOOD REPERTOIRE..."HIE YA DUCHESS"...AND WE'RE ALWAYS GLAD TO ACCOMODATE OUR TEXAS FRIENDS. YOU KNOW I GOT ME AN OIL WELL DOWN THERE. THEY TELL ME MY OIL WELL IS PRODUCING SOME OF THE FINEST DRINKING WATER IN THE STATE. ALL RIGHT, COLONEL ...START GUSHIN.

2....(ORCHESTRA...MANNY PRAGER & BEN BERNIE....."HIE YA DUCHESS")

BERNIE: NOW LADIES AND GENTLEMEN, WE PRESENT A FAMOUS PALM READER...  
MR. MACLIFELINE. HE'S GOING TO READ MY PALM FOR ME.

HARRY: HMMMMMM...THIS HAND SHOWS A VERY UNUSUAL CHARACTER.

BERNIE: THAT VOICE IS RATHER UNUSUAL, TOO. BUT GON ON...

HARRY: WELL, YOU HAVE A VERY EXCITABLE DISPOSITION...AND YOU GO TO  
PIECES EASILY.

BERNIE: DEAH, DEAH...WHAT CAN I DO?

HARRY: MY FRIEND...MR. VON ZELL WILL TELL YOU. WHY, YES...JUST SMOKE  
A PIPE TO CALM YOU DOWN.

BERNIE: A DUAL PERSONALITY, VON ZELLIE...YOU IS WONDERFUL. PROCEED,  
MY GOOD FELLOW!

HARRY: YES, GENTLEMEN...ALL KIDDING ASIDE...THERE IS THE ANSWER TO A  
LOT OF THINGS. TO THE WORRIES, AND CARES, AND FRET'S OF THE DAY!  
SMOKE A PIPE TO CALM YOU DOWN. LEAN BACK IN YOUR CHAIR AND RELAX.  
FEEL CONTENTED AND PEACEFUL...FOR THAT'S THE MIRACLE OF PIPE  
SMOKING. BUT...BE MIGHTY SURE THAT PIPE IS FILLED WITH HALF AND  
HALF TOBACCO! FOR HALF AND HALF TOBACCO MAKES ANY PIPE A GREATER  
PLEASURE THAN EVER BEFORE! IT'S A DISTINCTIVE BLEND OF FINE  
AROMATIC VIRGINIA AND BURLEY TOBACCOS...WITH A FRAGRANCE SO DE-  
LIGHTFUL EVERYBODY IN THE ROOM WILL ENJOY IT. SO FOR NEW SMOKING  
ENJOYMENT, ASK FOR HALF AND HALF TOBACCO. FILL UP...LEAN BACK...  
AND RELAX...SMOKE A PIPE...TO CALM YOU DOWN.

JERNIE: RIGHT YOU ARE, HARRY. TRUER WORDS WERE NEVER UTTERED. YOU KNOW THAT A LOT OF MY OLD RAILROAD FRIENDS HAVE TOLD ME THAT HALF AND HALF SMOKING TOBACCO IS GETTING TO BE MIGHTY POPULAR AMONGST THE BOYS OUT ON THE RUN. WELL BY GOSH, THAT GIVES ME AN IDEA FOR A SLOGAN. IF YOU WANT TO BE ON TIME...SMOKE HALF AND HALF.  
P.S. ALSO LOOK AT YOUR WATCH. AND TO HELP YOU BOYS TO BE RIGHT ON THE MINUTE THE NEXT NUMBER IS SIXTY SECONDS.





BEN: You mean as an authority?

MARY: No, as an eye-witness.

BEN: You, too, Mary. Next thing you know, somebody will come around and ask me if I had a bet on Paul Revere's horse.

HARRY: Well, did you?

BEN: Quiet, Harry. Sing Mary.

4....(ORCHESTRA & MARY SMALL ..... "DEEP IN A DREAM")

(APPLAUSE)

BEN: Splendid, Mary, splendid. That was little Mary Small, "Deep In A Dream." <sup>I hope she was dreaming of me.</sup> But gangway, folks, gangway - 'cause here he comes now that lovable lark - with a face that's handsome. if the room is very dark. That Half and Half wit of Movie-tone News - Lew Lehr.

(ORCHESTRA: LEHR PLAY-ON)

(APPLAUSE)

LEW: Monkeys is the craziest people. (LEW SINGS OPERATIC)

BEN: Hey, hey, what's the idea, Lew. Why this vocal outburst?

LEW: Oh, Mr. Bernie, I just came from the opera and I made a newsreel of it.

BEN: The opera. Lew, I didn't know you liked fine music.

LEW: Do I like fine music. To me Beethoven is the quintessence - Schubert is the most stimulating - Tschaikovsky - Tschaikovsky - (LAUGH) ~~Schubert~~ Cab Calloway.

BEN: Lew, I love good music myself. As a matter of fact my father gave me thousands of dollars to study singing.

LEW: You don't said it.

BEN: Oh, yes indeed. Listen to my voice. (DOES VOCALIZING)

LEW: Mr. Bernie ... what did you do with the money?

BEN: O.K. Critic  
/ Never mind what you think of my voice. Tell me about the opera.

LEW: Well, when the curtain went up a big argument started right away. A man in the orchestra pit was shaking a stick at the people on the stage, and they was yelling back at him, like this (SINGS)

BEN: Lew, I'm surprised at you. That was the opera.

LEW: Opera? (LAUGH) I ain't heard noises like that since my papa oiled his shoes.

BEN: Tell me, Lew, how did you like the singers in the opera?

SUNDAY, DEC. 11, 1938

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LEW: Well, there was one woman there ... they called her the prima donkey. Honest to goodness, she was so big she looked like a government project. <sup>BEN: Where did you get that one.</sup> Once when she wanted to hit a high note she took such a deep breath (GRUNT) she inhaled the toupee right off the piccolo player.

BEN: What was her range?

LEW: What was her range? (LAUGH) She killed at two miles.

BEN: Lew, all opera lovers have their favorite stars. Who's your favorite opera star?

LEW: Er - Sally Rand.

BEN: But, Lew - she doesn't sing.

LEW: (LAUGH) Who cares.

BEN: Well, the most thrilling part of any opera is the audience. They have ~~xxxxxxx they~~ plenty of class.

LEW: You said it.

BEN: Tell me about the gentlemen, Lew. Were they wearing tails?

LEW: I don't know. I couldn't see under their long coats. But I was dressed up. And everybody looked at me.

-10-

ATK01 0180263

BEN: They did?

LEW: Yeah, in my left lapel I wore a can of tomato bouillon. And on my right lapel I pinned a mackerel.

BEN: What was the idea?

LEW: Well, my boss said I should wear soup and fish.

BEN: No wonder they looked at you. Lew, how did the opera finally turn out?

LEW: Not so good. In the middle of the second act a man jumped up and hollered "Stop it. This is awful I can't stand it. Bring down the curtain!"

BEN: Why that was a disgraceful thing to do.

LEW: You said it.

BEN: A man like that shouldn't be allowed to associate with intelligent people.

LEW: You're positively right.

BEN: Who was it?

LEW: (LAUGH) Me.

(APPLAUSE)

(ORCHESTRA: LEHR PLAY-OFF)

SUNDAY, DEC. 11, 1938

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BEN: Nice going, Lew. Nice going. That was Lew Lehr, my friends, who is readying himself for an exchange professorship at Double-talk University. And now unless this music here on the stand in front of me has been left over from a preceding program, I see the Half and Half Tobacco lads are gonna play Repeat ("HAVE YOU FORGOTTEN SO SOON?") If my landlord is listening in, I have.

5....(ORCHESTRA ..... "HAVE YOU FORGOTTEN SO SOON")

BEN: Nice goin', my Lads. And here comes the Bay State Baritone, young Bobby Gibson. You know there are two good reasons why I keep Bobby on this Half and Half Smoking Tobacco Program. First, he's got a very fine voice, and second, he promised to lend me his hair for my next picture. What are you gonna sing, Robert?

BOB: "ALL ASHORE."

BEN: Okay. I'll <sup>go down the gangplank</sup> ~~go down~~ and listen.

6....(ORCHESTRA & GIBSON ..... "ALL ASHORE")

(APPLAUSE)

-12-

ATX01 0180265

CLOSING COMMERCIAL

BERNIE: Ah, that was de-lightful! <sup>You should give the public more</sup> In fact Von Zellie, the old Maestro has decided to hire a big hall, take all the lads, and give a three-hour, non-stop concert.

VON ZELL: Aw, now, Maestro ... three hours ... non-stop ... in a big hall. Why, do you think enough people will come? And if they do come ... will they stay?

BERNIE: They'll come and they'll stay! Listen. First I advertise a big surprise. Then as each person enters the hall, I hand him a printed card. The card says: "If you stay through this concert from start to finish, this card is redeemable for a special Christmas package of Half and Half Tobacco!" How about it, Harrykins? Is that genius, or is it genius?

VON ZELL: That, Maestro, is definitely genius! And gentlemen ... although the old Maestro is really joking about that non-stop concert ... he is not joking about that special Christmas package of HALF AND HALF TOBACCO! For, seriously, it's a very swell idea. It's a good looking, red and green holiday box, which contains a full-pound,

HALF AND HALF  
December 11, 1938  
Revised

CLOSING COMMERCIAL -2-

VON ZELL: vacuum-packed tin of Half and Half ... the grand aromatic  
(CONT'D) smoke. .And that fragrance is mighty important, for you  
enjoy any tobacco 'mostly through your sense of smell.  
If you want to prove that, just pinch your nostrils shut,  
while you're smoking your pipe. You'll find the tobacco  
smoke, no matter what kind it is, becomes flat ... no  
flavor. When you let go, the flavor returns at once. And  
that shows how important your sense of smell is, to the  
enjoyment of all tobacco. And Half and Half is blended  
especially to appeal to that sense ... it actually tastes  
better because it smells better! So for greater smoking  
enjoyment than ever before ... fill up with HALF AND HALF!

ATK01 0180267





(AFTER HVZ'S FIRST COM'L)

Suggestion A

BEN: Righto Harry. That is correct ... That is ab-so-lute-ly correct. A lot of my insurance friends tell me that Half and Half is mighty popular amongst the boys in the insurance game. And by gum, that gives me an idea for another slogan. If you want to be a successful insurance man, smoke Half and Half. P.S. Also, pick healthy clients

OR

Suggestion B

BEN: Harry, you took the words right out of my mouth because I know whereof you speak. Down at the race tracks I find that good old Half and Half is mighty popular among lovers of good horse flesh ... Which gives me an idea for another slogan. If you want to be successful at the track, smoke Half and Half. P.S. Also pick the right horse.

OR

Suggestion C (SUGGESTED FOR JAN. 1, 1939)

BEN: Harry, that's a good way to start the new year ... with good old Half and Half. Today all over the country hundreds of thousands of people are filling up the Rose Bowl ... the Sun Bowl ... The Cotton Bowl ... and the Orange Bowl to watch the football games, but the biggest thrill of 'em all, so help me, is to fill up the old pipe bowl with good old Half and Half. That, my friends, is the All-American sport.

