

WATER
CONTINITY

HALF & HALF
DENIGERIE

927301-002

JAN - MAR
1950

ATX01 0178972

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 half-hour New Year's pot-pourri, of half melody, half
nonsense. Beginning another year as chief pot-pourri
mixer is the Old Maestro, Ben Bernie, only a step in
advance of all the Lads, all the vocalists, and all the
jolly jests of our Movietone Newser, Lew Lehr! ... and
now here he comes, the man who is starting the New Year
with new resolutions, new promises, new ideas, but
unfortunately, the same old jokes ... the Old Maestro,
Ben Bernie!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah ... greetings and salutations, and a Happy New Year to yez all. This is Ben Bernie, the old Maestro comin' to you with that morning after the night before feeling.

HARRY: Why, Maestro ... I'm shocked! Don't tell me you over-indluded last night?

BEN: Yes, Harry, I'M ashamed of myself. I'll never mix my drinks again. I didn't feel the sarsaparilla, but oh, that Cherry phosphate!

HARRY: Cherry phosphate?

BEN: No laughing, Harry. My head was spinning so fast, they put a marble in my collar and used me for a roulette wheel.

HARRY: What time did you turn in Maestro?

BEN: I don't know but when I hit the bed the bed hit back. And Harry, what a night I had. I've never had such nightmares.

HARRY: You mean you saw pink elephants?

BEN: Oh ... worse than that! Pink Winchells!

HARRY: Now Maestro ... are you going to keep picking on Winchell this year? Is he really as bad as you say?

BEN: Why, you don't know the half of it, Harry. First of all, he's the stingiest guy in the world.

HARRY: Winchell stingy?

SUNDAY, JAN. 1, 1939
(REVISED)

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HARRY: Isn't there some way to keep them from visiting you?

BEN: Yes, there's one sure way ... but I'm not gonna burn my house down for anybody. But now it's time the Lads were takin' off on a little flight into music. The number? I'm glad you axed me. "This Can't Be Love." In Boston it Cahn't Be Love.

1.... (ORCHESTRA "THIS CAN'T BE LOVE")

BEN: A smart bit of rhythm, my Half and Half Tobacco Lads. That was "This Can't Be Love," which was taken from "The Boys From Syracuse," which was taken from "The Comedy of Errors," which was taken from the Brooklyn Dodgers. And now Colonel Manny Prager's gonna be taken from the orchestra to come up here and help me sing a toast to that number one personality of 1938, a newcomer who pushed Clark Gable, Tyrone Powers and Robert Taylor into the background. / I refer to / ^{Who} ^{is} the nation's newest matinee idol, FERDINAND THE BULL!

2.... (BEN, PRAGER & ORCHESTRA "FERDINAND THE BULL")

(APPLAUSE)

ATX01 0178976

HALF AND HALF
January 1, 1939
(REVISED)

OPENING COMMERCIAL

BERNIE: Now, friends, I want to tell you about an interesting character named Flagpole Frank. This gentleman has been sitting on top of a flagpole for weeks ... but today he finally came down! And do you know why? Well, he told me that Harry Von Zell kept standing underneath the flagpole smoking his pipe. And it had such a swell aroma, he just had to come down and find out what kind of tobacco Harry used!

VON ZELL: Well, that's not really a true story, gentlemen. But it is absolutely true that Half and Half Tobacco has such a grand aroma that nobody can resist it. Why, everybody in the room will enjoy it! And what's more, the finer fragrance of Half and Half adds infinitely to your own smoking pleasure. You see, it's an actual fact that the taste or flavor of any tobacco depends chiefly on its aroma. And Half and Half was made to have a finer aroma. It's an exclusive blend of Virginia and Burley tobaccos with special and unusual qualities of fragrance ... That's what makes it taste better! You'll say that Half and Half is one of the finest tobaccos you ever smoked ... you'll

ATX01 0178977

HALF AND HALF
January 1, 1939
(REVISED)

OPENING COMMERCIAL -2-

VON ZELI: find it brings you tops in smoking contentment. So fill
(CONT'D) your pipe with that grand fragrant smoke ... HALF AND
HALF!

SUNDAY, JAN. 1, 1939
(REVISED)

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BEN: Right you are, Harry, right you are. Half and Half is a grand smoke. And now the Lads are ready to get to work again and give out with that popular ditty: "What Have You Got That Gets Me?" Answer that one, Lads.

3....(ORCHESTRA"WHAT HAVE YOU GOT THAT GETS ME?")

BEN: Neatly played, Lads, neatly played. And standing here at my side is our Half and Half lassie, Little Mary Small, the First Lady of the Band. Happy New Year, Mary.

MARY: Thank you, Maestro. The same to you. I wanted to give you a New Year's greeting, so I've written it in this little poem.

BEN: Mm. A Longfellow in skirts. Read it to me, Mary.

MARY: "A Happy New Year to you, Maestro,

I think that you are very nice-tro,
Through the coming year I shall sing your praise,
I could also stand a ten dollar raise."

BEN: I anticipated that, Mary. So I've written a little poem to you in answer.

ATX01 0178979

MARY: Really? Let me hear it.

BEN: "Mary dear, I like your voice,
It's keen as any thistle,
For your salary you'll have to sing,
But for a raise you'll have to whistle." Unquote.
But, Mary, suppose you start the New Year off with that
swell ballad, "Day After Day."

4.... (MARY & ORCHESTRA "DAY AFTER DAY")

(APPLAUSE)

BEN: And here he comes now
With a face that is comical,
When Nature gave him beauty
She was too economical.

F'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: Happy New Year, Lew

LEW: The same to you and many of 'em.

BEN: I guess you're just chock full of New Year's resolutions.

SUNDAY, JAN. 1, 1939

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LEW: Am I full of New Year's resolutions! I resolve for next year to be the best husband ... er ... to stay home every night ... er ... to give my wife every cent of my salar - er - salary ... (LAUGH)
What a liar I am!

BEN: And there's a hundred million others like you. Lew ... What newsreel did you make this week?

LEW: Sahhh! Don't tell my boss. (GRUNT) I played hockey! I went skiing up in der mountains.

BEN: Skiing in the mountains?

LEW: Yeah ... And do I love it? I walked up to the top of the highest mountain ... I held my hands out and jumped. Down der mountain side I came, a mile a minute ... two miles a minute ... three miles a minute ... (PAUSE) ... suddenly I noticed my shoes was burning.

BEN: Your shoes were burning? What was the trouble?

LEW: (LAUGH) I forgot to put on the skis!

BEN: You certainly went to a lot of trouble to give yourself a hot foot. Did they have many guests up there at the lodge?

LEW: Oh, sure ... all kinds of people. And you know what? (COYLY)
There was one lady there ... she tried to flirt with me!

BEN: Was she pretty?

ATX01 0178981

SUNDAY, JAN. 1, 1939

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LEW: Bretty? Her teeth were so far apart that when she sailed (GRUNT)
it looked like a picket fence! And was she bow-legged! (LAUGH)
Her mother must have been frightened by a pair of ice tongs.

BEN: Well, tell me did she go in for any sports?

LEW: Oh certainly! Ice skatin' ... but she was so fat, der minute
she got on the ice ... kerplop ... down she went.

BEN: Did she get hurt?

LEW: No! But six fish got concussion of the brain!

BEN: What else did you do, Lew?

LEW: Well ... later in the afternoon I took my wife, little Sycamore ...
and my mother-in-law for a hike in the woods ... und suddenly I
noticed my mother-in-law wasn't with us. I looked around and
there she was ... surrounded by seven wolves!

BEN: My goodness! Your mother-in-law surrounded by seven wolves. What
did you do?

LEW: Nothing! (GRUNT) I should worry what happens to seven wolves!
And then a blizzard started, and I got lost. I laid down in the
snow and cried and cried ... and just as I was givin' up all hope,
four big St. Bernard dogs found me!

BEN: Four big St. Bernard dogs?

LEW: Yeah. Three of them carried little barrels of brandy ... and the
other one carried a fan dancer!

ATX01 0178982

SUNDAY, JAN. 1, 1939

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BEN: A fan dancer? What was the idea?

LEW: Well ... when I take a drink (GRUNT) I want a floor show!

BEN: I guess you were happy to get back to the lodge?

LEW: You said it! And the people was so glad I was rescued, they threw a big New Year's party for me.

BEN: Oh, how nice!

LEW: Yeah, what a party! They had an old man there with a beard. He was dressed as 1938! At der stroke of midnight he went out ... and I jumped out of a big cake. I was dressed up as a baby, and across my chest I wore a pink ribbon. It said 1939.

BEN: So you represented little 1939. That must have been cute! What did the people say?

LEW: It looks like a bad year!

(APPLAUSE)

(ORCHESTRA: LEHR PLAY OFF MUSIC)

ATX01 0178983

HALF AND HALF
January 1, 1939
(REVISED)

CLOSING COMMERCIAL

BERNIE: Thank you, Bobby, many thanks! Now the old Maestro wants to tell you about an unusual experience, most unusual. I received a Ouija Board for Christmas, and of course I'd heard that a Ouija Board will answer any question you ask it. So I said, "Tell me ... what is the best thing to do after a hard day's work?" And so help me, here's what the Ouija Board spelled out ... "Smoke - a - pipe - to - calm - you - down!"

VON ZELL: Well, gentlemen, that's the answer, all right! After a hard day's work, when you're all worn out, lean back and relax with a friendly pipe. And for the greatest smoking pleasure, be sure that pipe is filled with Half and Half Tobacco ... the grand fragrant smoke. You'll like everything about it ... aroma -- flavor -- and that patented telescope tin. For Half and Half is packed a new and better way ... the tin gets smaller and smaller as you use up the tobacco. It's easy to reach right down to the last pipeful. All you do is just push it together, with no scraped fingers when you get to the bottom of the tin! And EVERY pipeful of Half and

ATX01 017B986

HALF AND HALF
January 1, 1939

CLOSING COMMERCIAL -2-

VON ZELL: Half is a new experience in smoking enjoyment. So ...
(CONT'D) get a telescope tin of Half and Half ... fill up your
pipe ... put on your slippers ... and forget the cares
of the day! Smoke Half and Half and be HAPPY!

ATX01 0178967

SUNDAY, JAN. 1, 1939
(REVISED)

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(ORCHESTRA "SIBONEY" HIT AND FADE)

BEN: The Lads are goin' ^{a wee bit} Spanish on us now, with a bit of a rhumba called "Siboney." During this number our drummer is supposed to play the castanets. But we have no castanets, so we'll drop a piece of ice down his back and make his teeth chatter. "Siboney."

7.... (ORCHESTRA "SIBONEY" 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, we're ^{kinda} drawing near the end of our first program of this brand new baby year, 1939. You know, folks, 1938 was a mighty troubled year. Skies weren't always blue, and occasionally the clouds looked mighty threatening. But that was all last year ... and now I'd like to express the hope not only for youse folks here in the good ole U.S.A. but for people all over the world, the whole universe, that 1939 brings to youse all the mosta of the besta. And speaking of the mosta of the besta - will you remember in 1939 that your better half will love the fragrance of Half and Half? Yowsah! And the time has

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SUNDAY, JAN. 1, 1939
(REVISED)

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BEN: come to lend thine ear to Au Revoir ...
(CONT'D)

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in
again at this same time next Sunday for another half
hour with Ben Bernie and all the Lads, Mary Small,
Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA
BROADCASTING SYSTEM.

Mackay Radio



Postal Telegraph

DOMESTIC 15
FOREIGN 10

MADE IN U.S.A. BY THE MACKAY RADIO & TELEGRAPH CO., NEW YORK, N.Y.

NEW YORK

ATX01 0178990

December 29, 1938

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

Gentlemen:

This is your permission to mention "The Boys From
Syracuse" on your Ben Bernie Show of January 1, 1939.

Signed F. V. McCARREY

PUBLICITY
c/o GEORGE ABBOTT

ATX01 0178991

REBROADCAST

REBROADCAST
SUNDAY, JAN. 1, 1939

"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,
a half-hour New Year's pot-pourri, of half melody, half
nonsense. Beginning another year as chief pot-pourri
mixer is the Old Maestro, Ben Bernie, only a step in
advance of all the Lads, all the vocalists, and all the
jolly jests of our Movietone Newser, Lew Lehr! ... and
now here he comes, the man who is starting the New Year
with new resolutions, new promises, new ideas, but
unfortunately, the same old jokes ... the Old Maestro,
Ben Bernie!

(APPLAUSE)

ATX01 0178992

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah ... greetings and salutations, and a Happy New Year to yez all. This is Ben Bernie, the old Maestro comin' to you with that morning after the night before feeling.

HARRY: ^{WHAT!} / Why, Maestro ... I'm shocked! Don't tell me you over-indluded last night?

BEN: Yes, Harry, I'M ashamed of myself. I'll never mix my drinks again. I didn't feel the sarsaparilla, but oh, that Cherry phosphate!

HARRY: Cherry phosphate?

BEN: No laughing, Harry. My head was spinning so fast, they put a marble in my collar and used me for a roulette wheel.

HARRY: What time did you turn in Maestro?

BEN: I don't know but when I hit the bed the bed hit back. And Harry, what a night I had. I've never had such nightmares.

HARRY: You mean you saw pink elephants?

BEN: Oh ... worse than that! Pink Winchells!

HARRY: Now Maestro ... are you going to keep picking on Winchell this year? Is he really as bad as you say?

BEN: Why, you don't know the half of it, Harry. First of all, he's the stingiest guy in the world.

HARRY: Winchell stingy?

SUNDAY, JAN. 1, 1939
(REVISED)

-4-

HARRY: Isn't there someway to keep them from visiting you?

BEN: Yes, there's one sure way ... but I'm not gonna burn my house down for anybody. But now it's time the Lads were takin' off on a little flight into music. The number?

I'm glad you axed me. "This Can't Be Love." In Boston it Cahn't Be Love

1....(ORCHESTRA "THIS CAN'T BE LOVE")

BEN: A smart bit of rhythm, my Half and Half Tobacco Lads. That was "This Can't Be Love," which was taken from "The Boys From Syracuse," which was taken from "The Comedy of Errors," which was taken from the Brooklyn Dodgers. And now Colonel Manny Prager's gonna be taken from the orchestra to come up here and help me sing a toast to that number one personality of 1938, a newcomer who pushed Clark Gable, Tyrone Powers and Robert Taylor into the background. ^{Who} /I refer to/^{is} the nation's newest matinee idol, FERDINAND THE BULL!

2....(BEN, PRAGER & ORCHESTRA "FERDINAND THE BULL")

(APPLAUSE)

ATX01 0178995

HALF AND HALF
January 1, 1939
(REVISED)

OPENING COMMERCIAL

BERNIE: Now, friends, I want to tell you about an interesting character named Flagpole Frank. This gentleman has been sitting on top of a flagpole for weeks ... but today he finally came down! And do you know why? Well, he told me that Harry Von Zell kept standing underneath the flagpole smoking his pipe. And it had such a swell aroma, he just had to come down and find out what kind of tobacco Harry used!

VON ZELL: Well, that's not really a true story, gentlemen. But it is absolutely true that Half and Half Tobacco has such a grand aroma that nobody can resist it. Why, everybody in the room will enjoy it! And what's more, the finer fragrance of Half and Half adds infinitely to your own smoking pleasure. You see, it's an actual fact that the taste or flavor of any tobacco depends chiefly on its aroma. And Half and Half was made to have a finer aroma. It's an exclusive blend of Virginia and Burley tobaccos with special and unusual qualities of fragrance ... That's what makes it taste better! You'll say that Half and Half is one of the finest tobaccos you ever smoked ... you'll

ATX01 0178996

HALF AND HALF
January 1, 1939
(REVISED)

OPENING COMMERCIAL -2-

VON ZELL: find it brings you tops in smoking contentment. So fill
(CONT'D) your pipe with that grand fragrant smoke ... HALF AND
HALF!

ATX01 0178997

SUNDAY, JAN. 1, 1939
(REVISED)

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BEN: Right you are, Harry, right you are. Half and Half is a grand smoke. And now the Lads are ready to get to work again and give out with that popular ditty: "What Have You Got That Gets Me?" Answer that one, Lads.

3....(ORCHESTRA"WHAT HAVE YOU GOT THAT GETS ME?")

BEN: Neatly played, Lads, neatly played. And standing here at my side is our Half and Half lassie, Little Mary Small, the First Lady of the Band. Happy New Year, Mary.

MARY: Thank you, Maestro. The same to you. I wanted to give you a New Year's greeting, so I've written it in this little poem.

BEN: Ma. A Longfellow in skirts. Read it to me, Mary.

MARY: "A Happy New Year to you, Maestro,
I think that you are very nice-tro,
Through the coming year I shall sing your praise,
I could also stand a ten dollar raise."

BEN: I anticipated that, Mary. So I've written a little poem to you in answer.

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MARY: Really? Let me hear it.

BEN: "Mary dear, I like your voice,

It's keen as any thistle,

For your salary you'll have to sing,

But for a raise you'll have to whistle." Unquote.

But, Mary, suppose you start the New Year off with that
swell ballad, "Day After Day."

4.... (MARY & ORCHESTRA "DAY AFTER DAY")

(APPLAUSE)

BEN: And here he comes now
With a face that is comical,
When Nature gave him beauty
She was too economical.

F'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: Happy New Year, Lew

LEW: The same to you and many of 'em.

BEN: I guess you're just chock full of New Year's resolutions.

SUNDAY, JAN. 1, 1939

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LEW: Am I full of New Year's resolutions! I resolve for next year to be the best husband ... er ... to stay home every night ... er ... to give my wife every cent of my salar - er - salary ... (LAUGH)
What a liar I am!

BEN: And there's a hundred million others like you. Lew ... What newsreel did you make this week?

LEW: Sshhh! Don't tell my boss. (GRUNT) I played hockey! I went skiing up in der mountains.

BEN: Skiing in the mountains?

LEW: Yeah ... And do I love it? I walked up to the top of the highest mountain ... I held my hands out and jumped. Down der mountain side I came, a mile a minute ... two miles a minute ... three miles a minute ... (PAUSE) ... suddenly I noticed my shoes was burning.

BEN: Your shoes were burning? What was the trouble?

LEW: (LAUGH) I forgot to put on the skis!

BEN: You certainly went to a lot of trouble to give yourself a hot foot. Did they have many guests up there at the lodge?

LEW: Oh, sure ... all kinds of people. And you know what? (COYLY)
There was one lady there ... she tried to flirt with me!

BEN: Was she pretty?

ATX01 0179000

SUNDAY, JAN. 1, 1939

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LEW: Bretty? Her teeth were so far apart that when she smiled (GRUNT) it looked like a picket fence! And was she bow-legged! (LAUGH) Her mother must have been frightened by a pair of ice tongs.

BEN: Well, tell me did she go in for any sports?

LEW: Oh certainly! Ice skatin' ... but she was so fat, der minute she got on the ice ... kerplop ... down she went.

BEN: Did she get hurt?

LEW: No! But six fish got concussion of the brain!

BEN: What else did you do, Lew?

LEW: Well ... later in the afternoon I took my wife, little Sycamore ... and my mother-in-law for a hike in the woods ... und suddenly I noticed my mother-in-law wasn't with us. I looked around and there she was ... surrounded by seven wolves!

BEN: My goodness! Your mother-in-law surrounded by seven wolves. What did you do?

LEW: Nothing! (GRUNT) I should worry what happens to seven wolves! And then a blizzard started, and I got lost. I laid down in the snow and cried and cried ... and just as I was givin' up all hope, four big St. Bernard dogs found me!

BEN: Four big St. Bernard dogs?

LEW: Yeah. Three of them carried little barrele of brandy ... and the other one carried a fan dancer!

ATX01 0179001

SUNDAY, JAN. 1, 1939

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BEN: A fan dancer? What was the idea?

LEW: Well ... when I take a drink (GRUNT) I want a floor show!

BEN: I guess you were happy to get back to the lodge?

LEW: You said it! And the people was so glad I was rescued, they threw a big New Year's party for me.

BEN: Oh, how nice!

LEW: Yeah, what a party! They had an old man there with a beard. He was dressed as 1938! At der stroke of midnight he went out ... and I jumped out of a big cake. I was dressed up as a baby, and across my chest I wore a pink ribbon. It said 1939.

BEN: So you represented little 1939. That must have been cute! What did the people say?

LEW: It looks like a bad year!

(APPLAUSE)

(ORCHESTRA: LEHR PLAY OFF MUSIC)

ATX01 0179002

HALF AND HALF
January 1, 1939
(REVISED)

CLOSING COMMERCIAL

BERNIE: Thank you, Bobby, many thanks! Now the old Maestro wants to tell you about an unusual experience, most unusual. I received a Ouija Board for Christmas, and of course I'd heard that a Ouija Board will answer any question you ask it. So I said, "Tell me ... what is the best thing to do after a hard day's work?" And so help me, here's what the Ouija Board spelled out ... "Smoke - a - pipe - to - calm - you - down!"

VON ZELL: Well, gentlemen, that's the answer, all right! After a hard day's work, when you're all worn out, lean back and relax with a friendly pipe. And for the greatest smoking pleasure, be sure that pipe is filled with Half and Half Tobacco ... the grand fragrant smoke. You'll like everything about it ... aroma -- flavor -- and that patented telescope tin. For Half and Half is packed a new and better way ... the tin gets smaller and smaller as you use up the tobacco. It's easy to reach right down to the last pipeful. All you do is just push it together, with no scraped fingers when you get to the bottom of the tin! And EVERY pipeful of Half and

ATX01 0179005

HALF AND HALF
January 1, 1939

CLOSING COMMERCIAL -2-

VON ZELL: Half is a new experience in smoking enjoyment. So ...
(CONT'D) get a telescope tin of Half and Half ... fill up your
pipe ... put on your slippers ... and forget the cares
of the day! Smoke Half and Half and be HAPPY!

ATX01 0179006

(ORCHESTRA "SIBONEY" HIT AND FADE)

a wee bit

BEN: The Lads are goin' Spanish on us now, with a bit of a rhumba called "Siboney." During this number our drummer is supposed to play the castanets. But we have no castanets, so we'll drop a piece of ice down his back and make his teeth chatter. "Siboney."

7.... (ORCHESTRA "SIBONEY" 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.

kinda

BEN: Well, we're/drawing near the end of our first program of this brand new baby year, 1939. You know, folks, 1938 was a mighty troubled year. Skies weren't always blue, and occasionally the clouds looked mighty threatening. But that was all last year ... and now I'd like to express the hope not only for youse folks here in the good ole U.S.A. but for people all over the world, the whole universe, that 1939 brings to youse all the mosta of the besta. And speaking of the mosta of the besta - will you remember in 1939 that your better half will love the fragrance of Half and Half? Yowsah! And the time has

SUNDAY, JAN. 1, 1939
(REVISED)

-17-

BEN: come to lend thine ear to Au Revoir ...
(CONT'D)

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

HARRY: Next week the Half and Half Program will come to you an hour later.
/ Half and Half Smoking Tobacco invites you to listen in Ten o'clock
again at this same time next Sunday for another half Mountain
hour with Ben Bernie and all the Lads, Mary Small, Standard
Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA Time.
BROADCASTING SYSTEM. 9 o'clock
Pacific
Standard
Time. Don't
forget this
time change.

ATK01 0179008

"AS BROADCAST" COPY

SUNDAY, JAN. 8, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF . . . BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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 half-hour January concoction containing a liberal sprinkling of wit and whimsy by the old Maestro, Ben Bernie; a dash of melody by all the lads and all the singers, and an infiltration of pure nonsense by Movietone's magnificent mad men ... LEW LEHR! ... And now here he is, the man who's already preparing for the World's Fair ... he's bought himself rompers so he can get in^{at} half-price ... the Old Maestro, BEN BERNIE!

(APPLAUSE)

ATX01 0178009

SUNDAY, JAN. 8, 1939

-2-

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah. Greetings and salutations, boys and gals, and a happy January Sunday to yez all. This is Ben Bernie, the Old Maestro, comin' to yez over a coast to coast light-up. And, Von Zellie, last Sunday I told you this was gonna be an unusual year, and by gosh, this morning proved it.

HARRY: How come?

BEN: Well
/I saw a newspaper without Grover Whalen's picture in it
... But good old Grover sure deserves credit./ People
New York
have heard about this/fair all over the world, and they're
coming from all corners of the earth to see it.

HARRY: Yes,
/I suppose a great many of your relatives are coming?

BEN: Many? Harry, I've heard from relatives I never knew existed. This morning I got a letter from Hong Kong. Wang Bernie is coming.

HARRY: Wang Bernie? (LAUGH)

BEN: Why Harry,
/That's nothin'./ Do you know who's comin' from Arabia?

Abdul Bernie!

HARRY: Abdul Bernie?

ATX01 0179010

SUNDAY, JAN. 8, 1939

Yeah
BEN: He wants twin beds ... one for his horse ...
XXXXXX
XXXXXX
XXXXXX

HARRY: XXXXX

BEN: XXXXX

HARRY: XXXXX

BEN: XXXXX

HARRY: Well look
/ Have any of these relatives arrived yet?

BEN: Oh, the house is full of them. XXXXX
XXXXXX
XXXXXX

HARRY: I see, Maestro. Are all these
XXXXXX relatives on your side of the family?

BEN: Well, some are on my side and then there's she's
/my mother-in-law on my
wife's side ... There's one uncle who always bets on my
horse.

HARRY: What side is he on?

BEN: The losing side.

HARRY: Well listen,
Sax, Maestro/ your grocery bills must be awfully high.

HALF AND HALF
January 8, 1939

OPENING COMMERCIAL

BERNIE: Friends, this evening Master Harry Von Zell appeared with a large Almanac under his arm. When I asked him why, he said/^{why Maestro}it's full of fascinating facts. Such as "Fog Duration Averages" - and "Hay Crops" -- and one entire section on "Universal Languages." Well, that's mighty fine, mighty fine/^{says I}... but there's only one universal language I'm interested in /- ^{my friends, it's}the language of pipe smokers! And here's what they all say! "Your better half will love the fragrance of Half and Half."

VON ZELL: ^{Why}~~Well~~, that's a language that every pipe smoker can understand. For Half and Half has a grand fragrance, gentlemen ... a delightful aroma that is unlike any other tobacco. Everybody in the room will enjoy it, and of course that's mighty important. But even more important, is this: You'll find/^{that}that aroma adds a great deal to your own smoking pleasure. That's because it's an actual fact that the taste or flavor of any tobacco depends chiefly on its aroma. Because of this, Half and Half was especially blended to have a FINER aroma. It's an exclusive mixture of aromatic Virginia and Burley Tobaccos,

ATX01 0179014

HALF AND HALF
January 8, 1939

OPENING COMMERCIAL -2-

VON ZELL:
(CONT'D)

blended in just the right proportion to have a finer
fragrance -- and therefore, a finer taste. That's the
reason Half and Half gives you more satisfaction ... more
real smoking pleasure ... than you ever enjoyed before.
That's why it's such a swell smoke! So drop into your
nearest tobacco dealer's, and ask for -- Half and Half.

ATX01 0179015

SUNDAY, JAN. 8, 1939

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BEN: Harry, that is absolutely right. Moved, seconded and carried unanimously, that Half and Half is tops - yowsah ... But now for a ballad that's been chosen unanimously all over the country as one of the season's best ... "They Say."

3....(ORCHESTRA "THEY SAY")

BEN: Nicely done, ~~xxxx~~. That was "They Say," played by the Half and Half Tobacco Lads with comparatively few errors Don't let a trombone come between us, my friends ... Comes now little Mary Small, the First Lady of the Band. Mary, you look very lovely this evening. Have you a date after the show with the boy friend?

MARY: Oh, no, Maestro. I haven't any boy friends. / I spend ^{See,} all my time ~~taking~~ practicing singing ~~xxxxxxx~~.

BEN: But, Mary, don't you know that romance improves your voice? If you think of somebody you love, you sing better.

MARY: If you think of somebody you love you sing better?

BEN: That's right.

MARY: Well / Then, Maestro - uh / how do you account for ^{tell me} ~~your~~ ^{the way you sing?} ~~xxxxxxx~~

ATX01 0179016

BEN: Well, when I sing I think of Winchell! ^{I just made that up,}
^{Now, Mary,}
^{Well}
 suppose you sing "Deep In A Dream," and think of
 Robert Taylor.

..... (MARY SMALL & ORCHESTRA "DEEP IN A DREAM")

(APPLAUSE)

BEN: ^{By gosh,}
 / Mary, you're getting better and better, like my fiddle-
 playin'

And here he comes now ...
 Galloping in like a horse
 The stork that brought him
 Died of remorse!

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

- LEW LEHR!

(APPLAUSE)

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people.

BEN: Say, Lew, control yourself. What's the idea of hopping
 around like that.

LEW: Oh, Mr. Bernie - I ^{can't help it. I} just made a newsreel of a jitterbug
 contest.

BEN: Jitterbugs? Say, aren't they the most interesting kids?

LEW: Are they interesting? Why they're the energet - the
 most artisit - the most intellectu - intelle - (LAUGH)
 Screwballs!!!

SUNDAY, JAN. 8, 1939
(REVISED)

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BEN: Well, ^{Lew} regardless of what you think of them, ~~xxx~~, those kids are happy.

LEW: Yeah, they're just as happy as if they were in their right minds. You know, Mr. Bernie, it's a funny thing how dancing has changed. In the old days a man used to hold his girl close and whisper sweet things in her ear.

BEN: That's right, Lew.

LEW: Now he stands two feet away from her and tries to kick her teeth out. I never ~~xxx~~ ^{seen} such crazy dancing. In one corner there was a man - he was throwing his girl over his shoulder - then he'd pick her up ^{and} -/throw her down - ^{was swinging her round} ~~xxx~~ he ~~xxxxxxxxxxxxxxxx~~ in all directions. So they came over and gave him a prize.

BEN: What did he say?

LEW: He said (GRUNT) "I ain't dancing. I'm ~~just~~ fighting with ^{he} my wife." You know my little son Sycamore/won first prize three times. He can't stop hopping around.

BEN: ~~xxxxxxxxxxxxxxxx~~ He must have had rhythm in his soul.

ATX01 0179018

SUNDAY, JAN. 8, 1939
(REVISED)

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LEW: No (LAUGH) he's got a nail in his shoe. You know,
Mr. Bernie, that little rascal of mine - ~~XXXXXXXXXXXX~~
~~ix~~ - he's in love.

BEN: Sycamore in love? Has he got a nice girl?

LEW: Yes, she's awfully cute - a little dribble puss.

BEN: Can she dance too, Lew?

LEW: Oh, certainly. She's got feet/^{just}like a bird.

BEN: Like a bird?

LEW: Yeah (LAUGH) ~~XXXXXXXX~~ pigeon-toed. And it's the cutest
thing. Every night they sit on the back porch and hold
hands but Sycamore can't look her/^{straight}in the eyes.

BEN: ~~Oh~~, Sycamore's bashful?

LEW: ~~xx~~ (LAUGH) ~~xxxx~~ cock-eyed!

BEN: Well, a young Romeo. Just like his father. Lew, when did
you first fall in love?

LEW: Let me see,
/when I was sixteen years old. But it turned out very bad.

ATKQ1 0179019

SUNDAY, JAN. 8, 1939

-12-

BEN: Why, what happened?

LEW: (SADLY) I married her.

BEN: You mean your present wife?

LEW: I mean my wife and she ain't no present.

BEN: Well, Lew, getting back to this jitterbug contest, how did it end?

LEW: Well
~~Oh~~, they had a grand march. All the fellows and their girls marched past the bandstand. And as the orchestra leader looked at each girl's face he played a number that just fitted her.
~~XXXXXXXXXXXXX~~.

BEN: That's a novelty.

LEW: Yeah. One girl was very pretty so the orchestra leader played "You Must Have Been A Beautiful Baby." Then the next girl - she was nice - so they played "Lovely To Look At." Then he looked at my wife's face.

BEN: And what did he play?

LEW: (LAUGH) Say it isn't so.

(APPLAUSE)

(ORCHESTRA: LEHR PLAY OFF MUSIC)

ATX01 0179020

HALF AND HALF
January 8, 1939
(REVISED)

CLOSING COMMERCIAL

BERNIE: Thank you Bobbykins, thank you. Well folks, that big double holiday is all over, and you know, everybody I've met seems to be mighty happy about the way Santa Claus treated him. That is, all except one friend of mine. He said that the one thing he wanted most he didn't get. What was it? Well, I'll tell you. He wanted a pipe and a tin of Half and Half. He said to me, "Maestro, it's been a hard holiday season - and you know what you always say. Smoke a pipe ... to calm you down."

VON ZELL: Gentlemen, there's really some mighty sensible advice. When you're tired and worn out -- when you want to lean back and relax -- light up a pipe. It does bring you a wonderful feeling of peace and contentment. But ... be sure that pipe is filled with Half and Half Tobacco, if you want to enjoy a grand AROMATIC smoke. You see, Half and Half is specially blended ... it has an especially satisfying taste and aroma ... and it's even PACKED a special way! It comes in a patented telescope tin, which gets smaller and smaller as you use up the tobacco. All you do is push it together, so every pipeful is easy to reach, with no scraped fingers

ATX01 0179022

HALF AND HALF
January 8, 1939

(REVISED)

CLOSING COMMERCIAL -2-

VON ZELL
(CONT'D)

when you get to the bottom of the tin. ^{Now} That's a
real convenience, and you'll find it's mighty
helpful. It's something no other tobacco on the
market can offer you. So get a telescope tin of
Half and Half, fill up, lean back, and relax.
Next time you buy tobacco--ask for Half and Half.

RTX01 0179023

SUNDAY, JAN. 8, 1939
(REVISED)

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(ORCHESTRA "ANYTHING GOES" HIT AND FADE)

BEN: The Half and Half Lads are playin' one of the old Broadway show favorites; "Anything Goes." This number always reminds me of the ^{old} market crash back in '29. Only in ^{them} ~~thaxx~~ days it wasn't "Anything Goes." It was everything went.

7.... (ORCHESTRA "ANYTHING GOES" 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: Dog-gone it! Just as we're beginnin' to get comfortable in your livin' room, along comes the man in charge of the stop-watch to tell us it's almost time to be on the move again. But before we button our vest and put our shoes back on, ^{may I} ~~xxxxxx~~ me remind you that we've got another date next Sunday, at the very same time. / And in the mean-
time remember - Half and Half's aroma - will make a happy home-a. / And now the time has come ...
Thank you.
So help me.

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

ATX01 0179024

SUNDAY, JAN. 9, 1939

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HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Colonel Manny Prager, Goodnight, Bob Gibson/and Lew Lehr./ THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179025

C O P Y

TELETYPE TO YOUNG & RUBICAM HOLLYWOOD OFFICE - JAN 5, 1939 1:34³ p.m. #1

NS FROM MA

PLS CLEAR TAYLOR FOR BERNIE SUNDAY

BERNIE--- IF YOU THINK OF SOMEBODY YOU LOVE YOU SING BETTER.

NOW MARY SUPPOSE YOU SING "DEEP IN A DREAM" & THINK OF
ROBT TAYLOR.

4:30 p.m. #2

MA FROM NS

BERNIE REFERENCE OKAY.

ATX01 0179026

January 5, 1939

Young & Rubicam
285 Madison Avenue
New York City

Gentlemen:

This is your permission to mention Richard Bonelli
in the following manner on your Ben Bernie show of
January 8, 1939:

BERNIE: "Here comes Half and Half's New England
baritone, Bob Gibson, the Back Bay Bonelli."

Signed

F. Schang
EVANS & SALTER
Managers

ATX01 0179027

January 5, 1939

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, January 8, 1939.

BERNIE: Last Sunday I told you this was gonna be an unusual year, and by gosh, this morning proved it.

HARRY: How come?

BERNIE: I saw a newspaper without Grover Whalen's picture in it...But good old Grover sure deserves credit. People have heard about this fair all over the world, and they're coming from all corners of the earth to see it.

Signed John D. Young

WORLD'S FAIR

ATX01 0179028

REBROADCAST

"AS BROADCAST" COPY

SUNDAY, JAN. 8, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF . . . BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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 half-hour January concoction containing a liberal sprinkling of wit and whinsey by the old Maestro, Ben Bernie; a dash of melody by all the Lads and all the singers, and an infiltration of pure nonsense by Movietone's magnificent mad man ... LEW LEHR! ... And now here he is, the man who's already preparing for the World's Fair ... he's bought himself rompers so he can get in half-price ... the Old Maestro, BEN BERNIE!

(APPLAUSE)

ATX01 0179029

SUNDAY, JAN. 8, 1939

-2-

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah. Greetings and salutations, boys and gals, and a happy January Sunday to yez all. This is Ben Bernie, the Old Maestro, comin' to yez over a coast to coast light-up. And, Von Zellie, last Sunday I told you this was gonna be an unusual year, and by gosh, this morning proved it.

HARRY: Really
/How come?

BEN: I saw a newspaper without Grover Whalen's picture in it ... But good old Grover sure deserves credit. People ^{New York} have heard about this/fair all over the world, and they're coming from all corners of the earth to see it.

HARRY: I suppose a great many of your relatives are coming?

BEN: Many? Harry, I've heard from relatives I never knew existed. This morning I got a letter from Hong Kong. Wang Bernie is coming.

HARRY: Wang Bernie? (LAUGH)

BEN: That's nothin'. Do you know who's comin' from Arabia?
Abdul Bernie!

HARRY: Abdul Bernie?

ATK01 0179030

SUNDAY, JAN. 8, 1939

-3-

horse

BEN: Yep. He wants twin beds ... one for his ~~name~~ ... and
~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~
~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~

HARRY: ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~

BEN: ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~

HARRY: ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~

BEN: ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~

HARRY: Well look,
/ Have any of these relatives arrived yet?

BEN: Oh, the house is full of them. ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~
~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~
~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~

HARRY: Maestro
Ben, are all these relatives on your side of the family?

BEN: Well, some are on my side and ^{then there's} / ^{she's} my mother-in-law ~~s~~ / on my
wife's side ... There's one uncle who always bets on my
horse.

HARRY: What side is he on?

BEN: The losing side.

HARRY: Well
Say, Maestro, your grocery bills must be awfully high.

ATK01 0179031

SUNDAY, JAN. 8, 1939
(REVISED)

-4-

BEN: Harry, you've never seen such eaters in your life.
They're drivin' me crazy! This is driving me crazy!
This is driving me crazy! This is driving me crazy!
This is driving me crazy! This is driving me crazy!

HARRY: Gosh, you do have a lot of eaters.

BEN: That's exactly it. Last night I put cheese in the mouse-
trap and caught two uncles.

HARRY: Your house must be terribly crowded.

BEN: You have no idea. My house is so crowded, on Saturday
nights we have to play bingo for the bathroom ... And by gosh right
now we're gonna dedicate our first number to my (wife's) relatives --
This is driving me crazy! This is driving me crazy!
This is driving me crazy! This is driving me crazy!

1....(ORCHESTRA "YA GOT ME")

BEN: Nicely done, /my Half and Half Tobacco Lads. That was
nicely done
"Ya Got Me," from the Mask and Wig Show of the University
of Pennsylvania. Ah, gosh, those good old undergraduate
days! I'll never forget the days I spent at college - the
happiest 10 years of my life. But now it's time to
This is driving me crazy! This is driving me crazy!

SUNDAY, JAN. 8, 1939

(REVISED)

-5-

BEN:
(CONT'D)

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
mumble
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX the words of that XXXXX grand
new song by Willard Robison - "Old Folks."

2....(BEN & ORCHESTRA "OLD FOLKS")

(APPLAUSE)

HALF AND HALF
January 8, 1939

OPENING COMMERCIAL

BERNIE: Friends, this evening Master Harry Von Zell appeared with a large Almanac under his arm. When I asked him why, he said it's full of fascinating facts. Such as "Fog Duration Averages" - and "Hay Crops" -- and one entire section on "Universal Languages." Well, that's mighty fine, mighty fine/^{says I}... but there's only one universal language I'm interested in -- the language of pipe smokers! And here's what they all say! "Your better half will love the fragrance of Half and Half."

VON ZELL: Well,^{now} that's a language that every pipe smoker can understand. For Half and Half has a grand fragrance, gentlemen ... a delightful aroma that is unlike any other tobacco. Everybody in the room will enjoy it, and of course that's mighty important. But even more important, is this: You'll find that aroma adds a great deal to your own smoking pleasure. That's because it's an actual fact that the taste or flavor of any tobacco depends chiefly on its aroma. Because of this, Half and Half was especially blended to have a FINER aroma. It's an exclusive mixture of aromatic Virginia and Burley Tobaccos,

ATX01 0179034

HALF AND HALF
January 8, 1939

OPENING COMMERCIAL -2-

VON ZELL:
(CONT'D)

blended in just the right proportion to have a finer
fragrance -- and therefore, a finer taste. That's the
reason Half and Half gives you more satisfaction ... more
real smoking pleasure ... than you ever enjoyed before.
That's why it's such a swell smoke! So drop into your
nearest tobacco dealer's, and ask for -- Half and Half.