ATX01 0180269

Suggestion D

BEN: Harry, that is the truth, the whole truth and nothing but the ditto so 'elp me. There's nothing in the world I like better after a hard day's work than to get into my tattered bedroom slippers, my well-worn smoking jacket, fill up my old pipe with Half and Half, turn on the light in the window and just sit there and wait for my horse to come home.

NOTE TO THE AMERICAN TOBACCO COMPANY ...

We submit the above follow-ups on Harry Von Zell's commercials with the thought in mind that if you like a slogan effect which, of course, will be different every week it can be developed enough to appeal to every stratum of the American public. It can further be applied to any current activity or convention such as the American Legion Convention, The Furniture Men's Convention, etc. etc.

Ben Bernie

C O P Y

December 8, 1938

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

Gentlemen:

This is your permission to mention Cab Calloway in the following manner on your Ben Bernie show of Sunday, December 11, 1938:

"LEW LEHR: Do I like fine music! To me Beethoven is the quintess- Schubert is the most stimulat - Tschaikovs - Tschaikov - (LAUGH) Give me Cab Calloway."

Signed Cab Calloway per  
William H. Mittler  
Asst. Treas.

MILLS ARTISTS, INC

ATX01 0180271



C O P Y

TELETYPE TO HOLLYWOOD OFFICE OF YOUNG & RUBICAM - DEC 7, 1938 - 5:35

NS FROM MA

PLS CLEAR NAMES IN FOLLOWING FOR BERNIE SUNDAY.

BRAGGING ABOUT HIS FANCY ICE SKATING BERNIE SAYS --

SONYA HEHIE BERNIE THEY CALLS ME.

HARRY: ARE YOU A FIGURE SKATER?

BERNIE: - AM I. THERE ISN'T A PART OF MY FIGURE THAT HASN'T SKATED ON THE ICE.

.....

TALKING TO HVZ ABOUT HOW YOUNG HE IS BERNIE SAYS --

JUST TO SHOW U HOW YOUNG I AM, LET ME INFORM U THAT 20TH CENTURY FOX

HAS JUST OFFERED ME THE LEAD IN A PICTURE OPPOSITE SHIRLEY TEMPLE.

HARRY: WHAT'S THE NAME OF THE PICTURE?

BEJ: "GRANDPA'S GIRL"

.....

BERNIE & LEHR DOING OPERA SKIT--

BERNIE: WHO'S YOUR FAVORITE OPERA STAR?

LEW: ER - SALLY RAND

BEN: BUT LEW SHE DOESN'T SING.

LEW: WHO CARES.

ATX01 0180273

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, half an hour of half music, half laughter, with our old pal Ben Bernie as drum-major of the kilocycle parade. And lined up ready to march are all the Lads and our Jolly Jester of Movietone News - Lew Lehr ... And now we bring you a man whom everyone respects, because everyone respects old age ... the Old Maestro,

BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

YEN: YOWSAH, YOWSAH, MY GOOD FRIENDS. A HAPPY DECEMBER SUNDAY TO YEZ ALL... THAT IS, TO ALL EXCEPT HARRY VON ZELL.

HARRY: AW NOW WAIT A MINUTE MAESTRO... WHY DO YOU MAKE AN EXCEPTION OF ME?

BEN: WELL, THOSE REMARKS THAT YOU MADE ABOUT MY AGE LAST WEEK HAVE CAUSED ME NO END OF EMBARRASMENT. I'M NOT OLD, HARRY. <sup>AS A</sup> / MATTER OF FACT, I'M A JITTERBUG.

HARRY: YOU'RE A JITTERBUG?

BEN: YEAH... ONE OF THOSE KIDS WHO WAS VACCINATED BY A RIVETING MACHINE. SAY / HARRY... IF YOU THINK I'M OLD, YOU OUGHT TO TAKE A LOOK AT WINCHELL!

HARRY: OH YEA. WHY / DOES HE LOOK OLD?

BEN: DOES HE LOOK OLD? HIS HAIR IS SO WHITE, THE OTHER DAY HE WENT FOR A WALK AND A SNOW PLOUGH FOLLOWED HIM FOR SIX BLOCKS!

HARRY: I DON'T KNOW ABOUT WINCHELL, BUT, MAESTRO, YOU DON'T ACT LIKE A YOUNG FELLOW. YOU DON'T GO IN FOR ANY KIND OF SPORTS.

BEN: YOU WOULDN'T SAY THAT IF YOU SAW ME DOING FANCY ICE SKATING IN THE PARK.

HARRY: YOU... ICE SKATING? (LAUGH)

BEN: DON'T LAUGH. SONYA HENIE BERNIE THEY CALLS ME!

HARRY: ARE YOU A FIGURE SKATER?

BEN: AM I A FIGURE SKATER? WHY THERE ISN'T A PART OF MY FIGURE THAT HASN'T SEATED ON THE ICE... AND ALL YOUR REMARKS TO THE CONTRARY, HARRY, JUST TO SHOW YOU HOW YOUNG I AM, LET ME INFORM YOU THAT TWENTIETH CENTURY FOX HAS JUST OFFERED ME THE LEAD IN A PICTURE OPPOSITE SHIRLEY TEMPLE.

HARRY: MAESTRO! YOU...OPPOSITE SHIRLEY TEMPLE? WHAT'S THE NAME OF THE PICTURE?

BEN: THE NAME HAS NOTHING TO DO WITH IT!

HARRY: OH YES IT HAS. COME ON NOW. WHAT'S THE NAME OF ITX THE PICTURE?

BEN: WELL... "GRANDPA'S GIRL." BUT I DON'T WANT TO DISCUSS THIS ANY FURTHER. THE LADS ARE READY TO OPEN THE PROGRAM WITH "IT'S DELOVELY."

HARRY: ALL RIGHT, MAESTRO. I'LL PUSH YOUR WHEEL-CHAIR UP TO THE BANDSTAND.

BEN: HARRY!

1....(ORCHESTRA ..... "IT'S DELOVELY")

BEN: WELL DONE, WELL DONE. THAT WAS "IT'S DELOVELY" PLAYED IN DELOVELY STYLE BY THE HALF AND HALF TOBACCO LADS. YOU CAN ALWAYS TELL WHEN IT'S GETTING NEAR CHRISTMAS. THE LADS ALWAYS FINISH TOGETHER. I NOTICE THAT. WELL, LET'S SEE...I'VE HAD A LOT OF REQUESTS FROM DEAR OLD TEXAS, TO HAUL COLONEL MANNY PRAGER TO THE MIKE AND REPEAT ONE OF THE SONGS FROM OUR BLUE-BLOOD REPERTOIRE... "HIE YA DUCHESS"...AND WE'RE ALWAYS GLAD TO ACCOMODATE OUR TEXAS FRIENDS. / YOU KNOW I GOT ME AN OIL WELL DOWN THERE. THEY TELL ME MY OIL WELL IS PRODUCING SOME OF THE FINEST DRINKING WATER IN THE STATE. ALL RIGHT, COLONEL ...START GUSHIN.

2....(ORCHESTRA...MANNY PRAGER & BEN BERNIE....."HIE YA DUCHESS")



VERY

BERNIE: NOW LADIES AND GENTLEMEN, WE PRESENT A/FAMOUS PALM READER...

MR. MACLIFELINE, HE'S GOING TO READ MY PALM FOR ME.

HARRY: <sup>NOW</sup> HMMMM.../THIS HAND SHOWS A VERY UNUSUAL CHARACTER.

BERNIE: THAT VOICE IS RATHER UNUSUAL, TOO. BUT GON ON...

HARRY: WELL, YOU HAVE A VERY EXCITABLE DISPOSITION...AND YOU GO TO  
PIECES EASILY.

BERNIE: DEAH, DEAH...WHAT CAN I DO?

HARRY: MY FRIEND...MR. VON ZELL WILL TELL YOU. WHY, YES...JUST SMOKE  
A PIPE TO CALM YOU DOWN,  
FOOLED ME FOR A MINUTE.

BERNIE: / A DUAL PERSONALITY, VON ZELLIE...YOU IS WONDERFUL. PROCEED,  
MY GOOD FELLOW!

HARRY: YES, GENTLEMEN...ALL KIDDING ASIDE...THERE IS THE ANSWER TO A  
LOT OF THINGS. TO THE WORRIES, AND CARES, AND FRETTE OF THE DAY!  
SNOKE A PIPE TO CALM YOU DOWN. LEAN BACK IN YOUR CHAIR AND RELAX.  
FEEL CONTENTED AND PEACEFUL...FOR THAT'S THE MIRACLE OF PIPE  
SMOKING. BUT...BE MIGHTY SURE THAT PIPE IS FILLED WITH HALF AND  
HALF TOBACCO! FOR HALF AND HALF TOBACCO MAKES ANY PIPE A GREATER  
PLEASURE THAN EVER BEFORE! IT'S A DISTINCTIVE BLEND OF FINE  
AROMATIC VIRGINIA AND BURLEY TOBACCOS...WITH A FRAGRANCE SO DEL  
LIGHTFUL EVERYBODY IN THE ROOM WILL ENJOY IT. SO FOR NEW SMOKING  
ENJOYMENT, ASK FOR HALF AND HALF TOBACCO. FILL UP...LEAN BACK...  
AND RELAX...SNOKE A PIPE...TO CALM YOU DOWN.

ERNIE:

RIGHT YOU ARE, HARRY. TRUER WORDS WERE NEVER UTTERED. YOU KNOW THAT A LOT OF MY OLD RAILROAD FRIENDS HAVE TOLD ME THAT HALF AND HALF SMOKING TOBACCO IS GETTING TO BE MIGHTY POPULAR AMONGST THE BOYS OUT ON THE RUN. WELL BY GOSH, THAT GIVES ME AN IDEA FOR A SLOGAN. IF YOU WANT TO BE ON TIME...SMOKE HALF AND HALF.

P.S. ALSO LOOK AT YOUR WATCH. AND TO HELP YOU BOYS TO BE RIGHT ON THE MINUTE THE NEXT NUMBER IS SIXTY SECONDS.



BEN: You mean as an authority?

MARY: No, as an eye-witness.

BEN: You, too, Mary. Next thing you know, somebody will come around and ask me if I had a bet on Paul Revere's horse.

HARRY: Well, did you?

BEN: Quiet, Harry. Sing Mary.

4....(ORCHESTRA & MARY SMALL ..... "DEEP IN A DREAM")

(APPLAUSE)

BEN: Splendid, Mary, splendid. That was little Mary Small, "Deep In A Dream." / <sup>I hope she was dreaming of me.</sup> But gangway, folks, gangway - 'cause here he comes now that lovable lark - with a face that's handsome. if the room is very dark. That Half and Half wit of Movie-tone News - Lew Lehr.

(ORCHESTRA: LEHR PLAY-ON)

(APPLAUSE)

LEW: Monkeys is the craziest people. (LEW SINGS OPERATIC)

BEN: Hey, hey, what's the idea, Lew. Why this vocal outburst?

LEW: Oh, Mr. Bernie, I just came from the opera and I made a newsreel of it.

BEN: The opera. Lew, I didn't know you liked fine music.

LEW: Do I like fine music. To me Beethoven is the quintes -  
Schubert is the most stimulat - Tschaikova - Tschaikov -  
(LAUGH) ~~SCHUBERT~~ Cab Calloway.

BEN: Lew, I love good music myself. As a matter of fact my  
father gave me thousands of dollars to study singing.

LEW: You don't said it.

BEN: Oh, yes indeed. Listen to my voice. (DOES VOCALIZING)

LEW: Mr. Bernie ... what did you do with the money?

BEN: O.K. Critic  
/ Never mind what you think of my voice. Tell me about the  
opera.

LEW: Well, when the curtain went up a big argument started right  
away. A man in the orchestra pit was shaking a stick at the  
people on the stage, and they was yelling back at him, like this (SINGS)

BEN: Lew, I'm surprised at you. That was the opera.

LEW: Opera? (LAUGH) I ain't heard noises like that since my  
papa oiled his shoes.

BEN: Tell me, Lew, how did you like the singers in the opera?

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LEW: Well, there was one woman there ... they called her the prima donkey. Honest to goodness, she was so big she looked like a government project. / <sup>BEN: Where did you get that one.</sup> Once when she wanted to hit a high note she took such a deep breath (GRUNT) she inhaled the toupee right off the piccolo player.

BEN: What was her range?

LEW: What was her range? (LAUGH) She killed at two miles.

BEN: Lew, all opera lovers have their favorite stars. Who's your favorite opera star?

LEW: Er - Sally Rand.

BEN: <sup>Sally Rand is at the San Francisco Music Box Cafe</sup> But, Lew /she doesn't sing.

LEW: (LAUGH) Who cares.

BEN: Well, the most thrilling part of any opera is the audience. They always have so much ~~xxxxxxxxxxxxxxxxxxxxxxxx~~ class.

LEW: You said it.

BEN: Tell me about the gentlemen, Lew. <sup>repeat</sup> (Were they wearing tails?)

LEW: I don't know. I couldn't see under their long coats. But I was dressed up. And everybody looked at me.

-10-

ATX01 0180282

BEN: They did?

LEW: Yeah, in my left lapel I wore a can of tomato bouillon. And on my right lapel I pinned a mackerel.

BEN: What was the idea?

LEW: Well, my boss said I should wear soup and fish.

BEN: No wonder they looked at you. Lew, how did the opera finally turn out?

LEW: Not so good. In the middle of the second act a man jumped up and hollered "Stop it. This is awful I can't stand it. Bring down the curtain!"

BEN: Why that was a disgraceful thing to do.

LEW: You said it.

BEN: A man like that shouldn't be allowed to associate with intelligent people.

LEW: You're positively right.

BEN: Who was it?

LEW: (LAUGH) Me.

(APPLAUSE)

(ORCHESTRA: LEHR PLAY-OFF)

SUNDAY, DEC. 11, 1938

-12-

BEN: Nice going, Lew. Nice going. That was Lew Lehr, my friends, who is readying himself for an exchange professorship at Double-talk University. And now unless this music here on the stand in front of me has been left over from a preceding program, I see the Half and Half Tobacco lads are gonna play <sup>repeat</sup> ("HAVE YOU FORGOTTEN SO SOON?") If my landlord is listening in, I have.

5....(ORCHESTRA ..... "HAVE YOU FORGOTTEN SO SOON")

BEN: Nice goin', my Lads. And here comes the Bay State Baritone, young Bobby Gibson. You know there are two good reasons why I keep Bobby on this Half and Half Smoking Tobacco Program. First, he's got a very fine voice, and second, he promised to lend me his hair for my next picture. What are you gonna sing, Robert?

BOB: "ALL ASHORE."

BEN: Okay. I'll <sup>go down the gangplank</sup> ~~get~~ and listen.

6....(ORCHESTRA & GIBSON ..... "ALL ASHORE")

(APPLAUSE)

-12-

ATX01 0180284



HALF AND HALF  
December 11, 1938

CLOSING COMMERCIAL

BERNIE: Ah, that was de-lightful! <sup>You should give the public more</sup> /In fact Von Zellie, the old Maestro has decided to hire a big hall, take all the lads, and give a three-hour, non-stop concert.

VON ZELL: Aw, now, Maestro ... three hours ... non-stop ... in a big hall. Why, do you think enough people will come? And if they do come ... will they stay?

BERNIE: They'll come and they'll stay! Listen. First I advertise a big surprise. Then as each person enters the hall, I hand him a printed card. The card says: "If you stay through this concert from start to finish, this card is redeemable for a special Christmas package of Half and Half Tobacco!" How about it, Harrykins? Is that genius, or is it genius?

VON ZELL: That, Maestro, is definitely genius! And gentlemen ... although the old Maestro is really joking about that non-stop concert ... he is not joking about that special Christmas package of HALF AND HALF TOBACCO! For, seriously, it's a very swell idea. It's a good looking, red and green holiday box, which contains a full-pound,

ATX01 0180285

HALF AND HALF  
December 11, 1938  
Revised

CLOSING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

vacuum-packed tin of Half and Half ... the grand aromatic smoke. And that fragrance is mighty important, for you enjoy any tobacco mostly through your sense of smell. If you want to prove that, just pinch your nostrils shut, while you're smoking your pipe. You'll find the tobacco smoke, no matter what kind it is, becomes flat ... no flavor. When you let go, the flavor returns at once. And that shows how important your sense of smell is, to the enjoyment of all tobacco. And Half and Half is blended especially to appeal to that sense ... it actually tastes better because it smells better! So for greater smoking enjoyment than ever before ... fill up with HALF AND HALF!

ATX01 0180286



(AFTER HVZ'S FIRST COM'L)

Suggestion A

BEN: Righto Harry. That is correct ... That is ab-so-lute-ly correct. A lot of my insurance friends tell me that Half and Half is mighty popular amongst the boys in the insurance game. And by gum, that gives me an idea for another slogan. If you want to be a successful insurance man, smoke Half and Half. P.S. Also, pick healthy clients

OR

Suggestion B

BEN: Harry, you took the words right out of my mouth because I know whereof you speak. Down at the race tracks I find that good old Half and Half is mighty popular among lovers of good horse flesh ... Which gives me an idea for another slogan. If you want to be successful at the track, smoke Half and Half. P.S. Also pick the right horse.

OR

Suggestion C (SUGGESTED FOR JAN. 1, 1939)

BEN: Harry, that's a good way to start the new year ... with good old Half and Half. Today all over the country hundreds of thousands of people are filling up the Rose Bowl ... the Sun Bowl ... The Cotton Bowl ... and the Orange Bowl to watch the football games, but the biggest thrill of 'em all, so help me, is to fill up the old pipe bowl with good old Half and Half. That, my friends, is the All-American sport.

ATX01 0180288

Suggestion D

BEN: Harry, that is the truth, the whole truth and nothing but the ditto so 'elp me. There's nothing in the world I like better after a hard day's work than to get into my tattered bedroom slippers, my well-worn smoking jacket, fill up my old pipe with Half and Half, turn on the light in the window and just sit there and wait for my horse to come home.

NOTE TO THE AMERICAN TOBACCO COMPANY ...

We submit the above follow-ups on Harry Von Zell's commercials with the thought in mind that if you like a slogan effect which, of course, will be different every week it can be developed enough to appeal to every stratum of the American public. It can further be applied to any current activity or convention such as the American Legion Convention, The Furniture Men's Convention, etc. etc.

Ben Bernie

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

SUNDAY DEC. 18, 1938

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco half an hour of mirth and melody, with our  
genial friend Ben Bernie, letting the quips fall  
where they may. His colleagues in quip-dropping  
are all the Lads and our Jolly Jester of Movietone  
News - LEW LEHR!  
And now we bring you a man who is going to make sure  
he'll get plenty for Christmas ... he borrowed a

ATX01 0180290

December 18, 1938

HARRY:  
(CONT)

pair of King Kong's socks to hang over his fireplace  
... the Old Maestro ... BEN BERNIE!

(APPLAUSE)

MUSIC: (UP AND OUT)

BEN: Yowsah, yowsah. Greetings and salutations, my  
friends, and a happy Sunday-before-Christmas to yez  
all. This is Ben Bernie, the Old Maestro, already  
chockful of that good old Christmas spirit.

HARRY: Yes sir  
/ Maestro, I've never seen you look so cheerful. You're  
positively beaming.

BEN: Yes, Harry, it's wonderful how the Christmas spirit  
is affecting everybody - even the subway guards. All  
year long they push you into the train and say "Get  
in, bum!" Now they say, "Get in, bum - Merry  
Christmas!"

HARRY: Well, Maestro, you certainly ought to feel merry  
this Christmas, because you've got one of the finest  
bands on the air.

BEN: Well,  
~~Yes~~, they are a great bunch of boys, and I'm mighty  
fond of them.

HARRY: (SOTTO VOICE) Are you getting them Christmas  
presents?

December 18, 1938

BEN: All twenty of them? ~~Are they expecting~~ <sup>Are</sup> they ~~expecting~~ expecting something?

HARRY: Oh, of course they are.

BEN: But that would run into an awful lot of -- come to think of it, Harry, they haven't been behavin' so well lately. Some of them have been wearin' brown shoes with their tuxedos. And I think a couple of them even came in bare-footed. Besides, they're too independent. At the end of every week they want to get paid. No, I don't think they deserve anything.

HARRY: Well ~~But~~, Maestro, they're giving you a Christmas present.

BEN: They are? (ALoud) What a sweet bunch of boys! What are they givin' me, Harry?

HARRY: Well, it's a secret. (SOFT VOICE) They all chipped in, and I'm not supposed to tell what they bought you.

BEN: Oh, come on, Harry. Can't you give me a little hint?

HARRY: Well ... have you got a front collar-button?

BEN: Mmm. They all chipped in.

HARRY: ~~Harry chipped in the rest of the money for the Christmas gifts for the boys~~





BEN: Nicely done, MY HALF AND HALF COLLAR-BUTTON GIVERS! Gosh, I feel tired today ... This Christmas shopping in Department Stores has got me down. I've been in so many basements I feel like a gas meter. And now with the able assistance of Colonel Manny Frager I'm gonna bust out with my Sixth Avenue "L" baritone. I call it that because it was condemned years ago. Fo'give me. Fo'give me. "Don't Wait Till The Night Before Christmas."

2... (ORCHESTRA... BEN & FRAGER... "DON'T WAIT TILL THE NIGHT BEFORE CHRISTMAS")

(APPLAUSE)

OPENING COMMERCIAL

BERNIE: You know, Von Zellie, we hear a lot these days about speeches that are making history ... but I know seven little words that are making history!

VON ZELL: Seven little words ... let me think ... Would they be "Ben Bernie the old Maestro in person?"

BERNIE: Oh, Harrykins, -- always joking and teasing! Listen -- the seven words I mean are ... "Smoke a pipe to calm you down". And that's good advice, my lad!