ATX01 0179035

SUNDAY, JAN. 8, 1939

-8-

BEN: Harry, that is absolutely right. Moved, seconded and carried unanimously, that Half and Half is tops - yowsah ... But now for a ballad that's been chosen unanimously all over the country as one of the season's best ... "They Say."

3.... (ORCHESTRA "THEY SAY")

BEN: Nicely done, Lads. That was "They Say," played by the Half and Half Tobacco Lads with comparatively few errors ... Comes now little Mary Small, the First Lady of the Band. Mary, you look very lovely this evening. Have you a date after the show with the boy friend?

MARY: Oh, no, Maestro. I haven't any boy friends. / ^{See,} I spend all my time taking singing lessons.

BEN: But, Mary, don't you know that romance improves your voice? If you think of somebody you love, you sing better.

MARY: If you think of somebody you love you sing better?

BEN: That's right.

MARY: Then, Maestro - uh - how do you account for your voice?

ATK01 0179036

BEN: Well, when I sing I think of Winchell! ... Now, Mary, suppose you sing "Deep In A Dream," and think of Robert Taylor.

Λ....(MARY SMALL & ORCHESTRA "DEEP IN A DREAM")

(APPLAUSE)

BEN: Mary, you're getting better and better, like my fiddle-playin'

And here he comes now ...
Gallop in like a horse
The stork that brought him
Died of remorse!

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

- LEW LEHR!

(APPLAUSE)

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people.

BEN: Say, Lew, control yourself. What's the idea of hopping around like that.

LEW: Oh, Mr. Bernie - I just made a newsreel of a jitterbug contest.

BEN: Jitterbugs? Say, aren't they the most interesting kids?

LEW: Are they interesting? Why they're the energet - the most artisit - the most intellectu - intelle - (LAUGH)
Screwballs!!!

SUNDAY, JAN. 8, 1939
(REVISED)

-10-

BEN: Well, regardless of what you think of them, Lew, those kids are happy.

LEW: Yeah, they're just as happy as if they were in their right minds. You know, Mr. Bernie, it's a funny thing how dancing has changed. In the old days a man used to hold his girl close and whisper sweet things in her ear.

BEN: That's right, Lew.

LEW: Now he stands two feet away from her and tries to kick her teeth out. I never saw such crazy dancing. In one corner there was a man - he was throwing his girl over his shoulder - then he'd pick her up - throw her down - and he was swinging his arms in all directions. So they came over and gave him a prize.

BEN: What did he say?

LEW: He said (GRUNT) "I ain't dancing. I'm ~~just~~ fighting with my wife." You know my little son Sycamore won first prize three times. He can't stop hopping around.

BEN: ~~xxxxxxx~~ Why /He must have had rhythm in his soul.

ATX01 017903B

SUNDAY, JAN. 8, 1939
(REVISED)

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LEW: No (LAUGH) he's got a nail in his shoe. You know,
Mr. Bernie, that little rascal of mine - ~~xxxxxxxxxxxx~~
is - he's in love.

BEN: Sycamore in love? Has he got a nice girl?

LEW: Yes, she's awfully cute - a little dribble puss.

BEN: Can she dance too, Lew?

LEW: Oh, certainly. She's got feet/^{just}like a bird.

BEN: Like a bird?

LEW: Yeah (LAUGH) ~~xxxxxx~~ pigeon-toed. And it's the cutest
thing. Every night they sit on the back porch and hold
hands but Sycamore can't look her in the eyes.

BEN: ~~Oh~~, Sycamore's bashful?

LEW: No (LAUGH) ~~xxxx~~ cock-eyed.

BEN: Well, a young Romeo. Just like his father. Lew, when did
you first fall in love?

LEW: Let me see
/ When I was sixteen years old. But it turned out very bad.

ATX01 0179039

SUNDAY, JAN. 8, 1939

-12-

BEN: Why, what happened?

LEW: (SADLY) I married her.

BEN: You mean your present wife?

LEW: I mean my wife and she ain't no present.

BEN: Well, Lew, getting back to this jitterbug contest, how did it end?

LEW: Oh, they had a grand march. All the fellows and their girls marched past the bandstand. And as the orchestra leader looked at each girl's face he played a number what just fitted it.
~~dedicated to her.~~

BEN: That's a novelty.

LEW: Yeah. One girl was very pretty so the orchestra leader played "You Must Have Been A Beautiful Baby." Then the next girl - she was nice - so they played "Lovely To Look At." Then he looked at my wife's face.

BEN: And what did he play?

LEW: (LAUGH) Say it isn't so.

(APPLAUSE)

(ORCHESTRA: LEHR PLAY OFF MUSIC)

ATX01 0179040

BEN: nice going.
 Nice going, /Lew. You know, folks, Lew Lehr does a lot of
 kidding about his wife, but I want you to know it is only
 kidding. 'Cause Lew really loves his wife ... she told
 him so ... And speaking of jitterbugs, how's about meeting the
 Half and Half Tobacco lads swinging out with the old "Umbrella
 Man."
 Lads, send me!

5.... (ORCHESTRA "UMBRELLA MAN")

BEN: That was the old "Umbrella Man."
 /Here comes Half and Half's New England baritone, Bob Gibson,
 Bobby, what are you going to sing
 the Back Bay Bonelli.
 tonight?

BOB: "Hurry Home."
 "Hurry Home"? I hope my horses are listening.

BEN: "Hurry Home"? I hope my horses are listening.
 Bobby, what are you going to sing
 tonight?
 "Hurry Home".

6.... (GIBSON & ORCHESTRA "HURRY HOME")

(APPLAUSE)

HALF AND HALF
January 8, 1939
(REVISED)

CLOSING COMMERCIAL

BERNIE: Thank you Bobbykins, thank you. Well folks, that big double holiday is all over, and you know, everybody I've met seems to be mighty happy about the way Santa Claus treated him. That is, all except one friend of mine. He said that the one thing he wanted most he didn't get. What was it? Well, I'll tell you. He wanted a pipe and a tin of Half and Half. He said to me, "Maestro, it's been a hard holiday season - and you know what you always say. Smoke a pipe ... to calm you down."

VON ZELL: Gentlemen, there's really some mighty sensible advice. When you're tired and worn out -- when you want to lean back and relax -- light up a pipe. It does bring you a wonderful feeling of peace and contentment. But ... be sure that pipe is filled with Half and Half Tobacco, if you want to enjoy a grand AROMATIC smoke. You see, Half and Half is specially blended ... it has an especially satisfying taste and aroma ... and it's even PACKED a special way! It comes in a patented telescope tin, which gets smaller and smaller as you use up the tobacco. All you do is push it together, so every pipeful is easy to reach, with no scraped fingers

ATX01 0179042

HALF AND HALF
January 8, 1939

(REVISED)

CLOSING COMMERCIAL -2-

VON ZELL
(CONT'D)

when you get to the bottom of the tin. That's a real convenience, and you'll find it's mighty helpful. It's something no other tobacco on the market can offer you. So get a telescope tin of Half and Half, fill up, lean back, and relax. Next time you buy tobacco--ask for Half and Half.

ATX01 0179043

(ORCHESTRA "ANYTHING GOES" HIT AND FADE)

BEN: The Half and Half Lads are playin' one of the old Broadway show favorites; "Anything Goes." This number always reminds me of the market crash back in '29. Only in those days it wasn't "Anything Goes." It was everything went.

7....(ORCHESTRA "ANYTHING GOES" 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: Dog-gone it! Just as we're beginnin' to get comfortable in your livin' room, along comes the man in charge of the stop-watch to tell us it's almost time to be on the move again. But before we button our vest and put our shoes back on, just let me remind you that we've got another date next Sunday, at the very same time. And in the meantime remember - Half and Half's aroma - will make a happy home-a./ And now the time has come ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, JAN. 9, 1939

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HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179045

SUNDAY, JAN. 15, 1939

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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, served in
convenient sizes by the Old Maestro, Ben Bernie, nobly
assisted by all the Lads, our two vocalists, and Movie-
tone's model of madness, Lew Lehr! And now we bring
you a patriotic citizen of New York who has promised to
invest in the/^{New York}World's Fair ... he's going to buy the
first hot dog ... the Old Maestro, Ben Bernie.

(APPLAUSE)

(MUSIC UP AND OUT)

ATK01 0179046

SUNDAY, JAN. 15, 1939

-2-

BEN: Yowsah, yowsah. Greetings and salutations ^{my friends} /.. and a happy January Sunday to yez all. This is Ben Bernie the Old Maestro, comin' to yez over a coast to coast lightup. Well, folks ... every day that passes brings us closer to the good old World's Fair. And getting it ready/^{is}certainly keeping the head man, Grover Whalen, busy. By gosh ... Grover's so used to going to dedications and spreadin' cement on corner stones, he can't even butter a roll without making a speech!

HARRY: Well sir. /It's going to be a wonderful Fair, Maestro. Almost every nation in the world is going to contribute.

BEN: Yes, Harry, and I'm doing my part, too. I'm contributing my race horse to the Egyptian collection.

HARRY: Your race horse in the Egyptian collection? What's the idea?

BEN: Well, I found that out! /It's the world's only walking mummy! / You know, Harry, they've gotta great theme for this Fair. They're gonna present the scientific World of Tomorrow.

HARRY: Yes, I understand they're going to exhibit some wonderful inventions, Ben.

BEN: Oh. / You have no idea how wonderful they are. Harry, you won't believe it, but they've invented an electric stove that not only cooks the food, but brings it out to the table and yells "Come and get it!"

HARRY: Maestro! You don't tell me!

BEN: Yeah. / Yep. But that's nothing. Wait till you see the new combination bar and radio!

HARRY: A combination bar and radio!

ATX01 0179047

Uh huh ...

BEN: x Yeahx... and it's really terrific! The only trouble is that when you turn the knob you never know whether you're gonna get Scotch and Soda,

or Amos and Andy!

Well,

HARRY: /You know, Maestro, this is all intensely interesting// Have you any other inside information on the Fair?

BEN: Sure ... To top it all, I heard they're going to demonstrate the complete theory of the evolution of Man ... from the monkey to the human being.

Oh well,

HARRY: /I've got to see that! Maestro, do you know who first developed the theory that Man comes from the monkey?

BEN: I don't know who developed it ... but, Winchell proves it! And right now, to prove what great intellectual heights man has attained in the world of music, we're gonna play "JEEPERS CREEPERS."

1....(ORCHESTRA "JEEPERS CREEPERS")

BEN: Nice goin' lads ... nice goin'. That was JEEPERS CREEPERS played by the Half and Half Tobacco Lads. You all know what Jeepers Creepers is ... ^{it's} a cross between a tisket and a tasket on the floy floy side. And now Colonel ^{Manny} Prager is gonna assist me in my woe-begone warbling of a modern ditty called I MUST SEE ANNIE TONIGHT. Manny, is you prepared with Annie?

MANNY: My preparedness is uncanny.

Well,

BEN: /That's just dandy! Lads, hit that pianny!

2....(BEN, MANNY & ORCHESTRA "I MUST SEE ANNIE TONIGHT")

HALF AND HALF
January 15, 1939
REVISED

OPENING COMMERCIAL

BERNIE: ^{my friends} And now/... a bit of advice to you/^{se} husbands... just a word to the wise - ~~knix~~, a word to the wise - Your better half may not like your old carpet slippers.. she may not like the way you comb your hair...but take it from the Old Maestro your better half will LOVE the fragrance of Half and Half..

VON ZELL: Gentlemen, the instant you light up a pipeful of Half and Half, you know that there's something especially enjoyable about it--something that sets it apart from all other tobaccos--that puts it in a pleasure class of its own.
Now
/Maybe you've wondered what that something is. Well--the answer is in every puff. Every puff of Half and Half tells you that it has a grand fragrance...a delightful aroma...and this aroma adds a great deal to your smoking pleasure. You see...the taste - the flavor - of tobacco depends chiefly on aroma. And Half and Half is especially blended to take full advantage of this fact--to give you a better aroma--to give you better taste--to give you more smoking satisfaction. Half and Half is an exclusive mixture of aromatic Virginia and Burley tobaccos. It's

ATX01 0179049

HALF AND HALF
January 15, 1939

OPENING COMMERCIAL -2-

VON ZELL: blended to bring you a finer fragrance -- and THEREFORE
(CONT'D) a finer flavor. So drop into your nearest tobacco dealers,
and ask for -- HALF AND HALF. You'll find Half and Half
is a SWELL smoke!

ATX01 0179050

them

BEN: Harry, we are thankful for those words of wisdom. We are thankful for the calm we get from our pipe. And we are thankful for good ole Half and Half. As a matter of fact ... THANKS FOR EVERYTHING!

3....(ORCHESTRA "THANKS FOR EVERYTHING")

BEN: That was the Half and Half Tobacco lads sayin' "Thanks For Everything." Well, now, who's this young lady comin' toward me? It can't be Jeanette MacDonald, 'cause Nelson Eddy isn't with her. Why, ^{shut my mouth if it isn't} it's the First Lady of the Band ... little MARY SMALL.

MARY: Hello, Maestro.

Your uncle is applauding, Mary.

BEN: / Mary, did your family like the records of our orchestra you sent them for Christmas?

MARY: Frankly, no.

BEN: Well ... what did they say about my fiddle-playin'?

MARY: Dad said he never heard such screeching!

BEN: And your mother?

SUNDAY, JAN. 15, 1939

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MARY: Well, mother said that
/ She never heard such yowling.

BEN: Well,
(MAD) /Doesn't anybody in your house appreciate my violin?

MARY: Oh yes - there's one.

BEN: (PLEASED) Ah! ... Who?

MARY: Our cat wants your phone number.

BEN: Mary, I ~~think you'd better~~ ^{sentence you to} "Get Out Of Town" in a hurry.

4.... (MARY & ORCHESTRA "GET OUT OF TOWN")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful. That was Mary Small singing
"Get Out Of Town." ... I wouldn't like to hear Myrna Loy sing
that to me.
And here he comes now - No, it's not a mirage -
With a shape like his he should stay in a garage -

Yowsah, 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: Hello, Lew. I haven't seen you since last Sunday. Where
have you been?

LEW: I wasn't feeling so good so I went down to Florida.

ATX01 0179052

SUNDAY, JAN. 15, 1939
REVISED

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BEN: Oh
/I'm sorry to hear you haven't been well. anything serious?

LEW: Anything serious? Mr. Bernie you're looking at a man who's
suffering from arterial sclero - er - rheumatic inflamash -
er - malnutrish - malautrish - (LAUGH) Flat feet!

BEN: Well, tell me, Floggy, ^{did you} did you/have good accommodations
in Florida?

LEW: Did I have good accommodations! I had the ^{most perfect} ~~fixure~~ cross-
ventilation. It had north, south, east and west exposure.

BEN: North, south, east and west exposure?

LEW: Yeah. (LAUGH) I slept on the beach.

BEN: On the beach! Lew, haven't you any relatives ^{in Florida?} ~~xxxxxxx~~

LEW: Yeah, I got one uncle. / He's in the grapefruit business.
^{Uncle Steve}

BEN: ~~xxxxxxx~~ Uncle Steve, eh?
Has he an important job/in the grapefruit business?

LEW: Important? (GRUNT) He's the biggest squirt down there.
But - Mr. Bernie, seriously the bathing suits the girls
is wearing this year is simply scandalous.

BEN: So I hear, Lew, I can understand your indignation.

ATX01 0179053

SUNDAY, JAN. 15, 1939

REVISED

-10-

LEW: You said it. It's outrageous! / ^{Why} Would you believe it,
one of
I watched/those beautiful bathing beauties for six
hours. ~~xxxxxxx~~ Was I mad?

BEN: ~~xxxxxxx~~ Mad? What about?

LEW: (LAUGH) It got dark.

BEN: Well, Lew didn't you do any work down there at all?

LEW: Oh, certainly. While I was down there they had a beauty
contest for men and I made a newsreel of it.

BEN: A beauty contest for men. / ^{Say} That sounds ^{swell.} ~~xxxxk.~~ Sounds kind of
Were the novel.
men handsome?

LEW: Were they handsome! One of the men had such a hook in
his nose every time he dived in the water (LAUGH) he came
up with a mackerel. His feet/^{they} were so big that when he
laid on the beach (GRUNT) they looked like two open
umbrellas.

BEN: Well at least they kept him from getting sunburned.

ATX01 0179054

LEW: There was Yeah. / Another man there, he had the funniest legs. On one knee he had your picture tattooed and on the other knee he had ^{a picture of} Winchell, and every time he walked (LAUGH) you and Winchell ^{was} ~~were~~ knocking each other.

BEN: That's natural. And now Lew, for contrast, what did the winner of the contest look like?

LEW: Well, he was pigeon-toed, bow-legged, flat-chested, and round-shouldered. They called him Mr. America.

BEN: (SURPRISED) Mr. America?

LEW: Yeah. (LAUGH) I never knew the country was in such bad shape.

BEN: With a shape like that they gave him a prize? / Who was the judge?
LEW: Yeah!
BEN:

LEW: My wife. She gave everybody in the contest a prize.

BEN: (SURPRISED) All those homely guys got prizes?

LEW: Yeah. (LAUGH) After looking at me all these years, anybody looks good to her.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

SUNDAY, JAN. 15, 1939

-12&13-

N: A vivid description, Lew ... a vivid description. Folks, in spite of everything Lew says, he's really a home-loving man. Matter of fact, he stays home with his wife every night. And every morning she unties him and sends him to work. But now it's high time the Half and Half Tobacco Lads were bein' sent to work. The title? Well we're going to play a song that Lew Lehr's mirror never sings to him.
YOU LOOK GOOD TO ME.

5....(ORCHESTRA "YOU LOOK GOOD TO ME")

Yowsah.

BEN: / And now, striding manfully toward the microphone is our Half and Half baritoney the Massachusetts Melchior, Bobby Gibson. Tell me, uh huh - you've got cousins here - Bobby, how did you learn to sing?

BOB: Well, I used to practice in the hills of old New England.

N: The Hills of Old New England?

Uh huh - you see

BOB: Some. I learned a lot for my voice by listening to my echo.

BEN: Funny thing, I once tried the same thing.

BOB: You did?

BEN: Yes ... but my voice was so bad even the echo came back and said

"shut up!" MEXICALI ROSE me, Bobby! Mexicali Rose me.

6....(BOBBY GIBSON & ORCHESTRA "MEXICALI ROSE")

ATX01 0179056

HALF AND HALF
January 15, 1939

CLOSING COMMERCIAL

BERNIE: Thank you Bobbykins, thank you. And now friends ... art familiar with what my old pal Will Shakespeare called the slings and arrows of outrageous fortune? Hast found too many bills to pay ... or the favorite slippers chewed by the family pup? Don't go up in the air ... it's not worth it, so help me. Believe the old Maestro when he says ... "Smoke a pipe to calm you down." And to make sure your smoke is filled with pleasure, friends ... make sure your pipe is filled with Half and Half ...

VON ZELL: It's true gentlemen ... for Half and Half is a grand blend -- with a grand aroma. That's because Half and Half is a special blend ... a more AROMATIC blend that gives YOU more smoking pleasure. Half and Half is packed in a more convenient tin, too -- the famous patented telescope tin, that gets smaller and smaller as you use up the tobacco. You just push the two parts of this tin together -- and that keeps every pipeful of Half and Half within easy reach! No scraped fingers, even when you get right down to the bottom. ^{Now} There's a real convenience for you smokers - a convenience that no other tobacco on the market can offer. Next time you buy tobacco -- buy HALF AND HALF TOBACCO in the patented telescope tin!

ATX01 0179057

SUNDAY, JAN. 15, 1939

-15-

(ORCHESTRA "DARKTOWN STRUTTER'S BALL" HIT AND FADE)

BEN: / You
/ Hear what the Lads are playin'? That grand-daddy of the
swing songs: "Darktown Strutter's Ball." Remember?
"I'll be down to get you in a taxi, honey. Meet me at
the curb 'cause I got no money."

7....(ORCHESTRA "DARKTOWN STRUTTER'S BALL" ... 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: Gosh darn it, boys and gals. No sooner do we start callin'
each other by our first names, then along comes the vice-
prexy in charge of time-keepin' to tell us it's time to
jump on the good old hoss and gallop away. Well, it's
been a ^{mighty} nice visit, so help me, and next Sunday we'll pick
up the thread where it was snipped off today. Until then,
please concentrate on the fact that Half and Half's aroma
makes a happy home-a.
And now the time has come ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

ATX01 017905B

SUNDAY, JAN. 15, 1939

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HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Col. Manny Prager * Bob Gibson/and Lew Lehr./ THIS IS THE COLUMBIA BROADCASTING SYSTEM.

* Heard on tonight's program was the selection "Get Out Of Town" from "Leave It To Me."

ATX01 0179059

Check service desired. Otherwise message will be sent at full rate.

DOMESTIC		FOREIGN	
DAY RATE	FULL RATE	DAY RATE	FULL RATE
NIGHT LETTER	COC RATE	NIGHT LETTER	COC RATE
SERIAL	DEFERRED	SERIAL	DEFERRED
NIGHT LETTER	SHIP RADIO	NIGHT LETTER	SHIP RADIO

Mackay Radio



Postal Telegraph

CHARGE ACCOUNT NUMBER	
CASH NO.	TOLLS
CHECK	
TIME FILED	STANDARD TIME

Send the following message, subject to the rules, regulations and rates of Mackay Radio and Telegraph Company set forth in its tariffs and in file with regulatory authorities.

DOMESTIC SERVICES 15 WORDS FOR THE 10 USUAL PRICE OF 10
FORM DEC-1

C O P Y

Hollywood Calif. Jan 14, 1939

W. P. ROUSSEAU
155 EAST 96th St
NYC

JUST GOT OKAY ON LOY FOR BERNIE

MILDRED EMMERSON
YOUNG & RUBICAM

Mackay Radio



Postal Telegraph

DAY LETTER	DAY RATE
NIGHT LETTER	UNIFORM
MAIL ROOM	DEFERRED
WEEK END	NIGHT LETTER
WIRE RADIO	

Subject to the rules, regulations and rates of Mackay Radio and Telegraph Company as set forth in its tariffs, and as filed with regulatory authorities.

DOMESTIC SERVICES 15 WORDS FOR THE USUAL PRICE OF 10

C O P Y

Jan 13, 1939 Los Angeles

Jack Van Nostrand
7 East 85th St
NYC

AMOS ANDY REFERENCE BERNIE OKAY

NATALIE SIDES
YOUNG & RUBICAM

COPY OF TELETYPE FROM YOUNG & RUBICAM HOLLYWOOD OFFICE - 1/13/39 6:45 p.m.

JEANETTE MACDONALD, NELSON EDDY OKAY FOR BERNIE SUNDAY.

ATX01 0179062

January 13, 1939

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

Gentlemen:

This is your permission to mention Laurits Melchior in
the following manner on your Ben Bernie show of
January 15, 1939:

BEN: "Now striding manfully toward the microphone
is our Massachusetts Melchior, Bobby Gibson."

Signed Grace Enoch

Secretary to Mr. Melchior

ATX01 0179063

January 12, 1939

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

Gentlemen:

This is your permission to mention Grover Whalen on your Ben
Bernie Show of January 15, 1939, as follows:

"BEN: Well, folks, by gosh every day that passes brings
us closer to the good old World's Fair. And gettin'
it ready has certainly kept Grover Whalen busy.
Yowsah. Grover is so used to spreadin' cement on
cornerstones, he can't butter a roll without makin'
a speech."

Signed John W. Young
Public Department

WORLD'S FAIR

ATX01 0179064

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

Gentlemen:

This is your permission to mention Professor Quiz on
your Ben Bernie show of January 15, 1939 in the following
manner:

Part of lyrics of "I Must See Annie Tonight"---

BEN: I know what. We'll call Professor Quiz.
He ought to know where Annie is. Hello!
Hello. Professor? This is Ben Bernie
and I'm trying to help Manny find Annie.
What? Oh goodbye.

MANNY: Well what does he say, Maestro?

BEN: You are cracked. You are absolutely cracked.

Signed William Schwartz

Manager

ATX01 0179065

REBROADCAST

REBROADCAST

SUNDAY, JAN. 15, 1939

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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, served in
convenient sizes by the Old Maestro, Ben Bernie, nobly
assisted by all the Lads, our two vocalists, and Movie-
tone's model of madness, Lew Lehr! And now we bring
you a patriotic citizen of New York who has promised to
invest in the ^{New York} World's Fair ... he's going to buy the
first hot dog ... the Old Maestro, Ben Bernie.

(APPLAUSE)

(MUSIC UP AND OUT)

RTKO1 0179066

SUNDAY, JAN. 15, 1939

-2-

BEN: Yowsah, yowsah. Greetings and salutations ... and a happy January Sunday to yez all. This is Ben Bernie the Old Maestro, comin' to yez over a coast to coast lightup. Well, folks ... every day that passes brings us closer to the good old World's Fair. And getting it ready/^{is}certainly keeping the head man, Grover Whalen, busy. By gosh ... Grover's so used to going to dedications and spreadin' cement on corner stones, he can't even butter a roll without making a speech!

HARRY: It's going to be a wonderful Fair, Maestro. Almost every nation in the world is going to contribute.

BEN: Yes, Harry, and I'm doing my part, too. I'm contributing my race horse to the Egyptian collection.

HARRY: Your race horse in the Egyptian collection? What's the idea?

BEN: It's the world's only walking mummy! You know, Harry, they've gotta great theme for this Fair. They're gonna present the scientific World of Tomorrow.

HARRY: Yes, I understand they're going to exhibit some wonderful inventions.

BEN: You have no idea how wonderful they are. Harry, you won't believe it, but they've invented an electric stove that not only cooks the food, but brings it out to the table and yells "Come and get it!"

HARRY: Maestro! You don't tell me!

BEN: Yep. But that's nothing. Wait till you see the new combination bar and radio!

HARRY: A combination bar and radio!

ATK01 0179067

BEN: Yeah ... and it's really terrific! The only trouble is that when you turn the knob you never know whether you're gonna get Scotch and Soda, or Amos and Andy!

HARRY: You know, Maestro, this is all intensely interesting. Have you any other inside information on the Fair?

BEN: Sure ... To top it all, I heard they're going to demonstrate the complete theory of the evolution of Man ... from the monkey to the human being.

HARRY: I've got to see that! Maestro, do you know who first developed the theory that Man comes from the monkey?

BEN: I don't know who developed it ... but, Winchell proves it! And right now, to prove what great intellectual heights man has attained in the world of music, we're gonna play "JEEPERS CREEPERS."

1....(ORCHESTRA "JEEPERS CREEPERS")

BEN: Nice goin' lads ... nice goin'. That was JEEPERS CREEPERS played by the Half and Half Tobacco Lads. You all know what Jeepers Creepers is ... a cross between a tisket and a tasket on the floy floy side. And now Colonel Prager is gonna assist me in my woe-begone warbling of a modern ditty called I MUST SEE ANNIE TONIGHT. Manny, is you prepared with Annie?

MANNY: My preparedness is uncanny.

BEN: That's just dandy! Lads, hit that pianny!

2....(BEN, MANNY & ORCHESTRA "I MUST SEE ANNIE TONIGHT")

HALF AND HALF
January 15, 1939
REVISED

OPENING COMMERCIAL

BERNIE: And now...a bit of advice to you husbands...just a word to the wise - Lads, a word to the wise - Your better half may not like your old carpet slippers.. she may not like the way you comb your hair...but take it from the Old Maestro your better half will LOVE the fragrance of Half and Half..

VON ZELL: Gentlemen, the instant you light up a pipeful of Half and Half, you know that there's something especially enjoyable about it--something that sets it apart from all other tobaccos--that puts it in a pleasure class of its own. Maybe you've wondered what that something is. Well--the answer is in every puff. Every puff of Half and Half tells you that it has a grand fragrance...a delightful aroma...and this aroma adds a great deal to your smoking pleasure. You see...the taste - the flavor - of tobacco depends chiefly on aroma. And Half and Half is specially blended to take full advantage of this fact--to give you a better aroma--to give you better taste--to give you more smoking satisfaction. Half and Half is an exclusive mixture of aromatic Virginia and Burley tobaccos. It's

HALF AND HALF
January 15, 1939

OPENING COMMERCIAL -2-

VON ZELL: blended to bring you a finer fragrance -- and THEREFORE
(CONT'D) a finer flavor. So drop into your nearest tobacco dealers,
and ask for -- HALF AND HALF. You'll find Half and Half
is a SWELL smoke!

ATX01 0179070

SUNDAY, JAN. 15, 1939

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EN: Harry, we are thankful for those words of wisdom. We are thankful for the calm we get from our pipe. And we are thankful for good ole Half and Half. As a matter of fact ... THANKS FOR EVERYTHING!

3....(ORCHESTRA "THANKS FOR EVERYTHING")

BEN: That was the Half and Half Tobacco lads sayin' "Thanks For Everything." Well, now, who's this young lady comin' toward me? It can't be Jeanette MacDonald, 'cause Nelson Eddy isn't with her. Why, it's the First Lady of the Band ... little MARY SMALL.

MARY: Hello, Maestro.

BEN: Mary, did your family like the records of our orchestra you sent them for Christmas?

MARY: Frankly, no.

BEN: Well ... what did they say about my fiddle-playin'?

MARY: Dad said he never heard such screeching!

BEN: And your mother?

ATX01 0179071

SUNDAY, JAN. 15, 1939

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MARY: She never heard such yowling.

BEN: (MAD) Doesn't anybody in your house appreciate my violin?

MARY: Oh yes - there's one.

BEN: (PLEASED) Ah! ... Who?

MARY: Our cat wants your phone number.

BEN: Mary, I think you'd better "Get Out Of Town" in a hurry.

4.... (MARY & ORCHESTRA "GET OUT OF TOWN")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful. That was Mary Small singing "Get Out Of Town." ... By gosh, I wouldn't like Myrna Loy to sing it to me. And here he comes now - No, it's not a mirage - With a shape like his he should stay in a garage - Yowsah, 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: Hello, Lew. I haven't seen you since last Sunday. Where have you been?

LEW: I wasn't feeling so good so I went down to Florida.

ATX01 0179072

SUNDAY, JAN. 15, 1939
REVISED

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BEN: I'm sorry to hear you haven't been well. Anything serious?

LEW: Anything serious? Mr. Bernie you're looking at a man who's suffering from arterial sclero - er - rheumatic inflam - er - malnutrish - malnutrish - (LAUGH) Flat feet!

BEN: Well, tell me, Floogey, did you have good accommodations in Florida?

LEW: Did I have good accommodations! I had the finest cross-ventilation. It had north, south, east and west exposure.

BEN: North, south, east and west exposure?

LEW: Yeah. (LAUGH) I slept on the beach.

BEN: On the beach! Lew, haven't you any relatives down there?

LEW: Yeah, I got one uncle. He's in the grapefruit business.

BEN: Grapefruit? Has he an important job?

LEW: Important? (GRUNT) He's the biggest squirt down there. But - Mr. Bernie, seriously the bathing suits the girls is wearing this year is simply scandalous.

BEN: So I hear, Lew, I can understand your indignation.

ATX01 0179073

SUNDAY, JAN. 15, 1939
REVISED

-10-

LEW: You said it. It's outrageous! Would you believe it, I watched those beautiful bathing beauties for six hours. It was awful.

BEN: What was awful?

LEW: (LAUGH) It got dark.

BEN: Well, Lew didn't you do any work down there at all?

LEW: Oh, certainly. While I was down there they had a beauty contest for men and I made a newsreel of it.

BEN: A beauty contest for men./ That ^{sounds swell.} sounds novel. Were the men handsome?

LEW: Were they handsome! One of the men had such a hook in his nose every time he dived in the water (LAUGH) he came up with a mackerel. His feet were so big that when he laid on the beach (GRUNT) they looked like two open umbrellas.

BEN: Well at least they kept him from getting sunburned.

ATX01 0179074

SUNDAY, JAN. 15, 1939
REVISED

-11-

LEW: Yeah. Another man there, he had the funniest legs. On one knee he had your picture tattooed and on the other knee he had Winchell, and every time he walked (LAUGH) you and Winchell were knocking each other.

BEN: That's natural. And now Lew, for contrast, what did the winner of the contest look like?

LEW: Well, he was pigeon-toed, bow-legged, flat-chested, and round-shouldered. They called him Mr. America.

BEN: (SURPRISED) Mr. America?

LEW: Yeah. (LAUGH) I never knew the country was in such bad shape.

BEN: With a shape like that they gave him a prize? Who was the judge?

LEW: My wife. She gave everybody in the contest a prize.

BEN: (SURPRISED) All those homely guys got prizes?

LEW: Yeah. (LAUGH) After looking at me all these years, anybody looks good to her.

(ORCHESTRA: LEW PLAY OFF MUSIC)

(APPLAUSE)

ATK01 0179075

SUNDAY, JAN. 15, 1939

-12&13-

BEN: A vivid description, Lew ... a vivid description. Folks, in spite of everything Lew says, he's really a home-loving man. Matter of fact, he stays home with his wife every night. And every morning she unties him and sends him to work. But now it's high time the Half and Half Tobacco Lads were bein' sent to work. The title?
YOU LOOK GOOD TO ME.

5....(ORCHESTRA "YOU LOOK GOOD TO ME")

BEN: And now, striding manfully toward the microphone is our Half and Half baritone, the Massachusetts Melchior, Bobby Gibson. Tell me, Bobby, how did you learn to sing?

BOB: Well, I used to practice in the hills of old New England.

BEN: The Hills of Old New England?

BOB: Sure. I learned a lot for my voice by listening to my echo.

BEN: Funny thing, I once tried the same thing.

BOB: You did?

BEN: Yes ... but my voice was so bad even the echo came back and said "shut up!" MEXICALI ROSE me, Bobby!

6....(BOBBY GIBSON & ORCHESTRA "MEXICALI ROSE")

ATK01 0179076

HALF AND HALF
January 15, 1939

CLOSING COMMERCIAL

BERNIE: Thank you Bobbykins, thank you. And now friends ... art familiar with what my old pal Will Shakespeare called the slings and arrows of outrageous fortune? Hast found too many bills to pay ... or the favorite slippers chewed by the family pup? Don't go up in the air ... it's not worth it, so help me. Believe the old Maestro when he says ... "Smoke a pipe to calm you down." And to make sure your smoke is filled with pleasure, friends ... make sure your pipe is filled with Half and Half ...

VON ZELL: It's true gentlemen ... for Half and Half is a grand blend -- with a grand aroma. That's because Half and Half is a special blend ... a more AROMATIC blend that gives YOU more smoking pleasure. Half and Half is packed in a more convenient tin, too -- the famous patented telescope tin, that gets smaller and smaller as you use up the tobacco. You just push the two parts of this tin together -- and that keeps every pipeful of Half and Half within easy reach! No scraped fingers, even when you get right down to the bottom. There's a real convenience for you smokers - a convenience that no other tobacco on the market can offer. Next time you buy tobacco -- ^{ask} ~~buy~~ HALF AND HALF TOBACCO in the patented, telescope tin!

ATX01 0179077

SUNDAY, JAN. 15, 1939

-15-

(ORCHESTRA "DARKTOWN STRUTTER'S BALL" HIT AND FADE)

BEN: Hear what the Lads are playin'? That grand-daddy of the swing songs: "Darktown Strutter's Ball." Remember? "I'll be down to get you in a taxi, honey. Meet me at the curb 'cause I got no money."

7....(ORCHESTRA "DARKTOWN STRUTTER'S BALL" 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: Gosh dern it, boys and gals. No sooner do we start callin' each other by our first names, then along comes the vice-prexy in charge of time-keepin' to tell us it's time to jump on the good old hoss and gallop away. Well, it's been a nice visit, so help me, and next Sunday we'll pick up the thread where it was snipped off today. Until then, please concentrate on the fact that Half and Half's aroma makes a happy home-a.

And now the time has come ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

ATK01 0179078

SUNDAY, JAN. 15, 1939

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HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Bob Gibson and Lew Lehr. THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179079

"AS BROADCAST" COPY

SUNDAY, JAN. 22, 1939
(REVISED)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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

HARRY: Half sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you our regular weekly cruise on the good ship
"Half and Half", with Skipper Ben Bernie, the Old
Maestro, dancing a hornpipe at the helm. On deck is
the same jolly crew ... our Half and Half Lads, and our
singers. And in the brig is that maniac of Movietone
News - Lew Lehr. ... And now we bring you the man who
has just returned from a disappointing trip to Florida -
disappointing because the coconuts have more hair
than he has ... the Old Maestro, Ben Bernie.

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0178080

BEN: Yowsah, yowsah, greeting and salutations, boys and gals, and a right hospitable et cetera to you-all, and Ah do mean you-all. Harry, my trip down there to Florida was really something. Ah - dear old Florida! What a climate. You can go down there in January, put on the old swimming trunks, stretch out on the beach ... and freeze to death.

HARRY: ^{about that.} Maestro, you'd better be careful/ Those Florida people are pretty touchy about their weather, you know.

BEN: Don't I know it! Why all over Miami the Chamber of Commerce has put up signs sayin', "If you're shivering, don't blame the weather. You might be anemic." ... ~~xxxxxx~~
~~xxxxxx~~
~~xxxxxx~~

HARRY: Now wait a minute /Maestro, aren't you exaggerating a trifle?

BEN: Well as a matter of fact I really love Florida and I ~~xxx~~/ Harry, /~~xxxxxx~~
had a swell time.

HARRY: Oh say did you visit the Hialeah race track?
~~xxxxxx~~
~~xxxxxx~~

BEN: Did I? Why I paid a year's dues there last Saturday ... and while I was there I had my picture taken with Sea Biscuit.

HARRY: You posed with SeaBiscuit? What did it say under the picture?

BEN: Champ meets chump!

HARRY: Well, tell me - how about that horse of yours, Maestro? Did he run down there?

BEN: Yes ... but I didn't have time to wait for him to finish, so I saw the race that night in the newsreel.

HARRY: Well where did your horse come in?

BEN: In the middle of the second feature.

HARRY: Oh say Maestro ... another thing I read that Winchell was in Florida. Did you see him?

BEN: Yeah ... I saw Winchell ... he dropped in at my farm ... and believe me, I'm sorry he did.

HARRY: You're sorry? Why?

BEN: He was only there two hours and the windmill collapsed from overwork. And now if the boys don't play a number, they'll collapse from underwork. One, two ... take it away boys.

.....(ORCHESTRA "SOMEBODY STOLE MY GAL")

BEN: That was SOMEBODY STOLE MY GAL, played by the Half and Half Tobacco lads. Nice pilfering, gentlemen, nice pilfering. And now, my friends, I'd like to do a bit of a number that has often been requested. It's a poem from the pen of the immortal

EN: children's poet, Eugene Field. And it was set to music by my
(CONT'D) old teacher, Mary Louise Woelber. It's called "BENCH LEGGED
FYCE." Fyce - F-Y-C-E. Some of you folks may not know it, but
a fyce was the name given to nondescript dogs in the little
country towns of early America. THE BENCH LEGGED FYCE. I hope
you like it.

2....(BEN & ORCHESTRA "BENCH LEGGED FYCE")
(APPLAUSE)

HALF AND HALF
January 22, 1939
(REVISED)

FIRST COMMERCIAL

BERNIE: And now youse guys ... wouldst listen to a word to the wise from the Old Maestro. When you come home from work ... when you ease yo' weary bones into that old arm chair ... don't sit and think about the things that went wrong during the day ... don't do it, ma friends! Instead ... just get out yo' trusty pipe and light up. Yes -- light up -- and smoke a pipe to calm you down. And when you fill up that pipe friends ... fill up with Half and Half!

VON ZELL: Yes sir! -- fill up with Half and Half for more pipe-smoking pleasure! Smokers, there's a real reason behind that advice. Half and Half has a grand fragrance ... a delightful aroma - finer, we believe, than that of any other tobacco. To prove that, all you have to do is open the tin ... and sniff! And this aroma is really important. It adds a great deal to your smoking pleasure. That's because of this recognized scientific fact -- the taste or flavor of any tobacco depends chiefly on its aroma. The makers of Half and Half know the vital importance of aroma ... that's why they give

ATX01 0179084

HALF AND HALF
January 22, 1939

FIRST COMMERCIAL -2-

VON ZELL:
(CONT'D)

you an exclusive aromatic mixture of Virginia and Burley tobaccos, BLENDED ESPECIALLY to have a finer fragrance -- and therefore a finer taste. So next time you buy tobacco ... buy Half and Half Tobacco. See for yourself how Half and Half gives you smoking satisfaction in two ways at once ... through your sense of taste and through your appreciation of its finer aroma. For the grandest smoke of all ... smoke Half and Half!

ATX01 0179085

BEN: Bravo, Harry, bravo. Truer words never spoken! Right now I'm puffin' away and confirmin' the truth of yo' statements. Yowsah. And when you mention Half and Half Tobacco, there's only one thing I can add. I GO FOR THAT.

3....(ORCHESTRA "I GO FOR THAT")

BEN: That was I GO FOR THAT played by Ben Bernie and the Half and Half Tobaccos Lads, with an allegro vivace.

MARY: Hello, Maestro.