VON ZELL: Yes, sir, it is! For you certainly feel relaxed and peaceful with a trusty pipe between your teeth! But, gentlemen ... be mighty sure that pipe is filled with Half and Half Tobacco ... a grand, fragrant smoke! You see, Half and Half is blended especially to appeal to your sense of smell! Is that important? You bet it is! It's mighty important to your enjoyment of any tobacco! If you don't believe it, just make the famous Pinch Test. Take two or three different tobaccos ... smoke them one at a time ... and while you're smoking, pinch your nostrils shut. You'll find that in every case, the tobacco smoke becomes flat - no flavor. BUT ... when you let go, the flavor returns at once.

HALF AND HALF  
Dec. 18, 1938  
(REVISED)

OPENING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

There's real proof that the tobacco with the finest  
aroma gives you the best smoke. And Half and Half  
Tobacco has a finer aroma! It was blended that way!  
It actually tastes better because it smells better!  
So ... fill up with Half and Half! Lean back ...  
relax ... take it easy! Smoke a pipe to calm you down!

ATK01 0180296

**BEN:** Right you are, Harry. You know...almost all my insurance friends smoke Half and Half. And by gum, that gives me an idea for another slogan. If you want to be a successful like insurance men, smoke Half and Half Tobacco. P.S. Also pick healthy clients ... Now spinning out of the Orient comes the tops in current dance tunes: "THE GIRL FRIEND OF THE WHIRLING DERVISH."

3....(ORCHESTRA ... "THE GIRL FRIEND OF THE WHIRLING DERVISH")

**BEN:** Well played, Yowsah, that was all the lads playin' "THE GIRL FRIEND OF THE WHIRLING DERVISH." And now here comes the girl friend of Half and Half Smoking Tobacco ... little Mary Small.  
Hello, Mary.

**MARY:** Hello, Maestro.

**BEN:** You look very attractive this evening.

**MARY:** So do you.

**BEN:** You seem to be very zippy, too.

**MARY:** So do you.

**BEN:** Say ... you're very handsome!

**MARY:** Thanks!

**BEN:** Mmm ... a double cross! Just for that you don't get a collar-button.

December 18, 1938

BEN: Well, for years I used to go down the stairs  
through the office space.

MARY: Well, that's a long way to go.

BEN: Well, one day I took a job in the bank  
and I got a letter from the bank  
saying they had a job for me  
and I took the job and I went  
to work and I was very busy  
and I was very happy  
and I was very successful  
and I was very rich.

MARY: Well, that's a long way to go.

BEN: Well, that's a long way to go.

4. (MARY SMALL ... "HEART AND SOUL")

(APPLAUSE)

Beautiful, beautiful.

BEN: / And here he comes - the man with the shape of an  
over-stuffed cow, and a face that looks like he  
shaved with a plough - 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: Well, Lew - it's only a week from Christmas and like  
everyone else, I suppose you've been busy with your  
Christmas shopping.

December 18, 1938

LEW: Have I been busy shopping? I been spendin' every day in Tiffan - er - Cartie - er - Abercrombie and Fit - Abercrom - and Fit - (LAUGH) Woolworth's.

BEN: Oh, you're spending more this year than last!

LEW: Quiet, please. No wise-cracks. Well, go ahead -- it's time to ask me the usual question.

BEN: All right, Lew. What newsreel did you make this week?

LEW: Er - dank you! This week I made a newsreel of a barber's college. You know, where young fellows learn to be barbers.

BEN: Oh, certainly. Lew, I've always been interested in those places. What do they charge for a shave in a barber's college.

LEW: Ten and fifteen cents.

BEN: What's the difference between the ten and fifteen cent shaver?

LEW: For fifteen cents (GRUNTS) ~~you get a~~ they give you gas.

DECEMBER 18, 1938

BEN: Lew, just how does a fellow learn to be a barber.

LEW: Well, it takes time! The first month they just practice on cabbage heads.

BEN: Cabbage heads?  
/ Cabbage heads?

LEW: Yeah, and it was the funniest thing. In this class there was a midget barber! (LAUGH) He was practising on a Brussel Sprout.

BEN: Um. Vegetarians.

LEW: Yeah. The next thing they teach the barber is how to talk a lot and say nothing.

BEN: How do they do that?

LEW: (LAUGH) They make him spend a year in congress! And you know, there was another barber there -- his name was Wang Fu.

BEN: Wang Fu?

~~XXXXX~~ LEW: Yeah. (LAUGH) <sup>A</sup> ~~The first~~ China Clipper! / BEN: Lew, when I was a boy my father used to cut my hair and use an oatmeal bowl.



DECEMBER 18, 1938

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LEW: Well, dat's all right with your head - but my head is bigger. My papa had to use a soup bowl.

BEN: That's nothing. Winchell's father had to use the Rose Bowl!

LEW: (LAUGH) That bowled 'em over! Well, anyway, I wanted to see for myself just how the barbers worked, so after kissin' my wife and family goodbye, I got in one of the chairs!

BEN: Well, why didn't you have the barber take your moustached off.

LEW: (COVLY) Oh, no, I couldn't do dat. All the girls say it makes me look pretty.

BEN: I can understand that. It gives you that walrus touch.

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ATX01 0180301

DECEMBER 18, 1938

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LEW: Oh, Mister Bernie, dank you. . And are those barbers proud of their work. When they're finished with you, in one hand, the barber holds a mirror in back of you so you can see how he cut your hair - and in the other hand he holds a hammer!

BEN: What's the hammer for?

LEW: (GRUNT) That's to make you say, "Oh, I think it's beautiful." But did I get a dumb barber! He ruined my hair! I asked him to put on Olive Oil and he put on French dressing.

BEN: French dressing?

LEW: Yeah, and now every time they play the Marsellaise  
(LAUGH) my hair stands up.

(APPLAUSE)

(ORCHESTRA .....LEHR PLAY-OFF MUSIC .....)

-13-

ATX01 0180302

EH: Nice shtuff, Lew. He's a great fellow, that Lehr. I don't know what I can get Lew for Christmas! You've got to be mighty careful what you give people. Last year somebody gave Grover Whalen an Erector Set, and look what happened ... The World's Fair! And now, me and the Half and Half Tobacco Lads are gonna go into a modern version of a swell song made immortal by a great artist, Miss Nora Bayes ... "SHINE ON, HARVEST MOON."

5.....(ORCHESTRA ..... "SHINE ON, HARVEST MOON")

BEN: And that was all the lads doing some nice shining on this here Half and Half Tobacco program. And this shining face comin' towards me belongs to our balladeer, young Bob Gibson. Come here, Bobby. What've you got there?

BOB: It's a Christmas present to you from my mother.

BEN: From your mother? Well, now, isn't that sweet of her. Look what it is ... a muffler! And there's something embroidered on it.

BOB: Yes, Maes ... it's a message. Mother embroidered it herself.

BEN: Let's see what it says: "TO THE LOVEABLE OLD MAESTRO FOR BEING SO KIND TO MY SON ROBERT WHO IS THE BEST THING ON THE PROGRAM AND WHO SHOULD SING MORE OFTEN AND WHY DON'T YOU GIVE HIM A RAISE? HMMN ... that's givin' me the needlework. Now, Bob, while I'm crocheting an answer, to your mother, you sing PLEASE COME OUT OF YOUR DREAM.

6.....(ORCHESTRA AND GIBSON ..... "PLEASE COME OUT OF YOUR DREAM")

HALF AND HALF  
Dec. 18, 1938  
Revised

CLOSING COMMERCIAL

BEN: Thank you Bobby, thank you. That was so delightful  
it inspires the old Maestro to sing a bit of a song!  
Music, lads!

(MUSIC IN: "JINGLE BELLS")

BEN: Jingle bells, jingle bells, jingle o'er your heath!  
Oh what fun it is to ride, with a pipe between your  
(SINGS) Teeth  
Jingle bells, jingle bells, bring Santa Claus my way!  
And Half and Half is the perfect gift, for a perfect  
Christmas day!

(MUSIC OUT)

BEN: There you are, Von Zellie. Can you take a hint?

VON ZELL: Uh ... why, what do you mean, Maestro?

BEN: Deah, deah, I am gonna have to fight for this ... Listen,  
Harrykins: In your nearest tobacco store you will find  
a full-pound, vacuum-packed tin of Half and Half  
Tobacco ... specially wrapped for Christmas. And it  
would look mighty nice with the old Maestro's name on  
it. Catch on?

VON ZELL: Oh, yes! Why didn't you tell me?

BERNIE: Why didn't I tell him!

VON ZELL: Well, it's a mighty swell idea ... and gentlemen,  
you'll all be interested! A specially wrapped

ATX01 0180304

HALF AND HALF  
Dec. 18, 1938  
(REVISED)

CLOSING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

Christmas package of Half and Half Tobacco. Inside that gay red and green holiday box is a full-pound vacuum-packed tin of Half and Half ... the grand, aromatic smoke. For Half and Half is a blend of fine Virginia and Burley tobaccos, with a fragrance so delightful everybody in the room will enjoy it! And remember ... that special holiday package of Half and Half will make a swell Christmas present for any pipe-smoker! So drop into your <sup>nearest</sup> dealer's and ask for Half and Half Tobacco.

ATX01 0180305

DECEMBER 18, 1938

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"POCKETFUL OF DREAMS"  
(ORCHESTRA ..... ~~"XXXXXXXXXXXXXXXXXXXX"~~ ..... HIT AND FADE)

BEN: The Lads are now playin' one of my favorites, ladies  
a tune that's been a hit for many many weeks  
and gentlemen./ It's a request that I put in personally.  
Forgive me, fo'give me. "I've Got A Pocketful Of Dreams."  
~~"XXXXXXXXXXXX"~~

POCKETFUL OF DREAMS  
7. (ORCHESTRA ..... ~~"XXXXXXXXXXXXXXXXXXXX"~~ ..... UP TO FINISH)

(APPLAUSE)

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,  
~~Andxxxx~~ there's a bit of a pang in the Old Maestro's  
heart, 'cause our allotted time with youse guys and  
gals is darn near up. But here's a bit of a thought  
to keep you until next Sunday ...

For a Christmas gift that will come in handy,  
Give HALF AND HALF, for it's peachy-dandy!  
'Twill make a hit in any home-a,  
And better halves will love the aroma!

And now the time has come to say "au revoir" .....

(ORCHESTRA AND BEN ..... "AU REVOIR")

(SEGUE TO)

(ORCHESTRA ..... "LONESOME OLD TOWN")

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ATX01 0180306

DECEMBER 18, 1938

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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, Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA BROADCASTING SYSTEM.

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ATX01 0180307

C O P Y

TELETYPE FROM YOUNG & RUBICAM HOLLYWOOD OFFICE - 12/16/38 5:35 P.M.

MA FROM NS

KING KONG OK FOR BERNIE SUNDAY

ATX01 0180308



C O P Y

ALFRED A KNOFF, INC  
501 MADISON AVENUE  
NEW YORK

December 15, 1938

Dear Miss Afferica:

This will confirm our telephone conversation of this noon. We understand that Ben Bernie would like to mention the words "the thin man" in one of his anecdotes next Sunday night. As far as Alfred A. Knopf, Inc., is concerned the mere mentioning of "the thin man" has our approval.

Yours faithfully,  
for ALFRED A. KNOFF Inc.

(signed) Joseph C. Lesser  
Secretary

Miss Mary Afferica  
Young & Rubicam  
235 Madison Avenue  
New York, New York

jcl er

ATX01 01B0309

December 16, 1938

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

Gentlemen:

This is your permission to mention Tiffany in the following manner on your Ben Bernie Show Sunday, December 18, 1938:

Bernie: Well, Lew - it's only a week from Christmas and like everyone else, I suppose you've been busy with your Christmas shopping.

Lew Lehr: Have I been busy shopping? I been spendin' every day in Tiffan - er - Cartie - er - Abercrombie and Fit - Abercrom - and Fit - (LAUGH) Woolworth's.

Signed George Heydt

TIFFANY & COMPANY

ATX01 0180310

December 15, 1938

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

Gentlemen:

This is your permission to mention the book, "Elephant Boy" in the following manner on your Ben Bernie Show Sunday, December 18, 1938:

- "Bernie: Yesterday I went to a department store and bought a copy of that book, 'Elephant Boy.'  
Harry: 'Elephant Boy?'  
Bernie: Yes, and I got squeezed and crushed so much that when I got outside it was 'The Thin Man.'"

Signed W. J. Nordson

OXFORD UNIVERSITY PRESS

ATX01 01B0311

December 14, 1938

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

Gentlemen:

This is your permission to mention Grover Whalen in the following manner on your Ben Bernie Show, Sunday, December 18, 1938:

Ben Bernie speaking to Harry Von Zell about Christmas gifts says: "You've got to be careful what you give people. Last year somebody gave Grover Whalen an Erector Set, and look what happened...the World's Fair."

Signed John S. Young

WORLD'S FAIR

ATX01 0180312

December 16, 1938

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

Gentlemen:

This is your permission to mention Woolworth's in the following manner on your Ben Bernie Show Sunday, December 18, 1938:

Bernie: Well, Lew - it's only a week from Christmas and like everyone else, I suppose you've been busy with your Christmas shopping.

Lew Lehr: Have I been busy shopping? I been spendin' every day in Tiffan - er - Cartie - er - Abercrombie and Fit - Abercrom - and Fit - (LAUGH) Woolworth's.

Signed Thomas J. Mullen

F. W. WOOLWORTH COMPANY

ATX01 0180313

December 16, 1938

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

Gentlemen:

This is your permission to mention Abercrombie & Fitch in the following manner on your Ben Bernie Show Sunday, December 18, 1938:

Bernie: Well, Lew - it's only a week from Christmas and like everyone else, I suppose you've been busy with your Christmas shopping.

Lew Lehr: Have I been busy shopping? I been spendin' everyday in Tiffan - er - Cartie - er - Abercrombie and Fit - Abercron - and Fit - (LAUGH) Woolworth's.

Signed Vincent Abbott

ABERCROMBIE & FITCH COMPANY

ATX01 0180314

December 16, 1938

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

Gentlemen:

This is your permission to mention Cartier in the following manner on your Ben Bernie Show Sunday, December 18, 1938:

Bernie: Well, Lew - it's only a week from Christmas and like everyone else, I suppose you've been busy with your Christmas shopping.

Lew Lehr: Have I been busy shopping? I been spendin' every day in Tiffan - er - Cartie - er - Abercrombie and Fit - Abercron - and Fit - (LAUGH) Woolworth's.

Signed ROGER HOUZEL

CARTIER, INC

ATX01 0180315

REBROADCAST

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

SUNDAY DEC. 18, 1938

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco half an hour of mirth and melody, with our  
genial friend Ben Bernie, letting the quips fall  
where they may. His colleagues in quip-dropping  
are all the Lads and our Jolly Jester of Movietone  
News - LEW LEHR!  
And now we bring you a man who is going to make sure  
he'll get plenty for Christmas ... he borrowed a

ATK01 0180316



December 18, 1938

HARRY:  
(CONT) pair of King Kong's socks to hang over his fireplace  
... the Old Maestro ... BEN BERNIE!

(APPLAUSE)

MUSIC: (UP AND OUT)

BEN: Yowsah, yowsah. Greetings and salutations, my  
friends, and a happy Sunday-before-Christmas to yez  
all. This is Ben Bernie, the Old Maestro, already  
chockful of that good old Christmas spirit.

HARRY: Yes sir.  
/ Maestro, I've never seen you look so cheerful. You're  
positively beaming.

BEN: Were you going to call me Messtro?  
/ Yes, Harry, it's wonderful how the Christmas spirit  
is affecting everybody - even the subway guards. All  
year long they push you into the train and say "Get  
in, bum!" Now they say, "Get in, bum - Merry  
Christmas!"

HARRY: Well, Maestro, you certainly ought to feel merry  
this Christmas, because you've got one of the finest  
bands on the air.

BEN: Well, Harry  
~~Yax~~, they are a great bunch of boys, and I'm mighty  
fond of them.

HARRY: (SOTTO VOICE) are you getting them Christmas  
presents?

BEN: All twenty of them? <sup>Do you think</sup> ~~xxxxxxx~~ think they're expecting something?

HARRY: Oh, of course they are.

BEN: But that would run into an awful lot of -- come to think of it, Harry, they haven't been behavin' so well lately. Some of them have been wearin' brown shoes with ~~their~~ tuxedos. And I think a couple of them even came in bare-footed. Besides, they're too independent. <sup>Harry</sup> At the end of every week they want to get paid. No, I don't think they deserve anything. Well, now look

HARRY: ~~But~~, Maestro, they're giving you a Christmas present.

BEN: They are? (ALoud) What a sweet bunch of boys! What are they givin' me, Harry?

HARRY: Well, it's a secret. <sup>Maestro</sup> (SOFT VOICE) They all chipped in, and I'm not supposed to tell what they bought you.

BEN: Oh, come on, Harry. Can't you give me a little hint?

HARRY: Well ... have you got a ~~front~~ <sup>back</sup> collar-button?

BEN: Mmm. They all chipped in.

HARRY: ~~xxxxxxx the xxxxxx of the xxxxxx xxxxxx xxxxxx~~  
~~xxxxxxx for the xxxxxx.~~



BEN: Nicely done, MY HALF AND HALF COLLAR-BUTTON GIVERS! Gosh, I  
feel tired today /.. <sup>very fatigued</sup> This Christmas shopping in Department  
Stores has got me down. I've been in so many basements I  
feel like a gas meter. And now with the able assistance of  
Colonel Manny Prager I'm gonna bust out with my Sixth Avenue  
"L" baritone. I call it that because it was condemned years  
ago. Fo'give me. Fo'give me. "Don't Wait Till The Night  
Before Christmas."

.....(ORCHESTRA... BEN & PRAGER... "DON'T WAIT TILL THE NIGHT BEFORE CHRISTMAS")

(APPLAUSE)

OPENING COMMERCIAL

BERNIE: Thank you.  
/ You know, Von Zellie, we hear a lot these days about  
speeches that are making history ... but I know seven  
little words that are making history!

VON ZELL: Seven little words ... let me think <sup>a minute</sup> /.. Would they  
be "Ben Bernie the old Maestro in person?"

BERNIE: Oh, Harrykins, -- always joking and teasing! Listen --  
the seven words I mean are ... "Smoke a pipe to calm  
you down". And that's good advice, my lad!

VON ZELL: Yes, sir, it is! For you certainly feel relaxed and  
peaceful with a trusty pipe between your teeth! But,  
gentlemen ... be mighty sure that pipe is filled with  
Half and Half Tobacco ... a grand, fragrant smoke!  
You see, Half and Half is blended especially to appeal  
to your sense of smell! Is that important? You bet  
it is! It's mighty important to your enjoyment of any  
tobacco! If you don't believe it, just make the famous  
Pinch Test. Take two or three different tobaccos ...  
smoke them one at a time ... and while you're smoking,  
pinch your nostrils shut. You'll find that in every  
case, the tobacco smoke becomes flat - no flavor.  
BUT ... when you let go, the flavor returns at once.

HALF AND HALF  
Dec. 18, 1938  
(REVISED)

OPENING COMMERCIAL -2-

VON ZELL:  
(CONT'D):

There's real proof that the tobacco with the finest  
aroma gives you the best smoke. And Half and Half  
Tobacco has a finer aroma! It was blended that way!  
It actually tastes better because it smells better!  
So ... fill up with Half and Half! Lean back ...  
relax ... take it easy! Smoke a pipe to calm you down!

ATX01 0180322

BEN: Right you are, Harry. You know...almost all my insurance friends smoke Half and Half. And by gum, that gives me an idea for another slogan. If you want to be a successful like insurance men, smoke Half and Half Tobacco. P.S. Also pick healthy clients ... Now spinning out of the Orient comes the tops in current dance tunes: "THE GIRL FRIEND OF THE WHIRLING DERVISH."

3....(ORCHESTRA ... "THE GIRL FRIEND OF THE WHIRLING DERVISH")

BEN: Well played. Yoweah, that was all the lads playin' "THE GIRL FRIEND OF THE WHIRLING DERVISH." And now here comes the girl friend of Half and Half Smoking Tobacco ... little Mary Small. Hello, Mary.

MARY: Hello, Maestro.

BEN: You look very attractive this evening.

MARY: So do you.

BEN: You seem to be very zippy, too.

MARY: So do you.

BEN: Say ... you're very handsome!

MARY: Thanks!

BEN: Mmm ... a double cross! Just for that you don't get a collar-button.





December 18, 1938

LEW: Have I been busy shopping? I been spendin' every day in Tiffan - er - Cartie - er - Abercrombie and Fit - Abercrom - and Fit - (LAUGH) Woolworth's.

BEN: Oh, you're spending more this year than last!

LEW: Quiet, please. No wise-cracks. Well, go ahead -- it's time to ask me the usual question.  
Right you be.

BEN: / All right, Lew. What newsreel did you make this week?

LEW: Er - dank you! This week I made a newsreel of a barber's college. You know, where young fellows learn to be barbers.

BEN: Oh, certainly. Lew, I've always been interested in those places. What do they charge for a shave in a barber's college.

LEW: Ten and fifteen cents.

BEN: What's the difference between the ten and fifteen cent shave?

LEW: For fifteen cents' (GRUNTS) ~~you get a good shave~~ they give you gas.

DECEMBER 18, 1938

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BEN: Lew, just how does a fellow learn to be a barber.

LEW: Well, it takes time! The first month they just practice on cabbage heads.

BEN: Cabbage heads?  
/ Cabbage heads?

LEW: Yeah, and it was the funniest thing. In this class there was a midget barber! (LAUGH) He was practising on a Brussel Sprout.

BEN: I see.  
/ Um. Vegetarians.

LEW: Yeah. The next thing they teach the barber is how to talk a lot and say nothing.

BEN: How do they do that?

LEW: (LAUGH) They make him spend a year in congress! And you know, there was another barber there -- his name was Wang Fu.

BEN: Wang Fu?

BEN: A  
LEW: Yeah. (LAUGH) ~~The first~~ China Clipper! / Lew, when I was a boy my father used to cut my hair and use an oatmeal bowl.