BEN: Ah ... the First Lady of the Band ... Mary Small. Mary, I remember the first time I ever saw you. Let me see, it was at the Chicago World's Fair. Remember? I told everybody around to buy you ice cream.

MARY: Yes ... and wasn't I lucky to get all that ice cream?

BEN: Yes ... and wasn't I lucky to own that ice cream stand? What are you gonna sing, Mary?

MARY: THEY SAY.

BEN: Do tell! I'm all ears.

4....(MARY & ORCHESTRA "THEY SAY")

(APPLAUSE)

BEN: Nice saying and nice ~~saying~~ Mary, Mary is stopping the show at the Earle Theatre at Phila this week with that song, too!

SUNDAY, JAN. 22, 1939

-8-

BEN: Well let's see
~~and~~ here he comes now,

Full of pep

And so snappy,

'Cause he can't see his face he feels very happy!

It's that Half and Half wit of Movietone News - LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

Lew - why are you crying?

BEN: ~~Lew, my dear, I detect a certain amount of sadness in your face.~~

LEW: (CRYING) Oh, Mr. Bernie - I can't stand it ...

What is the trouble?

BEN: Why Lew - ~~I don't understand~~

LEW: (CRYING) It's my little son Sycamore - he won't talk to me - and he insults me night and day.

BEN: Oh
/ Now now, Lew.

LEW: (CRYING) / Mr. Bernie - I ask you - Is it my fault ^{that} ~~is~~ he looks like me.

BEN: Now, now, calm yourself, Lew. Looks aren't everything.
Perhaps he has your brain.

ATX01 0179087

SUNDAY, JAN. 22, 1939

-9-

BEN: Oh dear

LEW: Yeah - that's another thing that makes him mad/ Every
night I have to help him with his homework and sometimes I
give him the wrong answers.

LEW:

BEN: Well, Lew, he ~~thinks~~ ^{expects} you ^{to} know everything. ~~Maybe~~ He thinks
you shouldn't give him a wrong answer.

LEW: I know. But that don't give him the right to slug me.

BEN: Well, what part of his homework do you usually help him
with?

LEW: ^{Last night} Spelling! / I helped him spell a word last night but I got
it wrong.

BEN: What was the word?

LEW: (LAUGH) If!!

BEN: Well, now, don't take it to heart, Lew.
~~That's too bad, Lew.~~ I suppose you were too upset this
week to make a newsreel.

LEW: No, this week I made a newsreel in a school where they
teach housewives how to balance the budget.

BEN: Well,
/ That's a great idea, Lew. I think women make the best
managers of money.

ATX01 0179088

SUNDAY, JAN. 22, 1939

-10-

LEW: Do they make the best managers of money. Why they're the most reliabl - er - the most ^{depend-} ~~xxxxxx~~ - er - the most economi - economi - (LAUGH) chisellers.

BEN: Well, Lew ^{tell me -} /in this budget school, who do they say should keep the money, the husband or the wife?

LEW: ^{Why} /They teach you that the husband should keep the money. But sometimes it's advisable to hand the money over to your wife (LAUGH) to make her take her foot off your face.

BEN: Take her foot off your face? ^{Why you're kidding} / Lew, /are you speaking from personal experience.

LEW: Mr. Bernie - these ain't dimples. (LAUGH) They're heel marks.

BEN: So your wife wears the pants in your family, uh?

LEW: No, but she might as well. (LAUGH) She's always got her hands in my pockets. But after going to ^{that budget} ~~the~~ school I gave her a lecture on economy. I said, "Honey, you're spending too much money on dresses, on beauty parlors, on your relatives. ^{You've} ~~xxxx~~ got to cut down expenses.

BEN: Well, Lew, did your lecture get results.

ATX01 0179089

LEW: Positively (LAUGH) Now she makes me cut my own hair.

BEN: I wish I had some hair to cut! Tell me, what else do they teach you in this school?

LEW: They said you should never spend money on unnecessary things. For instance, in our house we never have to buy an alarm clock.

BEN: No alarm clock? How does your wife get you out of bed for work?

LEW: (LAUGH) Easy. She gives me a hot foot.

BEN: A hot foot? Doesn't that hurt?

LEW: No. (LAUGH) I sleep with my shoes on!

BEN: Tell me ... is there anything else they suggest in this budget system?

LEW: Yes. They say a husband should spend twenty dollars a week for his wife's cosmetics.

BEN: Twenty dollars a week?

LEW: Yeah, but that's silly ... we only spent 10¢. and now my wife looks better to me than she ever did.

BEN: How's that?

LEW: I bought a pair of dark glasses.

(ORCHESTRA ... LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice work, Lew, nice work. You know, folks, Lew's really kidding about his budget. His budget's all right ... it's Lew that's unbalanced. And now me and the Half and Half Tobacco Lads are gettin' ready to play a number dedicated to the ^{new} ~~little~~ man of the hour -- Franklin D. Roosevelt Jones.

5.... (ORCHESTRA "FRANKLIN D. ROOSEVELT JONES")

BEN: Yowsah. That was F.D. Roosevelt Jones played by Ben Bernie and his Half and Half Tobacco Lads, played mighty well. The boys ~~Wakkxouxx,xyxHakxand,HalfTobaccoxxkxkx.~~ Now, let's see. What have we got next here? broadcast.

BOB: Remember me? Bob Gibson, the kid from Worcester?

BEN: I sure do, Bobby, and I'm glad you showed up. I was afraid I'd have to play my fiddle for the next three minutes. Tell me, were you a good boy while I was down in Florida?

BOB: Uh-huh Maestro.
~~Yes~~, but I sure wish I was with you. I hear it's mighty keen down there.

BEN: Bobby.
 You have no idea/ You ought to see that beach and those pretty Florida gals. And those new bathing suits, Bobby!

SUNDAY, JAN. 22, 1939

-13-

BOB: Boy - they must be something.

BEN: Well -- they're a little something. I'd call 'em a zipper
with stripes. But now, Bob, suppose you zip into "This
Can't Be Love."

6....(BOB & ORCHESTRA "THIS CAN'T BE LOVE")

(APPLAUSE)

ATX01 0179092

HALF AND HALF
January 22, 1939

SECOND COMMERCIAL

BERNIE: Thank you, Bobbykins, thank you. That was really a bit of all right-a, really was. And now if you husbands will come over here where I can whisper in yo' ears ... the Old Maestro would like to impart a word of wisdom. You may not find a silver lining in every cloud ... you may not find a pot o' gold at the end of every rainbow ... but you will find everytime that "Your Better Half Will Love the Fragrance of Half and Half."

VON ZELL: Yes gentlemen ... Half and Half does have a finer fragrance ... a delightful, satisfying aroma that everyone in the room will enjoy. This aroma makes Half and Half different from other tobaccos ... just as the famous patented telescope tin in which Half and Half is packed is different from other tobacco tins. The telescope tin actually gets smaller and smaller as you use up the tobacco. You just push the two parts of the tin together -- and in that way you keep every pipeful of Half and Half within easy reach. No more scraped fingers ... even when you get right down to the bottom. And smokers ... the telescope

ATX01 0179093

HALF AND HALF
January 22, 1939

SECOND COMMERCIAL -2-

VON ZELL:
(CONT'D)

tin is UNIQUE with Half and Half -- it's a convenience that no other tobacco can offer. Look for this unusual tin next time you're at your tobacco dealers -- be sure you buy Half and Half tobacco in the patented telescope tin!

ATX01 0179094

(ORCHESTRA "TIGER RAG" HIT AND FADE)

BEN: Well, sir, they say swing isn't here to stay. But the Lads are playin' a killer-diller that used to make jitter-bugs out of your maw and ^{your} paw ... the good old ever-lovin' "Tiger Rag."

7....(ORCHESTRA "TIGER RAG"..... 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, boys and gals, nobody can stop ~~xxxxfugixixxxxxx~~ ^{tempus from} fugitin' ~~xxxxx~~, so with a scowl at the clock, we've got to pull on our overshoes, bow slightly from the waist, and walk regretfully out into the January night. Deah, deah. But we'll be knockin' on your radio again next Sunday, so at the proper moment don't forget to turn the dial and let us in/ ^{- hunh?} Until then, remember the fact that Half and Half's aroma will make a happy home -a. Yowsah. And now the time has come...

(BEN AND ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, JAN. 22, 1939

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HARRY: Half and Half Smoking Tobacco invites you to listen in

again at this same time next Sunday for another half

hour with Ben Bernie and all the Lads, Mary Small,

Colonel Manny Prager

Bob Gibson/and Lew Lehr. / THIS IS THE COLUMBIA BROADCASTING

SYSTEM.

Heard on this evening's program were
"I Go For That" from "St. Louis Blues"
and "This Can't Be Love" from "The Boys
from Syracuse."

RTX01 0179096

REBORADCAST

REBORADCAST
"AS BROADCAST" COPY

SUNDAY, JAN. 22, 1939
(REVISED)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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

HARRY: Half sweet!

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

HARRY: Bringing you our regular weekly cruise on the good ship
"Half and Half", with Skipper Ben Bernie, the Old
Macstro, dancing a hornpipe at the helm. On deck is
the same jolly crew ... our Half and Half Lads, and our
singers. And in the brig is that maniac of Movietone
News - Lew Lehr. ... And now we bring you the man who
has just returned from a disappointing trip to Florida -
disappointing because the coconuts have more hair
than he has ... the Old Macstro, Ben Bernie.

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0179097

BEN: Yowsah, yowsah, greeting and salutations, boys and gals, and a right hospitable et cetera to you-all, and Ah do mean you-all. Harry, my trip down there to Florida was really something. Ah - dear old Florida! What a climate. You can go down there in January, put on the old swimming trunks, stretch out on the beach ... and freeze to death.

HARRY: ^{about that.} Maestro, you'd better be careful/ Those Florida people are pretty touchy about their weather, you know.

BEN: Don't I know it! Why all over Miami the Chamber of Commerce has put up signs sayin', "If you're shivering, don't blame the weather. You might be anemic." ... ~~xxxxxx~~
~~xxxxxx~~
~~xxxxxx~~

HARRY: Now wait a minute /Maestro, aren't you exaggerating a trifle?

BEN: Well as a matter of fact I really love Florida and ~~xxxx~~/Harry, /~~xxxx~~ had a swell time.

HARRY: Oh say did you visit the Hialeah race track?
~~xxxx~~
~~xxxx~~

DN: Did I? Why I paid a year's dues there last Saturday ... and while I was there I had my picture taken with Sea Biscuit.

HARRY: You posed with SeaBiscuit?/ What did it say under the picture?

BEN: Uh huh - I posed with Sea Biscuit.

HARRY: Champ meets chump!

BEN: Well, tell me - how about that horse of yours, Maestro? Did he run down there?

HARRY: Yes ... but I didn't have time to wait for him to finish, so I saw the race that night in the newsreel.

BEN: Well where did your horse come in?

HARRY: In the middle of the second feature.

BEN: Oh say Maestro ... another thing I read that Winchell was in Florida. Did you see him?

HARRY: I looked up. I was under a cocoanut tree. Winchell hit me on the head. Yeah .../ I saw Winchell ... he dropped in at my farm ... and the head. believe me, I'm sorry he did.

BEN: You're sorry? Why?

HARRY: He was only there two hours and the windmill collapsed from overwork. And now if the boys don't play a number, they'll collapse from underwork. One, two ... take it away boys.

.....(ORCHESTRA "SOMEBODY STOLE MY GAL")

BEN: That was SOMEBODY STOLE MY GAL, played by the Half and Half Tobacco lads. Nice pilfering, gentlemen, nice pilfering. And now, my friends, I'd like to do a bit of a number that has often been requested. It's a poem from the pen of the immortal

FN:
(CONT'D)

children's poet, Eugene Field. And it was set to music by my
old teacher, Mary Louise Woelber. It's called "BENCH LEGGED
FYCE." Fyce - F-Y-C-E. Some of you folks may not know it, but
a fyce was the name given to nondescript dogs in the little

country towns of early America. You know those dogs whose pedigrees were
perhaps questionable but whose loyalty and devotion were unquestionable.
THE BENCH LEGGED FYCE. I hope
you like it.

2.....(BEN & ORCHESTRA "BENCH LEGGED FYCE")

(APPLAUSE)

HALF AND HALF
January 22, 1939
(REVISED)

FIRST COMMERCIAL

BERNIE: And now ~~YENXEXEMXK~~ ... wouldst listen to a word to the wise from the Old Maestro. When you come home from work ... when you ease yo' weary bones into that old arm chair ... don't sit and think about the things that went wrong during the day ... don't do it, ma friends! Instead ... just get out yo' trusty pipe and light up. Yes -- light up -- and smoke a pipe to calm you down. And when you fill up that pipe friends ... fill up with Half and Half!

VON ZELL: Yes sir/s -- fill up with Half and Half for more pipe-smoking pleasure! Smokers, there's a real reason behind that advice. Half and Half has a grand fragrance ... a delightful aroma - finer, we believe, than that of any other tobacco. To prove that, all you have to do is open the tin ... and sniff! And this aroma is really important. It adds a great deal to your smoking pleasure. That's because of this recognized scientific fact -- the taste or flavor of any tobacco depends chiefly on its aroma. The makers of Half and Half know the vital importance of aroma ... that's why they give

ATX01 0179101

HALF AND HALF
January 22, 1939

FIRST COMMERCIAL -2-

VON ZELL:
(CONT'D)

you an exclusive aromatic mixture of Virginia and Burley tobaccos, BLENDED ESPECIALLY to have a finer fragrance -- and therefore a finer taste. So next time you buy tobacco ... buy Half and Half Tobacco. See for yourself how Half and Half gives you smoking satisfaction in two ways at once ... through your sense of taste and through your appreciation of its finer aroma. For the grandest smoke of all ... smoke Half and Half!

ATX01 0179102

BEN: Bravo, Harry, bravo. Truer words never spoken! Right now I'm puffin' away and confirmin' the truth of yo' statements. Yowsah. And when you mention Half and Half Tobacco, there's only one thing I can add. I GO FOR THAT.

3.....(ORCHESTRA "I GO FOR THAT")

BEN: That was I GO FOR THAT played by Ben Bernie and the Half and Half Tobaccos Lads, with an allegro vivace.

MARY: Hello, Maestro.

BEN: Ah ... the First Lady of the Band ... Mary Small, Mary, I remember the first time I ever saw you. Let me see, it was at the Chicago World's Fair. Remember? I told everybody around to buy you ice cream.

MARY: Yes ... and wasn't I lucky to get all that ice cream?

BEN: Yes ... and wasn't I lucky to own that ice cream stand? What are you gonna sing, Mary?

MARY: THEY SAY.

BEN: Do tell! I's all ears.

4.....(MARY & ORCHESTRA "THEY SAY")

(APPLAUSE)

SUNDAY, JAN. 22, 1939

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BEN: Well let's see
and here he comes now,

Full of pep

And so snappy,

'Cause he can't see his face he feels very happy!

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: Lew - why are you crying?
~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~

LEW: (CRYING) Oh, Mr. Bernie - I can't stand it ...

BEN: Why Lew - ~~xxxxxxxxxxxxxxxxxxxx~~
What is the trouble?

LEW: (CRYING) It's my little son Sycamore - he won't talk to
me - and he insults me night and day.

BEN: Oh
/ Now now, Lew.

LEW: (CRYING) / Mr. Bernie - I ask you - Is it my fault ~~xxx~~ ^{that} he
looks like me.

BEN: Now, now, calm yourself, Lew. Looks aren't everything.
Perhaps he has your brain.

ATX01 0179104

SUNDAY, JAN. 22, 1939

-9-

BEN: Oh deah

LEW: Yeah - that's another thing that makes him mad. / Every
night I have to help him with his homework and sometimes I
give him the wrong answers.

BEN: Well, Lew, he ~~thinks~~ ^{expects} you to know everything. ~~Maybe~~ He thinks
you shouldn't give him a wrong answer.

LEW: I know. But that don't give him the right to slug me.

BEN: Well, what part of his homework do you usually help him
with?

LEW: ^{Last night} Spelling! / I helped him spell a word last night but I got
it wrong.

BEN: What was the word?

LEW: (LAUGH) If!!

BEN: Well, now, don't take it to heart, Lew.
~~That's a bad idea.~~ I suppose you were too upset this
week to make a newsreel.

LEW: No, this week I made a newsreel in a school where they
teach housewives how to balance the budget.

BEN: Well
/That's a great idea, Lew. I think women make the best
managers of money.

ATK01 0179105

SUNDAY, JAN. 22, 1939

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LEW: Do they make the best managers of money. Why they're the
depend -
most reliabl - er - the most ~~scrupul~~ - er - the most
economi - economi - (LAUGH) chisellers.

BEN: You'd think we had only men in the audience
Wakk, Lew/- in this budget school, who do they say should
tell me -
keep the money, the husband or the wife?

LEW: Why
/ They teach you that the husband should keep the money.
But sometimes it's advisable to hand the money over to your
wife (LAUGH) to make her take her foot off your face.

BEN: Why, you're kidding.
Take her foot off your face?/ Lew,/are you speaking from
personal experience.

LEW: Mr. Bernie - these ain't dimples. (LAUGH) They're heel
marks.

BEN: So your wife wears the pants in your family, uh?

LEW: No, but she might as well. (LAUGH) She's always got her
that budget
hands in my pockets. But after going to ~~the~~ school I gave
her a lecture on economy. I said, "Honey, you're spending
too much money on dresses, on beauty parlors, on your
You've
relatives. ~~Wakxx~~ got to cut down expenses.

BEN: Well, Lew, did your lecture get results.

ATX01 0179106

W: Positively (LAUGH) Now she makes me cut my own hair.
You're lucky
BEN: /I wish I had some hair to cut! Tell me, what else do they teach
you in this school?
LEW: They said you should never spend money on unnecessary things.
For instance, in our house we never have to buy an alarm clock.
BEN: No alarm clock? How does your wife get you out of bed for work?
LEW: (LAUGH) Easy. She gives me a hot foot.
BEN: A hot foot? Doesn't that hurt?
LEW: No. (LAUGH) I sleep with my shoes on!
BEN: Tell me ... is there anything else they suggest in this budget
system?
LEW: Yes. They say a husband should spend twenty dollars a week for
his wife's cosmetics.
BEN: Twenty dollars a week?
LEW: Yeah, but that's silly ... we only spent 10¢. and now my wife
looks better to me than she ever did.
BEN: How's that?
LEW: I bought a pair of dark glasses.
(ORCHESTRA ... LEHR PLAY OFF MUSIC)
(APPLAUSE)

SUNDAY, JAN. 22, 1939

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BEN: Nice work, Lew, nice work. You know, folks, Lew's really kidding about his budget. His budget's all right ... it's Lew that's unbalanced. And now me and the Half and Half Tobacco Lads are gettin' ready to play a number dedicated to the ^{new} ~~kicker~~ man of the hour -- Franklin D. Roosevelt Jones.

5.... (ORCHESTRA "FRANKLIN D. ROOSEVELT JONES")

BEN: Well done, my Half and Half Tobacco Lads. Now, let's see. What have we got next here?

BOB: Remember me? Bob Gibson, the kid from Worcester?

BEN: I sure do, Bobby, and I'm glad you showed up. I was afraid I'd have to play my fiddle for the next three minutes. Tell me, were you a good boy while I was down in Florida?

BOB: Uh-huh ^{Maestro}
~~Yes~~, but I sure wish I was with you/ I hear it's mighty keen down there.

BEN: ^{Bobby.}
You have no idea/ You ought to see that beach and those pretty Florida gals. And those new bathing suits, Bobby!

ATX01 0179108

SUNDAY, JAN. 22, 1939

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BOB: Boy - they must be something.

BEN: Well -- they're a little something. I'd call 'em a zipper with stripes. But now, Bob, suppose you zip into "This Can't Be Love."

6....(BOB & ORCHESTRA "THIS CAN'T BE LOVE")

(APPLAUSE)

ATX01 0179109

HALF AND HALF
January 22, 1939

SECOND COMMERCIAL

BERNIE: Thank you, Bobbykins, thank you. That was really a bit of all right-a, really was. And now if you husbands will come over here where I can whisper in yo' ears ... the Old Maestro would like to impart a word of wisdom. You may not find a silver lining in every cloud ... you may not find a pot o' gold at the end of every rainbow ... but you will find everytime that "Your Better Half Will Love the Fragrance of Half and Half."

VON ZELL: Yes gentlemen ... Half and Half does have a finer fragrance ... a delightful, satisfying aroma that everyone in the room will enjoy. This aroma makes Half and Half different from other tobaccos ... just as the famous patented telescope tin in which Half and Half is packed is different from other tobacco tins. The telescope tin actually gets smaller and smaller as you use up the tobacco. You just push the two parts of the tin together -- and in that way you keep every pipeful of Half and Half within easy reach. No more scraped fingers ... even when you get right down to the bottom. And smokers ... the telescope

ATX01 0179110

HALF AND HALF
January 22, 1939

SECOND COMMERCIAL -2-

VON ZELL:
(CONT'D)

tin is UNIQUE with Half and Half -- it's a convenience that no other tobacco can offer. Look for this unusual tin next time you're at your tobacco dealers -- be sure you buy Half and Half tobacco in the patented telescope tin!

(ORCHESTRA "TIGER RAG" HIT AND FADE)

BEN: Well, sir, they say swing isn't here to stay. But the Lads are playin' a killer-diller that used to make jitter-bugs out of your maw and ^{your} paw ... the good old ever-lovin' "Tiger Rag."

7....(ORCHESTRA "TIGER RAG"..... 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, boys and gals, nobody can stop ~~knxxxngixixxxxix~~ ^{tempus from} fugitin' ~~knxxx~~, so with a scowl at the clock, we've got to pull on our overshoes, bow slightly from the waist, and walk regretfully out into the January night. Deah, deah. But we'll be knockin' on your radio again next Sunday, so at the proper moment don't forget to turn the dial and let us in/ ^{- hunh?} Until then, remember the fact that Half and Half's aroma will make a happy home -a. Yowsah. And now the time has come....

(BEN AND ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, JAN. 22, 1939

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HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Colonel Manny Prager, Bob Gibson/and Lew Lehr. / THIS IS THE COLUMBIA BROADCASTING SYSTEM.

Heard on this evening's program were "I Go For That" from "St. Louis Blues" and "This Can't Be Love" from "The Boys from Syracuse."

ATX01 0179113

AS BROADCAST

SUNDAY, JAN. 29, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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,
our regular weekly session of melody and nonsense. At
the head of the class is our beloved teacher, the Old
Maestro, Ben Bernie. Occupying the benches in the
center are all the Half and Half Lads and singers. And
the man wearing the dunce cap at the foot of the class
is that Simple Simon of Movietone News -- Lew Lehr.

ATX01 0179114

SUNDAY, JAN. 29, 1939

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HARRY:
(CONT'D)

And now we bring you a man who works while others sleep
... but they always wake up the minute his program is
over ... the Old Maestro -- BEN BERNIE.

(APPLAUSE)

(MUSIC UP AND OUT)

BEN:

Yowsah, greetings my friends, and a happy January Sunday
to yez all. This is Ben Bernie, the Old Maestro, and
all the Lads at our regular posta -- to offer a toasta --
from coasta to coasta - to dear old Half and Half ^{your} Smokin'
regular hosta, dear, dear -
TBBBeee .. Gosh, Harry, you know it's only a week since
I got back from Florida, but already I've lost all that
good old pep and energy.

HARRY:

Yes, Maestro, I noticed that. You're a perfect picture
of fatigue.

BEN:

Fatigue? Harry, I'm so weak - yesterday my horse ^{finally} won a
race and I didn't have strength enough to faint.

HARRY:

Oh, Well, Maestro, if you feel that bad, why don't you go
to the doctor's for an examination?

BEN:

I did, Harry. A doctor examined me yesterday.

HARRY:

Oh, And what did he tell you?

ATX01 0179115

SUNDAY, JAN. 29, 1939

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BEN: He said I was a detour on the road to health.

HARRY: No, really?

BEN: He examined me; he examined my heart and said "okay".
He examined my lungs and said "okay". Then he looked at ~~the~~
top of my head.

HARRY: And what did he say?

BEN: Ceiling zero!!

HARRY: Well, Maestro, what's your general all-around condition?

BEN: Well, Harry, confidentially, I think I'm a bit flabby.

HARRY: What makes you think that?

BEN: Well, when I'm in a bathing suit and the wind blows, I
ripple.

HARRY: He's ripley. Believe it or not. (LAUGH)

BEN: That pun hasn't helped my general condition.

HARRY: I ought to know better than that. Maestro, I think you
should do something about your health.

ATX01 0179116

SUNDAY, JAN. 29, 1939

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~~BEN: Wonderful? They're magic. They change your whole radio personality.~~

~~HARRY: How do you mean?~~

~~BEN: Well, I went into the cabinet as Ben Bernie, and ten minutes later I came out as the Shadow.~~

~~HARRY. BEN: Maestro, you look a little tanned. Did the doctor put you me under the sun lamp for 3 hours.~~

~~BEN: He certainly did. I was roasted for three hours.~~

HARRY: Three hours? That's a long time.

BEN: Oh, I didn't mind that, but I didn't like the crack the doctor made when he turned the lamp off.

HARRY: Why, what did he say?

BEN: "This ham is done. Bring on the eggs." But now that my persiflage is done, it's time for the Half and Half Lads to bring on a bit of music. Serve it up gentlemen.

1....(ORCHESTRA "YOU MUST HAVE BEEN A BEAUTIFUL BABY")

ATK01 0179117

SUNDAY, JAN. 29, 1939

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BEN: That was "You Must Have Been a Beautiful Baby" played by the Half and Half Tobacco Lads, otherwise known as Ben Bernie's Hunters. Some of them found the right notes and the rest of them are still hunting. And now I'm hunting for Colonel Manny Prager ... oh, here he is. Colonel Prager is gonna aid and abet me in rendering a bit of a ditty. The ditty is all about kids who had to take music lessons - "Mamma Made Me Practice". With this number I have to play my fiddle. In case any of you folks get scared, just remember, this is only a radio broadcast.

2 (ORCHESTRA BEN & MANNY "MAMMA MADE ME PRACTICE")

(APPLAUSE)

ATX01 017911B

HALF AND HALF
January 29, 1939
(REVISED)

OPENING COMMERCIAL

BERNIE: And now ... you men folks ... here's a little thought from the old Maestro: When you're up to yo' ears in work during the day ... or when you come home at night and wiggle yo' toes into yo' favorite slippers for some solid comfort -- there's one friend that you should always have with you, to ease yo' labors and add to yo' pleasures. And that friend is yo' pipe. Yowsah, men ... wherever yo' are -- make yo' pipe yo' partner ... and make yo' pipe tobacco Half and Half!

VON ZELL: Yes ... and smokers ... you can tell why Half and Half Tobacco is such a treat ... even with your eyes shut. Just take a little in the palm of your hand ... and notice its delightful fragrance. We believe that this fragrance -- this distinctive aroma - is finer than that of any other tobacco. And we KNOW that it adds greatly to your smoking pleasure. You see ... it is a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma. The makers of Half and Half turn this fact to your advantage, by giving you an especially aromatic mixture of Virginia and Burley

ATX01 0179119

HALF AND HALF
January 29, 1939
(REVISE #2)

OPENING COMMERCIAL -2-

VON ZELL:
(CONT'D)

tobaccos ... an exclusive mixture blended to have a
finer fragrance and therefore, a finer taste. You enjoy
the finer fragrance the instant you open a tin of Half
and Half! You enjoy the finer taste the instant you
light up your pipe. Prove the importance of fragrance
PLUS flavor. Buy a tin of Half and Half tomorrow.

ATK01 0179120

SUNDAY, JAN. 29, 1939

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BEN: Stout fellow, Von Zelly, Stout fellow. You took the words right out of ~~my~~^{me} mouth. In fact there's nothing more to say, so the Half and Half Lads are gonna play.

2....(ORCHESTRA "YOUR EYES ARE BIGGER THAN YOUR HEART")

BEN: Nicely done, Lads, nicely done. The Half and Half Tobacco Lads have just played "Your Eyes Are Bigger Than Your Heart!" Or, if Winchell is listening in, your head is bigger than your hat.

MARY: Oh, Maestro, I wouldn't talk that way about Mr. Winchell.

BEN: Well, this is news! Mary Small, our heroine defending the villain! And just why shouldn't Old Simon Legree Bernie expose that termite in the foundations of society?

MARY: ^{you know} Well, he gave a nice review to your personal appearance in Philadelphia last week.

BEN: He did. What did he say?

MARY: ^{Well,} I have it right here. I'll read it. "Ben Bernie opened at the Earle Theatre. During his entire act the audience roared."

ATX01 0179121

SUNDAY, JAN. 29, 1939

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BEN: Did Winchell say that? (PAUSE) Hmm. Let me see. I thought so. You read it wrong. It doesn't say the audience roared ... It says the audience SNORED ... and Winchell is still a termite.

MARY: (MEEKLY) Well, Gee ... I guess I better sing.

BEN: All right, Mary. "BETWEEN A KISS AND A SIGH". And if you ask me, that ain't a bad location.

4 (MARY AND ORCHESTRA "BETWEEN A KISS AND A SIGH")

(APPLAUSE)

BEN: That was lovely, Mary - really lovely, and I know just who you were singing it to, 'cause here he comes now.

Shout the news all around

After all of these years

The missing link has been found ...

Yowsah, it's that half and half wit of Movietone

Now ... LEW LEHR!

LEW: Monkeys is the craziest people!

BEN: Well, Lew, you look all upset. What's the trouble?

LEW: Mister Bernie ... you remember my uncle what always sits on top of flagpoles?

BEN: Oh ... the flagpole sitter ... yes?

LEW: Well, his wife just passed away.

BEN: Oh, that's terrible. Is he taking it Bad?

LEW: Is he? LAUGH) He's sitting at half mast!

BEN: Well, listen here sonny boy. I hope you weren't too upset to

ATX01 0179122

BEN: (con't) to make a newsreel this week.

LEW: Oh, no ... This week I made a newsreel of a school where dey teach you the proper diet!

BEN: Oh, the dietician's art.
Lew: Yah.

BEN: I should imagine that's very important.

LEW: Is it important? Do you realize that out of every thousand newly-married husbands, three hundred pass away on account of their wive's cooking?

BEN: Three hundred?
LEW: Yah.

BEN: On account of their wive's cooking?

LEW: Yessir.

BEN: Well ... what about the other seven hundred?

LEW: (LAUGH) Dey wish they was with the three hundred!

BEN: Well, Lew, tell us what you learned about this business of proper diet.

LEW: Well, first, you gotta know about the vitamins. Dere's vitamins A and B. Dey're for the nerves ... Vitamins C, D and E, dey're for der mussles ... Und den dere's Vitamin Q.

BEN: Vitamin Q?
LEW: Yeah. (GRUNT) That's the one that makes you cute. (LAUGH)
I eat it all day.

BEN: Well, Lew, you really kill me. I don't want to get personal, It's not for me to say, but I don't think taking vitamin Q has improved your appearance.

LEW: You don't think so? (LAUGH) You should have seen me before I took it!

BEN: I wish they'd find one for hair. Lew, just what would you call the perfectly balanced meal?

LEW: Well, the most perfectly balanced meal consists of equal portions of protien ... er callororer ... carbobohydra ..
 [LAUGH] .. (STRAIGHT) Hash!

BEN: Lew, seriously, what do they say is the healthiest food?

LEW: Well, chicken soup is very healthy. And my wife makes it different from anybody else.

BEN: Oh all men say their wives' chicken soup is different. I bet the chicken soup my wife makes is the same as yours.

LEW: Oh yeah. (GRUNT) Has yours got feathers in it?

BEN: No, I guess you win. Lew, is it true that eating beets will give you red cheeks?

LEW: No! A friend of mine has got the reddest cheeks, and he never ate one!

BEN: Oh, he's healthy!

LEW: (LAUGH) No ... He's an Indian!

BEN: Well, Lew, you know that I find that drinking tea balances my diet.

LEW: Yeah ... dat's good ... but I don't like drinking tea.

BEN: Why not?

LEW: (LAUGH) The little bags get stuck in my teeth!

BEN: Say, Lew, but not to change the subject ... I have a niece that wants to lose weight, What diet would you suggest?

LEW: Well, to take off weight, I would suggest the skin from a grape, one corn flake, and the hole from a doughnut.

BEN: Why, Lew, is that enough to keep her alive?

LEW: Oh, (LAUGH) does she want to live, too?

BEN: Certainly!

LEW: Well, all I know is, it's a good diet. It made my wife so skinny, dat when she puts her fur coat on (LAUGH) she looks like a pipe cleaner! But, Mr. Bernie, this school teaches one very important thing.

BEN: What's that?

LEW: Well, if you want your children to have good bones you gotta feed 'em vitamin G!

BEN: Vitamin G?

LEW: Yeah ... I give it to my little son Sycamore every day!

BEN: Sycamore? And has he got good bones?

LEW: Has he? (LAUGH) He's solid from the neck up!

(APPLAUSE)

(ORCHESTRA: LEW LEHR PLAYOFF MUSIC)

BEN: NICE SHUFF, LEW, NICE SHUFF.

But right now the Half and Half Tobacco lads are going to p
play that swell Cole Porter number ... BEQUIN THE BEGUINE.
I'm writing a follow-up number called Finish the Finishe.
Begin, lads.

5 ... (ORCHESTRA "BEGIN THE BEGUIN"

BEN: That was "Begin the Beguin" played by the Half and Half Tobacco Lads.

BOB: And I liked it, too, Maestro. Right in the groove.

BEN: Well, a critical comment from Bobby Gibson, our Bay State baritone. Bob, what are you going to sing, tonight?

BOB: "I HAVE EYES"

BEN: "I HAVE EYES". Well, be careful how you sing it. Remember, Bobby, our listeners have ears! ^{if you do well} I'll let you sing it at the Hotel Pennsylvania.

BOB: Oh, we're opening at the Pennsylvania?

BEN: Yes ... next Thursday.

BOB: How long are we gonna be there?

BEN: Until they get wise to us.

HALF AND HALF
January 29, 1939
(REVISED)

CLOSING COMMERCIAL

BERNIE: Thank you Bobbykins ... that certainly was a treat for the ears, it ^{sure} ~~certainly~~ was. And now youse guys ... wouldst like to bring peace to yo' home ... wouldst like to make the pipe you smoke a real pipe o' pleasure not only for yourself but fo yo' wife as well? Then fill up with good old Half and Half ... because take it from the old Macstro - "Your Better Half Will Love the Fragrance of Half and Half" ...

VON ZELL: It's true, gentlemen ... Half and Half does have a finer fragrance ... a more delightful aroma ... and a more satisfying flavor. But that isn't all. No sir! In addition Half and Half is packed in a new kind of tin -- the patented telescope tin that's different from all other tobacco tins. This tin closes up like a telescope -- you just push the top half down inside the bottom, so that the tin gets smaller and smaller as you use up the tobacco. Thus every pipeful of Half and Half is always within easy reach. ^{And} ~~That~~ saves you pipe smokers trouble -- and it saves your fingers, too, because you

ATK01 0179127

HALF AND HALF
January 29, 1939
(REVISED)

CLOSING COMMERCIAL -2-

VON ZELL:
(CONT'D)

don't scrape them against the edge, even when you get right down to the bottom. There's a real convenience, gentlemen -- a convenience that you get only when you buy Half and Half, the tobacco that comes in the patented telescope tin!

ATK01 017912B

(ORCHESTRA "I'VE GOT RHYTHM" HIT AND FADE)

BEN: Yowsah. "I've Got Rhythm." ^{George} Gershwin created it; Ethel Merman introduced it; and now we're gonna ^{demolish} butcher it. ^{Try} Heave ho, my lads, heave ho. ~~and keep together, lads.~~

7....(ORCHESTRA "I'VE GOT RHYTHM" 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: Gosh dern it! That was the last number on this here now programmy. If only the time in the dentist's chair would fly by as quickly! But me and the gang have had a heap of fun a-visitin' at yo' house, and we sho' hope ^{that} we'll be welcome again next Sunday when Half and Half time rolls around again. ~~And by the way ... them calm guys you meet -- the guys that never get excited -- they know that you should smoke a pipe to calm you down. Yowsah, friends -- and for the besta smoke of all make sure yo' pipe is filled with~~ ^{use} good old Half and Half Tobacco! And now the time has come --

ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, JAN. 29, 1939

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(FADE FOR)

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, Colonel Manny Prager and Lew Lehr. ~~THIS IS THE COLUMBIA BROADCASTING SYSTEM.~~

Heard on tonight's program was "I Have Eyes" from "Paris Honeymoon". Good night.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0179130

(COPY)

January 24, 1939

Miss Ethel Merman
Ritz Carlton Hotel
Boston, Mass.

Dear Miss Merman:

May we please have permission to mention your name
as follows on the Ben Bernie program Sunday, January 29th,
over CBS, 5:30 to 6:00 P.M.:

BEN BERNIE: (Introducing orchestral rendition
of "I Got Rhythm")

Yowsah. "I've Got Rhythm". Gershwin
created it; Ethel Merman introduced it;
and now we're gonna butcher it.

Since we must have this permission in writing before
the program goes on the air, would you be kind enough to
initial the bottom of this letter and return it to us? A
stamped, self-addressed envelope is enclosed for your con-
venience.

Thank you very much.

Sincerely yours,

W.P. Rousseau
H

YOUNG & RUBICAM, INC.

(Miss Merman initialled the above letter, and the original
is in our files...received Jan. 26, 1939)

ATX01 0179131

(COPY)

January 24, 1939

Mr. Robert L. Ripley
235 East 45th St.
New York City

Dear Mr. Ripley:

May we please have permission to mention your name as follows on the Ben Bernie program of Sunday, January 29th, over CBS, 5:30 to 6:00 P.M., E.S.T.:

BEN BERNIE: Harry, confidentially, I think I'm a bit flabby.

HARRY VON ZELL: What makes you think that?

BEN BERNIE: Well, when I'm in a bathing suit and the wind blows, I ripple.

HARRY VON ZELL: He's Ripley. Believe it or not.

If we may have this permission, would you be kind enough to note that fact at the bottom of this letter and return it to us before the program goes on the air?

Thank you very much.

Sincerely,

W.F. Rousseau
H

YOUNG & RUBICAM, INC.

Mr. Ripley asks me to assure you it will be all right to use his name in the above manner. You may accept this as your authorization.

(signed) George Wieda,
Secretary.

ATX01 0179132

AS BROADCAST- 2ND SHOW

SUNDAY, JAN. 29, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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,
our regular weekly session of melody and nonsense. At
the head of the class is our beloved teacher, the Old
Maestro, Ben Bernie. Occupying the benches in the
center are all the Half and Half Lads and singers. And
the man wearing the dunce cap at the foot of the class
is that Simple Simon of Movietone News -- Lew Lehr.

ATX01 0179133

SUNDAY, JAN. 29, 1939

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HARRY: And now we bring you a man who works while others sleep
(CONT'D) ... but they always wake up the minute his program is
over ... the Old Maestro -- BEN BERNIE.

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, greetings my friends, and a happy January Sunday
to yez all. This is Ben Bernie, the Old Maestro, and
all the Lads at our regular posta -- to offer a toasta --
from coasta to coasta - to dear old Half and Half ^{your} ~~Smokin'~~
regular hosta, dear, dear -
Tobacco. Gosh, Harry, you know it's only a week since
I got back from Florida, but already I've lost all that
good old pep and energy.

HARRY: Yes, Maestro, I noticed that. You're a perfect picture
of fatigue.

BEN: Fatigue? Harry, I'm so weak - yesterday my horse ^{finally} ~~won~~ a
race and I didn't have strength enough to faint.

HARRY: Oh, Well, Maestro, if you feel that bad, why don't you go
to the doctor's for an examination?

BEN: I did, Harry. A doctor examined me yesterday.

HARRY: Oh, And what did he tell you?

ATX01 0179134

SUNDAY, JAN. 29, 1939

-3-

BEN: He said I was a detour on the road to health.

HARRY: No, really?

BEN: He examined me; he examined my heart and said "okay".
He examined my lungs and said "okay". Then he looked
at the top of my head.

HARRY: And what did he say?

BEN: Ceiling zero!!

HARRY: Well, Maestro, what's your general, all around condition?

BEN: Well Harry, confidentially, I think I'm a bit flabby.

HARRY: What makes you think that?

BEN: Well, when I'm in a bathing suit and the wind blows, I
ripple.

HARRY: He's ripley. Believe it or not. (LAUGH)

BEN: That pun hasn't helped my general condition.

HARRY: Maestro, I think you should do something about your health.

ATX01 0179135

SUNDAY, JAN. 29, 1939

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BEN: Wonderful? They're magic. ~~They change your whole radi-~~
~~personality.~~

HARRY: ~~How do you mean?~~

BEN: ~~Well, I went into the cabinet as Ben-Bonnie, and ten~~
~~minutes later I came out as the Shadow.~~

HARRY: BEN: ~~Master,~~ you look a little tanned. Did the doctor put you
me under the sun lamp for 3 hours.

BEN: ~~He certainly did. I was roasted for three hours.~~

HARRY: Three hours? That's a long time.