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ATX01 0180326



DECEMBER 18, 1938

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LEW: Oh, Mister Bernie, dank you. And are those barbers proud of their work. When they're finished with you, in one hand, the barber holds a mirror in back of you so you can see how he cut your hair - and in the other hand he holds a hammer!

BEN: What's the hammer for?

LEW: (GRUNT) That's to make you say, "Oh, I think it's beautiful." But did I get a dumb barber! He ruined my hair! I asked him to put on Olive Oil and he put on French dressing.

BEN: French dressing?

LEW: Yeah, and now every time they play the Marsellaise  
(LAUGH) my hair stands up.

(APPLAUSE)

(ORCHESTRA .....LEHR PLAY-OFF MUSIC .....)

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ATK01 0180328

**BEN:** Nice shtuff, Lew. He's a great fellow, that Lehr. I don't know what I can get Lew for Christmas! You've got to be mighty careful what you give people. Last year somebody gave Grover Whalen an Erector Set, and look what happened ... The World's Fair! And now, me and the Half and Half Tobacco Lads are gonna go into a modern version of a swell song made immortal by a great artist, Miss Nora Bayes ... \*SHINE ON, HARVEST MOON.\*

5....(ORCHESTRA ..... \*SHINE ON, HARVEST MOON\*)

**BEN:** And that was all the lads doing some nice shining on this here Half and Half Tobacco program. And this shining face comin' towards me belongs to our balladeer, young Bob Gibson. Come here, Bobby. What've you got there?

**BOB:** It's a Christmas present to you from my mother.

**BEN:** From your mother? Well, now, isn't that sweet of her. Look what it is ... a muffler! And there's something embroidered on it.

**BOB:** Yes, Maos ... it's a message. Mother embroidered it herself.

**BEN:** Let's see what it says: \*TO THE LOVEABLE OLD MAESTRO FOR BEING SO KIND TO MY SON ROBERT WHO IS THE BEST THING ON THE PROGRAM AND WHO SHOULD SING MORE OFTEN AND WHY DON'T YOU GIVE HIM A RAISE? HMMN ... that's givin' me the needlework. Now, Bob, while I'm crocheting an answer, to your mother, you sing PLEASE COME OUT OF YOUR DREAM.

6....(ORCHESTRA AND GIBSON ..... \*PLEASE COME OUT OF YOUR DREAM\*)

HALF AND HALF  
Dec. 18, 1938  
Revised

CLOSING COMMERCIAL

BEN: Thank you Bobby, thank you. That was so delightful  
it inspires the old Maestro to sing a bit of a song!  
Music, lads!

(MUSIC IN: "JINGLE BELLS")

BEN: Jingle bells, jingle bells, jingle o'er your heath!  
Oh what fun it is to ride, with a pipe between your  
(SINGS) Teeth  
Jingle bells, jingle bells, bring Santa Claus my way!  
And Half and Half is the perfect gift, for a perfect  
Christmas day! Tee hee

MUSIC OUT)

BEN: There you are, Von Zellie. Can you take a hint?

VON ZELL: Uh ... why, what do you mean, Maestro?

BEN: Deah, deah, I am gonna have to fight for this ... Listen,  
Harrykins: In your nearest tobacco store you will find  
a full-pound, vacuum-packed tin of Half and Half  
Tobacco ... specially wrapped for Christmas. And it  
would look mighty nice with the old Maestro's name on  
it. Catch on?

VON ZELL: Oh, yes! Why didn't you tell me?

BERNIE: Why didn't I tell him!

VON ZELL: Well, it's a mighty swell idea ... and gentlemen,  
you'll all be interested! A specially wrapped

HALF AND HALF  
Dec. 18, 1938  
(REVISED)

CLOSING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

Christmas package of Half and Half Tobacco. Inside that gay red and green holiday box is a full-pound vacuum-packed tin of Half and Half ... the grand, aromatic smoke. For Half and Half is a blend of fine Virginia and Burley tobaccos, with a fragrance so delightful everybody in the room will enjoy it! And remember ... that special holiday package of Half and Half will make a swell Christmas present for any pipe-smoker! So drop into your <sup>nearest</sup> dealer's and ask for Half and Half Tobacco.

ATK01 0180331

(ORCHESTRA ..... ~~"POCKETFUL OF DREAMS"~~ ..... HIT AND FADE)

BEN: The Lads are now playin' one of my favorites, ladies  
a tune that's been a hit for many many weeks  
and gentlemen. / It's a request that I put in personally.  
I've Got A Pocketful Of Dreams."  
Forgive me, fo'give me. ~~"Rocky Top"~~

7. (ORCHESTRA ..... ~~"POCKETFUL OF DREAMS"~~ ..... UP TO FINISH)

(APPLAUSE)

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,  
~~xxxxxx~~ there's a bit of a pang in the Old Maestro's  
heart, 'cause our allotted time with youse guys and  
gals is darn near up. But here's a bit of a thought  
to keep you until next Sunday ...

For a Christmas gift that will come in handy,  
Give HALF AND HALF, for it's peachy-dandy!  
'Twill make a hit in any home-a,  
And better halves will love the aroma!

And now the time has come to say "au revoir" .....

(ORCHESTRA AND BEN ..... "AU REVOIR")

(SEGUE TO)

(ORCHESTRA ..... LONESOME OLD TOWN")



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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, Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA BROADCASTING SYSTEM.

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ATX01 0180333

AS BROADCAST

SUNDAY, DEC. 25, 1938

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco a Christmas Half-hour of merriment and music, with Ben Bernie mastering the ceremonies behind a Santa Claus board. And behind Ben Bernie are all the lads and our jolly jester of Movietone News ... LEW LEHR! ... And now here he is ... ~~the man who has spent the afternoon~~ the man who was so excited on Christmas Eve he met Santa Claus half way up the chimney ~~at this time he is~~ ~~cracking those good old~~ ~~who will spend the next half-hour at your fireside~~ ~~cracking those good old~~ ... the old maestro, Ben Bernie!

(APPLAUSE)

ATX01 0180334

(MUSIC UP AND OUT)

BEN: Seasons's greetings, Yuletide salutations, and a very merry Christmas to yez all. This is Ben Bernie the old Maestro and all the lads, about to...

HARRY: Say, Maestro, I can't hold it, where did you get that terrible tie? Honestly, that's the most awful looking thing I've ever seen. Who in the world gave you that thing?

BEN: Sssshhh! YOU did!

HARRY: Oh! (LAUGH)

BEN: This tie sure is blazing. It looks like a hot-foot under the chin!

HARRY: Well, anyway, Maestro, it's been a great Christmas.

BEN: Only one thing came up to spoil the holiday. A committee from Central Park called on me and made me put the tree back where I got it.

HARRY: Did you and the lads hang up your sox last night?

BEN: No ... musicians don't wear sox. They wear spats! And as for me, I was expecting quite a few presents, so I wanted to hang up a stocking, but I couldn't find one big enough.

HARRY: Well, what did you hang up?

BEN: Winchell's hat! Ah, but Harry, after the big Christmas dinner I had today I could hardly waddle over to the studio.

HARRY: Me, too, Maestro. And what a meal I had!

BEN: What did you have for dinner, Harry?

HARRY: Turkey stuffed with dressing. What did you have?  
 BEN: Relatives stuffed with turkey!  
 HARRY: Relatives. I bet they were all hungry when they got there.  
 BEN: Hungry? You've never seen such a hungry bunch. I had to hire a goal keeper from a hoskey team to stand in front of the ice box. But let's get this here Christmas show under way. Boys, put down those peppermint canes ... pick up your instruments, and sit right down and play yourself a letter.

1. ... (ORCHESTRA ... "GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER")

BEN: Nice letter writing, nice letter writing, my Half and Half Tobacco lads. You know, last time I sat down and wrote myself a letter I didn't answer ... and we just sort of drifted apart. And by the way, I want to thank you lads for your Christmas gift ... although I think you were slightly optimistic. The idea ... givin' me a pair of military brushes. Dear, dear! There's one nice thing about my hair. It's easy to part. I just blow on the mirror and it parts itself. (SYMPATHETIC LAUGH) Now in keeping with the spirit of the holiday, although I have a very heavy cold, I'd like to do a little number that was first done by Shirley Temple. I figures if it's good enough for Shirley Temple ... no really ... it's good enough for Shirley Bernie. Tee-hee. "The Toy Trumpet."

2. ... (BEN BERNIE AND ORCHESTRA ... "THE TOY TRUMPET")

(APPLAUSE)

HALF AND HALF  
Dec. 25, 1938

OPENING COMMERCIAL

BERNIE: Now, Von Zellie, prepare for one of the Old Maestro's famous Parlor Games! I begin a Famous Adage, and you finish it. Ready? A rolling stone ...

VON ZELL: Spoils the child.

BERNIE: Harrykins! Try again. Too many cooks ...

VON ZELL: Gather no moss.

BERNIE: <sup>I is surprised</sup> Von Zellie! / <sup>Now just</sup> Pull yo'self together! / One more chance,  
~~xxxx~~ Your better half ...

VON ZELL: Will love the fragrance of Half and Half! And, gentlemen -- that is correct, and I know it is! ~~And gentlemen -- that's right, and I know it is!~~ For Half and Half Tobacco has a delightful fragrance that everybody in the room will enjoy! And that fragrance, gentlemen, is mighty important ... for it adds infinitely to your own smoking pleasure! You see, it's a proved fact that your enjoyment of any tobacco depends chiefly on your sense of smell. If you don't believe that, try this test! Smoke two or three different tobaccos, one at a time... and while you're smoking each one, pinch your nostrils shut. You'll find that in every case, the tobacco ~~smoke~~ becomes flat -- no flavor. When you let go -- the flavor returns at once! That shows you the importance of your sense of smell to the enjoyment

HALF AND HALF  
Dec. 25, 1938

OPENING COMMERCIAL

VON ZELL:  
(CONT'D)

of ALL tobacco! And Half and Half is blended to appeal  
especially to that sense! It's a blend of fine, fragrant,  
Virginia and Burley tobaccos, and it actually tastes  
better because it smells better! So fill up with a  
grand aromatic smoke ... HALF AND HALF TOBACCO!

SUNDAY, DEC. 25, 1938

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BEN: Harry, that was authentic, accurate and positively in-  
controlvertible. Not only that ... it's the truth..  
Incidentally, all my friends at the racetrack are swingin'  
to half and half tobaccy. / And <sup>too</sup> by gosh, that gives me an  
idea for another slogan: "If you want to be a winner at  
the racetrack, smoke half and half." P.S. Also pick the  
right horses .. / <sup>But now for the music department.</sup> Everyone loves the magnificent music of  
Bach, Beethoven, Mozart and Brahms, and in keeping with  
this great tradition, the lads and I offer our own con-  
tribution to the world of serious music ... "Jeepers  
Creepers." ... Send me, Alligators!

3....(ORCHESTRA ..... "JEEPERS CREEPERS")

BEN: That was "Jeepers Creepers," played by the Half and Half  
Tobacco Lads. Half ~~xxx~~ <sup>were</sup> jeepin' and half ~~xxx~~ <sup>were</sup> creepin'.