BEN: Oh, I didn't mind that, but I didn't like the crack the
doctor made when he turned the lamp off.

HARRY: Why, what did he say?

BEN: "This ham is done. Bring on the eggs." But now that my
persiflage is done, it's time for the Half and Half Lads
to bring on a bit of music. Serve it up gentlemen.

1....(ORCHESTRA "YOU MUST HAVE BEEN A BEAUTIFUL BABY")

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BEN: That was "You Must Have Been a Beautiful Baby" played by the Half and Half Tobacco Lads, otherwise known as Ben Bernie's Hunters. Some of them found the right notes and the rest of them are still hunting. And now I'm hunting for Colonel Manny Prager ... oh, here he is. Colonel Prager is gonna aid and abet me in rendering a bit of a ditty. The ditty is all about kids who had to take music lessons - "Mamma Made Me Practice". With this number I have to play my fiddle. In case any of you folks get scared, just remember, this is only a radio broadcast.

2 (ORCHESTRA BEN & MANNY "MAMMA MADE ME PRACTICE")

(APPLAUSE)

BTX01 0179137

HALF AND HALF
January 29, 1939
(REVISED)

OPENING COMMERCIAL

BERNIE: And now ... you men folks ... here's a little thought from the old Maestro: When you're up to yo' ears in work during the day ... or when you come home at night and wiggle yo' toes into yo' favorite slippers for some solid comfort -- there's one friend that you should always have with you, to ease yo' labors and add to yo' pleasures. And that friend is yo' pipe. Yowsah, men ... wherever yo' are -- make yo' pipe yo' partner ... and make yo' pipe tobacco Half and Half!

VON ZELL: Yes ... and smokers ... you can tell why Half and Half Tobacco is such a treat ... even with your eyes shut. Just take a little in the palm of your hand ... and notice its delightful fragrance. We believe that this fragrance -- this distinctive aroma - is finer than that of any other tobacco. And we KNOW that it adds greatly to your smoking pleasure. You see ... it is a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma. The makers of Half and Half turn this fact to your advantage, by giving you an especially aromatic mixture of Virginia and Burley

ATX01 017913B

HALF AND HALF
January 29, 1939
(REVISE #2)

OPENING COMMERCIAL -2-

VON ZELL:
(CONT'D)

tobaccos ... an exclusive mixture blended to have a
finer fragrance and therefore, a finer taste. You enjoy
the finer fragrance the instant you open a tin of Half
and Half! You enjoy the finer taste the instant you
light up your pipe. Prove the importance of fragrance
PLUS flavor. Buy a tin of Half and Half tomorrow.

ATX01 0179139

SUNDAY, JAN. 29, 1939

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BEN: Stout fellow, Von Zelly, Stout fellow. You took the words right out of ~~me~~ ^{me} mouth. In fact there's nothing more to say, so the Half and Half Lads are gonna play.

3.... (ORCHESTRA "YOUR EYES ARE BIGGER THAN YOUR HEART")

BEN: Nicely done, Lads, nicely done. The Half and Half Tobacco Lads have just played "Your Eyes Are Bigger Than Your Heart!" Or, if Winchell is listening in, your head is bigger than your hat.

MARY: Oh, Maestro, I wouldn't talk that way about Mr. Winchell.

BEN: Well, this is news! Mary Small, our heroine defending the and getting mixed up, too, while she's defending him. villain! [^] And just why shouldn't Old Simon Legree Bernie expose that termite in the foundations of society?

MARY: Well, ^{you know} [^] he gave a nice review to your personal appearance in Philadelphia last week.

BEN: He did. What did he say?

MARY: Well, [^] I have it right here. I'll read it. "Ben Bernie opened at the Earle Theatre. During his entire act the audience roared."

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BEN: Did Winchell say that? (PAUSE) Hmm. Let me see. I thought so. You read it wrong. It doesn't say the audience roared ... It says the audience SNORED ... and Winchell is still a termite.

MARY: (MEEKLY) Well, Gee ... I guess I better sing.

BEN: All right, Mary. ^{and sing} "BETWEEN A KISS AND A SIGH". And if you ask me, that ain't a bad location.

4 (MARY AND ORCHESTRA "BETWEEN A KISS AND A SIGH")

(APPLAUSE)

BEN: That was lovely, Mary - really lovely, and I know just who you were singing it to, 'cause here he comes now.

Shout the news all around

After all of these years

The missing link has been found ...

Yowsah, it's that half and half wit of Movietone

Now ... LEW LEHR!

LEW: Monkeys is the craziest people!

BEN: Well, Lew, you look all upset. What's the trouble?

LEW: Mister Bernie ... you remember my uncle what always sits on top of flagpoles?

BEN: Oh ... the flagpole sitter ... yes?

LEW: Well, his wife just passed away.

BEN: Oh, that's terrible. Is he taking it Bad?

LEW: Is he? LAUGH) He's sitting at half mast!

BEN: Well, listen here sonny boy. I hope you weren't too upset to

ATXO1 0179141

BEN:(con't)to make a newsreel this week.

LEW: Oh, no ... This week I made a newsreel of a school where dey teach you the proper diet!

BEN: Oh, the dietician's art.

Lew: Yah.

BEN: I should imagine that's very important.

LEW: Is it important? Do you realize that out of every thousand newly-married husbands, three hundred pass away on account of their wife's cooking?

BEN: Three hundred?

Lew: Yah.

BEN: On account of their wife's cooking?

Lew: Yessir.

BEN: Well ... what about the other seven hundred?

Lew: ([LAUGH] Dey wish they was with the three hundred!

BEN: Well, Lew, tell us what you learned about this business of proper diet.

LEW: Well, first, you gotta know about the vitamins. Dere's vitamins A and B. Dey're for the nerves ... Vitamins C, D and E, dey're for der mussels ... Und den dere's Vitamin Q. Vitamin Q?

BEN: Vitamin Q?

Lew: Yeah. (GRUNT) That's the one that makes you cute. (LAUGH)

I eat it all day.

BEN: Well, Lew, you really kill me. I don't want to get personal, It's not for me to say, but I don't think taking vitamin Q has improved your appearance.

Lew: You don't think so? (LAUGH) You should have seen me before I took it!

SUNDAY, JAN. 29, 1939

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BEN: I wish they'd find one for hair. Lew, just what would you call the perfectly balanced meal?

LEW: Well, the most perfectly balanced meal consists of equal portions of protien ... er cãloloror ... carbobohydra ..
(LAUGH) .. (STRAIGHT) Hash!

BEN: Lew, seriously, what do they say is the healthiest food?

LEW: Well, chicken soup is very healthy. And my wife makes it different from anybody else.

BEN: Oh all men say their wives' chicken soup is different. I bet the chicken soup my wife makes is the same as yours.

LEW: Oh yeah. (GRUNT) Has yours got feathers in it?

BEN: No, I guess you win. Lew, is it true that eating beets will give you red cheeks?

LEW: No! A friend of mine has got the reddest cheeks, and he never ate one!

BEN: Oh, he's healthy!

LEW: (LAUGH) No ... He's an Indian!

BEN: Well, Lew, you know that I find that drinking tea balances my diet.

LEW: Yeah ... dat's good ... but I don't like drinking tea.

BEN: Why not?

LEW: (LAUGH) The little bags get stuck in my teeth!

BEN: Say, Lew, but not to change the subject ... I have a niece that wants to lose weight, What diet would you suggest?

LEW: Well, to take off weight, I would suggest the skin from a grape, one corn flake, and the hole from a doughnut.

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BEN: Why, Lew, is that enough to keep her alive?

LEW: Oh, (LAUGH) does she want to live, too?

BEN: Certainly!

LEW: Well, all I know is, it's a good diet. It made my wife so skinny, but when she puts her fur coat on (LAUGH) she looks like a pipe cleaner! But, Mr. Bernie, this school teaches one very important thing.

BEN: What's that?

LEW: Well, if you want your children to have good bones you gotta feed 'em vitamin G!

BEN: Vitamin G?

LEW: Yeah ... I give it to my little son Sycamore every day!

BEN: Sycamore? And has he got good bones?

LEW: Has he? (LAUGH) He's solid from the neck up!

(APPLAUSE)

(ORCHESTRA: LEW LEHR PLAYOFF MUSIC)

BEN: NICE SHUFF, LEW, NICE SHUFF.

I notice one of the lads in the audience is from Hollywood, Herman Bing. But right now the Half and Half Tobacco Hads are going to play that swell Cole Porter number ...BEGIN THE BEQUINE ... I'm writing a follow-up number called Finish the Finishe. Begin, lads.

ATXO1 0179144

5 ... (ORCHESTRA "BEGIN THE BEGUIN"

BEN: That was "Begin the Beguin" played by the Half and Half Tobacco Lads.

BOB: And I liked it, too, Maestro. Right in the groove.

BEN: Well, a critical comment from Bobby Gibson, our Bay State baritone. Bob, what are you going to sing, tonight?

BOB: "I HAVE EYES"

BEN: "I HAVE EYES". Well, be careful how you sing it. Remember, ^{If you do well} Bobby, our listeners have ears! I'll let you sing it at the Hotel Pennsylvania.

BOB: Oh, we're opening at the Pennsylvania?

BEN: Yes ... next Thursday. Why didn't you let the applause gather

BOB: ^{mementum?} How long are we gonna be there?

BEN: Untill they get wise to us.

HALF AND HALF
January 29, 1939
(REVISED)

CLOSING COMMERCIAL

BERNIE: Thank you Bobbykins ... that certainly was a treat for
the ears, it ^{sure} ~~certainly~~ was. And now youse guys ...
wouldst like to bring peace to yo' home ... wouldst like
to make the pipe you smoke a real pipe o' pleasure not
only for yourself but fo yo' wife as well? Then fill up
with good old Half and Half ... because take it from the
old Maestro - "Your Better Half Will Love the Fragrance
of Half and Half" ...

VON ZELL: It's true, gentlemen ... Half and Half does have a finer
fragrance ... a more delightful aroma ... and a more
satisfying flavor. But that isn't all. No sir! In
addition Half and Half is packed in a new kind of tin --
the patented telescope tin that's different from all
other tobacco tins. This tin closes up like a telescope
-- you just push the top half down inside the bottom,
so that the tin gets smaller and smaller as you use up
the tobacco. Thus every pipeful of Half and Half is
always within easy reach. ^{And} That saves you pipe smokers
trouble -- and it saves your fingers, too, because you

HALF AND HALF
January 29, 1939
(REVISED)

CLOSING COMMERCIAL

BERNIE: Thank you Bobbykins ... that certainly was a treat for
the ears, it ^{sure} ~~certainly~~ was. And now youse guys ...
wouldst like to bring peace to yo' home ... wouldst like
to make the pipe you smoke a real pipe o' pleasure not
only for yourself but fo yo' wife as well? Then fill up
with good old Half and Half ... because take it from the
old Macstro - "Your Better Half Will Love the Fragrance
of Half and Half" ...

VON ZELL: It's true, gentlemen ... Half and Half does have a finer
fragrance ... a more delightful aroma ... and a more
satisfying flavor. But that isn't all. No sir! In
addition Half and Half is packed in a new kind of tin --
the patented telescope tin that's different from all
other tobacco tins. This tin closes up like a telescope
-- you just push the top half down inside the bottom,
so that the tin gets smaller and smaller as you use up
the tobacco. Thus every pipeful of Half and Half is
always within easy reach. ^{And} that saves you pipe smokers
trouble -- and it saves your fingers, too, because you

ATX01 0179147

HALF AND HALF
January 29, 1939
(REVISED)

CLOSING COMMERCIAL -2-

VON ZELL:
(CONT'D)

don't scrape them against the edge, even when you get right down to the bottom. There's a real convenience, gentlemen -- a convenience that you get only when you buy Half and Half, the tobacco that comes in the patented telescope tin!

ATK01 0179148

(ORCHESTRA "I'VE GOT RHYTHM" HIT AND FADE)

BEN: Yowsah. "I've Got Rhythm." ^{George} Gershwin created it; Ethel Merman introduced it; and now we're gonna ^{demolish} butcher it. Try Heave ho, my lads, heave ho! ~~and keep together, Lads.~~

7....(ORCHESTRA "I'VE GOT RHYTHM" 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: Gosh dern it! That was the last number on this here now programmy. If only the time in the dentist's chair would fly by as quickly! But me and the gang have had a heap of fun a-visitin' at yo' house, and we sho' hope ^{that} we'll be welcome again next Sunday when Half and Half time rolls around again. ^{And remember, my good men, smoke a pipe to calm you down.} ~~And by the way ... them calm guys you meet -- the guys that never get excited -- they know that you should smoke a pipe to calm you down. Yowsah, friends~~ -- and for the besta smoke of all ^{use} ~~make sure yo' pipe is filled with~~ good old Half and Half Tobacco! And now the time has come --

ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, JAN. 29, 1939

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(FADE FOR)

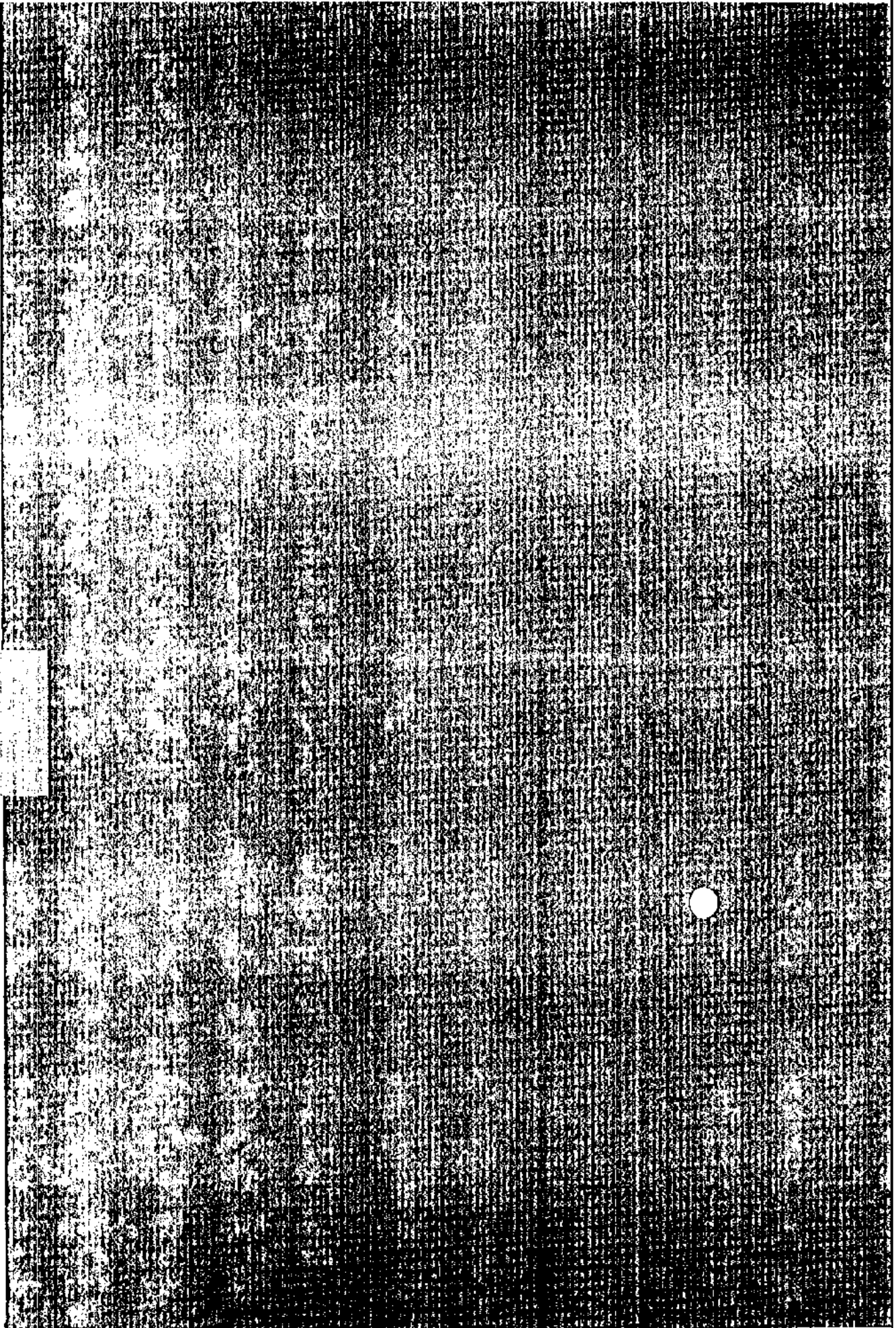
HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Bob Gibson, Colonel Manny Prager and Lew Lehr. ~~THIS IS THE COLUMBIA BROADCASTING SYSTEM.~~

Heard on tonight's program was "I Have Eyes" from "Paris Honeymoon". Good night.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179150

1987



"AS BROADCAST" COPY

SUNDAY, FEB. 5, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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 songs and silly stuff, with Ben Bernie
as the Old Maestro of Ceremonies. In the song department
are all the Half and Half Lads and singers, and on the
silly side is that maniac of Movietone News, Lew Lehr.
And now we bring you a man who took a job playing at a
Hotel so he could get room and board for nothing ...
the Old Maestro - Ben Bernie!

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0179152

SUNDAY, FEB. 5, 1939

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BEN: Yowsah, yowsah. Greetings and salutations, my friends, and a happy February which has only twenty-eight to youse all. This is Ben Behnie, the Old Maestro, coming to yez on a coast to coast light-up for good old Half and Half Smoking Tobacco. And Harry you just mentioned our opening at the Hotel Penn. Well, let me tell you it was really something.

HARRY: I heard that, Maestro. Was the place crowded?

BEN: Crowded? Why, they put so many tables on the dance floor two jitterbugs whagged right thru my mashed potatoes. Oh dear - and Harry ... the whole 400 was there.

HARRY: The 400? You mean CAFE Society?

BEN: No! My relatives! CAFETERIA society!

HARRY: I see and I suppose you had to pay for all your relatives?

BEN: Did I! Harry, there were so many people there on the cuff, my shirt has no sleeves left. As a matter of fact, when my uncle got his check, he gave the waiter such a hard luck story, the waiter tipped HIM!

HARRY: Well ... tell me about the crowd, Maestro. I suppose everybody dressed.

BEN: Yes, Harry, and I had to buy me a new tuxedo.

HARRY: Why? What happened to your old one?

BEN: Well ... the last time I hung it in the closet, the moths threw it out.

HARRY: Well, Maestro, were you well received at your opening?

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SUNDAY, FEB. 5, 1939

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BEN: Well ... Harry in all modesty, I was terrific! The only trouble was, that while I was singing a guy was eating soup so loud nobody heard me. But what burned me up most was when I finished singing, they asked HIM for an encore!

HARRY: Well ... Maestro, I hope you'll pardon my careless language, but was Winchell there?

(LAUGH)

BEN: Yes, Harry, Winchell was there. But I figured I'd fix him, so I sat him right behind a great big post.

HARRY: Oh boy ... I guess that took care of him!

BEN: No, it didn't. When Winchell sat down, the post got up and walked away. But now it's time for the Half and Half Lads to walk right into "Hallelujah."

1....(ORCHESTRA "HALLELUJAH")

BEN: Nicely done, nicely done. That was the Half and Half Tobacco Lads playing "Hallelujah" from HIT THE DECK. And hitting the deck right now is Colonel Manny Prager, the dapper little Duke of Brooklyn. You know, the Colonel was mighty glad to get back to the Pennsylvania Hotel. He used to live there three years ago ...

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SUNDAY, FEB. 5, 1939

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BEN:
(CONT'D)

and you have no idea how good it was for him to get back
and see his trunk again. And now, come here Colonel you rascal,
the Colonel, and I are about to launch ourselves into a
bit of a ditty which was written by a professor of English
Literature at Harvard. The Professor - the learned
Professor - has spent his entire life seeking perfection
in English grammar and phraseology. The title of this
classic tone poem? "I UPS TO HER AND SHE UPS TO ME."
Take it, you lugs - take it away!

2....(ORCHESTRA, BEN AND MANNY "I UPS TO HER.")

ATK01 0179155

HALF AND HALF
February 5, 1939

OPENING COMMERCIAL

BERNIE: Well friends ... yesterday the Old Maestro got a lot of mail ... a nice big stack of mail -- all bills. And he got in a bit of a flurry, he really did. So he took his own advice ... the same advice I give you when I say ... Smoke a pipe to calm you down. And to make sure you get the besta smoke of all... make sure yo' pipe is filled with Half and Half Tobacco. Yowsah ... good Old Half and Half....

VON ZELL: And that^{is}/~~s~~ good advice, men ... because there's a special reason why Half and Half Tobacco adds so much to your smoking pleasure. You see -- Half and Half has a distinctive and very delightful aroma. This aroma ... this fragrance ... is, we believe, finer than that of any other tobacco. And that^{is}/~~s~~ important to you smokers, because it's a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma. ^{Now} /The makers of Half and Half take full advantage of this fact by carefully blending for you a more aromatic mixture of Virginia and Burley tobaccos

ATX01 0179156

HALF AND HALF
February 5, 1939

OPENING COMMERCIAL -2-

VON ZELL:
(CONT'D)

-- an exclusive mixture that has a finer fragrance and therefore a finer taste. Tomorrow -- buy the tobacco that combines fragrance and flavor - in just the right proportions. Buy Half and Half Tobacco!

ATX01 0179157

SUNDAY, FEB. 5, 1939

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BEN: Neatly articulated, Harry, neatly articulated. No man can challenge the wisdom of yo' statements - so 'elp me. Let's see what this here next tune's all about. HARVEST MOON'S the number ... swing on out, my Lads!

3....(ORCHESTRA "HARVEST MOON")

BEN: That was the Half and Half Tobacco Lads playing Harvest Moon. Ah, dear old Harvest Moon. Many's the night I stood under that old moon waiting for my horse to come home, many's the night. Now here comes a trim little filly ... I mean a young gal - Mary Small, our first lady of the band.

MARY: Maestro, this is a belated compliment, but I thought you were wonderful at the hotel opening the other night.

BEN: Oh thank you, Mary, and I thought YOU looked lovely wearing your hair up. Ah, what a strange world. Your hair's worn UP and my hair's worn out! GET OUT OF TOWN, Mary ... I envy you!

4....(ORCHESTRA AND MARY "GET OUT OF TOWN")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful - I love that Metropolitan finish.

ATX01 0179158

SUNDAY, FEB. 5, 1939

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BEN: AND HERE HE COMES NOW
THAT LOVEABLE LOON
IF HE HAD A LITTLE MORE BRAINS
HE'D BE A BABOON

Yowsah, it's the Half and Half wit of Movietone News ... LEW LEHR!

(ORCHESTRA ... LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Lew, I want to publicly thank you for coming to my opening the other night. What made you so late?

LEW: Why I had an awful argument with a fella in the information booth in the middle of the dance floor.

BEN: Information Booth? Dance floor? At the Penn. Hotel?

LEW: Penn Hotel - I was in the Penn Station.

BEN: I'm glad you got there ... You looked swell in your new tuxedo ... but wasn't that a strange evening gown your wife was wearing?

LEW: Yeah ... she's near sighted. (LAUGH) She put on the laundry bag.

BEN: A laundry bag? Well ... what have you been doing since the opening?

LEW: Well, last Friday the school where my little son Sycamore goes put on a play and I made a newsreel of it!

BEN: Oh, your littl son Sycamore. I suppose he's in a very high class Educational Institution, huh?

LEW: Is it high class? Why he's in the American Acad ... or ... the private institut ... The National Seminary ... Seminary ... (LAUGH) Reform School!

BEN: My ... how swank. Tell us about the play the children put on.

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SUNDAY, FEB. 5, 1939

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LEW: Well, it was called "The Three Little Kittens."

BEN: Three Little Kittens?

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LEW: Yeah. And Sycamore's teacher was the Fairy Princess. And
homely. She was so ugly -
was she ugly. /She could model for a hangover.

BEN: A hangover?
/ A classic description.

LEW: Dank you. And every time she walked across the stage the
three little kittens meowed.

BEN: Were they frightened?

LEW: Yeah (LAUGH) Never had they seen a puss like that.

BEN: I think you're exaggerative. But tell me,
/ Well, what part did Sycamore play?

LEW: Sycamore played the part of Rover the dog and he looked just
Fido the
like a dog.

BEN: Of course he was wearing a costume?

LEW: Yeah. (LAUGH) A muzzle. But Sycamore had the hardest time
in the play. I rehearsed him and rehearsed him
memorizing his part/ ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~
and finally after three weeks
~~xxxxxx~~ he got it right.

BEN: What was he supposed to say?

LEW: (LAUGH) Hello.

BEN: Why did he have trouble learning to say "Hello?"

ATX01 0179161

SUNDAY, FEB. 5, 1939

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BEN: Oh dear. A little backward, eh?
LEW: (LAUGH) He always got the "o" first!//Between the acts a
LEW: little girl came out and did a dance. And it was perfect
except for one little mis-step.

BEN: Well
/Did this mis-step you mention spoil her dance?

LEW: Well, sort of. (LAUGH) She fell off the stage. Ah,
Mr. Bernie, it took me back to the days when I went to
school. What a beautiful picture. Every morning we used
to start out for school - the two of us.

BEN: The two of you?

LEW: Yeah. (LAUGH) Me and the truant officer! Mr. Bernie,
I don't like to brag, but would you believe it - I was in
the second grade for nine years!

BEN: Nine years?
/ Nine years in the second grade?

LEW: Yeah - but finally the teacher had to promote me.

BEN: Why?

LEW: (LAUGH) People thought we were keeping steady company!

BEN: Well, to get back to the play, Lew -/was ~~it~~ a success?
tell me
the party

ATX01 0179162

SUNDAY, FEB. 5, 1939

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do you know, Mr. Bernie.

LEW: Oh, certainly, and/little Sycamore got a prize for being the best actor. They gave him a little harmonica.

BEN: A little harmonica. How nice.

LEW: ^{when} Yeah - but/he went to play it ~~and~~ he swallowed it - and ^{it} now every time I spank him (LAUGH) ~~the harmonica~~ plays a song.

BEN: It plays/^{a song} when you spank him? ^{does} What's it play?

LEW: (LAUGH) This can't be love!

(ORCHESTRA: LEHR PLAY-OFF MUSIC)

(APPLAUSE)

ATX01 0179163

SUNDAY, FEB. 5, 1939

-12A-

BEN: Thank you, thank you very much. That was the Half and Half Tobacco Lads playing YOU LOOK GOOD TO ME.

BOBBY: Do I really, Maestro?

BEN: No, Bobby ... I didn't mean you. That was the title of a song. You know folks, I'm having an awful lot of trouble with Bob Gibson these days. Somebody told him he was born with a silver spoon in his mouth, and now that we're playing in a hotel dining room, he's trying to complete the set. Tell me, Bobby, how did you like our opening?

BOBBY: Oh, it was keen, Maes. Gosh, I never saw so many celebrities! Say - did you see Jimmy Durante?

BEN: Did I! Yes, I saw Durante, the old Schnozola. ^{You know,} The place was so crowded, when he got up to dance he had to have a police escort for his nose. Bobby, what are you gonna sing?

BOBBY: HURRY HOME.

BEN: Hmmm ... Mary just sang GET OUT OF TOWN, and now you're gonna sing HURRY HOME. Get Out of Town - Hurry Home. Gosh darn it ... I wish these song writers would make up their minds.

6....(ORCHESTRA .. AND BOB GIBSON "HURRY HOME")

(APPLAUSE)

BEN: Nice goin', Gibson, nice goin'.

ATK01 0179165

HALF AND HALF
February 5, 1939

CLOSING COMMERCIAL

BERNIE: And now ... just a word to you married men -- to you wise married men. Next time you fill up yo' pipe just give a thought to the lady of the house and fill up with Half and Half Tobacco. Because take it from the Old Maestro ... Your better half will love the fragrance of Half and Half!

VON ZELL: And smokers ... the grand aroma of Half and Half ... the aroma that's enjoyed by everybody in the room and that adds so much to your enjoyment ... isn't the only advantage of Half and Half Tobacco. Half and Half is packed in a new and more convenient kind of tin, too -- the patented telescope tin. This tin is different from other tobacco tins because it closes up like a telescope as you use the tobacco. Just push the top half down inside the bottom half and you can keep every pipeful of Half and Half within easy reach. No more scraped knuckles, no more digging down for

ATX01 0179166

HALF AND HALF
February 5, 1939

CLOSING COMMERCIAL -2-

VON ZELL:
(CONT'D)

that last pipeful. So remember --- tomorrow buy
Half and Half, the only tobacco that gives you the
extra convenience of the patented telescope tin!

ATX01 0179167

SUNDAY, FEB. 5, 1939

-16-

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, Colonel Manny Prager and Lew Lehr. / THIS IS evening's program was "Get Out Of Town," from Leave It To Me. THE COLUMBIA BROADCASTING SYSTEM. Goodnight.

ATX01 0179169

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

←OFFICE MEMORANDUM→

TO

DATE Feb. 3, 1939 SUBJECT

Copy of teletype received 3:15 P.M. Feb. 2nd:

BEN BERNIE REFERENCE LOY OKAY

(COPY)

January 31, 1939

Mr. Jimmie Durante
Shubert Theatre
Boston, Mass.

Dear Mr. Durante:

May we please have permission to mention your name
as follows on the Ben Bernie program, 5:30 to 6:00 P.M. Sunday
February 5th, over the Columbia Broadcasting System:

"BEN BERNIE: (Discussing his opening at the
Pennsylvania)

"Harry, you never saw such a crowd
in your life. Why, the place was so
crowded, when Jimmie Durante got up
to dance, he had to have a police
escort for his nose."

If we may have this permission, would you be kind
enough to sign your name at the bottom of this letter and
return it to us? A stamped, self-addressed envelope is
enclosed.

With all good wishes on your new show,

Sincerely,

W.P. Rousseau
Encl.

YOUNG & RUBICAM, INC.

(signed) With pleasure

Jimmy Durante

ATX01 0179171

REBROADCAST

REBROADCAST

SUNDAY, FEB. 5, 1939

"AS BROADCAST" COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half swing!

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 songs and silly stuff, with Ben Bernie
as the Old Maestro of Ceremonies. In the song department
are all the Half and Half Lads and singers, and on the
silly side is that maniac of Movietone News, Lew Lehr.
And now we bring you a man who took a job playing at a
Hotel so he could get room and board for nothing ...
the Old Maestro - Ben Bernie!

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0179172

SUNDAY, FEB. 5, 1939

-2-

BEN: Yowah, yowah. Greetings and salutations, my friends, and a happy February which has only twenty-eight to youse all. This is Ben Bernie, the Old Maestro, coming to yez on a coast to coast light-up for good old Half and Half Smoking Tobacco. And Harry you just mentioned our opening at the Hotel Penn. Well, let me tell you it was really something.

HARRY: I heard that, Maestro. Was the place crowded?

BEN: Crowded? Why, they put so many tables on the dance floor two jitterbugs shagged right thru my mashed potatoes. Oh dear - and Harry ... the whole 400 was there.

HARRY: The 400? You mean CAFE Society?

BEN: No! My relatives! CAFETERIA society!

HARRY: I see and I suppose you had to pay for all your relatives?

BEN: Did I! Harry, there were so many people there on the cuff, my shirt has no sleeves left. As a matter of fact, when my uncle got his check, he gave the waiter such a hard luck story, the waiter tipped HIM!

HARRY: Well ... tell me about the crowd, Maestro. I suppose everybody dressed.

BEN: Yes, Harry, and I had to buy me a new tuxedo.

HARRY: Why? What happened to your old one?

BEN: Well ... the last time I hung it in the closet, the moths threw it out.

HARRY: Well, Maestro, were you well received at your opening?

ATX01 0179173

SUNDAY, FEB. 5, 1939

-3-

BEN: Well ... Harry in all modesty, I was terrific! The only trouble was, that while I was singing a guy was eating soup so loud nobody heard me. But what burned me up most was when I finished singing, they asked HIM for an encore!

HARRY: Well ... Maestro, I hope you'll pardon my careless language, but was Winchell there?

(LAUGH)

BEN: I thought that was coming.
/ Yes, Harry, Winchell was there. But I figured I'd fix him, so I sat him right behind a great big post.

HARRY: Oh boy ... I guess that took care of him!

BEN: No, it didn't. When Winchell sat down, the post got up and walked away. But now it's time for the Half and Half Lads to walk right into "Hallelujah."

1.....(ORCHESTRA "HALLELUJAH")

BEN: Nicely done, nicely done. That was the Half and Half Tobacco Lads. One of the cornet players hit a high one incidentally. playing "Hallelujah" from HIT THE DECK. / And hitting the deck right now is Colonel Manny Prager, the dapper little Duke of Brooklyn. You know, the Colonel was mighty glad to get back to the Pennsylvania Hotel. He used to live there three years ago ...

ATK01 0178174

SUNDAY, FEB. 5, 1939

-4-

BEN:
(CONT'D)

and you have no idea how good it was for him to get back
and see his trunk again. And now, come here Colonel you rascal,
the Colonel, and I are about to launch ourselves into a
bit of a ditty which was written by a professor of English
Literature at Harvard. The Professor - ~~the learned~~
~~Professor~~ - has spent his entire life seeking perfection
in English grammar and phraseology. The title of this
classic tone poem? "I UPS TO HER AND SHE UPS TO ME."
Take it, you lugs - take it away!

2.....(ORCHESTRA, BEN AND MANNY "I UPS TO HER.")

BEN: Thank you very much ladies and gentlemen, thank you.
We love California.

ATX01 0179175

HALF AND HALF
February 5, 1939

OPENING COMMERCIAL

BERNIE: Well friends ... yesterday the Old Maestro got a lot of mail ... a nice big stack of mail -- all bills. And he got in a bit of a flurry, he really did. So he took his own advice ... the same advice I give you when I say ... Smoke a pipe to calm you down. And to make sure you get the besta smoke of all ... make sure yo' pipe is filled with Half and Half Tobacco. Yowsah ... good Old Half and Half....

VON ZELL: And that^{is} ~~is~~ good advice, men ... because there's a special reason why Half and Half Tobacco adds so much to your smoking pleasure. You see -- Half and Half has a distinctive and very delightful aroma. This aroma ... this fragrance ... is, we believe, finer than that of any other tobacco. And that^{is} ~~is~~ important to you smokers, because it's a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma. ^{Now} The makers of Half and Half take full advantage of this fact by carefully blending for you a more aromatic mixture of Virginia and Burley tobaccos

ATX01 0179176

HALF AND HALF
February 5, 1939

OPENING COMMERCIAL -2-

VON ZELL:
(CONT'D) -- an exclusive mixture that has a finer fragrance and therefore a finer taste. Tomorrow -- buy the tobacco that combines fragrance and flavor ⁱⁿ just the right proportions. Buy Half and Half Tobacco!

ATX01 0179177

SUNDAY, FEB. 5, 1939

-7-

BEN: Neatly articulated, Harry, neatly articulated. No man can challenge the wisdom of yo' statements - so 'elp me. Let's see what this here next tune's all about. HARVEST MOON'S the number ... swing on out, my Lads!

3.... (ORCHESTRA "HARVEST MOON")

BEN: That was the Half and Half Tobacco Lads playing Harvest Moon. The dear old Moon, it brings back memories and nostalgia. Ah, dear old Harvest Moon./ Many's the night I stood under that old moon waiting for my horse to come home, many's the night./ Now I haven't stood near a \$2 pay window in years. here comes a trim little filly ... I mean a young gal - Mary Small, our first lady of the band.

MARY: Maestro, this is a belated compliment, but I thought you were wonderful at the hotel opening the other night.

BEN: Oh thank you, Mary, and I thought YOU looked lovely wearing your hair up. Ah, what a strange world. Your hair's worn UP and my hair's worn out! GET OUT OF TOWN, Mary ... I envy you!

4.... (ORCHESTRA AND MARY "GET OUT OF TOWN")

(APPLAUSE)

BEN: That was Mary singing Get Out Of Town with that comehither look in her eye. Did you hear Jaca Fidelstein our 1st Violinist.

ATX01 0179178

SUNDAY, FEB. 5, 1939

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BEN: AND HERE HE COMES NOW
THAT LOVEABLE LOON
IF HE HAD A LITTLE MORE BRAINS
HE'D BE A BABOON

Yowah, it's the Half and Half wit of Movietone News ... LEW LEHR!

(ORCHESTRA ... LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Lew, I want to publicly thank you for coming to my opening the other night. What made you so late?

LEW: Why I had an awful argument with a fella in the information booth in the middle of the dance floor.

BEN: Information Booth? Dance floor? At the Penn. Hotel?

LEW: Penn Hotel - I was in the Penn Station.

BEN: I'm glad you got there ... You looked swell in your new tuxedo ... but wasn't that a strange evening gown your wife was wearing?

LEW: Yeah ... she's near sighted. (LAUGH) She put on the laundry bag.

BEN: A laundry bag? Well ... what have you been doing since the opening?

LEW: Well, last Friday the school where my little son Sycamore goes put on a play and I made a newsreel of it!

BEN: Oh, your little son Sycamore. I suppose he's in a very high class Educational Institution, huh?

LEW: Is it high class? Why he's in the American Acad ... er ... the private institut ... The National Seminary ... Seminary ... (LAUGH) Reform School!

BEN: My ... how swank. Tell us about the play the children put on.

ATK01 0178179

SUNDAY, FEB. 5, 1939

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LEW: Yeah. And Sycamore's teacher was the Fairy Princess. And
homely. She was so ugly -
was she ugly. /She could model for a hangover.

BEN: A hangover?
/ A classic description.

LEW: Dank you. And every time she walked across the stage the
three little kittens meowed.

BEN: Were they frightened?

LEW: Yeah (LAUGH) Never had they seen a puss like that.

BEN: But tell me,
/ Well, what part did Sycamore play?

LEW: Sycamore played the part of Rover the dog and he looked just
Fido the
like a dog.

BEN: Of course he was wearing a costume?

LEW: Yeah. (LAUGH) A muzzle. But Sycamore had the hardest time
in the play. I rehearsed him and rehearsed him
memorizing his part/ ~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~
and finally after three weeks
~~finally~~ he got it right.

BEN: What was he supposed to say?

LEW: (LAUGH) Hello.

BEN: Why did he have trouble learning to say "Hello?"

ATK01 0179180

SUNDAY, FEB. 5, 1939

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LEW: (LAUGH) He always got the "o" first// Between the acts a little girl came out and did a dance. And it was perfect except for one little mis-step.

BEN: Oh dear. A little backward, eh?

LEW:

BEN: Well / Did this mis-step you mention spoil her dance?

LEW: Well, sort of. (LAUGH) She fell off the stage. Ah, Mr. Bernic, it took me back to the days when I went to school. What a beautiful picture. Every morning we used to start out for school - the two of us.

BEN: The two of you?

LEW: Yeah. (LAUGH) Me and the truant officer! Mr. Bernie, I don't like to brag, but would you believe it - I was in the second grade for nine years!

BEN: Nine years?
/ Nine years in the second grade?

LEW: Yeah - but finally the teacher had to promote me.

BEN: Why?

LEW: (LAUGH) People thought we were keeping steady company!

BEN: Well, to get back to the play, Lew /- was ^{tell me} ~~ix~~ a success?
the play

ATXO1 01791B1

SUNDAY, FEB. 5, 1939

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LEW: Oh, certainly, and/^{do you know, Mr. Bernie,} little Sycamore got a prize for being the best actor. They gave him a little harmonica.

BEW: A little harmonica. How nice.

LEW: Yeah - but/^{when} he went to play it ~~and~~ he swallowed it - and
now every time I spank him (LAUGH) ^{it} ~~XXXXXXXXXXXX~~ plays
a song.

BEW: It plays/^{a song} when you spank him? ^{does} What'x it play?

LEW: (LAUGH) This can't be love!

(ORCHESTRA: LEHR PLAY-OFF MUSIC)

(APPLAUSE)

ATX01 0179182

BEN: Thank you, thank you very much. That was the Half and Half Tobacco Lads playing YOU LOOK GOOD TO ME.

BOBBY: Do I really, Maestro?

BEN: No, Bobby ... I didn't mean you. That was the title of a song. You know folks, I'm having an awful lot of trouble with Bob Gibson these days. Somebody told him he was born with a silver spoon in his mouth, and now that we're playing in a hotel dining room, he's trying to complete the set. Tell me, Bobby, how did you like our opening?

BOBBY: Oh, it was keen, Maes. Gosh, I never saw so many celebrities! Say - did you see Jimmy Durante?

BEN: Did I! Yes, I saw Durante, the old Schnozola. ^{You know,} The place was so crowded, when he got up to dance he had to have a police escort for his nose. Bobby, what are you gonna sing?

BOBBY: HURRY HOME.

BEN: Hmmm ... Mary just sang GET OUT OF TOWN, and now you're gonna sing HURRY HOME. Get Out of Town - Hurry Home. Gosh darn it ... I wish these song writers would make up their minds.

6....(ORCHESTRA .. AND BOB GIBSON "HURRY HOME")

(APPLAUSE)

BEN: Good work Bobby, good work. You hurried into that high note just in time.

HALF AND HALF
February 5, 1939

CLOSING COMMERCIAL

BERNIE: And now ... just a word to you married men -- to you wise married men. Next time you fill up yo' pipe just give a thought to the lady of the house and fill up with Half and Half Tobacco. Because take it from the Old Maestro ... Your better half will love the fragrance of Half and Half!

VON ZELL: And smokers ... the grand aroma of Half and Half ... the aroma that's enjoyed by everybody in the room and that adds so much to your enjoyment ... isn't the only advantage of Half and Half Tobacco. Half and Half is packed in a new and more convenient kind of tin, too -- the patented telescope tin. This tin is different from other tobacco tins because it closes up like a telescope as you use the tobacco. Just push the top half down inside the bottom half and you can keep every pipeful of Half and Half within easy reach. No more scraped knuckles, no more digging down for

ATX01 0179185

HALF AND HALF
February 5, 1939

CLOSING COMMERCIAL -2-

VON ZELL:
(CONT'D)

that last pipeful. So remember --- tomorrow buy
Half and Half, the only tobacco that gives you the
extra convenience of the patented telescope tin!

ATK01 0179186

SUNDAY, FEB. 5, 1939

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UMBRELLA MAN

(ORCHESTRA "XXXXXXXXXXXXXXXXXXXX" HIT AND FADE)

BEN: You Hear that folks? Swing is still reigning - so the Half and
Half Tobacco Lads have gone and called in the Old Umbrella Man.
Yeah.
Gentlemen...

UMBRELLA MAN

7.... (ORCHESTRA "XXXXXXXXXXXXXXXXXXXX" 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: As my son Josh says after studying French a year.
Well, boys and gals/ c'est la fini, /as we used to say up
there in dear old Montmartre. In plain English, it looks
as though we've come to the end of another of our regular
Sunday visits to your house. / But as soon as seven days us in.
scurry by, we'll be back again with another half hour of
songs, music, and mayhap even a laugh-a for dear old Half
and Half-a. And speaking of Half and Half - remember this,
all youse guys -- Half and Half's aroma helps make a happy
home-a. ~~Now~~ ^{So 'elp me.} And now the time has come ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, FEB. 5, 1939

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HARRY: Half and Half Smoking Tobacco invites you to listen in

again at this same time next Sunday for another half

hour with Ben Bernie and all the Lads, Mary Small,

Bob Gibson, Colonel Manny Prager and Lew Lehr. / THIS IS
evening's program was "Get Out Of Town", from Leave It To Me.
THE COLUMBIA BROADCASTING SYSTEM. Goodnight.

ATX01 0179188

"AS BROADCAST" COPY

SUNDAY, FEB. 12, 1939
(REVISED)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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. In preparation for this occasion, the Old Maestro, Ben Bernie, has had his bushy hair trimmed; the Half and Half Lads have had their musical instruments shined; the singers have had their vocal cords tuned and Movietone's Lew Lehr has had his rubber face stretched. And now in the spirit of the Valentine season we bring you our bald-headed Cupid - the Old Maestro - BEN BERNIE.

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0179189

SUNDAY, FEB. 12, 1939

-2-

BEN: Yowsah, yowsah ... greetings and salutations, my friends ... and a Happy mid-February to youse all. This is Ben Bernie the Old Maestro, bringing you a bit of a pre-Valentine greeting. Ah, dear old Valentine ... the season of love. First comes Romance, which opens your heart and shuts your eyes, and then comes marriage, which opens your eyes and shuts your mouth.

HARRY: Well, Maestro, how are you going to celebrate Valentine's Day?

BEN: Well, Harry, on Valentine's day I'm gonna wear my new heart-shaped toupee.

HARRY: A heart-shaped toupee? (LAUGH)

BEN: It's all right for you to laugh.

HARRY: You know Maestro ... you're really quite a romanticist.

BEN: Harry! All my life I've been a lover. Casanova Bernie they calls me. Even back in my home town I was known as Don Juan of Public School No. 74. I'll never forget my first girl ... little Pen-el-opee. Oh she was a dainty little blonde ... she played left guard on the football team. I went with her all through high school but I never married her.

HARRY: Oh well, of course, Maestro the Civil War did break up a lot of romances!

(LAUGH)

ATK01 0179190

SUNDAY, FEB. 12, 1939

-4A-

BEN: Ah ... romance!

MANNY: No, a broken shoulder strap!

BEN: Sing, Colonel, sing!

.....(ORCHESTRA ... BERNIE AND PRAGER "HYA DUCHESS")

(APPLAUSE)

ATK01 0179191

HALF AND HALF
February 12, 1939

OPENING COMMERCIAL

BERNIE:

Now youse guys ... the Old Maestro would like to don his coonskin cap and tell you a wee bit of a story about Daniel Boone. You know old Dan'l used to wander through the forests when this here country was mostly trees and redskins. He was never without his trusty rifle ... and they tell me he was never without his trusty pipe, either. He always carried a pipe o' peace to soothe him when he felt troubled and worried. And it's the same today with the Old Maestro ... when he feels troubled he gets out his pipe. Yowsah, take my advice friends ... Smoke a Pipe To Calm You Down ... and for the besta smoke ... always fill that pipe with Half and Half Tobacco ...

VON ZELL:

Yes men ... it is a fact that Half and Half does make an especially enjoyable smoke. And for a very simple reason -- a reason that you can sense for yourself the instant you open the tin. Yes -- the very first thing you notice about Half and Half is its grand fragrance ... its delightful aroma -- finer, we believe, than that of any other tobacco. And that fragrance is most important to your

AFX01 0179192

HALF AND HALF
February 12, 1939

OPENING COMMERCIAL -2-

VON ZELL:
(CONT'D)

pipe smoking pleasure ... because it is a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma. Now, the makers of Half and Half turn this fact to your advantage by giving you a more aromatic mixture of Virginia and Burley tobaccos, BLENDED ESPECIALLY to have a finer fragrance and, therefore, a finer taste. Tomorrow -- buy the tobacco that gives you flavor PLUS fragrance -- in just the right proportions. Buy Half and Half Tobacco!

ATX01 0179193

SUNDAY, FEB. 12, 1939

-7-

BEN: Bravo, Harry, you have spoken with frankness, candor, and
Veritas as we used to say in dear old Latin. Deah, deah.
veracity/ And we are thankful for them words of wisdom.

In short, "Thanks For Everything."

3....(ORCHESTRA "THANKS FOR EVERYTHING")

BEN: Nicely done, my Half and Half Tobacco Lads, nicely done. Now
unless someone else steps up to this here microphone I'm gonna
have to play ma fiddle.

(PLAYS A LITTLE)

(APPLAUSE)

BEN: Not yet.

MARY: Stop - Maestro - Stop. Stop in the name of Mercy, Humanity and
all these people who have loved you - up to now.

BEN: Well, Mary I just wanted to teach you to be prompt. That's all.
I use my fiddle as a threat. Tell me, are you all filled with
this here Valentine spirit and love and stuff?

MARY: Yes, I am, Maestro. Are you?

BEN: Well, yes, Mary, would you like to hear about my secret love.

MARY: I certainly would.

BEN: She has big brown eyes, beautiful black hair, smooth skin and
the sweetest face you ever saw.

ATX01 0179194

SUNDAY, FEB. 12, 1939

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MARY: She sounds lovely, Maestro. Where is she?

BEN: She's running in the third race at Hialeath! And while I'm waiting for the results, suppose you sing "This Can't Be Love."

4....(ORCHESTRA ... MARY SMALL "THIS CAN'T BE LOVE")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful. That was Mary Small singing "This Can't Be Love." And a mighty swell job Mary does, too -- a wee bit of a gal only eighteen summers ... or seventeen summers - her maw told me sixteen summers ... I'll settle for seventeen summers.

ATX01 0179195

SUNDAY, FEB. 12, 1939

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BEN: And here he comes now -
On his fingers are rings,
On his toes there are bells,
And he has a face
That would scare Orson Welles
Yowsah - it's the Half and Half wit of Movietone News -
LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Lew - what's the trouble? You seem all upset.

LEW: Oh, Mr. Bernie - I'm having an awful time. All week I've been
looking at Valentines - I can't find one to send ^{to} my wife.

BEN: What's wrong?

LEW: (LAUGH) They all say "I love you."

BEN: Now Lew, you know you love your wife.

LEW: Oh, certainly. But the ones I saw didn't say it right. So I
decided to write my own Valentine. Would you like to hear it?

BEN: I can't wait. Read it, Lew.

ATX01 0179196

SUNDAY, FEB. 12, 1939

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LEW: All right. "Wifie dear, this is Valentine
And I must say what's on my mind,
I didn't marry you because of Cupid,
I married you because I'm stupid.

Ain't it tender?

BEN: Oh, it's too too divine - Tell me how do you think your wife
will like it?

LEW: I don't know. But if you happen to pass a dog house and you
think you hear a dog talking (LAUGH) It's me! You know
Mr. Bernie, I'm getting tired of celebrating holidays.

BEN: Tired of celebratin' holidays? I don't understand.

LEW: Well, on Thanksgiving Day I dressed as a Pilgrim, on Christmas
I'm a Santy Claus, and on Valentine's Day I have to be Cupid.

BEN: Well, what wrong with that?

LEW: Easter is coming and I ain't gonna lay an egg for nobody.

BEN: Well, I'm sorry for you - you certainly have your troubles. Tell
me - did you have any troubles making your newsreel this week?

LEW: No, this week I made a newsreel of a society bazaar.

BEN: Oh, a society bazaar. Deah, deah, you must meet the most
interesting people in Society.

ATX01 0179197

SUNDAY, FEB. 12, 1939

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LEW: Are they interesting? They're the most aristo- the most fascin - the most intellec- fascin - (LAUGH) dopes!

BEN: Not Glamour dopes?
/What was the purpose of the bazaar?

LEW: Well, they were raising money for charity.

BEN: Charity?

LEW: Yeah, a home for Homeless Homing Pigeons.

BEN: Homeless homing Pigeons! A very worthy cause. Tell me, how did they go about raising the money?

LEW: Well, one girl was selling kisses. She charged a dollar a kiss.

BEN: A dollar a kiss!

LEW: Yes. I had five dollars and so I got fifty kisses.

BEN: Now wait a minute - wait a minute. If you had five dollars and kisses were a dollar apiece, how could you get fifty kisses?

LEW: Easy. (LAUGH) I opened a charge account! There was another girl there - she was selling dances. She got two dollars a dance.

BEN: Did you dance with ner?

ATK01 0179198

SUNDAY, FEB. 12, 1939

-12-

LEW: Yes, but in the middle of the dance, I suddenly felt awfully tall. I looked around and there I was (LAUGH) standing on her knees.

BEN: Well, what was wrong? Couldn't she follow?

LEW: Oh, she could follow all right. (LAUGH) We just forgot to tell each other where we was going.

BEN: Well Lew, did you contribute to this worthy cause?

LEW: Yes. Certainly. They passed around a great big tin can. And I said if they'd all throw something in it, I'd sing.

(WARBLES FEW LOUSY NOTES)

BEN: Well Lew, did they throw something in the tin can?

LEW: Yeah ---- (LAUGH) Me!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

RTX01 0179199

SUNDAY, FEB. 12, 1939

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BEN: Nice going Lew, nice going. Folks, confidentially, don't believe that stuff about Lew not liking his wife. They're really inseparable. Wherever she goes, he's right at her side. He can't get out of the handcuffs. But who knows - maybe some day he will. As the Half and Half Tobacco lads are about to say - "Could Be."

5....(ORCHESTRA "COULD BE")

BEN: That was the Half and Half Tobacco Lads playing "Could Be." Could Be better but we'll let it go ... Now who's this coming toward me? Could be Groucho Marx, but he ain't got no moustache. Could be Walter Winchell but he ain't got a kind face. Well, hush ma mouth, if it ain't our own Bobby Gibson.

BOB: Hello, Maes.

BEN: I see, Bobby, your uncle's in the audience.
/Say, Bob, what's that funny expression on your face? You look as if Cupid has slipped you the old one-two punch.

BOB: Well, Maes, I must confess, my girl just kissed me.

BEN: Well, that shouldn't upset you. I remember the first time a woman kissed me. I was calm as could be.

ATX01 0179200

SUNDAY, FEB. 12, 1939

-14-

BOB: Yeah? What'd you do?

BEN: I said, "Thanks Mom" ... And now, Bob, since we're so close to Valentine's Day, why don't you sing that appropriate ballad - "Between A Kiss And A Sigh."

6.....(ORCHESTRA & GIBSON "BETWEEN A KISS AND A SIGH")

(APPLAUSE)

ATX01 0179201

HALF AND HALF
February 12, 1939

CLOSING COMMERCIAL

BERNIE: That was a bit of the all-right-a, it really was. And now your Uncle Benje has a secret to whisper to you men who want your pipe to be popular with the real boss of the house. Just remember this ... Your Better Half ... will love the fragrance of Half and Half! And so will everyone in the room-a ... love the arom-a of good old Half and Half-a ...

VON ZELL: Well, that's true, smokers. But that's not all -- for in addition to its finer aroma and its finer flavor, Half and Half has another big advantage... an advantage that NO OTHER TOBACCO CAN OFFER. Half and Half comes to you packed in a new and more convenient kind of tin -- the patented telescope tin. This tin closes up like a telescope. Just push the top half down inside the bottom half, and you can keep every pipeful of Half and Half within easy reach. No more scraped knuckles -- no more digging down for that last pipeful.

ATX01 0179202

HALF AND HALF
February 12, 1939

CLOSING COMMERCIAL -2-

VON ZELL: Next time you're at your tobacco dealer's, look for this
(CONT'D) unique container. You'll find it's a lot easier to fill
your pipe when you buy Half and Half, the tobacco that
comes in the patented telescope tin.

ATK01 0179203

SUNDAY, FEB. 12, 1939

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(ORCHESTRA ... "SWEET GEORGIA BROWN" ... HIT AND FADE)

BEN: Well, shut ma mouth - the lads are playing "Sweet Georgia Brown", which I wrote some time ago with Ken Casey and Ken Sisson. To tell the truth, they did most of the writing. I filled the ink-well.

7. ORCHESTRA ... "SWEET GEORGIA BROWN" ... 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: Right yo' are, Harry ... and you might tell all the wives that Half and Half's aroma sho' makes a happy home-a. And so, ladies and gentlemen, we come to the end of our program -- on the birthday of one of the greatest Americans of them all - Old Abe Lincoln. And as a brief but sincere tribute to Honest Abe, I'd just like to quote a little somethin' that Ralph Waldo Emerson once wrote ... a few words that take on an even greater meaning today, when tolerance is needed so desperately. It goes like this: "Abraham Lincoln ...

ATX01 0179204

SUNDAY, FEB. 12, 1939

-18-

BEN: his heart was as great as the world, but there was no room
(CONT'D) in it to hold the memory of a wrong." And now the time
has come ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again
at this same time next Sunday for another half hour with Ben
Bernie and all the Lads, Mary Small, Bob Gibson, Colonel
Manny Prager and Lew Lehr. Heard on this evening's program
were "Thanks for Everything" from the picture of that name,
and "This Can't Be Love" from "The Boys from Syracuse".
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179205

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

OFFICE MEMORANDUM

TO Mr. H.M. Boggiano DATE Feb. 14, 1939 SUBJECT Ben Bernie Clearances

Copy of teletype received from Young & Rubicam Hollywood office 2/9/39, 6 P.M.:

LOY AND GROUCHO MARX OKAY FOR BERNIE SHOW

TAYLOR-STANWYCK ALSO OKAY.

Copy of teletype received 2/10/39, 7 P.M.

POWER ANNABELLA REFERENCE OKAY

RTX01 0179206

February 7, 1939

I hereby give YOUNG & RUBICAM, INC. permission to mention my name in the following manner on the Ben Bernie program of Sunday, February 12th, from 5:20 to 6:00 P.M., Eastern Standard Time, over the Columbia Broadcasting System:

Ben Bernie: (Introducing Lew Lehr)

"And here he comes now -
On his fingers are rings,
On his toes there are bells,
And he has a face
That would scare Orson Welles!"

(Signed)

ORSON WELLES

ATX01 0179207

REBROADCAST

REBROADCAST

"AS BROADCAST" COPY

SUNDAY, FEB. 12, 1939
(REVISED)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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. In preparation for this occasion, the Old Maestro, Ben Bernie, has had his bushy hair trimmed; the Half and Half Lads have had their musical instruments shined; the singers have had their vocal cords tuned and Movietone's Lew Lehr has had his rubber face stretched. And now in the spirit of the Valentine season we bring you our bald-headed Cupid - the Old Maestro - BEN BERNIE.

(APPLAUSE)

(MUSIC UP AND OUT)

RTX01 0179208

SUNDAY, FEB. 12, 1939

-2-

BEN: Yowsah, yowsah ... greetings and salutations, my friends ... and a Happy mid-February to youse all. This is Ben Bernie the Old Maestro, bringing you a bit of a pre-Valentine greeting. Ah, dear old Valentine ... the season of love. First comes Romance, which opens your heart and shuts your eyes, and then comes marriage, which opens your eyes and shuts your mouth.

HARRY: Well, Maestro, how are you going to celebrate Valentine's Day?

BEN: Well, Harry, on Valentine's day I'm gonna wear my new heart-shaped toupee.

HARRY: A heart-shaped toupee? (LAUGH)

BEN: It's all right for you to laugh.

HARRY: You know Maestro ... you're really quite a romanticist.

BEN: Harry! All my life I've been a lover. Casanova Bernie they calls me. Even back in my home town I was known as Don Juan of Public School No. 74. I'll never forget my first girl ... little Pen-el-opee. Oh she was a dainty little blonde ... she played left guard on the football team. I went with her all through high school but I never married her.

HARRY: Oh well, of course, Maestro: the Civil War did break up a lot of romances!

(LAUGH)

ATX01 0179209

BEN: Now wait a minute, Harry. I'm not that old. As a matter of fact, it's only been fifteen years since I got my first pair of long trousers. I'll never forget those trousers, Harry. They were my father's and they were so big, by gosh, I wore them for three years before I found out they had another leg. But, you know they fit fairly well. Honestly, they were just a little snug under the arms.

HARRY: Well, Maestro, I'm really more interested in your romances. Tell me - during your college days, did the girls give you any sorority pins?

BEN: No, Harry no one has pinned anything on me since I was a baby. But this really is the season where people fall in love. Tyrone Power is in love with Annabella ... Robert Taylor is in love with Barbara Stanwyck ... Winchell is in love with Winchell.

BEN: But right now, the Half and Half Lads, who are in love with their work, are gonna open up with I KNOW THAT YOU KNOW.

.....(ORCHESTRA "I KNOW THAT YOU KNOW")

SUNDAY, FEB. 12, 1939

-4-

BEN: That was the Half and Half Tobacco Lads playing I KNOW THAT YOU KNOW ... with a bit of Valentine zip. Gosh ... this Valentine thing has got me all confused. I don't know whether to send Myrna Loy a Valentine or not. Aw ... what's the use ... her husband always sends them back! Well ... to carry on! I must carry on - A stiff upper lip, Bernie a stiff upper lip. A stout heart, eh what?
//We've had loads of requests to do a song that's close to Colonel Manny Prager's heart. A song dedicated to Her Grace the Duchess. The title? HYA DUCHESS. Come on over, here Colonel. Tell me ... are you in a bit of a Valentine mood?

MANNY: Righto, Sir ... righto!

BEN: Ah! Then Valentine's Day stirs up a bit of romantic nostalgia, eh whatto?

MANNY: Oh, right you are, Sir ... Yes sir, indeed, sir. As a matter of fact, I shall never forget the night I was dancing with my lady fair, sir.

BEN: Really?

MANNY: Oh indeed. In the middle of the dance she looked deep in my eyes and asked me to rest my hand on her shoulder and to keep it there all evening.

ATK01 0179211

SUNDAY, FEB. 12, 1939

-44-

BEN: Ah ... romance!

MANNY: No, a broken shoulder strap!

BEN: Sing, Colonel, sing!

2.... (ORCHESTRA ... BERNIE AND PRAGER "HYA DUCHESS")

(APPLAUSE)

ATX01 0179212

HALF AND HALF
February 12, 1939

OPENING COMMERCIAL

BERNIE:

Now youse guys ... the Old Maestro would like to don his
coonskin cap and tell you a wee bit of a story about
Daniel Boone. You know old Dan'l used to wander through
the forests when this here country was mostly trees and
redskins. He was never without his trusty rifle ... and
they tell me he was never without his trusty pipe, either.
He always carried a pipe o' peace to soothe him when he
felt troubled and worried. And it's the same today with
the Old Maestro ... when he feels troubled/^{What does he do -}he gets out his
pipe. Yowsah, take my advice friends ... Smoke a Pipe
To Calm You Down ... and for the besta smoke ... always
fill that pipe with Half and Half Tobacco ...

VON ZELL:

Yes men ... it is a fact that Half and Half does make an
especially enjoyable smoke. And for a very simple reason
-- a reason that you can sense for yourself the instant
you open the tin. Yes -- the very first thing you notice
about Half and Half is its grand fragrance ... its delight-
ful aroma -- finer, we believe, than that of any other
tobacco. And that fragrance is most important to your

RTX01 0179213

HALF AND HALF
February 12,

OPENING COMMERCIAL -2-

VON ZELL:
(CONT'D)

pipe smoking pleasure ... because it is a recognized
scientific fact that the taste or flavor of any tobacco
depends chiefly on its aroma. Now, the makers of Half
and Half turn this fact to your advantage by giving you
a more aromatic mixture of Virginia and Burley tobacco
BLENDED ESPECIALLY to have a finer fragrance and, there-
fore, a finer taste. Tomorrow -- buy the tobacco that
gives you flavor PLUS fragrance -- in just the right
proportions. Buy Half and Half Tobacco!

ATX01 0179214

SUNDAY, FEB. 12, 1939

-7-

BEN: Bravo, Harry, you have spoken with frankness, candor, and
from the latin - Versitas - meaning truth.
veracity/ And we are thankful for these words of wisdom.
In short, "Thanks For Everything."

3. (ORCHESTRA "THANKS FOR EVERYTHING")

BEN: Nicely done, my Half and Half Tobacco Lads, nicely done. Now
unless someone else steps up to this here microphone I's gonna
have to play me fiddle. I'll drive Fritz Kreisler out of the
country.

(PLAYS A LITTLE)

(APPLAUSE)

BEN: Not yet.

MARY: Stop - Maestro - Stop. Stop in the name of Mercy, Humanity and
all these people who have loved you - up to now.

BEN: Well, Mary I just wanted to teach you to be prompt. That's all.
I use my fiddle as a threat. Tell me, are you all filled with
this here Valentine spirit and love and stuff?

MARY: Yes, I am, Maestro. Are you?

BEN: Well, yes, Mary, would you like to hear about my secret love.

MARY: I certainly would.

BEN: She has big brown eyes, beautiful black hair, smooth skin and
the sweetest face you ever saw.

ATX01 0179215

SUNDAY, FEB. 12, 1939

-8-

MARY: She sounds lovely, Maestro. Where is she?

BEN: She's running in the third race at Hialeath! And while I'm waiting for the results, suppose you sing "This Can't Be Love."

.....(ORCHESTRA ... MARY SMALL, "THIS CAN'T BE LOVE")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful. That was Mary Small singing "This Can't Be Love." And a mighty swell job Mary does, too -- a wee bit of a gal only eighteen summers ... or seventeen summers - her maw told me sixteen summers ... I'll settle for seventeen summers.

ATX01 0179216

BEN: And here he comes now -
On his fingers are rings,
On his toes there are bells,
And he has a face
That would scare Orson Welles
Yowsah - it's the Half and Half wit of Movietone News -

LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Lew - what's the trouble? You seem all upset.

LEW: Oh, Mr. Bernie - I'm having an awful time. All week I've been
looking at Valentines - I can't find one to send ^{to} my wife.

BEN: What's wrong?

LEW: (LAUGH) They all say "I love you."

BEN: Now Lew, you know you love your wife.

LEW: Oh, certainly. But the ones I saw didn't say it right. So I
decided to write my own Valentine. Would you like to hear it?

BEN: I can't wait. Read it, Lew.

SUNDAY, FEB. 12, 1939

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LEW: All right. "Wifie dear, this is Valentine
And I must say what's on my mind,
I didn't marry you because of Cupid,
I married you because I'm stupid.

Ain't it tender?

BEN: Oh, it's too too divine - Tell me how do you think your wife
will like it?

LEW: I don't know. But if you happen to pass a dog house and you
think you hear a dog talking (LAUGH) It's me! You know
Mr. Bernie, I'm getting tired of celebrating holidays.

BEN: Tired of celebratin' holidays? I don't understand.

LEW: Well, on Thanksgiving Day I dressed as a Pilgrim, on Christmas
I'm a Santy Claus, and on Valentine's Day I have to be Cupid.

BEN: Well, what wrong with that?

LEW: Easter is coming and I ain't gonna lay an egg for nobody.

BEN: Well, I'm sorry for you - you certainly have your troubles. Tell
me - did you have any troubles making your newsreel this week?

LEW: No, this week I made a newsreel of a society bazaar.

BEN: Oh, a society bazaar. Deah, deah, you must meet the most
interesting people in Society.

ATX01 0179218

SUNDAY, FEB. 12, 1939

-11-

LEW: Are they interesting? They're the most aristo- the most fascin - the most intellec- fascin - (LAUGH!) dopes!

BEN: What was the purpose of the bazaar?

LEW: Well, they were raising money for charity.

BEN: Charity?

LEW: Yeah, a home for Homeless Homing Pigeons.

BEN: Homeless homing Pigeons! A very worthy cause. Tell me, how did they go about raising the money?

LEW: Well, one girl was selling kisses. She charged a dollar a kiss.

BEN: A dollar a kiss!

LEW: Yes. I had five dollars and so I got fifty kisses.

BEN: Now wait a minute - wait a minute. If you had five dollars and kisses were a dollar apiece, how could you get fifty kisses?

LEW: Easy. (LAUGH) I opened a charge account! There was another girl there - she was selling dances. She got two dollars a dance.

BEN: Did you dance with her?

ATXO1 0179219

SUNDAY, FEB. 12, 1939

-12-

LEW: Yes, but in the middle of the dance, I suddenly felt awfully tall. I looked around and there I was (LAUGH) standing on her knees.

REN: Well, what was wrong? Couldn't she follow?

LEW: Oh, she could follow all right. (LAUGH) We just forgot to tell each other where we was going.

REN: Well Lew, did you contribute to this worthy cause?

LEW: Yes. Certainly. They passed around a great big tin can. And I said if they'd all throw something in it, I'd sing.

(WARBLES FEW LOUSY NOTES)

REN: Well Lew, did they throw something in the tin can?

LEW: Yeah ---- (LAUGH) Me!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATX01 0179220

SUNDAY, FEB. 12, 1939

-13-

BEN: Nice going. Lew, nice going. Folks, confidentially, don't believe that stuff about Lew not liking his wife. They're really inseparable. Wherever she goes, he's right at her side. He can't get out of the handcuffs. But who knows - maybe some day he will. As the Half and Half Tobacco lads are about to say - "Could Be."

5....(ORCHESTRA "COULD BE")

BEN: That was the Half and Half Tobacco Lads playing "Could Be."
Could Be better but we'll let it go .../Now who's this coming
toward me? Could be Groucho Marx, but he ain't got no
moustache. Could be Walter Winchell but he ain't got a kind
face. Well, hush as mouth, if it ain't our own Bobby Gibson.

BOB: Hello, Maes.

BEN: Say, Bob, what's that funny expression on your face? You look as if Cupid has slipped you the old one-two punch.

BOB: Well, Maes, I must confess, my girl just kissed me.

BEN: Well, that shouldn't upset you. I remember the first time a woman kissed me. I was calm as could be.

ATX01 0179221

SUNDAY, FEB. 12, 1939

-14-

BOB: Yeah? What'd you do?

BEN: I said, "Thanks Mom" ... And now, Bob, since we're so close
to Valentine's Day, why don't you sing that appropriate
ballad - "Between A Kiss And A Sigh."

G.....(ORCHESTRA & GIBSON /Basil Benda singing -
"BETWEEN A KISS AND A SIGH")

(APPLAUSE)

ATX01 0179222

HALF AND HALF
February 12, 1939

Thank you Bobby ~~and thank you.~~ CLOSING COMMERCIAL

BERNIE: That was a bit of the all-right-a, it really was. And now your Uncle Benja has a secret to whisper to you men who want your pipe to be popular with the real boss of the house. Just remember this ... Your Better Half ... will love the fragrance of Half and Half! And so will everyone in the room-a ... love the aroma of good old Half and Half-a ...

VON BELL: Well, that's true, smokers. But that's not all -- for in addition to its finer aroma and its finer flavor, Half and Half has another big advantage... an advantage that NO OTHER TOBACCO CAN OFFER. Half and Half comes to you packed in a new and more convenient kind of tin -- the patented telescope tin. This tin closes up like a telescope. Just push the top half down inside the bottom half, and you can keep every pipeful of Half and Half within easy reach. No more scraped knuckles -- no more digging down for that last pipeful.

ATX01 0179223

HALF AND HALF
February 12, 1939

CLOSING COMMERCIAL -2-

VON ZEIG:
(CONT'D)

Next time you're at your tobacco dealer's, look for this unique container. You'll find it's a lot easier to fill your pipe when you buy Half and Half, the tobacco that comes in the patented telescope tin.

SUNDAY, FEB. 12, 1939

-17-

(ORCHESTRA ... "SWEET GEORGIA BROWN" ... HIT AND FADE)

BEN: Well, shut ma mouth - the lads are playing "Sweet Georgia Brown", which I wrote some time ago with Ken Casey and Ken Sisson. To tell the truth, they did most of the writing. I filled the ink-roll.

7. ORCHESTRA ... "SWEET GEORGIA BROWN" ... 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: Right yo' are, Harry ... and you might tell all the wives that Half and Half's aroma sho' makes a happy home-a. And so, ladies and gentlemen, we come to the end of our program -- on the birthday of one of the greatest Americans of them all - Old Abe Lincoln. And as a brief but sincere tribute to Honest Abe, I'd just like to quote a little somethin' that Ralph Waldo Emerson once wrote ... a few words that take on an even greater meaning today, when tolerance is needed so desperately. It goes like this: "Abraham Lincoln ...

ATX01 0179225

SUNDAY, FEB. 12, 1939

-18-

BEN: His heart was as great as the world, but there was no room
(CONT'D) in-it to hold the memory of a wrong." And now the time
has come ...

(BEN & ORCHESTRA "AU REVOIR")

(SCENE TO)

(ORCHESTRA "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again
at this same time next Sunday for another half hour with Ben
Bernie and all the Lads, Mary Small, Bob Gibson, Colonel
Sanny Prager and Lew Lehr. Heard on this evening's program
were "Thanks for Everything" from the picture of that name,
and "This Can't Be Love" from "The Boys from Syracuse".
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179226

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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. Mastering
the ceremonies is our smiling host, half Ben, half
Bernie. Mustering the music are the Lads and singers,
half instrumental, half vocal. And massacring the
laughter is that Half and Half half-wit of Movietone
News - Lew Lehr. And now we bring you the man who is
going to tell you a lot of old jokes about his new
apartment - the Old Maestro - Ben Bernie.

(APPLAUSE)

(MUSIC UP AND OUT)

SUNDAY, FEB. 19, 1939

-2-

BEN: Yowsah - yowsah - greetings and salutations, et cetera, et cetera, and a swell February 19th et cetera to youse all. This is Ben Bernie, the Old Maestro, about to pipe up once again for good old Half and Half Smoking Tobacco. And, Harry, since you mentioned my new apartment, I want to tell you this business of moving really wears a guy out. I'll never move again, even if I have to pay the rent.

HARRY: Well, Ben, if it's as bad as all that, why did you move?

BEN: Well, it was such an old place. And I really mean old. Why last week some of the paper fell off the wall, and under it I found something written in chalk.

HARRY: Oh well,
What did it say?

BEN: "Georgie Washington loves Martha" ... And besides, ^{Harry, my} ~~the~~ old apartment was too ~~noisy xxxxy xbed xxx xxx xxx xxx xxx xxx xxx~~ ~~stxxx xkxxx xxx xxx xxx xxx xxx xxx xxx xxx xxx xxx~~ I was so near the traffic I had to wait for a green light to get out of bed.

HARRY: But Maestro, I thought that old place of yours was very attractive. ~~I liked the way it looked xxx xxx xxx~~

ATX01 0179228

BEN: Yes, but the handkerchiefs are all the way in the bank.

HARRY: Oh, yes, but the way it is, it's all the way in the bank, getting out of the window.

BEN: Oh, yes, it's all the way in the bank, getting out of the window.

HARRY: Yes, it's all the way in the bank, getting out of the window.

BEN: But, Harry, you should see my new place - what a swanky building!

HARRY: What's the name of it?

BEN: The Chateau/^{de}La Dump. What a fancy place! Why, Harry, the doorman has so much gold braid on him he has to come to work in an armored truck.

HARRY: Well, that certainly ~~is~~ sounds pretty classy. But tell me, Maestro, is your apartment/^alarge one?

BEN: Large? The place is so big, my wife and I say Good Morning to each other by carrier pigeon ... And you should see the modern way I've got it furnished. / ^{Harry,} Everything is automatic.

SUNDAY, FEB. 19, 1939

-4-

HARRY: Automatic? What do you mean?

BEN: Well, the heat shuts off when summer comes on. The lights
shuts off when sleep comes on. / And the radio shuts off when
Winchell comes on. And now this is where I shut off and the
Half and Half Lads come on with "JEEPERS CREEPERS."

1....(ORCHESTRA "JEEPERS CREEPERS")

BEN: Thank you, Lads, thank you. That was the Half and Half Tobacco
Lads playing the double-talk song JEEPERS CREEPERS. Well,
my friends, every now and then the Lads allow me to uncork my
unexpurgated baritone. You know, there are lots of boys from
the South in my outfit, and as soon as I start singin', that
old Southern spirit asserts itself ... and they all put cotton
in their ears. Well, anyhow, I'm a gonna cackle a bit of a
tribute to that little bundle of joy who's named after our
President. FRANKLIN D. ROOSEVELT JONES ... Or, as they say in
Maine and Vermont ... Alfred M. Landon Jones.

2....(ORCHESTRA AND BEN BERNIE "FRANKLIN D. ROOSEVELT JONES")

(APPLAUSE)

ATX01 0179230

HALF AND HALF
February 19, 1939
REVISED

COMMERCIAL "A"

Thank you very much, ladies and gentlemen.
BERNIE: /And know youse guys xxxxx Washington's Birthday is just
three
xxx days away on the Old Maestro's calendar, so here's
a bit of philosophy for you. If there's a hitch in yo'
holiday plans ... if you miss yo' train or if yo' family
is late embarking in the automobile ... don't get ex-
cited, it's not worth it, so help me it's not. Instead
just ^{pipe} ~~xxxxx~~ a pipe to calm you down ... and to make sure
your smoke is filled with pleasure ... make sure ^{the old} ~~xxxxx~~
pipe is filled with Half and Half ...

Now
VON ZELL: /Smokers ... that really is good advice, and you can sense
the reason why as soon as you open the tin: Half and
Half has a distinctive and very delightful aroma --
finer, we believe, than that of any other tobacco. This
grand aroma -- this special fragrance -- adds greatly to
your smoking pleasure. You see ... it is a recognized
scientific fact that the taste or flavor of any tobacco
^{Now}
depends chiefly on its aroma. /The makers of Half and
Half take full advantage of this fact by carefully

ATX01 0179231

HALF AND HALF
February 19, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

blending for you a more aromatic mixture of Virginia
and Burley tobaccos -- an exclusive mixture that has a
finer fragrance and therefore a finer taste. Tomorrow
-- buy the tobacco that proves the importance of aroma.
Buy Half and Half Tobacco!

ATX01 0179232

BEN: Harry, you have put into words the very thoughts that I have in me own 'umble 'cart, so 'elp me. In short that goes for me, and as the Half and Half/^{Tobacco}Lads are about to say: "I Go For That."

3.... (ORCHESTRA "I GO FOR THAT")

BEN: ~~Adquate, xgentlemen, xkittaxadequate.~~ Quad erat demonstradibus. As we used to say at dear old Oxford, Folks, those were deah, deah.

the Half and Half Tobacco Lads playin' "I Go For That" ...

Now Comes ~~now~~ a dainty bit of femininity. And if she affects youse folks like she affects me, she'll sure-nuff step up your heart-beat. Yowsah, it's little Mary Small, the first lady of the band.

MARY: Maestro, I heard ~~that~~ ^{all} you spent/this week moving.

BEN: That's right, ~~Mary~~. little ingenue.

MARY: Well ~~But~~ I thought you were going down to Florida for a few days.

BEN: I wanted to, but they're very angry with me down there.

MARY: Why - what happened?

SUNDAY, FEB. 19, 1939

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BEN: Well, last time I was there, I stuck my hand out to see if it was raining, - and a member of the Chamber of Commerce hit me over the head with his umbrella ... But now, Mary, suppose you sing that swell number my pal Walter Huston does in that Broadway hit: "Knickerbocker Holiday" .../ "September Song."

A.... (MARY SMALL & ORCHESTRA "SEPTEMBER SONG")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful. I loved that symphonic diminuendo finish. Very lovely - very nice arranging, Al. I must mention Evans' name occasionally. It's in his contract to mention it twice a year.

ATX01 0179234

BERNIE: And here he comes now
With a smile in his glance
A song in his heart
And a shine on his pants

Yowsah - it's that Half and Half wit of Movietown News-

LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Why
~~Well~~, Lew - you're just beaming with joy. What's the
good word?

LEW: Oh, Mr. Bernie ^{you know} -/my little son Sycamore ~~got a little puppy dog~~
~~dog~~.

BEN: Why of course I know little Sycamore.
~~got a little puppy dog~~.

LEW: Well, he just got a little new puppy dog.
~~got a little puppy dog~~ it's the ugliest mutt that ever ran from a
dog catcher. ~~got a little puppy dog~~ And
I'm so flattered.

BEN: Why?

LEW: (COY LAUGH) He named it after me.

BEN: ^{actually}
He/named the dog Lew?

LEW: Yeah.

SUNDAY, FEB. 19, 1939

-10-

BEN: But if Sycamore says "Come here, Lew" who answers, you or the dog?

LEW: (LAUGH) We take turns! You know, Mr. Bernie, when I was a little boy I had der most beautiful dog, but I lost him.

BEN: How did you lose him?

LEW: I rubbed him down with alcohol.

BEN: What's alcohol got to do with losing him?

LEW: (LAUGH) Der fleas got drunk and dragged him away!

BEN: Well, that is really something. Now Lew, suppose you tell us about the newsreel you made this week.

LEW: Well, this week I made a newsreel in a school where they give advice to the lovelorn.

BEN: Advice to the lovelorn?

LEW: Yeah.

BEN: Say, that is important. Lew, do you realize that in America fifty million of the people are broken hearted, and the other fifty million are married?

LEW: My goodness! (LAUGH) The whole country's unhappy!

BEN: Well, Lew, just what do they teach you in this school for lovers?

LEW: Well, they teach you how to be chivalro ... er ... how to be romanti... the approach to matrimo...er..matrimo ..(LAUGH) necking!

ATK01 0179236

-11-

BEN: No, seriously, Lew. What advice do they give young lovers?

LEW: Well, the first thing they teach you is never marry for money!

BEN: ~~That's a good one~~ But Lew, if I'm not too personal didn't your wife marry you for your money?

LEW: No (GRUNT CUTELY) for my looks.

BEN: Well, ~~how~~, it's not for me to say but you haven't much looks.

LEW: ~~But~~ (LAUGH) I got less money. ~~xxx~~ But this school also teaches that the woman should chase the man.

BEN: The woman should chase the man.

LEW: Yeah - my wife chased Clark Gable.

BEN: She chased Clark Gable. Then how ^{in the world} did she come to get you?

LEW: Well, (LAUGH) things ^{is} ~~xxx~~ bad all over.

BEN: ^{Lew,} Well, /does this school advise you as to what type of person to marry.

nobody can tell you who to
 LEW: No, ~~xxxxxx~~
 Except he
 / Of course, my wife's father/dropped me a hint.

BEN: A hint? how?

LEW: Yeah. (LAUGH) He bought a machine gun. The best way to
 be successful in love is to be hard to get.

BEN: You're perfectly right, Lew, I don't believe in running after
~~xxxxxx~~ one gal - because there are plenty of fish
 in the ocean.

LEW: ~~xxxxxx~~
~~xxxxxx~~

BEN: ~~xxxxxx~~

LEW: ~~xxxxxx~~

BEN: ~~xxxxxx~~
~~xxxxxx~~
~~xxxxxx~~

LEW: Plenty of fish?

BEN: Yes.

LEW: Then I made a mistake.

SUNDAY, FEB. 19, 1939

(REVISED)

-12A-

BEN: Why?

LEW: (LAUGH) I married a crab!

BEN: Listen, Voice of Inexperience, I have a nephew who's been in love ten years and can't win the girl. What would you suggest?