MARY: Merry Christmas, Maestro.

BEN: Oh - the same to you, Mary. Tell me, did you get the  
present I sent you this morning?

MARY: (PUZZLED) Why - yes I did, Maestro, but - I don't quite  
understand it.

BEN: Don't understand it? What do you mean, Mary?

ATX01 0180339

SUNDAY, DEC. 25, 1928

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MARY: Well ... what am I supposed to do with a ~~bucket~~<sup>bag</sup> of oats?

BEN: You got a bag  
~~Bucket~~ of oats? (LAUGHS)

MARY: What are you laughing at?

BEN: I'm just thinking how funny my horse is gonna look in a pink nightie ... Mary, I think it would be a nice thing on this Christmas Day if you'd sing the number one song of the entire country: "My Reverie."

4.... (MARY AND ORCHESTRA ..... "MY REVERIE")

(APPLAUSE)

ATX01 0180340



SUNDAY, DEC. 25, 1938

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BEN: Beautiful, Mary, beautiful.  
/ And here he comes now - that good-natured bloke - If  
beauty was money, this guy would be broke - fo'give me,  
it's that half and half wit of Movietone News - LEW LEHR!  
(ORCH: LEHR PLAY-ON MUSIC)  
(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Ah Lew, the spirit of Christmas is in the air - ~~where~~  
the spirit of giving.  
~~people are exchanging gifts.~~

LEW: That's right. And was I busy shopping all week.

BEN: Lew, if I'm not a little too impatient - what did you  
get me?

LEW: What did I get you? I got you a solid platinum engrav -  
er - a genuine imported chromi - er - a precious inlaid  
mahog - mahog - (LAUGH) Nothing!

BEN: Nothing. Lew, that's not the right spirit. Always  
remember, it's ~~xxxxxx you receive the xx xx~~  
better to give than to receive.

LEW: No, it gets you no profit.  
~~Oh xxxf xxxxxx (GENT) xxxkz what you xgak.~~

BEN: Well, I don't look at it that way. In fact, I got you  
a present. Here it is.

ATXO1 0180341

SUNDAY, DEC. 25, 1938

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LEW: Let me see. Oh, Mr. Bernie, it's beautiful. It's just what I needed. It's just what I wanted all my life.

(LAUGH) What is it?

BEN: Lew - it's a pair of socks.

LEW: <sup>Mr. Bernie</sup> Oh, you shouldn't have done it. I got a pair.

BEN: Well, you should carry a spare. Lew, how did you celebrate the holiday at your home.

LEW: Oh, last night I got dressed as Santa Claus. I wanted to surprise my little son Sycamore, but as I was coming down the chimney, he surprised me first!

BEN: What did he do?

LEW: (LAUGH) He <sup>lit the</sup> ~~built~~ a fire! was I burned up.

BEN: Ah, that little rascal.

LEW: Yeah - and when I got to the Christmas tree I found the most beautiful little poem. Sycamore wrote it! It was so tender.

BEN: What did it say, Lew?

ATX01 0180342

SUNDAY, DEC. 25, 1938

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LEW: Well  
~~What~~ - I'll read it to you.

Papa dear, you must know

I love you beyond all doubt

But if you don't bring me a sled and a drum

All Your teeth I will knock out.

Ain't it beautiful?

BEN: It ought to win the Pulitzer Prize. ~~What~~ did you give  
a present  
your wife ~~for Christmas?~~

LEW: Well, I gave her a present but I don't know what it is.

BEN: What do you mean - you don't know what it is.

LEW: Well (LAUGH) ~~It's inside a~~  
It's inside a  
~~the present is opened the~~ box of cracker-jack  
~~yet.~~

BEN: Did you have a good Christmas dinner?

LEW: Did I? (GRUNT) I'm so full of chicken, every time I  
see an egg I want to sit on it.

BEN: Well, I suppose you had open house for all your friends.

LEW: Oh, certainly. We threw a big party. And the house was  
filled with the most beautiful ladies.

ATK01 0180343

SUNDAY, DEC. 25, 1938

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BEN: Beautiful ladies!

LEW: Yeah - but I was the most lonesome person in the house!  
Nobody came near me all night.

BEN: Why not, Lew?

LEW: (LAUGH) I was standing under the mistletoe!!

(ORCH: LEHR PLAY-OFF MUSIC)

(APPLAUSE)

ATX01 0180344

BEN: Nice goin', Lew, nice goin'. ~~The xxx goes down baby folks~~  
~~the xxx xxx xxx English as he do to understand as the xxxxxxxx~~  
~~xxxxxx The xxx folks, you ought to xxx the xxx did a~~  
~~gift that xxx gave me for Christmas. A little gadget to xxx~~  
~~have the xxx xxx xxx xxx Just xxx I needed xxx xxx~~  
 ... Well, I wonder what the Half and Half  
 Tobacco Lads are gonna play now.

(EVERYBODY STARTS LAUGHING)

BEN: Mmm. "Everybody's Laughing."

5.... (ORCHESTRA ..... "EVERYBODY'S LAUGHING")

BEN: That was "Everybody's Laughing," played with great courage  
 and conviction. But comes now young Bobby Gibson, who is to  
 Worcester, Mass., what Half and Half Tobacco is to your pipe.  
 Bob, I'm sorry our program kept you from goin' home for  
 Christmas.

BOB: Oh, that's all right, Maes. The show must go on.

BEN: Spoken like a real trouper, Bob. You know, last year the  
 lads and I spent Christmas Day on a bus. And what a Christ-  
 mas dinner we had BOB: breast of frankfurter with mustard  
 dressing ... But now we're all waitin' to hear you sing that  
 little song dedicated to the entire audience that came to see  
 my last picture ... "Two Sleepy People."

6.... (BOB GIBSON & ORCHESTRA ..... "TWO SLEEPY PEOPLE")

(APPLAUSE)

HALF AND HALF  
December 25, 1938

CLOSING COMMERCIAL

BERNIE: Thank you Bobby -- that was grand, but grand-a!

And now for a bit of advice, ahem!  
To those who've been up since six A.M.

You took down the stockings, you looked at the tree,  
While the children danced round it in ecstasy!

Upon your strength there has been a tax-a  
So now ... lean back and just relax-a!

Just snuggle into your dressing gown,  
And smoke a pipe ... to calm you down!

VON ZELL: Well Maestro -- that is certainly mighty sensible advice!

For there's nothing like your favorite pipe to calm you  
down after a strenuous day! And, gentlemen ... a word  
to the wise! On Christmas Day or any day, be sure that  
pipe is filled with HALF AND HALF TOBACCO! Because Half  
and Half is a grand aromatic smoke! You'll like every-  
thing about it ... flavor - fragrance - and the special  
way it's packed! Half and Half comes in a handy,  
pocket-size, two-ounce tin ... it's a patented, TELESCOPE  
tin ... which gets smaller and smaller as you use up  
the tobacco! You don't spill it around on the rug, or

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HALF AND HALF  
December 25, 1938

CLOSING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

scrape your fingers ... it's easy to reach, right down  
to the last fragrant crumb! So ... get out a <sup>telescope</sup> tin of  
Half and Half! Fill up -- lean back -- take it easy!  
Smoke a pipe to calm you down!

ATX01 0180347

(ORCHESTRA ..... "JAPANESE SANDMAN" ..... HIT AND FADE)

BEN: You hear what the Half and Half Tobacco Lads are playin'? It's that old favorite about the gentleman from Tokio who was in the spinach business ... "The Japanese Sandman."

7....(ORCHESTRA..... "JAPANESE SANDMAN" ..... TO CONCLUSION)

(APPLAUSE)

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, it looks as though our Christmas jamboree and old 1938 are fadin' out together. But we'll be back with you next Sunday, which come to think of it, will be next year, too. So now, on behalf of all the Lads, Lew Lehr, Mary Small, Bob Gibson/<sup>Colonel</sup>Manny Prager and good old Half and Half Tobacco, I want to wish all youse guys and gals a happy and prosperous New Year. And now the time has come to say "Au Revoir" ...

(BEN AND ORCHESTRA ..... "AU REVOIR")

(SEGUE TO)

(ORCHESTRA ..... "LONESOME OLD TOWN")



SUNDAY, DEC. 25, 1938

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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, Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA BROADCASTING SYSTEM.


ATX01 0180349

Ben Bernie Show 12/25/38 - Name Clearances

ATX01 0180350

CHECKS SHOULD BE ORDERED AT REGULAR RATES UNLESS OTHERWISE NOTED	
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DOMESTIC SERVICES 15 WORDS FOR THE USUAL PRICE OF 10

DEC 22, 1938 - NY

C O P Y

MISS NATALE SIDES  
 YOUNG & RUBICAM  
 6253 HOLLYWOOD BOULEVARD  
 HOLLYWOOD, CALIFORNIA

PLS CLEAR JOY TAYLOR AND TEMPLE FOR BERNIE SUNDAY. BERNIE TELLS HARRY HE SENT MYRNA LOY KISS FOR CHRISTMAS. SAYS SHE WIRED TWICE PHONED THREE TIMES TO THANK HIM AND SAY HOW WONDERFUL IT WAS. ASKED HOW HE SENT KISS ALL WAY TO HOLLYWOOD BERNIE SAYS ROBERT TAYLOR VERY GOOD FRIEND OF HIS DELIVERED IT. BERNIE ID LIKE TO DO A LITTLE NUMBER FIRST DONE BY SHIRLEY TEMPLE. IF ITS GOOD ENOUGH FOR SHIRLEY TEMPLE ITS GOOD ENOUGH FOR SHIRLEY BERNIE. THE TOY TRUMPET

MARY AFFERICA

COPY

Teletype Message from Young & Rubicam Hollywood Office - 12/22/38 6:30 p.m.

MA FROM FD

BERNIE REFERENCES OK.

ATX01 0180352

REBROADCAST

SUNDAY, DEC. 25, 1938

THE AMERICAN TOBACCO COMPANY

HALF AND HALF ..... BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M.  
11:00 - 11:30 P.M.

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... IN SWING TEMPO)

HARRY: Half sweet!

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" ... PLAYED SWEETLY)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco a Christmas Half-hour of merriment and music, with Ben Bernie mastering the ceremonies behind a Santa Claus beard. And behind Ben Bernie are all the lads and our jolly jester of Movietone News ... LEW LEHR! ... And now here he is ... ~~the man who was so excited on Christmas Eve he met Santa Claus half way up the chimney. at his fireside cracking those good old walnuts, and who'll spend the next half hour of your fireside cracking those hard-boiled nuts ...~~ the old maestro, Ben Bernie!

(APPLAUSE)

ATX01 0180353

(MUSIC UP AND OUT)

BEN: Happy Sunday, happy Sunday, and a very merry Christmas to yez all. This is Ben Bernie the old Maestro and all the lads, about to.

HARRY: Say, Maestro, I can't hold it, where did you get that terrible tie? Honestly, that's the most awful looking thing I've ever seen. Who in the world gave you that thing?

BEN: Ssshhh! YOU did!