LEW: Ten years? Then his case is hopeless. He should join some organization and travel where people will never come to see him.

BEN: You mean join the Foreign Legion?

LEW: No. (LAUGH) The Brooklyn Dodgers!!!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATX01 0179239

SUNDAY, FEB. 19, 1939

-13-

BEN: That was nice advice to the lovelorn, Lew. Nice advising. And while we're on the subject of Lew Lehr, a lot of you folks have asked me how he got to look the way he does. Well, I'll tell you. When Lew was younger he was a baseball player. He used to slide on his face so he wouldn't get his pants dirty ... And right now the Half and Half Tobacco Lads are gonna play "Japanese Sandman" and I hope they all slide home together.

.....(ORCHESTRA "JAPANESE SANDMAN")

BEN: That was the Half and Half Lads playin' "Japanese Sandman." And now, by gosh, who's that comin' toward me. It ain't Bobby Gibson, because Bobby's home sufferin' from a slight indisposition. Well, now me down if it ain't another New Englander, a descendant of patriots - our old pal, Buddy Clark. Buddy, it's mighty nice of you to fill in for Bobby.

BUDDY: Think nothing of it, Maes. It's great to be back with you, especially since you left your fiddle home.

BEN: The same old Clark, beaming with quips and japes. Tell me, Buddy, what have you been doing all this month?

BUDDY: Oh, I've been shooting some bad golf, betting on a nag or two, and seeing all the events at the Madison Square Garden.

BEN: You don't say! Did you go to the dog show there this week?

BUDDY: Sure ... all day Monday.

BEN: I was there Monday night, myself.

ATX01 0179240

BOB: What happened?

BEN: A near-sighted judge pinned a blue ribbon on me ^{BUDDY:} ./ He thought ~~xxxx~~ you were a Mexican Hairless ... ~~Whatxxxxxxxgxxxx~~

BEN: ~~xxxxxBobby?~~ That's all brother - the same old Buddy, eh? What are you going to sing?
BOB: "I Have Eyes."

BEN: "Eyes" Ladies and gentlemen your ears.
"xxxxxxx"? ~~Whatxxxxxxxkxxxxkxxxxxxx~~
~~xxxxxxx~~

BUDDY CLARK
6.... (~~XXXXXXXXXX~~ ORCHESTRA "I HAVE EYES")

(APPLAUSE)

BEN: Yowsah. Thank you, Buddy, thank you. That was a nice hunk of warbling - it really was. I also want to thank you for coming over here and helping Bobby out. Hope Bob is listening at home and convalescing. A citizen of Boston helps out a citizen of Worcester. Springfield papers please note.

HALF AND HALF
February 19, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

smokers trouble -- and it saves your fingers, too, because you don't scrape them against the edge, even when you get right to the bottom. And gentlemen -- this unique container is an advantage that you get only when you buy Half and Half, the tobacco that comes in the patented telescope tin!

ATX01 0179243

(ORCHESTRA "ST. LOUIS BLUES" HIT AND FADE)

Well old
BEN: / With the baseball season about to start, we're dedicatin'
this heah number to the fans of the St. Louis Browns ...
the "St. Louis Blues." Batter up!

7....(ORCHESTRA "ST. LOUIS BLUES" UP TO FINISH)

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

Well
BEN: /Gosh dern it! That second hand on the clock has been
turning around like a whirlin' dervish, and it looks like
Just like yesterday, War Admiral, Sea
we're in the home stretch./ ~~Walxxxxlxxxxxxlxxxxxxlxxxxxxlxxxxxx~~
Biscuit, Stage Hand and me lookin' out of the window -- mmmm!
~~Rxxxxlxxxxxxlxxxxxxlxxxxxxlxxxxxxlxxxxxxlxxxxxx~~ So all we've
But
got time to say is thanks for the use of your cars./ We'll
be usin' them again next Sunday, ~~through~~, and meanwhile
don't forget ... Half and Half's aroma -- makes a happy
home-a. And now the time has come ...

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in
again at this same time next Sunday for another half hour
with Ben Bernie and all the Lads, Mary Small, Bob Gibson,
Heard on this program were
Colonel Manny Prager and Lew Lehr. / THIS IS THE COLUMBIA
"I Go For That" from "St. Louis Blues," and "I Have Eyes" from "Paris Honeymoon"
BROADCASTING SYSTEM. And we hope you'll all join us next Sunday
evening. Goodnight.

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

OFFICE MEMORANDUM

TO Mr.H.M. Boggiano DATE Feb. 20, 1939 SUBJECT

Copy of telegram received 8:14 P.M. Feb. 17, 1939: (from Y&R Hollywood Office)

Mr. Jack Van Nostrand
Young & Rubicam, Inc.
285 Madison Ave.
New York City

CLARK GABLE MENTION FOR BERNIE OKAY

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

~~OFFICE MEMORANDUM~~

TO Mr. H.M. Boggiano DATE Feb. 17, 1939 SUBJECT

Copy of telegram received 5:00 P.M. February 16, 1939:

William P. Rousseau
Care Young & Rubicam Adv Agency
285 Madison Ave

Topeka, Kansas 16 4:06 PM

HAVE NO OBJECTION TO USE OF STATEMENT AS INCLUDED IN YOUR TELEGRAM
FEBRUARY FIFTEENTH

ALF M. LANDON

February 15, 1939

I hereby give permission to YOUNG & RUBICAM, INC. to make the following reference in the Ben Bernie program Sunday, February 19th, from 5:30 to 6:00 P.M., EST, over the Columbia Network:

BEN BERNIE: (Discussing an advice-to-the-lovelorn school which Lew says he made a newsreel:

"Listen, Voice of Inexperience, just how does this school teach a man to court a lady?"

The Voice of Experience
(Signed) By: Elmer A. Rogers, attorney

("The Voice of Experience")

ATX01 0179247

February 15, 1939

I hereby give to YOUNG & RUBICAM, INC. permission to mention my name as follows on the Ben Bernie radio program Sunday, February 19th, from 5:30 to 6:00 P.M., EST, over the Columbia Network:

BEN BERNIE: (Introducing Mary Small)

"But now, Mary, suppose you sing that swell number my pal Walter Huston does in that Broadway hit: 'Knickerbocker Holiday'... 'September Song'."

(signed)

WALTER HUSTON

Walter Huston

ATK01 0179248

REBROADCAST

REBROADCAST

"AS BROADCAST" COPY

SUNDAY, FEB. 19, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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. Mastering
the ceremonies is our smiling host, half Ben, half
Bernie. Mastering the music are the Lads and singers,
half instrumental, half vocal. And massacring the
laughter is that Half and Half half-wit of Movietone
News - Lew Lehr. And now we bring you the man who is
going to tell you a lot of old jokes about his new
apartment - the Old Maestro - Ben Bernie.

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0179249

SUNDAY, FEB. 19, 1939

-2-

BEN: Yowsah - yowsah - greetings and salutations, et cetera, et cetera, and a swell February 19th et cetera to youse all. This is Ben Bernie, the Old Maestro, about to pipe up once again for good old Half and Half Smoking Tobacco. And, Harry, since you mentioned my new apartment, I went to tell you this business of moving really wears a guy out. I'll never move again, even if I have to pay the rent.

HARRY: Well, Ben, if it's as bad as all that, why did you move?

BEN: Well, it was such an old place. And I really mean old. Why last week some of the paper fell off the wall, and under it I found something written in chalk.

HARRY: Oh well
/ What did it say?

BEN: "Georgie Washington loves Martha" ... And besides, ^{Harry, my} ~~the~~ old apartment was too ~~xxxxxxx~~ close to the street ~~xxxxxxx~~ I ~~xxxxxxx~~ I was so near the traffic I had to wait for a green light to get out of bed.

HARRY: But Maestro, I thought that old place of yours was very attractive. ~~xxxxxxx~~

ATK01 0179250

SUNDAY, FEB. 19, 1939

-3-

BEN: Yes, but the land look like the way it was
the rent.

HARRY: Oh, so that's the way it was. Did you have any
trouble getting your car of the old place?

BEN: Oh, no, I got it down the road
and sneaked down the fire escape.

HARRY: You sneaked a car? (GIGGLE) Did it work?

BEN: Did it? It not only worked but I got a proposal
on the way down. But, Harry, you should see my new place
- what a swanky building!

HARRY: What's the name of it?

BEN: The Chateau ^{de} La Dump. What a fancy place! Why, Harry,
the doorman has so much gold braid on him he has to come
to work in an armored truck.

HARRY: Well, that certainly
sounds pretty classy. But tell me, Maestro, is your
apartment ^a /large? one?

BEN: Large? The place is so big, my wife and I say Good
Morning to each other by carrier pigeon ... And you
should see the modern way I've got it furnished. /Every-
thing is automatic. ^{Harry,}

ATX01 0179251

SUNDAY, FEB. 19, 1939

-4-

HARRY: Automatic? What do you mean?

BEN: Well, the heat shuts off when summer comes on. The lights
shuts off when sleep comes on. And the radio shuts off when
Winchell comes on. And now this is where I shut off and the
Half and Half Lads come on with "JEEPERS CREEPERS."

1....(ORCHESTRA "JEEPERS CREEPERS")

BEN: Thank you, Lads, thank you. That was the Half and Half Tobacco
Lads playing the double-talk song JEEPERS CREEPERS. Well,
my friends, ^{looks as if it's my turn} every now and then the Lads allow me to uncork my
unexpurgated baritony. You know, there are lots of boys from
the South in my outfit, and as soon as I start singin', that
old Southern spirit asserts itself ... and they all put cotton
in their ears. Well, anyhow, I'm a gonna cackle a bit of a
tribute to that little bundle of joy who's named after our
President. FRANKLIN D. ROOSEVELT JONES ... Or, as they say in
Maine and Vermont ... Alfred M. Landon Jones. Hear, hear.

2....(ORCHESTRA AND BEN BERNIE "FRANKLIN D. ROOSEVELT JONES")

(APPLAUSE)

ATK01 0179252

HALF AND HALF
February 19, 1939
REVISED

COMMERCIAL "A"

BERNIE: Thank you very much, ladies and gentlemen.
/And now youse guys ... Washington's Birthday is just
three
~~xxx~~ days away on the Old Maestro's calendar, so here's
a bit of philosophy for you. If there's a hitch in yo'
holiday plans ... if you miss yo' train or if yo' family
is late embarking in the automobile ... don't get ex-
cited, it's not worth it, so help me it's not. Instead
just ^{pipe} ~~xxxx~~ a pipe to calm you down ... and to make sure
your smoke is filled with pleasure ... make sure ^{the old} ~~your~~
pipe is filled with Half and Half ...

VON ZELL: Now
/Smokers ... that really is good advice, and you can sense
the reason why as soon as you open the tin: Half and
Half has a distinctive and very delightful aroma --
finer, we believe, than that of any other tobacco. This
grand aroma -- this special fragrance -- adds greatly to
your smoking pleasure. You see ... it is a recognized
scientific fact that the taste or flavor of any tobacco
^{Now}
depends chiefly on its aroma. /The makers of Half and
Half take full advantage of this fact by carefully

ATX01 0179253

HALF AND HALF
February 19, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

blending for you a more aromatic mixture of Virginia
and Burley tobaccos -- an exclusive mixture that has a
finer fragrance and therefore a finer taste. Tomorrow
-- buy the tobacco that proves the importance of aroma.
Buy Half and Half Tobacco!

ATX01 0179254

SUNDAY, FEB. 19, 1939

-7-

BEN: Harry, you have put into words the very thoughts that I have in me own 'umble 'eart, so 'elp me. In short that goes for me, and as the Half and Half/Tobacco Lads are about to say: "I Go For That."

2....(ORCHESTRA "I GO FOR THAT")
BEN: ~~Quod erat demonstradibus. As we used to say at dear old Oxford,~~ Folks, those were deah, deah.
the Half and Half Tobacco Lads playin' "I Go For That" ...

Now Comes ~~xxx~~ a dainty bit of femininity. And if she affects youse folks like she affects me, she'll sure-nuff step up your heart-beat. Yowsah, it's little Mary Small, the first lady of the band.

MARY: Maestro, I heard ~~that~~ ^{all} you spent/this week moving.

BEN: That's right, ~~Mary~~. little ingenue.

MARY: Well
~~But~~ I thought you were going down to Florida for a few days.

BEN: I wanted to, but they're very angry with me down there.

MARY: Why - what happened?

ATX01 0179255

SUNDAY, FEB. 19, 1939

-8-

BFW:

Well, last time I was there, I stuck my hand out to see
if it was raining, - and a member of the Chamber of
Commerce hit me over the head with his umbrella ... But
I was waiting to see if it would gather momentum
now, Mary/ suppose you sing that swell number my pal
Walter Huston does in that Broadway hit: "Knickerbocker
the title ...
Holiday" .. / "September Song."

4.... (MARY SMALL & ORCHESTRA "SEPTEMBER SONG")

(APPLAUSE)

BERNIE: And here he comes now
With a smile in his glance
A song in his heart
And a shine on his pants

Yowsah - it's that Half and Half wit of Movietown News-

LEW LEHR.

(ORCHESTRA ~~LEHR~~ LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Why
~~Wait~~, Lew - you're just beaming with joy. What's the
good word?

LEW: Oh, Mr. Bernie ^{you know} -/my little son Sycamore ~~xxxxxxxxxxxxxxxx~~
~~xxx~~.
Why of course I know little Sycamore.

BEN: ~~xxxxxxxxxxx~~.

LEW: Well he just got a little new puppy dog
~~xxxxxxxxxxxx~~ it's the ugliest mutt that ever ran from a
dog catcher. ~~But~~ I'm so flattered.
And

BEN: Why?

LEW: (COY LAUGH) He named it after me.

BEN: ^{actually}
He/named the dog Lew?

LEW: Yeah.

SUNDAY, FEB. 19, 1939

-10-

BEN: But if Sycamore says "Come here, Lew" who answers, you or the dog?

LEW: (LAUGH) We take turns! You know, Mr. Bernie, when I was a little boy I had der most beautiful dog, but I lost him.

BEN: How did you lose him?

LEW: I rubbed him down with alcohol.

BEN: What's alcohol got to do with losing him?

LEW: (LAUGH) Der fleas got drunk and dragged him away!

BEN: Well, that is really something. Now Lew, suppose you tell us about the newsreel you made this week.

LEW: Well, this week I made a newsreel in a school where they give advice to the lovelorn.

BEN: Advice to the lovelorn?

LEW: Yeah.

BEN: Say, that is important. Lew, do you realize that in America fifty million of the people are broken hearted, and the other fifty million are married?

LEW: My goodness! (LAUGH) The whole country's unhappy!

BEN: Well, Lew, just what do they teach you in this school for lovers?

LEW: Well, they teach you how to be chivalro ..., or ... how to be romanti... the approach to matrimo...er...matrimo ..(LAUGH) necking!

ATK01 0179258

-11-

BEN: No, seriously, Lew. What advice do they give young lovers?

LEW: Well, the first thing they teach you is never marry for money!

BEN: ~~That's a good idea.~~ But Lew, if I'm not too personal didn't your wife marry you for your money?

LEW: No (GRUNT CUTELY) for my looks.

BEN: Well ~~xxx~~, it's not for me to say but you haven't much looks.

LEW: (LAUGH) I got less money. ~~xxx~~ But this school also teaches that the woman should chase the man.

BEN: The woman should chase the man.

LEW: Yeah - my wife chased Clark Gable.

BEN: She chased Clark Gable. Then how ^{in the world} did she come to get you?

LEW: Well, (LAUGH) things ^{is} ~~xxx~~ bad all over.

BEN: Well, ^{Lew} does this school advise you as to what type of person to marry.

LEW: nobody can tell you who to
No, ~~xxxxxx~~ marry.
Except he
/ Of course, my wife's father/dropped me a hint.

BEN: A hint? how?

LEW: Yeah. (LAUGH) He bought a machine gun. The best way to
be successful in love is to be hard to get.

BEN: You're perfectly right, Lew, I don't believe in running after
~~xxxxxx~~? one gal - because there are plenty of fish
in the ocean.

LEW: ~~xxxxxx~~
~~xxxxxx~~

BEN: ~~xxxxxx~~

LEW: ~~xxxxxx~~

BEN: ~~xxxxxx~~
~~xxxxxx~~
~~xxxxxx~~

LEW: Plenty of fish?

BEN: Yes.

LEW: Then I made a mistake.

SUNDAY, FEB. 19, 1939
(REVISED)

-12A-

BEN: Why?

LEW: (LAUGH) I married a crab!

BEN: Listen, Voice of Inexperience, I have a nephew who's been in love ten years and can't win the girl. What would you suggest?

LEW: Ten years? Then his case is hopeless. He should join some organization and travel where people will never come to see him.

BEN: You mean join the Foreign Legion?

LEW: No. (LAUGH) The Brooklyn Dodgers!!!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATX01 0179261

SUNDAY, FEB. 19, 1939

-13-

BEN: That was nice advice to the lovelorn, Lew. Nice advising. And while we're on the subject of Lew Lehr, a lot of you folks have asked me how he got to look the way he does. Well, I'll tell you. When Lew was younger he was a baseball player. He used to slide on his face so he wouldn't get his pants dirty ... And right now the Half and Half Tobacco Lads are gonna play "Japanese Sandman" and I hope they all slide home together.

5.....(ORCHESTRA "JAPANESE SANDMAN")

BEN: That was the Half and Half Lads playin' "Japanese Sandman." And now, by gosh, who's that comin' toward me. It ain't Bobby Gibson, because Bobby's home sufferin' from a slight indisposition. Well, now me down if it ain't another New Englander, a descendant of patriots - our old pal, Buddy Clark. Buddy, it's mighty nice of you to fill in for Bobby.

BUDDY: Think nothing of it, Maes. It's great to be back with you, especially since you left your fiddle home.

BEN: The same old Clark, beaming with quipz and japes. Tell me, Buddy, what have you been doing all this month?

BUDDY: Oh, I've been shooting some bad golf, betting on a nag or two, and seeing all the events at the Madison Square Garden.

BEN: You don't say! Did you go to the dog show there this week?

BUDDY: Sure ... all day Monday.

BEN: I was there Monday night, myself.

ATK01 0179262

BOB: What happened?

BEN: A near-sighted judge pinned a blue ribbon on me ^{you were} ./ He probably thought ~~xxxx~~ a Mexican Hairless ... ~~Whatkxxxxxgxxxx~~

BUDDY:

BEN: ~~singxxBobbyx~~ That's all brother - the same old Buddy, eh? What are you going to sing?
BOB: "I Have Eyes."

BEN: "Eyes" Ladies and gentlemen your ears
"xxxxxx"? ~~WkxxxxbxxxxxxtbixgxtexdxxxxxxOx~~
~~xxxxxxsing.~~

BUDDY CLARK
6.... (~~XXXXXXXXXX~~ & ORCHESTRA "I HAVE EYES")

(APPLAUSE)

BEN: Yowsah. Thank you, Buddy, thank you. That was a nice hunk of wafbling - it really was. I also want to thank you for coming over here and helping Bobby out. Hope Bob is listening at home and convalescing. A citizen of Boston helps out a citizen of Worcester. Springfield papers please note.

HALF AND HALF
February 19, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

smokers trouble -- and it saves your fingers, too, because you don't scrape them against the edge, even when you get right to the bottom. And gentlemen -- this unique container is an advantage that you get only when you buy Half and Half, the tobacco that comes in the patented telescope tin!

ATK01 0179265

(ORCHESTRA "ST. LOUIS BLUES" HIT AND FADE)

BEN: Well old / With the baseball season about to start, we're dedicatin' this heah number to the fans of the St. Louis Browns ... the "St. Louis Blues." Batter up!

7....(ORCHESTRA "ST. LOUIS BLUES" UP TO FINISH)

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

BEN: Well / Gosh dern it! That second hand on the clock has been turning around like a whirlin' dervish, and it looks like we're in the home stretch. / ~~Wackxxxxxxx~~ Just like yesterday, War Admiral, Sea Biscuit, Stage Hand and me lookin' out of the window -- mmm! All ~~xxxxxxx~~ So all we've I keep thinkin' about is a \$2 parley -- wow! But got time to say is thanks for the use of your cars. / We'll be usin' them again next Sunday, ~~through~~ and meanwhile don't forget ... Half and Half's aroma -- makes a happy home-a. And now the time has come ...

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Bob Gibson, Colonel Manny Prager and Lew Lehr. / THIS IS THE COLUMBIA BROADCASTING SYSTEM. And we do hope you'll all join us next Sunday evening. Goodnight.

SUNDAY, FEB. 26, 1939
(REVISED)

AS BROADCAST

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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 humor, harmony and histrionics, with
the Old Maestro, Ben Bernie, calling the shots as they
are made. And ^{all} lined up ready to make them are All the
Half and Half Lads, the Singers and that mad muggler of
Movietone News - Lew Lehr.

ATX01 0179267

HARRY:
(CONT'D)

And now, ladies and gentlemen, here's the latest joke from Hollywood. Ben Bernie is going to make another picture. And here he is ... the old Maestro ... Ben Bernie ... IN PERSON!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN:

Yowsah ... yowsah ... greetings and salutations, ladies and gentlemen, and a happy February Sunday to yez all. This is Ben Bernie the old Maestro, wafting gently to yo' ears on a cloud of good old Half and Half. Yes, folks, it's true, (Harry just told you the real news) the old Maestro is going to make another picture. I figure if anything can bring vaudeville back, it's my picture.

HARRY:

Well, Maestro, what kind of picture is it going to be?

BEN:

Well, Winchell and I are going to make a cowboy picture.

HARRY:

A cowboy picture?

BEN:

Uh huh ... and here's the big surprise, Harry ... in this cowboy picture Winchell's going to dance.

HARRY:

Winchell's going to dance? (LAUGH) What're you going to do?

BEN:

I'm going to shoot at this feet. And if you know Winchell's

BEN:
(CONT'D)

feet, I can't miss. Then later in the picture, Harry,
I do a tap dance.

HARRY:

Well, this is certainly a surprise to me. I never knew
you could dance.

BEN: Why, Harry, when I was in London, I did a command performance.

HARRY: A command to dance?

BEN: No. A command to leave England.

HARRY: Well, Maestro, have you ever created any dances?

BEN: Why certainly. Haven't you ever heard of the Bernie Crawl?

HARRY: The Bernie Crawl?

BEN: Uh huh ---

HARRY: No. How does it go?

BEN: Well, you take one step forward and two steps back, and then you hesitate.

HARRY: Where did you ever get the idea for that?

BEN: From my horses. And incidentally, they hesitated \$8 worth for me yesterday at Santa Anita.

HARRY: Well, Maestro ... since you're such a good dancer, I'm mighty anxious to see your new picture.

BEN: Well, there's more to it than just dancing, Harry. As

BEN:
(CONT'D)

a matter of fact, it's got the most sensational climax
you've ever seen.

HARRY:

Yeah? What's it like?

BEN:

Well, the villain chases Alice Faye and me to the edge
of a cliff. We've got to jump, but we have no chute.
And just as all hope is lost, I save the day.

HARRY: What do you do?

BEN: I take Alice Faye in my arms and we float gently down to earth ... both of us hanging onto my toupee. Oh, deah, and now the lads are gonna float a bit of melody your way. The title? "I Got Rhytha".

1.....(ORCHESTRA "I GOT RHYTHM")

BEN: Great work boys. / ^{The boys were in great fettle.} Folks, those were the Half and Half Tobacco Lads playin' "I Got Rhytha". You know, when I was a young fellow I used to sing "I Got Rhytha". Now I sing I got rheumatism. / ^{I sing it with accents on a day} But now let's see, it's time for me to aid and abet Colonel Manny Prager, the old Duke of Brooklyn, who's gonna cloud up and rain "The Umbrella Man". You know what an umbrella is. It's that thing that whoever you loaned it to puts up to keep dry in the rain while you get soaked. All right, Colonel ... let it pour. And, my friends, where you think you hear thunder, don't get scared. It's only me singin'.

2.....(BEN AND JANNY "THE UMBRELLA MAN")

BEN: There goes the old Umbrella man --- there he goes.

(APPLAUSE)

BEN: Alas, it's a pity, so help me.

HALF AND HALF
February 26, 1939

COMMERCIAL "A"

BERNIE: And now youse guys ... you know the old sayin' that every cloud has a silver lining ... If you just know how to find it. You don't need a step-ladder ... or a balloon ... or an aeroplane ... no sir -- all you need is yo' trusty pipe. ^{You know} ~~YOUSAY~~ ... when things seem gloomy and disturbing ... when the world's not treatin' you right ... smoke a pipe to calm you down! And be sure it's a pipe full of good old Half and Half Smoking Tobacco ...

VON ZELL: Gentlemen ... there's a good reason for that advice, too -- a reason that you sense for yourself the instant you notice the delightful aroma of Half and Half. Even while you're packing your pipe, you enjoy this fragrance ... a fragrance that is finer, we believe, than that of any other tobacco. And when you light up --- well, you realize at once how greatly it adds to your smoking pleasure. You see ... it is a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma.

Now The makers of Half and Half turn this fact to your

ATK01 0179273

HALF AND HALF
February 26, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

advantage by giving you a more aromatic mixture of
Virginia and Burley tobaccos, BLENDED ESPECIALLY to
have a finer fragrance and therefore a finer taste.
Tomorrow -- buy the tobacco that proves the importance
of fragrance PLUS flavor. Buy Half and Half Tobacco.

ATX01 0179274

BEN: Right you be, Harry. Right you be. You have fired the message heard round the world, and if the world is wise, your words will be heeded to the letter. And now while I lights up the good old pipe and puffs contentedly, the Half and Half Lads are gonna give out with "You're Gonna See A Lot Of Me." Start givin', boys, start givin'.

3.... (ORCHESTRA "YOU'RE GONNA SEE A LOT OF ME")
Neatly done, lads, neatly done.

BEN: / They were the Half and Half Tobacco Lads playin' the Gypsy Rose Lee song: "You're Gonna See A Lot Of Me." And now, unless my watch is stopped, it's time for Mary Small to say, "Hello, Maestro."

MARY: And it's time for the Maestro to say "Hello, Mary".

BEN: Deah, deah. How well we've memorized our lines.

MARY: Maestro, I heard you talking about dancing.

BEN: Yeah. Did it interest you, Mary?

MARY: Oh, very much. You know, next year I'm going to study the history of the dance.

BEN: No need to waste your time doing that. I can tell you the history of the dance in a very few words. The swan dance was inspired by Pavlova's arms. The fire dance was inspired by Mephistopheles' hands. And the square

BEN:
(CONT'D)

dance was inspired by Winchell's head... Now, Mary,
suppose you inspire us all by singing "Deep Purple", an
\$8 number.

4..... (MARY & ORCHESTRA "DEEP PURPLE")

(APPLAUSE)

BEN:

Beautiful, Mary, beautiful. Truly inspired, truly inspired.

And here he comes now
See how proudly he struts
His family thinks he's a genius
But we think he's nuts ...

S'help ee - 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:

I'll say. Well, Lew - welcome to our shindig. What's
new with you this week?

LEW:

Oh, Mr. Bernie, I've been so busy all week. I was getting
my income tax ready.

BEN:

Your income tax! I'll bet you've made plenty this year.

LEW:

Did I make plenty! Why, I made two hundred and six - er -
three hundred seventy - er - two thousand nine hund -

(LAUGH) Brother can you spare a dime?

BEN: Well, Lew, evidently you didn't have such a good year.
Who helped you make out your tax return?

LEW: I did it all by myself. But I ain't sure that it's right.

BEN: Well, I hope you didn't forget deductions. For instance,
did you deduct four hundred dollars for your little son?
Sycamore?

LEW: Four hundred? No, only two hundred. (LAUGH) He's a half wit.

BEN: Oh, poor little Sycamore. And tell me, did you have any
bad investments?

LEW: Yeah - (GRUNT) My wife.

BEN: Lew, I'm surprised at you. You shouldn't talk that way...
your wife is no investment.

LEW: You said it. (LAUGH) She's a total loss!

BEN: I can't get far with you. I don't want to intrude in your
personal affairs, so tell us, Lew, what newsreel did you
make this week?

LEW: This week I made a newsreel in a school where they teach
men how to sew.

BEN: Teach men how to sew! Say, that sounds like a good idea.

Men sewing - did it seem to strike them funny?

LEW: Funny! (LAUGH) They was in stitches!

BEN: A little funny - that!

LEW: One man there sewed a patch in his underwear, but when he sat down, he was awfully uncomfortable ...

BEN: Why?

LEW: (LAUGH) He forgot to take out the needle! There was another guy there who was trying to make an evening gown for his wife.

BEN: An evening gown? How did it turn out?

LEW: Oh, it'll be wonderful (LAUGH) to put potatoes in! Another fellow dere made his wife a bathing suit.

BEN: A bathing suit?

LEW: Yeah! And it looked so awful dat when she got on the beach (LAUGH) the tide was afraid to cose in. You know Mr. Bernie, I think all men should know how to sew and cook.

BEN: Well, that sounds very sensible. Can you cook, Lew?

LEW: Can I cook? Why, I made dinner last night and afterwards everybody said it was wonderful, marvelous ... dey all raved over it!

BEN: Why, Lew, you should be very flattered.

LEW: Yeah, but ... (LAUGH) you can't believe what people say when they're delirious!

BEN: Delirious? Well, what did you cook for them?

LEW: I cooked
/Haw!

BEN: Haha. Why, what was the matter ... wasn't it cured?

LEW: Certainly it was cured ... (GRUNT) But it had a relapse!

BEN: A relapse --

LEW: I also made them some Pilgrim biscuits.

BEN: Pilgrim biscuits?

LEW: Yeah .. (LAUGH) Little Plymouth Rocks!

BEN: I'm glad I didn't eat them.
/Well, Lew, tell us more about this sewing school for men.

LEW: Well, all the men was very industrious. One man there was sewing on a lot of der cutest little garments!

BEN: On little garments? Was he expecting a baby?

LEW: No I.. (GRUNT) ... A chorus girl! You know, Mr. Bernie, while I was there I made a kimona for my wife.

BEN: A kisona for your wife? Did it fit?

LEW: It fit perfect!

BEN: Well, how did you guess her size? What did you use for a model?

LEW: (LAUGH) The Queen Mary!

(ORCHESTRA: LEW LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Well done, Lew ... well done. Oh deah. As a matter of fact, Lew really is a domestic sort of fellow. He not only cooks but he bakes. He baked us a cake today, and we're all gonna have a piece too ... as soon as we find a paw. And now let me and the Half and Half Lads are gonna bow from the waist and click our heels to all the pretty Annabelles in the country. Annabelle

5.....(ORCHESTRA "ANNABELLE")

BEN: That was the Half and Half Tobacco Lads playin' Annabelle , Well, boys and gals, we're sorry to say, but our own baritony Bob Gibson is still on the indisposed list ... but again tonight we have with us the ace of filler-inners ... Buddy Clark ... And how do you feel, Buddy?

BUDDY: Fine, thanks, Maes. What would you like me to sing?

BEN: Well, Buddy, my landlord is sitting out front here tonight, and he's asked me to dedicate a number to him . and you know, Buddy, it's gettin' kinda close to the first of the month ... so how's about singin' a song for him.

BUDDY: Okay, Maes! What'll we sing for the old landlord?

BEN: "I Promise You".

6.....(BUDDY CLARK AND ORCHESTRA "I PROMISE YOU")

BEN: Thank you, Buddy. That was swell. That was Buddy Clark reaching for a high one and thus retiring the side.

HALF AND HALF
Sunday, Feb. 26, 1939

COMMERCIAL B

BERNIE: Thank you Bobby ... thank you a lot. And now I'd like to suggest a bit of a recipe to you men-folk ... a recipe for a happy and contented evening. Take one good big comfortable chair ... combine with yo' favorite radio show ... and add a pipeful of Half and Half smoking tobacco. There's a mighty satisfyin' treat for any man ... and be sure it's Half and Half you're smokin' ... it'll be a treat for friend wife too ... because take it from the old maestro ... Your Better Half will love the fragrance of Half and Half ...

VON ZELL: Yes smokers ... it's a fact that everyone in the room will enjoy the aroma of Half and Half smoking tobacco. And here's another advantage of Half and Half -- it's packed in a new and more convenient kind of tin -- the patented telescope tin that no other tobacco can use. This tin closes up like a telescope as you use the tobacco. You just push the top half down inside the bottom half ... so that the top of the tin is always

ATK01 0179282

HALF AND HALF
Sunday, Feb. 26, 1939

COMMERCIAL B -2-

VON ZELL:
(CONT'D)

near the tobacco. No more digging down for those
last pipefuls -- no more scraped fingers either.
It's a lot easier to fill your pipe when you buy
Half and Half ... the only tobacco that comes in the
patented telescope tin.

ATX01 0179283

(ORCHESTRA "BEG N THE BEGUINE" HIT AND FADE)

BEN: Well, the lads have begun "Begin the Beguine" and since I know you all want to hear it, begorra, I'm going to begin to be-gone.

7 ... (ORCHESTRA "BEGIN THE BEGUINE" UP TO FINISH)

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

BEN: Well, blow me down, mates, if we sin't comin' to the end of our weekly wireless voyage. Meanwhile here's a tip for all youse guys ... As Will Shakespeare once said to me during our days together at dear old Oxford, deah, deah ... The quality of Half and Half is twice blessed. Its fragrance blesses him who smokes and her who sits beside him. Edwin Booth Bernie. And now the time has come to ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, FEB. 26, 1939

-18-

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, Colonel Manny Prager and Lew Lehr. Good night.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0179285

Feb. 21, 1939

I hereby give to YOUNG & RUBICAM, INC. permission to mention my name as follows on the Ben Bernie program Sunday, Feb. 26th, 5:30 to 6:00 P.M., over Columbia Broadcasting System:

BEN BERNIE: *Those were the Half and Half Tobacco Lads playin' the Gypsy Rose Lee song: 'You're Gonna See a Lot of Me'."

(signed) GYPSY ROSE LEE

(LOUISE HOVICK)

ATX01 0179286

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

~~OFFICE MEMORANDUM~~

TO Mr. H.M. Boggiano DATE Feb. 24, 1939 SUBJECT Name Releases for Feb. 26th
Ben Bernie Show

Following is copy of teletype received 5:45 PM Feb. 23rd, 1939:

FAYE OKAY BERNIE SHOW

GINGER ROGERS OKAY

ATX01 0179287

SUNDAY, FEB. 26, 1939
(REVISED)

AS BROADCAST REBROADCAST

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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 humor, harmony and histrionics, with
the Old Maestro, Ben Bernie, calling the shots as they
are made. And ^{all} lined up ready to make them are All the
Half and Half Lads, the Singers and that mad mugger of
Movietone News - Lew Lehr.

ATX01 0179288

HARRY:
(CONT'D)

And now, ladies and gentlemen, here's the latest joke from Hollywood. Ben Bernie is going to make another picture. And here he is ... the old Maestro ... Ben Bernie ... IN PERSON!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN:

Yowsah ... yowsah ... greetings and salutations, my friends, and a happy February Sunday to yez all. This is Ben Bernie the old Maestro, wafting gently to yo' ears on a cloud of good old Half and Half. Yes, folks, it's true, (Harry just told you the real news) the old Maestro is going to make another picture. I figure if anything can bring vaudeville back, it's my picture.

HARRY:

Well, Maestro, what kind of picture is it going to be?

BEN:

Well, Winchell and I are going to make a cowboy picture.

HARRY:

A cowboy picture?

BEN:

Uh huh ... and here's the big surprise, Harry ... in this cowboy picture Winchell's going to dance.

HARRY:

Winchell's going to dance? (LAUGH) What're you going to do?

BEN:

I'm going to shoot at this feet. And if you know Winchell's

BEN:
(CONT'D)

feet, I can't miss. Then later in the picture, Harry,
I do a tap dance.

HARRY:

Well, this is certainly a surprise to me. I never knew
you could dance.

BEN: Why, Harry, when I was in London, I did a command performance.

HARRY: A command to dance?

BEN: No. A command to leave England.

HARRY: Well, Maestro, have you ever created any dances?

BEN: Why certainly. Haven't you ever heard of the Bernie Crawl?

HARRY: The Bernie Crawl?

BEN: Uh huh ---

HARRY: No. How does it go?

BEN: Well, you take one step forward and two steps back, and then you hesitate.

HARRY: Where did you ever get the idea for that?

BEN: From my horses. And incidentally, they hesitated 38 worth for me yesterday at Santa Anita.

HARRY: Well, Maestro ... since you're such a good dancer, I'm mighty anxious to see your new picture.

BEN: Well, there's more to it than just dancing, Harry. As

BEN:
(CONT'D)

a matter of fact, it's got the most sensational climax
you've ever seen.

HARRY:

Yeah? What's it like?

BEN:

Well, the villain chases Alice Faye and me to the edge
of a cliff. We've got to jump, but we have no chute.
And just as all hope is lost, I save the day.

HARRY: What do you do?

BEN: I take Alice Faye in my arms and we float gently down to earth ... both of us hanging onto my toupee. Oh, deah, and now the lads are gonna float a bit of melody your way. The title? "I Got Rhytha".

1.....(ORCHESTRA "I GOT RHYTHA")

BEN: Great work boys. Folks, those were the Half and Half Tobacco Lads playin' "I Got Rhytha". You know, when I was a young fellow I used to sing "I Got Rhytha". Now I sing I got rheumatism. / ^{Today I sing it loud too.} But now let's see, it's time for me to aid and abet Colonel Manny Prager, the old Duke of Brooklyn, who's gonna cloud up and rain "The Umbrella Man". You know what an umbrella is. It's that thing that whoever you loaned it to puts up to keep dry in the rain while you get soaked. All right, Colonel ... let it pour. And, my friends, where you think you hear thunder, don't get scared. It's only me mumblin'.

2.....(BEN AND MANNY "THE UMBRELLA MAN")

BEN: There goes the old Umbrella man --- there he goes.

(APPLAUSE)

BEN: Alas, it's a pity, so help me.

HALF AND HALF
February 26, 1939

COMMERCIAL "A"

BERNIE: And now youse guys ... you know the old sayin' that every cloud has a silver lining ... If you just know how to find it. You don't need a step-ladder ... or a balloon ... or an aeroplane ... no sir -- all you need is yo' trusty pipe. ^{You Know} ~~Youse~~ ... when things seem gloomy and disturbing ... when the world's not treatin' you right ... smoke a pipe to calm you down! And be sure it's a pipe full of good old Half and Half Smoking Tobacco ...

VON ZELL: Gentlemen ... there's a good reason for that advice, too -- a reason that you sense for yourself the instant you notice the delightful aroma of Half and Half. Even while you're packing your pipe, you enjoy this fragrance ... a fragrance that is finer, we believe, than that of any other tobacco. And when you light up --- well, you realize at once how greatly it adds to your smoking pleasure. You see ... it is a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma.

Now The makers of Half and Half turn this fact to your

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HALF AND HALF
February 26, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

advantage by giving you a more aromatic mixture of
Virginia and Burley tobaccos, BLENDED ESPECIALLY to
have a finer fragrance and therefore a finer taste.
Tomorrow -- buy the tobacco that proves the importance
of fragrance PLUS flavor. Buy Half and Half Tobacco.

ATX01 0179295

BEN: Right you be, Harry. Right you be. You have fired the message heard round the world, and if the world is wise, your words will be heeded to the letter. And now while I lights up the good old pipe and puffs contentedly, the Half and Half Lads are gonna give out with "You're Gonna See A Lot Of Me." Start givin', boys, start givin'.

3....(ORCHESTRA "YOU'RE GONNA SEE A LOT OF ME")

BEN: Then were the Half and Half Tobacco Lads playin' the Gypsy Rose Lee song: "You're Gonna See A Lot Of Me." And now, unless my watch is stopped, it's time for Mary Small to say, "Hello, Maestro."

MARY: And it's time for the Maestro to say "Hello, Mary".

BEN: Deah, deah. How well we've memorized our lines.

MARY: Maestro, I heard you talking about dancing.

BEN: Yeah. Did it interest you, Mary?

MARY: Oh, very much. You know, next year I'm going to study the history of the dance.

BEN: No need to waste your time doing that. I can tell you the history of the dance in a very few words. The swan dance was inspired by Pavlowa's arms. The fire dance was inspired by Mephistopheles' hands. And the square

BEN:
(CONT'D)

dance was inspired by Winchell's head. / Now, Mary, ^{Naturally that's all}
suppose you inspire us all by singing "Deep Purple", an ^{brother.}
\$8 number.

4. (MARY & ORCHESTRA) "DEEP PURPLE"

(APPLAUSE)

BEN: Beautiful, Mary, beautiful. Truly inspired, truly inspired.

And here he cozes now
See how proudly he struts
His family thinks he's a genius
But we think he's nuts ...

S'help ee - 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: I'll say. Well, Lew - welcome to our shindig. What's new with you this week?

LEW: Oh, Mr. Bernie, I've been so busy all week. I was getting my income tax ready.

BEN: Your income tax! I'll bet you've made plenty this year.

LEW: Did I make plenty! Why, I made two hundred and six - er - three hundred seventy - er - two thousand nine hund -

(LAUGH) Brother can you spare a dime?

BEN: Well, Lew, evidently you didn't have such a good year.
Who helped you make out your tax return?

LEW: I did it all by myself. But I ain't sure that it's right.

BEN: Well, I hope you didn't forget deductions. For instance,
did you deduct four hundred dollars for your little son
Sycamore?

LEW: Four hundred? No, only two hundred. (LAUGH) He's a half wi

BEN: Oh, poor little Sycamore. And tell me, did you have any
bad investments?

LEW: Yeah - (GRUNT) My wife.

BEN: Lew, I'm surprised at you. You shouldn't talk that way...
your wife is no investment.

LEW: You said it. (LAUGH) She's a total loss!

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personal affairs, so tell us, Lew, what newsreel did you
make this week?

LEW: This week I made a newsreel in a school where they teach
men how to sew.

BEN: Teach men how to sew! Say, that sounds like a good idea.

Men sewing - did it seem to strike them funny?

LEW: Funny! (LAUGH) They was in stitches!

BEN: A little fenny - that!

LEW: One man there sewed a patch in his underwear, but when he sat down, he was awfully uncomfortable ...

BEN: Why?

LEW: (LAUGH) He forgot to take out the needle!

Another fellow dere made his wife a bathing suit.

BEN: A bathing suit?

LEW: Yeah! And it looked so awful dat when she got to the beach (LAUGH) the tide was afraid to come in. You know Mr. Bernie, I think all men should know how to sew and cook.

BEN: Well, that sounds very sensible. Can you cook, Lew?

LEW: Can I cook? Why, I made dinner last night and afterwards everybody said it was wonderful, marvelous ... dey all raved over it!

BEN: Why, Lew, you should be very flattered.

LEW: Yeah, but ... (LAUGH) you can't believe what people say when they're delirious!

BEN: I knew I was falling into something there
Delirious? / Well, what did you cook for them?

LEW: I cooked
/ Ha!

BEN: Ha. Why, what was the matter ... wasn't it cured?

LEW: Certainly it was cured ... (GRUNT) But it had a relapse!

BEN: A relapse --

LEW: I also made them some Pilgrim biscuits.

BEN: Pilgrim biscuits?

LEW: Yeah .. (LAUGH) Little Plymouth Rocks!

BEN: Well, Lew, tell us more about this sewing school for men.

LEW: Well, all the men was very industrious. One man there was sewing on a lot of der cutest little garments!

BEN: On little garments? Was he expecting a baby?

LEW: No .. (GRUNT) ... A chorus girl! You know, Mr. Bernie, while I was there I made a kimona for my wife.

BEN: A kisona for your wife? Did it fit?

LEW: It fit perfect!

BEN: Well, how did you guess her size? What did you use for a model?

LEW: (LAUGH) The Queen Mary!

(ORCHESTRA: LEW LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Well done, Lew ... well done. Oh deah. As a matter of fact, Lew really is a domestic sort of fellow. He not only cooks but he bakes. He baked us a cake today, and we're all gonna have a piece too ... as soon as we find a aw. And now let me and the Half and Half Lads are gonna bow from the waist and click our heels to all the pretty Annabelles in the country. Dear little Annabelle.

S.....(ORCHESTRA "ANNABELLE")

BEN: That was the Half and Half Tobacco Lads playin' Annabelle , Well, boys and gals, we're sorry to say, but our own baritony Bob Gibson is still on the indisposed list ... but again tonight we have with us the ace of filter-inners ... Buddy Clark ... And how do you feel, Buddy?

BUDDY: Fine, thanks, Maes. What would you like us to sing?

BEN: Well, Buddy, my landlord is sitting out front here tonight, and he's asked me to dedicate a number to him . and you know, Buddy, it's gettin' kinda close to the first of the month ... so how's about singin' a song for him.

BUDDY: Okay, Maes! What'll we sing for the old landlord?

BEN: "I Promise You".

G.....(BUDDY CLARK AND ORCHESTRA "I PROMISE YOU")

BEN: Thank you, Buddy. That was swell. That was Buddy Clark reaching for a high one and thus retiring the side. (Glen Bernie speaking)

HALF AND HALF
Sunday, Feb. 26, 1939

COMMERCIAL B

BERNIE: Thank you Bobby ... thank you a lot. And now I'd like to suggest a bit of a recipe to you men-folk ... a recipe for a happy and contented evening. Take one good big comfortable chair ... combine with yo' favorite radio show ... and add a pipeful of Half and Half smoking tobacco. There's a mighty satisfyin' treat for any man ... and be sure it's Half and Half you're smokin' ... it'll be a treat for friend wife too ... because take it from the old maestro ... Your Better Half will love the fragrance of Half and Half ...

VON ZELL: Yes smokers ... it's a fact that everyone in the room will enjoy the aroma of Half and Half smoking tobacco. And here's another advantage of Half and Half -- it's packed in a new and more convenient kind of tin -- the patented telescope tin that no other tobacco can use. This tin closes up like a telescope as you use the tobacco. You just push the top half down inside the bottom half ... so that the top of the tin is always

ATX01 0179303

HALF AND HALF
Sunday, Feb. 26, 1939

COMMERCIAL B -2-

VON ZELL:
(CONT'D)

near the tobacco. No more digging down for those
last pipefuls -- no more scraped fingers either.
It's a lot easier to fill your pipe when you buy
Half and Half ... the only tobacco that comes in the
patented telescope tin.

ATX01 0179304

(ORCHESTRA "BEG N THE BEGUINE" HIT AND FADE)

BEN: Well, the lads have begun "Begin the Beguine" and since I know you all want to hear it, begorra, I'm going to begin to be-gone.

7 ... (ORCHESTRA "BEGIN THE BEGUINE" UP TO FINISH)

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

BEN: Well, blow me down, mates, if we ain't comin' to the end of our weekly wireless voyage. Meanwhile here's a tip for all youse guys . . . As Will Shakespeare once said to me during our days together at dear old Oxford, deah, deah . . . The quality of Half and Half is twice blessed. Its fragrance blesses him who smokes and her who sits beside him. Edwin Booth Bernie. And now the time has come to . . .

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, FEB. 26, 1939

-18-

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, Colonel Manny Prager and Lew Lehr. Good night.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

RTX01 0179306



AI X01 0179307

SUNDAY, MARCH 5, 1939

AS BROADCAST ... COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

5:30 - 6:00P.M.
12:00 - 12:30P.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 harmony and high jinks.
Keeping the jinks good and high is the Old Maestro,
Ben Bernie; followed closely by all the Half and
Half Lads, all the Singers and all the ^{jokes} funny-faces
of Movietone's frenzied fellow - Lew Lehr! And now
I know all you people have heard of the March Hare,
but we'd like to bring you our own March Hairless -
the old Maestro - BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0179308

SUNDAY, MARCH. 5, 1939

-2-

BEN: How do you do, ladies and gentlemen? Greetings and a Happy March Sunday to yez all. This is Ben Bernie, the Old Maestro, and all the Lads coming to you once again, on a coast to coast light-up -- and wondering whether we'll find you in -- or whether you've already found us out.

HARRY: Say, Maestro ^{excuse me, but} - last week you told us you were going to make a new picture. Has the news gotten around yet?

BEN: Oh yes ^{even} Jimmie Fidler ~~has~~ heard about it ^{and he's getting all} / He's building (ready
HARRY: What's he doing, Maestro? BEN: Why, / himself a half bell. But the picture's going to be (for it.

delayed a while because the producer says I haven't got exactly the right technique. So I'm taking acting lessons.

HARRY: Acting lessons, oh well,

~~XXXXXX~~ Maestro, I realize ~~XXXXXX~~ ^{we've} only ^{got} a half hour program, but

BEN: can you tell us what's wrong with your acting?
I'll tell you, Harry,

~~XXXX~~ Well ^{they say} / I'm a little weak when it comes to romance.

HARRY: What do you mean?

BEN: Well, my love scenes are so cold, every time I kiss a girl she has to be de-frosted.

ATX01 0179309

SUNDAY, MARCH. 5, 1939

-3-

HARRY: Have these acting lessons improved your technique?

BEN: yes, oh yes
Oh, considerably. Yesterday I took a lesson, but I had
to kiss a girl fifty-six times before I got it right.

HARRY: You had to kiss her fifty-six times? Maestro, you
must be a dull student.

BEN: Yes, Harry, I am but that's one time when ignorance is bliss.
Harry,
But the subject I really excelled in was ~~XXXXXXXX~~ reading
quotations.

~~XXXXXXXXXXXXXXXXXXXX~~

BEN: ~~XXX~~ They asked me to read a line from Shakespeare and
they said never had a man read that line with more
feeling, pathos and sincerity.

HARRY: What was the line?

BEN: "A horse - a horse - my kingdom for a winning horse." ... from
Shakespeare's great tragedy, Santa Anita

HARRY: Well, Maestro, tell me in this acting school, do they also teach you
the art of make-up?

BEN: Oh, certainly. Winchell is a student there too and
they had a terrible time ~~XXXXXXXX~~ making him up.

HARRY: ~~XXXXXXXXXXXXXXXXXXXX~~ No, really? How do you mean?

ATX01 0179310

SUNDAY, MARCH. 5, 1939

-4-

BEN: Well, twelve make-up men worked all night on him before he looked right for the part.

HARRY: ~~XXXXXXXXXXXXXXXXXXXX~~ Winchell What was ~~he~~ supposed to be?

BEN: A Human Being! ... But now the Lads are gonna make up with their instruments and start this here March Festival with "Anything Goes."

1....(ORCHESTRA "ANYTHING GOES")

BEN: Them ~~these~~ were the stalwart lads giving their all for the Alma Mater, dear old Half and Half. The name of the song was "Anything Goes," which was taken from the picture of the same name, which was taken from the play of the same name and was conducted by Ben Bernie, who has been called all sorts of names. Oh, deah ~~enough~~ enough of this Bernie, there's work to be done. persiflage. / Colonel Manny Prager, from the family of the same name, is gonna share this here microphone with the ole Maestro and we're gonna ~~raise~~ raise our humble voices in tribute to those staunch defenders of the nursery - "The Toytown Policemen." I hope we don't get a ticket.

2....(ORCHESTRA, BERNIE & PRAGER "PARADE OF THE TOYTOWN POLICEMEN"

(APPLAUSE)

RTX01 0179311

HALF AND HALF
March 5, 1939

COMMERCIAL "A"

BERNIE: Thank you very much, ladies and gentlemen.
//Sometimes when youse guys get home after a day's work,
You know, don'tcha - huh?
you find old man trouble lying in wait for you./ Maybe
the furnace fire has gone out ... maybe little Johnny's
report card isn't so good this month ... maybe there's
a bit of a dent in the fender of that shiny new
automobile. Well don't go up in the air about it ...
'taint worthwhile, s'help me it ain't. Instead take
the Old Maestro's advice, /^{my} friends, and ... Smoke a
Pipe to Calm You Down! And to make sure yo' smoke is
filled with pleasure ... make sure yo' pipe is filled
with good old Half and Half ...

VON ZELL: Yes ... and smokers ... it's/^{very} easy to tell why Half and
Half is such a grand treat. You sense the reason for
yourself the instant you open the tin. You notice at
once that Half and Half has a distinctive and very
delightful aroma. This aroma ... this fragrance ...
is, we believe, finer than that of any other tobacco.
That's important to you smokers ... because Half and
Half's finer aroma adds greatly to your smoking

ATX01 0179312

HALF AND HALF
March 5, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

pleasure. You see ... it is a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its ^{Now} aroma. /The makers of Half and Half turn this fact to your advantage by giving you a more aromatic mixture of Virginia and Burley tobaccos, BLENDED ESPECIALLY to have a finer fragrance and therefore a finer taste. Tomorrow -- buy the tobacco that proves the importance of flavor PLUS aroma. Buy Half and Half Tobacco.

ATK01 0179313

SUNDAY, MARCH. 5, 1939

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kins
BEN: Harry/ for them stirring words I appoint you Ambassador of good-will and good smoking. And while all youse guys are filling yo' pipes with good old Half and Half, the lads will be filling your ears with "This Can't Be Love."

3....(ORCHESTRA "THIS CAN'T BE LOVE")

BEN: ~~That was "This Can't Be Love,"~~ just played by Ben Bernie and the Half and Half Tobacco Lovers.
But right now it's time for our little feminine charm department - otherwise known/as/Mary Small.

MARY: Hello, Maestro.

BEN: Hello, Mary. I saw you standing in the wings there so I suppose you've heard about my new picture.

MARY: I have ~~Yes~~, Maestro, and I'm all excited.

BEN: So am I, Mary, because this is the first picture in which I'm going to play tragedy.

MARY: Oh /But I thought you were playing tragedy all along.

BEN: Why /What makes you think that?

MARY: Well, a few of my friends saw your last picture and they all said "Boy is he sad."

BEN: Mary, it's people like you who keep me from getting the Academy award. Professional jealousy - Now you go along and sing.

ATX01 0179314

BEN: Mary, suppose you sing "I Cried For You" ... and if Myrna Loy's listening ... Hello, Myrna!

.....(MARY SMALL & ORCHESTRA "I CRIED FOR YOU")

(APPLAUSE)

BEN: Well here he comes now
For his Sunday night visit
When the girls see him
They say - "gracious, what is it."

So 'elp me, it's that Half and Half wit of Movietone News ...

LEW LEHR!

(ORCHESTRA: LEW LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is der craziest people!

BEN: Why, Lew, why, Lew, you're a tragic figure today. What's the matter?

LEW: Oh, Mr. Bernie ... I just finished my income tax, and I'm so worried! Would you please look at this copy of it?

BEN: Why certainly, Lew. Let me read it. Let me see, living expenses ten dollars. Entertainment and tips, three dollars ... and invested in bonds, four thousand dollars. Why, Lew, you never invested in any bonds!

LEW: Bonds? (LAUGH) I thought it said "blondes!"

BEN: What other deductions did you make? You know, Lew, you can deduct for dependents!

SUNDAY, MARCH 5, 1939

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LEW: Oh sure ... I know that. I deducted for my mother-in-law, and I deducted for my little son Sycamore ... and I also deducted for little Sycamore's dependents.

BEN: Sycamore's dependents? What dependents has he got?

LEW: (GRUNT) Two truant officers!

BEN: Well, Lew, I hope all your income tax troubles didn't keep you from making your weekly newsreel.

LEW: Oh, no. This week I made a newsreel of a health farm where ladies go to reduce.

BEN: Oh, a health farm? Were the ladies attractive?

LEW: Was they attractive? They were the most petite little venus ... or ... dainty little feminin ... or ... graceful ballerina ... ballerina ... (LAUGH) ... Tugboats!

BEN: I can hear them whistle. I've heard a lot about these health farms, Lew. Were the women really overweight?

LEW: Was they overweight? Why, when I got there, I saw one fat mama swingin' two indian clubs. And from the back, (GRUNT) she looked like the China Clipper!

BEN: Well, tell me, do these health farms really reduce weight?

ATX01 0179316

SUNDAY, MARCH 5, 1939

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LEW: Do they? Why it's unbelievable! One lady who was there for six months, she got so skinny (LAUGH) her bustle is ruin' her for non-support! / You know, Mr. Bernie, my wife goes to that health farm!

BEN: Oh that's very funny.

BEN: Your wife - really? Is she stout?

LEW: Stout? When we was first married I used to sit in the same rocking chair with her ... and it just fit!

BEN: Yes?

LEW: Yeah! But now (GRUNT) I'm lucky to fit in the same room with her!

BEN: Oh, a home body, eh?

LEW: You said it. (GRUNT) Her body's as big as any home!

BEN: Then she really must be overweight. Is the health farm doing her any good?

LEW: Not much. For a whole month she ate two slices of lettuce every day ... yet she didn't lose a pound.

BEN: Why how is that?

LEW: (LAUGH) She put the lettuce under a porterhouse steak! And then they put her on a milk diet. They made her drink thirty quarts of milk every day.

BEN: Thirty quarts of milk? Has that had any effect?

ATK01 0179317

SUNDAY, MARCH 5, 1939

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LEW: It certainly has ... now she only listens to one song on the radio.

BEN: What's that, Lew?

LEW: (LAUGH) Ferdinand the Bull!

BEN: Tell me, Lew, what was the most interesting part of your newsreel at the health farm?

LEW: Well, the best of all was a picture of ten of the heaviest mamas playin' two games at once.

BEN: Two games at once? How is that possible?

LEW: Well, the whole ten of them started off playin' basketball! But suddenly they all fell on the poor little referee! That changed the game!

BEN: Changed the game? To what?

LEW: (LAUGH) Squash!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Thanks, Lew, thanks for all that interesting information. You know, boys and gals, Lew Lehr himself was recently on a diet, but the only trouble was it worked in the wrong place. It reduced his brain. But now the Half and Half Tobacco Lads are gonna play "Gotta Get Some Shut Eye." That goes for me, too, because I suffer every night from insomnia. My wife made me a new feather pillow,

ATK01 0179318

SUNDAY, MARCH 5, 1939

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BEN: and from the lumps in it I think she forgot to take out the
(CONT'D) chickens. All right, Lads, some slumber music, and don't shut
yo' eyes till you're finished readin' the music.

5....(ORCHESTRA "GOTTA GET SOME SHUT EYE")

BEN: Ladies and gentlemen, it's a great pleasure to announce the return
of our Half and Half baritony, Bobby Gibson. You know, Bobby
hasn't been with us these past two weeks. He tells me he's been
sick, and I guess I have to believe him, on account of the baseball
season hasn't opened yet. How do you feel, Bobby?

BOB: I feel fine now, Maestro.

BEN: Just what was the matter with you?

BOB: I was a flat foot floogie with the flu flu. Say, Maas, while
I was in bed I heard about your new picture.

BEN: Yes, Bobby, I'm all excited about it ... But the make-up men
always have trouble with my hair.

BOB: Fixing it?

BEN: No ... finding it! Now, Bobby, suppose you find your music,
and "Hurry Home."

6....(BOB GIBSON & ORCHESTRA "HURRY HOME")

(APPLAUSE)

ATXO1 0179319

HALF AND HALF
March 5, 1939

COMMERCIAL "B"

BERNIE: Thank you, Bobbykins/^{thank you}... that was a bit of the all
righta, it really was. And now ... here's a little
idea for youse married guys. Just mention how good
the wife's dinner tastes tonight. That'll please
her a lot, it surely will. And after dinner ... just
to reinforce the good impression you've made ... be
sure you fill yo' pipe with Half and Half Smoking
Tobacco. Yowsah, take it from the Old Maestro ...
Your Better Half Will love the fragrance of Half
and Half ...

VON ZELL: Smokers ... that certainly is true. The aroma of
Half and Half Smoking Tobacco is enjoyed by everyone
in the room. And Half and Half has another advantage,
too -- AN ADVANTAGE THAT NO OTHER TOBACCO CAN OFFER.
Half and Half comes to you packed in the patented
telescope tin ... a new and more convenient kind of
tin that closes up like a telescope so that every
pipeful of Half and Half is always within easy reach.

ATX01 0179320

HALF AND HALF
March 5, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

You just push the top half of the tin down inside the bottom half. No more scraped fingers ... no more digging down for that last pipeful. It's a lot easier to fill your pipe when you buy Half and Half, the tobacco that comes in the patented telescope tin.

ATX01 0179321

SUNDAY, MARCH 5, 1939

-17-

(ORCHESTRA "AFTER YOU'VE GONE" HIT AND FADE)

BEN: Without benefit of announcement the Lads have come up with that old time killer-diller ... "After You've Gone." / I ^{You know,} used to sing this number/^{about}ten years ago. The number became popular, but somehow my voice never did ... Git goin', Lads.

7....(ORCHESTRA "AFTER YOU'VE GONE" UP TO FINISH)

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

BEN: Well, ^{old} / Who is me! Tempus still has that ~~xxxxxx~~ habit of fugitin'. Which quotation, in pure Latin with a Bernie ^{here} accent, brings this/weekly race against time into the home stretch. But this is one race the Old Maestro does get something out of ... the pleasure of bein' with youse boys and gals of a Sunday. And so help me I'm a-lookin' ahead to it again next week. Meanwhile, youse pipe-smokers, don't forget the poet's immortal words:

"If you want your wife to smile and laugh-a,
Smoke that fragrant Half and Half-a!"

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

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

ATXO1 0179322

SUNDAY, MARCH 5, 1939

-18-

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, Colonel Manny Prager and Lew Lehr. Heard on this evening's program was - the selection "This Can't Be Love." from "The Boys From Syracuse."
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179323

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

~~OFFICE MEMORANDUM~~

TO Mr. H.M. Boggiano DATE Mar. 3, 1939 SUBJECT Ben Bernie Clearances

Copy of telegram received 8:44 P.M. March 2, 1939:

MARY HOLDEN
YOUNG & RUBICAM, INC.
285 MADISON AVE.
NEW YORK CITY

FIDLER POWER LOY GAGS OKAY

NATALIE SIDES
(Young & Rubicam Hollywood Office)

ATX01 0179324

REBROADCAST

REBROADCAST

SUNDAY, MARCH 5, 1939

AS BROADCAST COPY

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

5:30 - 6:00P.M.

12:00 - 12:30P.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 harmony and high jinks. Keeping the jinks good and high is the Old Maestro, Ben Bernie; followed closely by all the Half and jokes Half Lads, all the Singers and all the ~~funny folks~~ of Movietone's frenzied fellow - Lew Lehr! And now I know all you people have heard of the March Hare, but we'd like to bring you our own March Hairless - the old Maestro - BEN BERNIE!

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0179325

BEN: How do you do, ladies and gentlemen? Greetings and a Happy March Sunday to yez all. This is Ben Bernie, the Old Maestro, and all the Lads coming to you once again, on a coast to coast light-up -- and wondering whether we'll find you in -- or whether you've already found us out.

HARRY: Say Excuse me but /Maestro -/last week you told us you were going to make a new picture. Has the news gotten around yet?

BEN: even And he's getting all ready for it.
HARRY: Oh yes, /Jimmie Fidler ~~was~~ heard about it. //He's building
HARRY: What's he doing, Maestro? LEW:
himself a half bell. But the picture's going to be delayed a while because the producer says I haven't got exactly the right technique. So I'm taking acting

lessons.
Acting lessons?
Oh well, we've got
HARRY: /Maestro, I realize ~~this~~ only/a half hour ~~program~~ but
can you tell us what's wrong with your acting?
I'll tell you, Harry,

BEN: they say
Well, /I'm a little weak when it comes to romance.

HARRY: What do you mean?

BEN: Well, my love scenes are so cold, every time I kiss a girl she has to be de-frosted.

SUNDAY, MARCH. 5, 1939

-3-

HARRY: Well
/Have these acting lessons improved your technique?

BEN: yes, oh yes.
Oh, /considerably. Yesterday I took a lesson, but I had
to kiss a girl fifty-six times before I got it right.

HARRY: You had to kiss her fifty-six times? Maestro, you
must be a dull student.

BEN: I am
Yes, Harry, /but that's one time when ignorance is bliss.
Harry readying
But /the subject I really excelled in was ~~acting~~ quotations.

HARRY: ~~xxxxxxxx~~

BEN: ~~Yes~~, They asked me to read a line from Shakespeare and
they said never had a man read that line with more
feeling, pathos and sincerity.

HARRY: What was the line?

BEN: "A horse - a horse - my kingdom for a ^{winning} horse." From Shakes-
peare's great tragedy - Santa Anita.

HARRY: Well tell me
/Maestro/ in this acting school, do they also teach you
the art of make-up?

BEN: Oh, certainly. Winchell is a student there too and
making him up -
they had a terrible time ~~with him~~

HARRY: No. Really? How
/What do you mean?

ATX01 0179327

SUNDAY, MARCH. 5, 1939

-4-

BEN: Well, twelve make-up men worked all night on him before he looked right for the part.

HARRY: ~~Twelve~~ ^{Winchell} What was ~~he~~ supposed to be?

BEN: A Human Being! ... But now the Lads are gonna make up with their instruments and start this here March Festival with "Anything Goes."

1....(ORCHESTRA "ANYTHING GOES")

BEN: ~~These~~ Them were the stalwart lads giving their all for the Alma Mater, dear old Half and Half. The name of the song was "Anything Goes," which was taken from the picture of the same name, which was taken from the play of the same name and was conducted by Ben Bernie, who has been called all sorts of names. ~~But~~ Oh deah - enough of this persiflage/ Bernie - there's work to be done. Colonel Manny Prager, from the family of the same name, is gonna share this here microphone with the ole Maestro. ~~xxxxx~~ And we're a gonna raise our humble voices in tribute to those staunch defenders of the nursery - "The Toytown Policemen." I hope we don't get a ticket.

2....(ORCHESTRA, BERNIE & PRAGER "PARADE OF THE TOYTOWN POLICEMEN"

(APPLAUSE)

HALF AND HALF
March 5, 1939

COMMERCIAL "A"

BERNIE: Thank you so much, so much!
//Sometimes when youse guys get home after a day's work,
You know, don'tcha - huh?
you find old man trouble lying in wait for you/ Maybe
the furnace fire has gone out ... maybe little Johnny's
report card isn't so good this month ... maybe there's
a bit of a dent in the fender of that shiny new
automobile. Well don't go up in the air about it ...
'taint worthwhile, s'help me it ain't. Instead take
the Old Maestro's advice, ^{my} /friends, and ... Smoke a
Pipe to Calm You Down! And to make sure yo' smoke is
filled with pleasure ... make sure yo' pipe is filled
with good old Half and Half ...

VON ZELL: Yes ... and smokers ... it's ^{mighty} /easy to tell why Half and
Half is such a grand treat. You sense the reason for
yourself the instant you open the tin. You notice at
once that Half and Half has a distinctive and very
delightful aroma. This aroma ... this fragrance ...
is, we believe, finer than that of any other tobacco.
That's important to you smokers ... because Half and
Half's finer aroma adds greatly to your smoking

RTX01 0179329

HALF AND HALF
March 5, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

pleasure. You see ... it is a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma; ^{Now} /The makers of Half and Half turn this fact to your advantage by giving you a more aromatic mixture of Virginia and Burley tobaccos, BLENDED ESPECIALLY to have a finer fragrance and therefore a finer taste. Tomorrow -- buy the tobacco that proves the importance of flavor PLUS aroma. Buy Half and Half Tobacco.

ATX01 0179330

SUNDAY, MARCH. 5, 1939

-7-

BEN: kins
Harry/ for them stirring words I appoint you Ambassador
of good-will and good smoking. And while all youse guys
are filling yo' pipes with good old Half and Half, the
Lads will be filling your cars with "This Can't Be Love."

3....(ORCHESTRA "THIS CAN'T BE LOVE")

BEN: ~~That was -~~ just played by Ben Bernie and the
Half and Half Tobacco Lovers.
But right now it's time for our
feminine charm department - otherwise known as Mary Small.

MARY: Hello, Maestro.

BEN: Hello, Mary. I saw you standing in the wings there so
I suppose you've heard about my new picture.

MARY: I have
Yes, Maestro, and I'm all excited.

BEN: So am I, Mary, because this is the first picture in
which I'm going to play tragedy.

MARY: Oh
/ But I thought you were playing tragedy all along.

BEN: Why
/ What makes you think that?

MARY: Well, a few of my friends saw your last picture and they all
said - "Boy is he sad."
and they said.

BEN: Mary, it's people like you who keep me from getting the
Academy award. Professional jealousy - Now you go along
and sing.

SUNDAY, MARCH 5, 1939

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BEN: Mary, suppose you sing "I Cried For You" ... and if Myrna Loy's listening ... Hello, Myrna!

4.....(MARY SMALL & ORCHESTRA "I CRIED FOR YOU")

(APPLAUSE)

BEN: Well here he comes now
For his Sunday night visit
When the girls see him
They say - "gracious, what is it."

So 'elp me, it's that Half and Half wit of Movietone News ...

LEW LEHR!

(ORCHESTRA: LEW LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is der craziest people!

BEN: Why, Lew, why, Lew, you're a tragic figure today. What's the matter?

LEW: Oh, Mr. Bernie ... I just finished my income tax, and I'm so worried! Would you please look at this copy of it?

BEN: Why certainly, Lew. Let me read it. Let me see, living expenses ten dollars. Entertainment and tips, three dollars ... and invested in bonds, four thousand dollars. Why, Lew, you never invested in any bonds!

LEW: Bonds? (LAUGH) I thought it said "blondes!"

BEN: What other deductions did you make? You know, Lew, you can deduct for dependents!

ATK01 0179332

SUNDAY, MARCH 5, 1939

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LEW: Oh sure ... I know that. I deducted for my mother-in-law, and I deducted for my little son Sycamore ... and I also deducted for little Sycamore's dependents.

BEN: Sycamore's dependents? What dependents has he got?

LEW: (GRUNT) Two truant officers!

BEN: Well, Lew, I hope all your income tax troubles didn't keep you from making your weekly newsreel.

LEW: Oh, no. This week I made a newsreel of a health farm where ladies go to reduce.

BEN: Oh, a health farm? Were the ladies attractive?

LEW: Was they attractive? They were the most petite little venus ... er ... dainty little feminin ... er ... graceful ballerina ... ballerina ... (LAUGH) ... Tugboats!

BEN: I can hear them whistle. I've heard a lot about these health farms, Lew. Were the women really overweight?

LEW: Was they overweight? Why, when I got there, I saw one fat mama swingin' two indian clubs. And from the back, (GRUNT) she looked like the China Clipper!

BEN: Well, tell me, do these health farms really reduce weight?

ATX01 0179333

SUNDAY, MARCH 5, 1939

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LEW: Do they? Why it's unbelievable! One lady who was there for six months, she got so skinny (LAUGH) her bustle is ruin' her for non-support! You know, Mr. Bernie, my wife goes to that health farm!

BEN: Your wife - really? Is she stout?

LEW: Stout? When we was first married I used to sit in the same rocking chair with her ... and it just fit!

BEN: Yes?

LEW: Yeah! But now (GRUNT) I'm lucky to fit in the same room with her!

BEN: Oh, a home body, eh?

LEW: You said it. (GRUNT) Her body's as big as any home!

BEN: Then she really must be overweight. Is the health farm doing her any good?

LEW: Not much. For a whole month she ate two slices of lettuce every day ... yet she didn't lose a pound.

BEN: Why how is that?

LEW: (LAUGH) She put the lettuce under a porterhouse steak! And then they put her on a milk diet. They made her drink thirty quarts of milk every day.

BEN: Thirty quarts of milk? Has that had any effect?

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LEW: It certainly has ... now she only listens to one song on the radio.

BEN: What's that, Lew?

LEW: (LAUGH) Ferdinand the Bull!

BEN: Tell me, Lew, what was the most interesting part of your newreel at the health farm?

LEW: Well, the best of all was a picture of ten of the heaviest nmmas playin' two games at once.

BEN: Two games at once? How is that possible?

LEW: Well, the whole ten of them ^{very fat ones} started off playin' basketball! But suddenly they all fell on the poor little referee! That changed the game!

BEN: Changed the game? To what?

LEW: (LAUGH) Squash!

(ORCHESTRA: LEHR PLAY OFF MUBIC)

(APPLAUSE)

BEN: Thanks, Lew, thanks for all that interesting information. You know, boys and gals, Lew Lehr himself was recently on a diet, but the only trouble was it worked in the wrong place. It reduced his brain. But now the Half and Half Tobacco Lads are gonna play "Gotta Get Some Shut Eye." That goes for me, too, because I suffer every night from insomnia. My wife made me a new feather pillow,

ATX01 0179335

BEN: and from the lumps in it I think she forgot to take out the
(CONT'D) chickens. All right, Lads, some slumber music, and don't shut
yo' eyes till you're finished readin' the music.

5....(ORCHESTRA "GOTTA GET SOME SHUT EYE")

BEN: Ladies and gentlemen, it's a great pleasure to announce the return
of our Half and Half baritone, Bobby Gibson. You know, Bobby
hasn't been with us these past two weeks. He tells me he's been
sick, and I guess I have to believe him, on account of the baseball
season hasn't opened yet. / ^{And he ain't a horse player.} How do you feel, Bobby?

BOB: I feel fine now, Maestro.

BEN: Just what was the matter with you?

BOB: I was a flat foot Kloogle with the flu flu. Say, Maes, while
I was in bed I heard about your new picture.

BEN: Yés, Bobby, I'm all excited about it ... But the make-up men
always have trouble with my hair.

BOB: Fixing it?

BEN: No ... finding it! Now, Bobby, suppose you find your music,
and "Hurry Home."

6....(BOB GIBSON & ORCHESTRA "HURRY HOME")

(APPLAUSE)

HALF AND HALF
March 5, 1939

COMMERCIAL "B"

BERNIE:

Thank you, Bobbykins/... thank you ... the old homing pigeon
righta, it really was. And now ... here's a little
idea for youse married guys. Just mention how good
the wife's dinner tastes tonight. That'll please
her a lot, it surely will. And after dinner ... just
to reinforce the good impression you've made ... be
sure you fill yo' pipe with Half and Half Smoking
Tobacco. Yowsah, take it from the Old Maestro ...
Your Better Half Will love the fragrance of Half
and Half ...

VON ZELL:

Smokers ... that certainly is true. The aroma of
Half and Half Smoking Tobacco is enjoyed by everyone
in the room. And Half and Half has another advantage,
too -- AN ADVANTAGE THAT NO OTHER TOBACCO CAN OFFER.
Half and Half comes to you packed in the patented
telescope tin ... a new and more convenient kind of
tin that closes up like a telescope so that every
pipeful of Half and Half is always within easy reach.

ATX01 0179337

HALF AND HALF
March 5, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

You just push the top half of the tin down inside the bottom half. No more scraped fingers ... no more digging down for that last pipeful. It's a lot easier to fill your pipe when you buy Half and Half, the tobacco that comes in the patented telescope tin.

ATX01 0179338

SUNDAY, MARCH 5, 1939

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(ORCHESTRA "AFTER YOU'VE GONE" HIT AND FADE)

BEN: Without benefit of announcement the Lads have come up with that old time killer-diller ... "After You've Gone." / I ^{You know,} used to sing this number ^{about} ten years ago. The number became popular, but somehow my voice never did ... Git goin', Lads.

7....(ORCHESTRA "AFTER YOU'VE GONE" UP TO FINISH)

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

BEN: Well, ^{old} / Who is me! Tempus still has that ~~habit~~ habit of fugitin'. Which quotation, in pure Latin with a Bernie ^{here} accent, brings this ^{weekly} race against time into the home stretch. / But this is one race the Old Maestro does get something out of ... the pleasure of bein' with youse boys and gals of a Sunday. And so help me I'm a-lookin' ahead to it again next week. Meanwhile, youse pipe-smokers, don't forget the poet's immortal words:

"If you want your wife to smile and laugh-a,

Smoke that fragrant Half and Half-a!"

Gracie Bernie.

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

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

ATX01 0179339

SUNDAY, MARCH 5, 1939

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

Bob Gibson, Colonel Manny Prager and Lew Lehr. Heard on this evening's program was - the selection "This Can't Be Love" from "The Boys From Syracuse."
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179340

SUNDAY, MARCH 12, 1939

AS BROADCAST

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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 nonsense,
under the expert guidance of the Old Maestro, Ben
Bernie. And among the experts to be guided are All
the Half and Half Tobacco Lads, All the Singers, and
all the gutteral gags of that mad muggler of Movietone,
Lew Lehr. And now we bring you the man who has spent
the past two weeks brushing up on his acting. Poor
fellow - that's all he has left to brush! The Old
Maestro - Ben Bernie!

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0179341

BEN: What ho, what ho ... and how the March wind doth blow.
Ah, good old March ... comes in like a laub and goes out
with the lion's share of your income! Yowsah, this is Ben
Bernie, the old Maestro, hollering out a bit of greeting
and salutation to all youse guys and gals, and inviting you
to pull up a sofa for a thirty minute loaf-a.

HARRY: Maestro, I can't wait to hear how are the plans for the new
picture coming along?

BEN: Oh, fairly well, Harry. You know, I've decided to play a
new type of character on the screen. I'm tired of being
mistaken for Bobby Breen. You know, but there's one thing
that depresses me, Harry, and I positively won't stand for
it any longer.

HARRY: What's that, Maestro?

BEN: Oh, I don't think I ought to bring it up here.

HARRY: Oh, we're among friends. Come on, now what is it?

BEN: I'm sick and tired of having Winchell for a leading lady!

HARRY: Oh, well seriously, what type of character are you really
thinking of playing?

BEN: I'm not quite sure. I think I'll experisment a bit by
appearing in a Broadway drama. You know, Harry, there's

BEN:
(CONT'D)

nothing like getting a play under your belt.

HARRY:

A play under your belt? I think there's room there for a whole theatre!

BEN:

Harry!

HARRY:

I'm sorry. But, no fooling, Maestro, were you ever in a Broadway play?

BEN:

Why certainly. I was in that famous play dedicated to my hair.

HARRY:

What was that?

BEN:

"Outward Bound" ... And that isn't the only play I was in. I once had a very important part in a murder mystery. For three acts, Harry -- for three acts, I lay in the middle of the stage with my legs crossed.

HARRY:

You laid with your legs crossed? What ^{part}/were you playing?

BEN:

X marks the spot. And this marks the spot where the Half and Half Tobacco Lads open this heah shindig with that swell new tune: "Could Be" ... Take it away, Lads, take it away.

1....(ORCHESTRA "COULD BE")

BEN:

Yowsah, that was me and the Half and Half Tobacco Lads servin' up our Philharmonic version of "Could Be." Heah,

BEN:
(CONT'D)

heah! Incidentally, that arrangement was made by our Vice President in charge of swing, Deacon Hains ... A lad from way down there in Go'gia. Take a bow, Deacon, you may never get it again. You know, the Deacon puts a lot of fire in his arrangements ... and we put a lot of his arrangements in the fire, too ... But look-a heah, heah comes another favorite from Dixieland, that good ole spiritual that we used to sing as kids down south called "Shadrack" ... Shadrack, you know.

/After much persuasion I finally prevailed upon myself to sing it. Oh deah, "Shadrack". I hope I like it.

2.....(BEN & ORCHESTRA "SHADRACK")

COMMERCIAL "A"

BERNIE: That was "Shadrack", with all the lads a-swinging. And outside this yere studio, the wind and rain is doing a bit of swinging, too. ~~Mama~~ ... ~~Mama~~. March is such an upsetting month ... it really is. You leave the house some mornings and the day is as gentle as a little Baaa. Then before you get home at night ... it turns out to be a Grrr. But don't get upset about the weather friends, or any other little troubles like that. It's not worth it, s'help me it's not. Instead ... take the old Maestro's advice and ... Smoke a Pipe to Calm You Down! And for more smoking pleasure friends ... make sure yo' pipe tobacco is Half and Half Tobacco.

VON ZELE: And men ... that really is good advice. And here's the reason. Half and Half has a distinctive and very delightful aroma -- finer, we believe, than that of any other tobacco. You can sense this for yourself the instant you open the tin. This grand aroma ... this special fragrance ... adds greatly to your pipe smoking pleasure ... because it's a recognized scientific fact that the taste or flavor of any

HALF AND HALF
March 12, 1939

COMMERCIAL "A" -2-

VON ZELI:
(CONT'D)

tobacco depends chiefly on its aroma. The makers of Half and Half turn this fact to your advantage by carefully blending for you a more aromatic mixture of Virginia and Burley tobaccos -- an exclusive mixture that has a finer fragrance and therefore a finer taste. Tomorrow -- buy the tobacco that gives you flavor PLUS fragrance -- in just the right proportions. Buy Half and Half Tobacco!

ATX01 0179346

BEN: Righto, Harry, had I the power, I would decorate you with the order of truthfulness, honesty and sincerity, so 'elp me. And now, while youse men-folke are stokin' the old briar with Half and Half Snokin' Tobacco, and youse women-folks are enjoyin' it's delightful fragrance, me and the Lads are a gonna haul off and give out with "The Darktown Strutter's Ball" Strut on down, Lads! Strut on down!

3.....(ORCHESTRA "DARKTOWN STRUTTER'S BALL.")

BEN: That was the Half and Half Tobacco Lads playin' "Darktown Strutter's Ball". And played with conviction too. Nothing like the month for the old brass section, say I. Gosh! I wonder if I'll ever find a play where I can show my real acting talents. (Ala Shakespeare): Alas! What place hath a dramatic artist in this odious atmosphere of stale notes and antiquated wit?

MARY: (Off Mike) Oh, Maestro!

BEN: But hark! Yon footsteps meaneth someone approacheth.

MARY: Bravo! Bravo!

BEN: Egad! 'Tis Mary Small, a comely wench if E'er I did set eyes on one.

MARY: Why, Maestro! You're waxing Shakespearian!

BEN: Ah yes. This very morn my courier brought me an offer from a theatrical producer of great renown.

MARY: Verily? Was it from the Earl of Shubert?

BEN: Nay.

MARY: Nayhap from the Duke of Goldwyn?

BEN: Nay. Nay.

MARY: Then verily from whom came it?