HARRY: Oh! (LAUGH)

BEN: This tie sure is blazing. It looks like a hot-foot under the chin!

HARRY: Well, anyway, Maestro, it's been a great Christmas.

BEN: Only one thing came up to spoil the holiday. A committee from Central Park called on me and made me put the tree back where I got it.

HARRY: Did you and the lads hang up your sox last night?

BEN: No ... musicians don't wear sox. They wear spats! And as for me, I was expecting quite a few presents, so I wanted to hang up a stocking, but I couldn't find one big enough.

HARRY: Well, what did you hang up?

BEN: Winchell's hat! Ah, but Harry, after the big Christmas dinner I had today I could hardly waddle over to the studio.

HARRY: Me, too, Maestro. And what a meal I had!

BEN: What did you have for dinner, Harry?

HARRY: Turkey stuffed with dressing. What did you have?  
BEN: Relatives stuffed with turkey!  
HARRY: Relatives. I bet they were all hungry when they got there.  
BEN: Hungry? You've never seen such a hungry bunch. I had to hire a goal keeper from a hockey team to stand in front of the ice box. But let's get this here Christmas show under way. Boys, put down those peppermint canes ... pick up your instruments, and sit right down and play yourself a letter.

1 ... (ORCHESTRA ... "GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER")

BEN: Nice letter writing, nice letter writing, my Half and Half Tobacco lads. You know, last time I sat down and wrote myself a letter I didn't answer ... and we just sort of drifted apart. And by the way, I want to thank you lads for your Christmas gift ... although I think you were slightly optimistic, my boys. The idea ... givin' ME a pair of military brushes. Deah, deah! There's one nice thing about my hair. It's easy to part .. no, really. I just blow on the mirror and it parts itself. (SYMPATHETIC LAUGH) Now in keeping with the spirit of the holiday, although I have a very heavy cold, I'd like to do a little number that was first done by Shirley Temple. I figure if it's good enough for Shirley Temple .. no, really .. it's good enough for Shirley Bernie. Tee-hee. "The Toy Trumpet."

2. ... (BEN BERNIE AND ORCHESTRA ... "THE TOY TRUMPET")

(APPLAUSE)

HALF AND HALF  
Dec. 25, 1938

OPENING COMMERCIAL

BERNIE: Now, Von Zellie, prepare for one of the Old Maestro's famous Parlor Games! I begin a Famous Adage, and you finish it. Ready? A rolling stone ...

VON ZELL: Spoils the child.

BERNIE: Harrykins! <sup>That's wrong.</sup> /Try again. Too many cooks ...

VON ZELL: Gather no moss.

BERNIE: <sup>I is surprised</sup> Von Zellie! /Pull yo'self together! /One more chance, <sup>Now, just</sup>  
~~now.~~ Your better half ...

VON ZELL: Will love the fragrance of Half and Half! And, gentlemen -- that is correct, and I know it is! ~~And gentlemen -- that's right, and I know it is!~~ For Half and Half Tobacco has a delightful fragrance that everybody in the room will enjoy! And that fragrance, gentlemen, is mighty important ... for it adds infinitely to your own smoking pleasure! You see, it's a proved fact that your enjoyment of any tobacco depends chiefly on your sense of smell. If you don't believe that, try this test! Smoke two or three different tobaccos, one at a time... and while you're smoking each one, pinch your nostrils shut. You'll find that in every case, the tobacco ~~smoke~~ becomes flat -- no flavor. When you let go -- the flavor returns at once! That shows you the importance of your sense of smell to the enjoyment



HALF AND HALF  
Dec. 25, 1938

OPENING COMMERCIAL

VON ZELL:  
(CONT'D)

of ALL tobacco! And Half and Half is blended to appeal  
especially to that sense! It's a blend of fine, fragrant,  
Virginia and Burley tobaccos, and it actually tastes  
better because it smells better! So fill up with a  
grand aromatic smoke ... HALF AND HALF TOBACCO!

SUNDAY, DEC. 25, 1938

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BEN: Harry, that was authentic, accurate and positively in-controlvertible. Not only that ... it's the truth.. Incidentally, all my friends at the racetrack are swingin' to half and half tobacco<sup>too</sup>./ And by gosh, that gives me an idea for another slogan: "If you want to be a winner at the racetrack, smoke half and half." P.S. Also pick the right horses .../Everyone loves the magnificent music of Bach, Beethoven, Mozart and Brahms, and in keeping with this great tradition, the lads and I offer our own contribution to the world of serious music ... "Jeepers Creepers." ... Send me, Alligators!

3. .... (ORCHESTRA ..... "JEEPERS CREEPERS")

BEN: That was "Jeepers Creepers," played by the Half and Half Tobacco Lads. Half ~~xxx~~ jeepin' and half ~~xxx~~ creepin'.

MARY: Merry Christmas, Maestro.

BEN: Oh - the same to you, Mary. Tell me, did you get the present I sent you this morning?

MARY: (PUZZLED) Why - yes I did, Maestro, but - I don't quite understand it.

BEN: Don't understand it? What do you mean, Mary?

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MARY: Well ... what am I supposed to do with a <sup>bag</sup>~~bucket~~ of oats?

BEN: You got a bag  
~~Bucket~~ of oats? (LAUGHS)

MARY: What are you laughing at?

BEN: I'm just thinking how funny my horse is gonna look in a pink nightie ... Mary, I think it would be a nice thing on this Christmas Day if you'd sing the number one song of the entire country: "My Reverie."

.....(MARY AND ORCHESTRA ..... "MY REVERIE")

(APPLAUSE)

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BEN: Beautiful, Mary, beautiful.  
/ And here he comes now - that good-natured bloke - If  
beauty was money, this guy would be broke - fo'give me/<sup>As I live</sup>  
it's that half and half wit of Movietone News - LEW LEHR!

(ORCH: LEHR PLAY-ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Ah Lew, the spirit of Christmas is in the air - ~~where~~  
of giving.  
~~people were exchanging gifts.~~

LEW: That's right. And was I busy shopping all week.

BEN: Lew, if I'm not a little too impatient - what did you  
get me?

LEW: What did I get you? I got you a solid platinum engrav -  
er - a genuine imported chromi - er - a precious inlaid  
mahog - mahog - (LAUGH) Nothing!

BEN: Nothing. Lew, that's not the right spirit. Always  
better to give than to receive.  
remember, it's ~~not what you receive that counts.~~

LEW: No, it gets you no profit.  
~~Oh, of course, not (GROAN) It's what you get, xxxxx~~

BEN: Well, I don't look at it that way. In fact, I got you  
a present. Here it is.

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LEW: Let me see. Oh, Mr. Bernie, it's beautiful. It's just what I needed. It's just what I wanted all my life.

(LAUGH) What is it?

BEN: Lew - it's a pair of socks.

LEW: <sup>Mr. Bernie</sup> Oh, you shouldn't have done it. I got a pair.

BEN: Well, you should carry a spare. Lew, how did you celebrate the holiday at your home.

LEW: Oh, last night I got dressed as Santa Claus. I wanted to surprise my little son Sycamore, but as I was coming down the chimney, he surprised me first!

BEN: What did he do?

LEW: (LAUGH) He <sup>lit the</sup> ~~built~~ a fire! was I burned up.

BEN: Ah, that little rascal.

LEW: Yeah - and when I got to the Christmas tree I found the most beautiful little poem. Sycamore wrote it! It was so tender.

BEN: What did it say, Lew?

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LEW: Well  
~~Wakt~~ - I'll read it to you.

Papa dear, you must know  
I love you beyond all doubt  
But if you don't bring me a sled and a drum  
All Your teeth I will knock out.

Ain't it beautiful?

BEN: It ought to win the Pulitzer Prize. ~~What~~ did you give  
a present.  
your wife ~~for Christmas?~~

LEW: Oh, certainly.  
/Well, I gave her a present but I don't know what it is.

BEN: What do you mean - you don't know what it is.

LEW: Well (LAUGH) ~~It's inside a~~  
~~she hasn't opened the~~ box of cracker-jack  
yet.

BEN: Did you have a good Christmas dinner?

LEW: Did I? (GRUNT) I'm so full of chicken, every time I  
see an egg I want to sit on it.

BEN: Well, I suppose you had open house for all your friends.

LEW: Oh, certainly. We threw a big party. And the house was  
filled with the most beautiful ladies.

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BEN: Beautiful ladies!

LEW: Yeah - but I was the most lonesome person in the house!  
Nobody came near me all night.

BEN: Why not, Lew?

LEW: (LAUGH) I was standing under the mistletoe!!

(ORCH: LEHR PLAY-OFF MUSIC)

(APPLAUSE)

ATX01 0180363





HALF AND HALF  
December 25, 1938

CLOSING COMMERCIAL

BERNIE: Thank you Bobby -- that was grand, but grand-a!

And now for a bit of advice, ahem!  
To those who've been up since six A.M.

You took down the stockings, you looked at the tree,  
While the children danced round it in ecstasy!

Upon your strength there has been a tax-a  
So now ... lean back and just relax-a!

Just snuggle into your dressing gown,  
And smoke a pipe ... to calm you down!

VON ZELL: Well Maestro -- that is certainly mighty sensible advice!  
For there's nothing like your favorite pipe to calm you  
down after a strenuous day! And, gentlemen ... a word  
to the wise! On Christmas Day or any day, be sure that  
pipe is filled with HALF AND HALF TOBACCO! Because Half  
and Half is a grand aromatic smoke! You'll like every-  
thing about it ... flavor - fragrance - and the special  
way it's packed! Half and Half comes in a handy,  
pocket-size, two-ounce tin ... it's a patented, TELESCOPE  
tin ... which gets smaller and smaller as you use up  
the tobacco! You don't spill it around on the rug, or

HALF AND HALF  
December 25, 1938

CLOSING COMMERCIAL -2-

VON ZELL:  
(CONT'D)

scrape your fingers... it's easy to reach, right down  
to the last fragrant crumb! So ... get out a <sup>tin</sup> of  
Half and Half! Fill up -- lean back -- take it easy!  
Smoke a pipe to calm you down!

(ORCHESTRA ..... "JAPANESE SANDMAN" ..... HIT AND FADE)

BEN: You hear what the Half and Half Tobacco Lads are playin'?  
It's that old favorite about the gentleman from Tokio who  
was in the spinach business ... "The Japanese Sandman."

7....(ORCHESTRA ..... "JAPANESE SANDMAN" ..... TO CONCLUSION)

(APPLAUSE)

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, it looks as though our Christmas jam-  
boree and old 1938 are fadin' out together. But we'll be  
back with you next Sunday, which come to think of it, will  
be next year, too. So now, on behalf of all the Lads,  
Lew Lehr, Mary Small, Bob Gibson, <sup>Colonel</sup> Manny Prager and good  
old Half and Half Tobacco, I want to wish all youse guys  
and gals a happy and prosperous New Year. And now the  
time has come to say "Au Revoir" ...

(BEN AND ORCHESTRA ..... "AU REVOIR")

(SEGUE TO)

(ORCHESTRA ..... "LONESOME OLD TOWN")

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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, Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0180368