BEN: From the Major of Bowes ... And Mary, after that scene we'd better confess ... "The Masquerade Is Over."

4.....(MARY & ORCHESTRA "THE MASQUERADE IS OVER")

(APPLAUSE)

BEN: Beautiful, Mary. I agree with you.

BEN: And here he comes now
Alas and Alack
Some think he's eccentric
But we think he's whacky
Yowsah
Help me - it's that Half and Half Wit of Movietone News -

LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

BEN: So are you.
LEW: Monkeys is the craziest people. / Oh, Mr. Bernie, didn't I
just heard you talking about being an actor.

BEN: You sure did, Lew.

LEW: Well, all my friends say I should be an actor. They say
I ^{got} have a John Barrymore profile plus.

BEN: A Barrymore profile plus? Plus what?

LEW: Plus
(LAUGH) / A big stomach.

BEN: Why that's a cute little Galento.
Tell me, Lew - were you ever in a play?

LEW: ~~Certainly-I-was-in-a-play---I-played-in-Old-Kentucky---I
took-the-part-of-Daniel-Boone.~~

BEN: ~~Daniel-Boone?--Did-you-play-it-well?~~

SUNDAY, MARCH 12, 1939

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LEW: Did-I?--I played it so real, when I came out on the stage with my shotgun (LAUGH) four couples in the audience ran ~~oood~~ got married. ^{No, but everyone} But all the critics says I should play the part of Jesse James, the Outlaw.

BEN: Well
Jesse James? / Why?

LEW: (LAUGH) They say I'm much prettier with a handkerchief over my face.

BEN: Well, Lew - we've heard enough about your theatrical career. How about --- did you make a ~~new-tell-us-about-the~~ newsreel you made this week.

LEW: Well, this week I made a newsreel of a convention of doctors who read your mind.

BEN: Oh, psychologists.

LEW: ^{psy}
Yeah / those guys.

BEN: Well, how do you come to be interested in psychology.

LEW: (CRIES) Oh, Mr. Bernie, I can't tell you. I'm so upset. I don't know what to do.

BEN: Why, Lew, you're crying. What's wrong?

LEW: (CRIES) Oh, I wish I wuz dead or a reasonable facsimile.

ATX01 0179350

SUNDAY, MARCH 12, 1939

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BEN: Now, now, Lew - stop those tears. You mustn't cry
You have wrinkles in
your face and I never knew which way they're going to
squirt.

LEW: But Mr. Bernie --
(CRIES)/ Oh, I can't stand it. It's my wife.

BEN: Your wife? Again?

LEW: (CRIES) Yeah - would you believe it - every night when I
come home she's kissing a different man. Three hundred and
sixty five a year.

BEN: Three hundred and sixty five a year?

LEW: Yeah - you know, Mr. Bernie (GRUNT) I think she's fickle:

BEN: Well, in a remote way. But, Lew, why don't you talk it
over with her. Are you afraid? Isn't your wife reasonable?

LEW: Is she reasonable? Why, everytime we disagree we sit down
and discuss - er - she likes to arbitra ---
er - she ~~goes in to~~ - er - she compromi -
er - compromi (LAUGH) She slugs me!

BEN: Well, Lew - I can see your nerves are in terrible shape.
Why didn't you ask one of these psychologists to give you
a once over.

LEW: I did.

ATX01 0179351

SUNDAY, MARCH 12, 1939

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BEN: Well, did he examine your mind?

LEW: No, I asked him to but (LAUGH) he said he's only allowed
Oh sure
one vacation a year. -- So I coaxed him and finally he examined
my mind, my memory and my brain.

BEN: Your mind, your memory and your brain?/ And what did he say?
Lew --- ya

LEW: (LAUGH) Three dollars, please.

BEN: Well Didn't he give you a reflex test.
Oh, a dollar apiece, eh?

LEW: Did he give me a reflex test? Why certainly. (LAUGH)
What's that?

BEN: You know - they tap your knee lightly to see if your leg
moves up.

LEW: Oh, yeah yeah - ~~he tried dat on me.~~
he tapped my knee.

BEN: And did it work?

LEW: Well, sort of. (LAUGH) I kicked his teeth out! But he
said my greatest fault was that I couldn't concentrate.

BEN: Oh, that's very bad.

LEW: You said it. So he wrote ^{me} out a prescription for something
which was guaranteed to make me concentrate.

ATX01 0179352

BEN: Well what was it?

LEW: (LAUGH) Two tickets for Gypsy Rose Lee.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice going, Lew, nice going. My compliments to Miss Gypsy, if you should see her. I wonder what Myrna Loy would say. Well now, let's see what old Bing Bernie's got to offer. Lookin' back into the year 1921 we find that down in Philadelphia, a man by the name of Joe Green ate six oysters at one sitting. Out in Des Moines, Iowa, the sun rose in the east and set in the west. And up in Portland, Oregon, a gal named Smith married a boy named Brown. And the popular song of that early day was a little number the Half and Half Tobacco Lads are gonna chuck at you now ... good old "Margie".

5... (ORCHESTRA "MARGIE")

BEN: That was me and the Half and Half Tobacco Lads givin' you the low-down on "Margie" ... Comes now the juvenile lead of this here Sunday night opera, young Bob Gibson.

BOB: Say, Maestro, are you really serious about going on the stage?

BEN: I sure an, Robert. As a matter of fact I've played in some mighty important Broadway productions. I've even played in "Midsummer Night's Dream"!

BOBBY: Really, Maestro? What part did you play?

BEN: I was an off-stage snore! I told you that wouldn't get a laugh. Why did you give me that gag? Bobby, suppose you sing that little song dedicated to my comb and brush

"Good For Nothin'".

6.....(BOB GIBSON AND ORCHESTRA "GOOD FOR NOTHIN'")

(APPLAUSE)

HALF AND HALF
March 12, 1939

COMMERCIAL "B"

BERNIE: Bobbykins ... thank you for those tuneful sounds ...
thank you very much indeed. And now here's Uncle
Benje's weekly advice to youse married guys. And
to youse guys who are a-gonna get married some day.
You may not like the ties and socks that yo' Better
Half selects. And yo' Better Half may not like the
ties and socks that you select. But here's something
you'll both like ... take it from the old Maestro ...
both you and your Better Half will love the fragrance
of Half and Half!

VON ZELL: Yes, men ... it's true that everyone in the room will
enjoy the grand aroma of Half and Half Smoking Tobacco.
And here's another advantage of Half and Half too ---
a special convenience that no other tobacco can give
you. Half and Half is packed in a new kind of tin --
the patented telescope tin. This tin closes up like
a telescope as you use the tobacco. You just push
the top half down inside the bottom half, and thus
keep every pipeful of Half and Half always within

ATX01 0179355

HALF AND HALF
March 12, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

easy reach. That saves you pipe smokers trouble --
and it saves your fingers, too, because you don't
scrape them against the edge, even when you get right
to the bottom. It's a lot easier to fill your pipe
when you buy Half and Half, the tobacco that comes
in the patented telescope tin.

ATX01 0179356

(ORCHESTRA "HONOLULU" HIT AND FADE)

BEN: Well the Half and Half Tobacco Lads are now playin' one of the most tuneful of the new songs: "Honolulu." From "Honolulu". Ah deah old Honolulu! That's all I'a gonna say. For further details consult your travel agent.

7.... (ORCHESTRA..... "HONOLULU"..... UP TO FINISH)

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

BEN: Comes now the fateful time when the old ticker in this here studio proclaims the zero hour. And by gosh, whether we like it or not, it behooves us to fold our kilocycles and silently cycle yonder. But in six days, twenty-three hours and thirty minutes we'll be a-knockin' on yo' door again, with a parcel of songs and a slice or two of nonsense. And we hope that in the meantime youse men will be brightenin' up yo' home-a with Half and Half's aroma/... And now the time wish all you guys and gals a Happy St. Patrick's Day, March 17, has come to say au revoir ... God love the Irish, I say. Brings back memories to me, too...

(BEN & ORCHESTRA "AU REVOIR")

my old father's blacksmith shop ... yowsah... yowsah .. yowsah.
(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, MARCH 12, 1939

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0178358

March 10, 1939

I hereby give to YOUNG & RUBICAN, INC. permission to mention my name on the Ben Bernie program Sunday, March 12th, 1939, from 5:30 to 6:00 P.M. over the Columbia Broadcasting System.

BEN BERNIE: (A la Shakespeare) This very morn ay courier broughteth me an offer from a theatrical producer of great renown.

MARY SMALL: Verily? Was it from the Earl of Shubert?

BEN BERNIE: Nay.

MARY SMALL: Mayhap from the Duke of Goldwyn?

BEN BERNIE: Nay. Nay.

MARY SMALL: Then verily from whom came it?

BEN BERNIE: From the Major of Bowes.

(signed)

LEE J. SHUBERT

ATK01 0179359

March 10, 1939

I hereby give to YOUNG & RUBICAM, INC. permission to mention the production "Tobacco Road" on the Ben Bernie program, 5:30 to 6:00 P.M., Sunday, March 12, 1939:

HARRY VON ZELL: Well, Maestro, about that play...Have you decided what kind you're going to do?

BEN BERNIE: Yes, it's going to be an entirely new idea. A musical version of "Tobacco Road". Fifty percent music and fifty percent drama.

HARRY VON ZELL: Fifty percent music and fifty percent drama?

BEN BERNIE: Yeah - a Half and Half Tobacco Road!

Tobacco Road, Inc.

(signed)

MICHAEL GOLDREYER

ATX01 0179360

Form 11

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

-OFFICE MEMORANDUM-

TO Mr. H.M. Boggiano DATE March 13, 1939 SUBJECT

The following messages refer to the Ben Bernie program of March 12, 1939:

Copy of teletype received from Young & Rubicam's Hollywood office 12:45 PM March 10:

BOBBY BREEN GAG OK.

Copy of telegram received March 10, 1939, 8:48 PM:

Bill Rousseau
155 E. 96 St NYC

OK GOLDWYN FOR BERNIE

ATX01 0179361

(COPY)

Ben Bernie
Hotel Pennsylvania
New York City

Dear Ben:

It is ok to use "Two-Ton" Tony Galento's
name on your program of March 12th --

Sincerely,

(signed) Joe Jacobs, Mgr.
Tony Galento, No. 1 Challenger

ATX01 0179362

March 7, 1939

I hereby give to YOUNG & RUBICAN, INC. permission to mention my name as follows on the Ben Bernie program, Sunday, March 12, 1939, from 5:30 to 6:00 P.M. over the Columbia Broadcasting System:

BEN BERNIE: (A la Shakespeare) This very morn my courier broughteth me an offer from a theatrical producer of great renown.

MARY SMALL: Verily? Was it from the Earl of Shubert?

BEN BERNIE: Nay.

MARY SMALL: Mayhap from the Duke of Goldwyn?

BEN BERNIE: Nay, nay.

MARY SMALL: Then verily from whom came it?

BEN BERNIE: From the Major of Bowes.

(signed) Edward Bowes

ATX01 0179363

March 7, 1939

I hereby give to YOUNG & RUBICAM, INC. permission to mention my name as follows on the Ben Bernie program Sunday, March 12, 1939, from 5:30 to 6:00 P.M. over the Columbia Network:

LEW LEHR: (Discussing a visit to a psychologist)
But he said my greatest fault was that I couldn't concentrate.

BEN BERNIE: That's very bad.

LEW LEHR: Yeah, so he wrote out a prescription which was guaranteed to make me concentrate.

BEN BERNIE: What was it?

LEW LEHR: (LAUGH) Two tickets for Gypsy Rose Lee.

(signed)

Gypsy Rose Lee

(Louise Hovick)

ATX01 0179364

March 7, 1939

I hereby give to YOUNG & RUBICAN, INC. permission to mention my name as follows on the Ben Bernie program Sunday, March 12th, 1939, from 5:30 to 6:00 P.M. over the Columbia Broadcasting System:

LEW LEHR: Well, all my friends say I should be an actor. They say I have a Barrymore profile plus.

BEN BERNIE: A Barrymore profile plus. Plus what?

LEW LEHR: A big stomach.

(signed) John Barrymore

ATX01 0179365

SUNDAY, MARCH 12, 1939

AS BROADCAST "REBROADCAST"

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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 nonsense,
under the expert guidance of the Old Maestro, Ben
Bernie. And among the experts to be guided are All
the Half and Half Tobacco Lads, All the Singers, and
all the guttural gags of that mad mugger of Movietone,
Lew Lehr. And now we bring you the man who has spent
the past two weeks brushing up on his acting. Poor
fellow - that's all he has left to brush! The Old
Maestro - Ben Bernie!

(APPLAUSE)

(MUSIC UP AND OUT)

ATX01 0179366

BEN: What ho, what ho ... and how the March wind doth blow.
Ah, good old March ... comes in like a laub and goes out
with the lion's share of your income! Yowsah, this is Ben
Bernie, the old Maestro, hollering out a bit of greeting
and salutation to all youse guys and gals, and inviting you
to pull up a sofa for a thirty minute loaf-a.

HARRY: Maestro, I can't wait to hear how are the plans for the new
picture coming along?

BEN: Oh, fairly well, Harry. You know, I've decided to play a
new type of character on the screen. I'm tired of being
mistaken for Bobby Breen. You know, but there's one thing
that depresses me, Harry, and I positively won't stand for
it any longer.

HARRY: What's that, Maestro?

BEN: Oh, I don't think I ought to bring it up here.

HARRY: Oh, we're among friends. Come on, now what is it?

BEN: I hope David Zerkow is listening to me
I'm pickin' up a type of shavertail for a leading lady!

HARRY: Oh, well seriously, what type of character are you really
thinking of playing?

BEN: I'm not quite sure. I think I'll experisent a bit by
appearing in a Broadway drama. You know, Harry, there's

BEN: nothing like getting a play under your belt.
(CONT'D)

HARRY: A play under your belt? I think there's room there for a whole theatre!

BEN: Harry!

HARRY: I'm sorry. But, no fooling, Maestro, were you ever in a Broadway play?

BEN: Why certainly. I was in that famous play dedicated to my hair.

HARRY: What was that?

BEN: "Outward Bound" ... And that isn't the only play I was in. I once had a very important part in a murder mystery. For three acts, Harry -- for three acts, I lay in the middle of the stage with my legs crossed.

HARRY: You laid with your legs crossed? What ^{part} were you playing?

BEN: X marks the spot. And this marks the spot where the Half and Half Tobacco Lads open this heah shindig with that swell new tune: "Could Be" ... Take it away, Lads, take it away.

1. . . . (ORCHESTRA "COULD BE")

BEN: Yowsah, that was me and the Half and Half Tobacco Lads servin' up our Philharmonic version of "Could Be." Heah,

BEN:
(CONT'D)

heah! Incidentally, that arrangement was made by our Vice President in charge of swing, Deacon Hains ... A lad from way down there in Go'gia. Take a bow, Deacon, you may never get it again. You know, the Deacon puts a lot of fire in his arrangements ... and we put a lot of his arrangements in the fire, too ... But look-a heah, heah comes another favorite from Dixieland, that good ole spiritual that we used to sing as kids down south called "Shadrack" ... After such persuasion I finally prevailed upon myself to sing it. Oh desh, "Shadrack". I hope I like it.

2.....(BEN & ORCHESTRA "SHADRACK")

COMMERCIAL "A"

BERNIE: That was "Shadrack", with all the lads a-swinging. And outside this yere studio, the wind and rain is doing a bit of swinging, too. Maan ... Maan. March is such an upsetting month ... it really is. You leave the house some mornings and the day is as gentle as a little Baana. Then before you get home at night ... it turns out to be a Grrr. But don't get upset about the weather friends, or any other little troubles like that. It's not worth it, s'help me it's not. Instead ... take the old Maestro's advice and ... Eموke a Pipe to Calm You Down! And for more smoking pleasure friends ... make sure yo' pipe tobacco is Half and Half Tobacco.

VON KELA: And men ... that really is good advice. And here's the reason. Half and Half has a distinctive and very delightful aroma -- finer, we believe, than that of any other tobacco. You can sense this for yourself the instant you open the tin. This grand aroma ... this special fragrance ... adds greatly to your pipe smoking pleasure ... because it's a recognized scientific fact that the taste or flavor of any

HALF AND HALF
March 12, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

tobacco depends chiefly on its aroma. The makers of Half and Half turn this fact to your advantage by carefully blending for you a more aromatic mixture of Virginia and Burley tobaccos -- an exclusive mixture that has a finer fragrance and therefore a finer taste. Tomorrow -- buy the tobacco that gives you flavor PLUS fragrance -- in just the right proportions. Buy Half and Half Tobacco!

ATK01 0179371

BEN: Righto, Harry, had I the power, I would decorate you with the order of truthfulness, honesty and sincerity, so 'elp me. And now, while youse men-folke are stokin' the old briar with Half and Half Smokin' Tobacco, and youse woaien-folke are enjoyin' it's delightful fragrance, we and the Lads are a gonna haul off and give out with "The Darktown Strutter's Ball" Strut on down, Lads! Strut on down!

3.....(ORCHESTRA....."DARKTOWN STRUTTER'S BALL")

BEN: That was the Half and Half Tobacco Lads playin' "Darktown Strutter's Ball". And played with conviction too. Nothing like the month for the old brass section, say I. Gosh! I wonder if I'll ever find a play where I can show my real acting talents. (Ala Shakespeare): Alan! What place hath a dramatic artist in this odious atmosphere of stale notes and antiquated wit?

MARY: (Off Mike) Oh, Maestro!

BEN: But hark! Yon footsteps meaneth someone approacheth.

MARY: Bravo! Bravo!

BEN: Egad! 'Tis Mary Small, a comely wench if E'er I did set eyes on one.

MARY: Why, Maestro! You're waxing Shakespearian!

BEN: Ah yes. This very morn my courier broughteth me an offer
from a theatrical producer of great renown.

MARY: Verily? Was it from the Earl of Shubert?

BEN: Nay.

MARY: Nayhap from the Duke of Goldwyn?

BEN: Nay. Nay.

MARY: Then verily from whom came it?

BEN: From the Major of Bows ^{Toots} /... And Mary, after that scene we'd
better confess ... "The Masquerade Is Over."

4..... (MARY & ORCHESTRA "THE MASQUERADE IS OVER")

(APPLAUSE)

BEN: Beautiful, Mary. I agree with you.

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BEN: And here he comes now
Alas and Alacky
Some think he's eccentric
But we think he's whacky
Yowsah
S*help-me - it's that Half and Half Wit of Movietone News -

LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

BEN: So are you:
LEW: Monkeys is the craziest people./ Oh, Mr. Bernie, didn't I
just heard you talking about being an actor.

BEN: You sure did, Lew.

LEW: Well, all my friends say I should be an actor. They say
got
I have a John Barrymore profile plus.

BEN: A Barrymore profile plus? Plus what?

LEW: Plus
(LAUGH)/ A big stomach.

BEN: Why that's a cute little Galento.
Tell me, Lew - were you ever in a play?

LEW: Certainly-I-was-in-a-play...I-played-in-Old-Kentucky. I
took-the-part-of-Daniel-Boone.

BEN: Daniel-Boone?--Did-you-play-it-well?

ATX01 0179374

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LEW: Did I? I played it so real, when I came out on the stage with my shotgun. (LAUGH) four couples in the audience ran out and get married. -- But all the critics says I should play the part of Jesse James, the Outlaw.

BEN: Well
Jesse James?/ Why?

LEW: (LAUGH) They say I'm much prettier with a handkerchief over my face.

BEN: Well, Lew - we've heard enough about your theatrical career. How about --- did you make a news-tell-us-about-the-newsreel you made this week.

LEW: Well, this week I made a newsreel of a convention of doctors who read your mind.

BEN: Oh, psychologists.

LEW: Yeah / ^{psy} those guys.

BEN: Well, how do you come to be interested in psychology.

LEW: (CRIES) Oh, Mr. Bernie, I can't tell you. I'm so upset. I don't know what to do.

BEN: Why, Lew, you're crying. What's wrong?

LEW: (CRIES) Oh, I wish I wuz dead or a reasonable facsimile.

ATK01 0179375

SUNDAY, MARCH 12, 1939

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BEN: Now, now, Lew - stop those tears. You mustn't cry. ~~You have wrinkles in your face and I never know which way they're going to~~ squirt.

LEW: ~~But Mr. Bernie --~~
(CRIES) /Oh, I can't stand it. It's my wife.

BEN: Your wife? Again?

LEW: (CRIES) Yeah - would you believe it - every night when I come home she's kissing a different man. Three hundred and sixty five a year.

BEN: Three hundred and sixty five a year?

LEW: Yeah - you know, Mr. Bernie (GRUNT) I think she's fickle.

BEN: Well, in a remote way. But, Lew, why don't you talk it over with her. Are you afraid? Isn't your wife reasonable?

LEW: Is she reasonable? Why, everytime we disagree we sit down and discuss - er - she/gives-in-to- - er - she ^{likes to arbitra ---}compromi - er - compromi (LAUGH) She slugs me!

BEN: Well, Lew - I can see your nerves are in terrible shape. Why didn't you ask one of these psychologists to give you a once over.

LEW: I did.

ATX01 0179376

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BEN: Well, did he examine your mind?

LEW: No, I asked him to but (LAUGH) he said he's only allowed
one vacation a year. So I coaxed him ^{Oh sure} and finally he examined
my mind, my memory and my brain.

BEN: Your mind, your memory and your brain? ^{Lew -- ya} And what did he say?

LEW: (LAUGH) Three dollars, please.

BEN: Well Didn't he give you a reflex test?
Oh, a dollar apiece, eh?

LEW: Did he give me a reflex test? Why certainly. (LAUGH)
What's that?

BEN: You know - they tap your knee lightly to see if your leg
moves up.

LEW: Oh, yeah yeah - ^{he tapped my knee.} he tried dat on me.

BEN: And did it work?

LEW: Well, sort of. (LAUGH) I kicked his teeth out! But he
said my greatest fault was that I couldn't concentrate.

BEN: Oh, that's very bad.

LEW: You said it. So he wrote ^{me} out a prescription for something
which was guaranteed to make me concentrate.

ATX01 0179377

BEN: Well what was it?

LEW: (LAUGH) Two tickets for Gypsy Rose Lee.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice going, Lew, nice going. ^{Incidentally, give my best to} ~~My compliments to Miss Gypsy,~~
Miss Lee, but don't tell Myrna Loy.
~~if you should see her. I wonder what Myrna Loy would say.~~

Well now, let's see what old Bing Bernie's got to offer.

Lookin' back into the year 1921 we find that down in Philadelphia, a man by the name of Joe Green ate six oysters at one sitting. Out in Des Moines, Iowa, the sun rose in the east and set in the west. And up in Portland, Oregon, a gal named Smith married a boy named Brown. And the popular song of that early day was a little number the Half and Half Tobacco Lads are gonna chuck at you now ... good old "Mergie".

5... (ORCHESTRA "MARGIE")

BEN: That was me and the Half and Half Tobacco Lads givin' you the low-down on "Mergie" ... Comes now the juvenile lead of this here Sunday night opera, young Bob Gibson.

BOB: Say, Maestro, are you really serious about going on the stage?

BEN: I sure am, Robert. As a matter of fact I've played in some mighty important Broadway productions. I've even played in "Midsummer Night's Dream"!

BOBBY: Really, Maestro? What part did you play?

BEN: When I start to think back to the
I was an off-stage snore! / Bobby, suppose you sing that old days of my youth and curly locks and now all these cracks little song dedicated to my comb and brush about my hair.
"Good For Nothin'".

G.....(BOB GIBSON AND ORCHESTRA "GOOD FOR NOTHING")

(APPLAUSE)

HALF AND HALF
March 12, 1939

COMMERCIAL "B"

BERNIE: Bobbykins ... thank you for those tuneful sounds ...
thank you very much indeed. And now here's Uncle
Benje's weekly advice to youse married guys. And
to youse guys who are a-gonna get married some day.
You may not like the ties and socks that yo' Better
Half selects. And yo' Better Half may not like the
ties and socks that you select. But here's something
you'll both like ... take it from the old Maestro ...
both you and your Better Half will love the fragrance
of Half and Half!

VON ZELL: Yes, men ... it's true that everyone in the room will
enjoy the grand aroma of Half and Half Smoking Tobacco.
And here's another advantage of Half and Half too ---
a special convenience that no other tobacco can give
you. Half and Half is packed in a new kind of tin --
the patented telescope tin. This tin closes up like
a telescope as you use the tobacco. You just push
the top half down inside the bottom half, and thus
keep every pipeful of Half and Half always within

ATX01 0179380

HALF AND HALF
March 12, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

easy reach. That saves you pipe smokers trouble --
and it saves your fingers, too, because you don't
scrape them against the edge, even when you get right
to the bottom. It's a lot easier to fill your pipe
when you buy Half and Half, the tobacco that comes
in the patented telescope tin.

ATX01 0179381

(ORCHESTRA "HONOLULU" HIT AND FADE)

BEN: Well the Half and Half Tobacco Lads are now playin' one of the most tuneful of the new songs: "Honolulu." From ^{The MGM picture.} "Honolulu"./ Ah deah old Honolulu! That's all I'a gonna say. For further details consult your travel agent.

7.... (ORCHESTRA..... "HONOLULU"..... UP TO FINISH)

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

BEN: Comes now the fateful time when the old ticker in this here studio proclaims the zero hour. And by gosh, whether we like it or not, it behooves us to fold our kilocycles and silently cycle yonder. But in six days, twenty-three hours and thirty minutes we'll be a-knockin' on yo' door again, with a parcel of songs and a slice or two of nonsense. And we hope that in the meantime youse men will be brightenin' up yo' home-a with Half and Half's aroza ... And now the time has come to say au revoir ...

(MEN & 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, Colonel Manny Prager and Lew Lehr.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179383

(B)

"AS BROADCAST" COPY

SUNDAY, MARCH 19, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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 light music designed for dancing, and
light banter designed for laughing. Leading light and
designer of the whole shebang is the Old Maestro, Ben
Bernie. Among those eager to be agreeable are all the
Half and Half Lads, all the Singers and that gay
caballero of Movietone News, Lew Lehr.

(MUSIC UP AND OUT)

ATX01 0179384

HARRY: And now, Ben Bernie and all the Lads get the program under way with "Somebody Loves Me."

1....(ORCHESTRA "SOMEBODY LOVES ME")

HARRY: Yes sir, thank you, ladies & gentlemen - Somebody Loves Me. / That was "Somebody Loves Me"/played by the Half and that rising Half Tobacco Lads. Now we bring you a young actor who was born in New Jersey, thus proving that all hams don't come from Chicago - the Old Maestro - Ben Bernie.

(APPLAUSE) & LONESOME OLD TOWN

BEN: Yowsah. Greetings and salutations, all youse drama-lovers, and a merry Sabbath to yez all. This is Ben Bernie, the Old Maestro, blowing fragrant smoke-rings from coast to coast. And, Harry, your mentioning New Jersey strikes a warm spot in the Old Maestro's heart.

HARRY: Oh yes? After being away twenty years, I went back to Jersey this week to visit my little old home town, Centerville.

HARRY: Centerville? I never heard of it.

BEN: HARRY: No. What? /You mean to say you've never driven past and seen our slogan: "Centerville! No crime - no accidents -- no taxes -- no money -- no people -- no nothin!"

HARRY: Well / Maestro, what prompted this sudden return to your old home town?

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BEN: Well, after being on the radio all these years and making a couple of pictures/^{Harry} I kinda thought I'd wander back and show the folks that I hadn't changed a bit.

HARRY: Mmm - local boy makes good. ^{Well} /Did you get much of a reception?

BEN: Well, it wasn't bad. The local band met me at the station but I didn't like the song they were playing.

HARRY: ^{Why} /What was it?

BEN: "Get Out Of Town."

HARRY: Mmm - local boy makes good. ^{Well Maestro} (LAUGH) /What did you do while you were there?
BEN: What did you say, Harry?
HARRY: I say, what did you do while you were there?

BEN: Well, first I visited the house where me and my eleven ^{You know} brothers and sisters were born. /The stork was still on the roof ... under an oxygen tent.

HARRY: ^{Well} /Did your old house look familiar?

BEN: Yeah- there it was. The same old swinging gate - the same old porch - the same old room where I used to practice my fiddle - and around the window, the same old bullet holes.

RTX01 0179356

HARRY: And I suppose you bumped into some of your old neighbors?

BEN: I sure did, Harry. I ran across the old barber who used to cut my hair. He took one look at the top of my head and began to picket me. But Harry, the biggest kick I got was visiting the old blacksmith shop my Pop once owned.

HARRY: Why Maestro, I didn't know your father was a blacksmith.

BEN: Oh, that's the truth, so 'elp me. Many a horse my father shood in the old days.

HARRY: Well, what do you know? Did your father ever shoe any of the horses you're betting on?

BEN: No, Harry ... the horses I bet on are too old for shoes. They wear carpet slippers. But now, Colonel Manny Prager, with my doubtful assistance, is gonna sing a song about "Poor Pinocchio's Nose." Ah ... Poor Pinocchio's Nose. You know, it's kinda interesting how we associate different noses with different lines of work. For instance, Jimmy Durante's nose is in the musical comedy business. Andy Gump's nose is in the comic strip business. W. C. Field's nose is in the movie business ... and Winchell's nose is in everybody's business. Poor Pinocchio's Nose.

2.... (ORCHESTRA DUET "POOR PINOCCHIO'S NOSE")

(APPLAUSE)

HALF AND HALF
March 19, 1939

COMMERCIAL "A"

Thank you so much

BERNIE:

/ And now/^{my}friends ... Uncle Benje would like to give you a bit of a hint. You've heard that silence is golden ... and that a soft word turns away wrath.^{eth} Well, here's a little idea that will help you keep yo' silence or to speak that soft word ... even when you're feelin' all het up and excited. Just get out yo' trusty pipe and light up! Yes/^{my}friends... as the Old Maestro always says ... smoke a pipe to calm you down! And to make your pipe extra enjoyable, ~~XXXXXX~~... make sure your pipe tobacco is Half and Half Tobacco!

VON ZELL:

And smokers ... there's a good reason for that advice -- a reason that you can sense for yourself the instant you open a tin of Half and Half Tobacco. Half and Half has a distinctive and very delightful aroma -- finer, we believe, than that of any other tobacco. This aroma -- this fragrance -- is most important. It adds greatly to your smoking pleasure -- because it's a recognized scientific fact that

ATX01 0179388

HALF AND HALF
March 19, 1939

COMMERCIAL "A" - 2

VON ZELL:
(CON'T)

the taste or flavor of any tobacco depends chiefly on
its aroma.^{Now} The makers of Half and Half take full
advantage of this fact by carefully blending for you a
more aromatic mixture of Virginia and Burley tobaccos ...
an exclusive mixture that has a finer fragrance and
therefore a finer taste. Tomorrow ... buy the tobacco
that proves the importance of aroma PLUS flavor. Buy
Half and Half tobacco.

ATX01 0179389

BEN: Harrykins, after that short but eloquent outburst, methinks you have made countless thousands of new friends for dear old Half and Half. And now me and the lads are gonna play a little number the San Francisco Fair is dedicating to the New York Fair. "You're A Sweet Little Headache."

3....(ORCHESTRA "YOU'RE A SWEET LITTLE HEADACHE")

BEN: That was the Half and Half Tobacco Lads playing "You're A Sweet Little Headache." And I hope you all liked it, especially you folks down in my old home town, Centreville. Now please stand by, you Centreville people, because I want you all to meet the feminine contingent of this here program, Little Mary Small. Mary, come on up here and say hello to the old home town.

MARY: Hello, Centreville.

BEN: Thank you, Mary.

MARY: Maestro, when you were back home, did you see any of your old sweethearts?

BEN: Oh deah, deah! There was only one sweetheart, Mary. Her name was Verbena Slagg. Ah, sweet Verbena. What a gall! The Myrna Loy of Centreville. You know, when we were kids, Mary, I carried her books home from school. Later on I carried her groceries home from the store. And just last week, I carried her husband home from a lodge meeting. Well Mary, the folks are waiting to hear you sing "This Is It" from "Stars In Your Eyes."
This is it, my friends, this is it.

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LEW: Oh, certainly. / I went ~~to~~ on a cruise and we had
Did we have fun?
/ Everybody ~~there~~ had to bring something green.

BEN: Well,
Something green? / What did you bring?

LEW: (LAUGH) My sea-sick uncle.

BEN: Well
/ Tell me, Mr. O'Lehr, did you ever have the good fortune
to kiss the Blarney Stone?

LEW: Well faith and begorrah you said it! ^{over}
~~Yeah!~~ The last time I was in Ireland I bent ~~down~~ to
kiss the Blarney Stone.

BEN: (LAUGH) And what happened?

LEW: What happened? (LAUGH) It bit me!

BEN: Well ^{shamrock}
/ Tell me, my shrinking ~~victim~~, did your St. Patrick's
Day activities keep you from making a newsreel?

LEW: ^{certainly not.}
Oh, ~~xxxxxxxxxxxxxx~~. This week I made a newsreel in a
school where they teach girls / ^{how} ^a to become / ~~debutantes~~.

BEN: ^{As a matter of fact}
Ah, debutantes have always fascinated me. / What do they
teach the girls, Lew?

LEW: ^{There was}
Well, they teach them how to be a lady. / One girl there
who studied manners, culture and refinement for three years.
And right after graduation...

ATX01 0179392

BEN: Yes?

LEW: (LAUGH) She slugged a cop, / ^{BEN: A gendarme.} They also teach the girls to talk French for when they order in a restaurant. For instance if the girl is dining at the Ritz she should say (BOM FRENCH ... VERY LONG) ... Garcon!

BEN: What does that mean?

LEW: (LAUGH) Pass the pickles!

BEN: Lew, in this school, I suppose the debutantes take part in all the society sports.

LEW: Do they take part in society sports? Why, all day long they play polo ... er ... they play croquet ... they practice archery ... archery ... (LAUGH) They shoot craps! And at dis school they also prepare the girls for their coming-out party.

BEN: Oh they do, huh?

LEW: Yeah! (GRUNT) One girl there came out, and went back every year. (LAUGH) Dey called her revolving Nellie! In fact she came out and went back so many times they named a day after her.

BEN: What day was that?

LEW: GROUND HOG DAY!

BEN: Well, Lew, do you ever get invited to these society affairs?

LEW: Do I? Why right now in my pocket I got two invitations to the Junior League, three invitations to the Astorbilt and four invitations from Elsa Maxwell.

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BEN: Why, Lew, that's a lot of invitations!

LEW: Yes, sir!

BEN: Have you a relative who's a member of society?

LEW: No! (LAUGH) I got a brother who's a printer! Why just last night Mister Bernie, der daughter of a very high society family ... er Pygmalion Schultz ... she had a reception und my brother gave me a invitation to it.

BEN: Why, you must have met some very aristocratic people.

LEW: Yeah ... der wealthiest people in town was there! Und it was a gorgeous affair ... Until I went up on a balcony und poured a tub full of water down on 'em.

BEN: Why, what was the idea of pouring water on them?

LEW: Well, I did what everybody says.

BEN: What?

LEW: Soak der rich!

(ORCHESTRA: LEHR PLAY.OFF MUSIC)

(APPLAUSE)

ATX01 0179394

HALF AND HALF
March 19, 1939
(REVISED)

COMMERCIAL "B"

BERNIE: Thank you, Bobbykins, thank you. And now youse married
guys are going to hear from a marital relationist ...
a man who straightens out any little tiffs and arguments
that may arise in yo' married life. Know who the
marital relationist is? ^{Well} /It's the old Maestro, s'help
me! And know what I'm gonna advise? To keep peace
in the family ... Be SURE you fill up your old briar
with Half and Half smoking tobacco. Then your smoke
will please you ... and friend wife as well. Yowsah
my good people
~~friends~~ ... Your Better Half will love the fragrance of
Half and Half.

VON ZELL: Yes, gentlemen .. that/^{is}certainly ~~ix~~ true. Everyone in
the room will enjoy the aroma of Half and Half smoking
tobacco. And here's another advantage of Half and Half ..
AN ADVANTAGE THAT NO OTHER TOBACCO CAN OFFER. Half and
Half comes to you packed in a new and more convenient
kind of tin ... the patented telescope tin. This tin
closes up like a telescope as you use the tobacco. You
just push the top half down inside the bottoa half ...
and thus keep every pipeful of Half and Half always
within easy reach./ ^{Now} That saves you pipe smokers trouble ..

RTX01 0179397

HALF AND HALF
March 19, 1939

COMMERCIAL "B" - 2

VON ZELL:
(CON'T)

and it saves your fingers, too, because you don't scrape them against the edge, even when you get right down to the last pipeful. It's a lot easier to fill your pipe when you buy Half and Half ... the tobacco that comes in the patented telescope tin!

ATX01 0179398

(ORCHESTRA "SIBONEY" HIT AND FADE)

BEN: Without even waitin' for a downbeat, the Half and Half Tobacco Lads have started^{a-}/playin' "Siboney." So if youse guys'll pardon me a minute I think I'll take up the rug and do^{me}/a bit of a rhumba.

7....(ORCHESTRA "SIBONEY" UP TO FINISH)

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

BEN: Wal, ~~gaxkxalixhamiokkx/~~.. As Ashton Stevens the well know banjo player once said ... makin' merry on these here premises, the old clock pen-
doo-lum has been swingin' hither and thither, each tick and tock makin' our Sunday stay with you shorter and shorter. But we hope you'll have the welcome mat layin' on the top step again next week, on accounta because me and the gang'll be around willy-nilly.

Till then we hope that all youse guys, by cracky, Will smoke that good old Half and Half Tobaccy. And now the time has come to lend thine ears to a bit of "Au Revoir"....

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, MARCH 19, 1939

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HARRY:

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

Bob Gibson, Colonel Manny Prager and Lew Lehr.

Heard on this evening's program was "You're A Sweet Little Headache" from "Paris Honeymoon."

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0179400

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

—OFFICE MEMORANDUM—

TO Mr. H. M. Boggiano DATE March 17, 1939 SUBJECT Ben Bernie Clearances
for March 19, 1939

Copy of teletype from Y&R Hollywood office, received March 15, 1939, 4:15 PM:

LOY REFERENCES OKAY

Teletype received March 17, 1939, 3:55 PM:

ELSA MAXWELL GAG OKAY

ATX01 0179401

March 15, 1939

I hereby give to YOUNG & RUBICAM, INC., 285 Madison Ave., New York City, permission to mention my name as follows on the Ben Bernie program Sunday, March 19, 1939, from 5:30 to 6:00 P.M., and on the rebroadcast, from 12:00 to 12:30 A.M.

BEN BERNIE: Well, Mary, the folks are waiting to hear you sing. What's it going to be?

MARY SMALL: "This is It", from "Stars in Your Eyes".

BEN BERNIE: Mary, is that the show that stars my old pals Ethel Merman and Jisay Finocchio Durante?

MARY SMALL: It sure is.

BEN BERNIE: Well, if it's good enough for Ethel and Jisay, it's good enough for me.

(signed)

ETHEL MERMAN

*

(Ethel Merman)

ATX01 0179402

March 15, 1939

I hereby give to YOUNG & RUBICAM, INC., 285 Madison Ave., New York City, permission to mention my name as follows on the Ben Bernie program Sunday, March 19, 1939, from 5:30 to 6:00 P.M., and on the rebroadcast, from 12:00 to 12:30 A.M.

BEN BERNIE: Well, Mary, the folks are waiting to hear you sing. What's it going to be?

MARY SMALL: "This is it" from "Stars In Your Eyes".

BEN BERNIE: Mary, is that the show that stars my old pals Ethel Merman and Jimmy Pinocchio Durante?

MARY SMALL: It sure is.

BEN BERNIE: Well, if it's good enough for Ethel and Jimmy, it's good enough for me.

(signed) * JIMMY DURANTE

(Jimmy Durante)

ATX01 0179403

"AS BROADCAST"

SUNDAY, MARCH 19, 1939

(B)

(REBROADCAST)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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 light music designed for dancing, and
light banter designed for laughing. Leading light and
designer of the whole shebang is the Old Maestro, Ben
Bernie. Among those eager to be agreeable are all the
Half and Half Lads, all the Singers and that gay
caballero of Movietone News, Lew Lehr.

(MUSIC UP AND OUT)

ATX01 0179404

SUNDAY, MARCH 19, 1939

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HARRY: And now, Ben Bernie and all the Lads get the program under way with "Somebody Loves Me."

1.... (ORCHESTRA "SOMEBODY LOVES ME")

HARRY: **Yes sir,** That was "Somebody Loves Me" played by the Half and Half Tobacco Lads. **that rising** Now we bring you a young actor who was born in New Jersey, thus proving that all hams don't come from Chicago - the Old Maestro - Ben Bernie.

(APPLAUSE) & LONESOME OLD TOWN

BEN: Yowsah. Greetings and salutations, all youse drama-lovers, and a merry Sabbath to yez all. This is Ben Bernie, the Old Maestro, blowing fragrant smoke-rings from coast to coast. And, Harry, your mentioning New Jersey strikes a warm spot in the Old Maestro's heart.

HARRY: **Oh yes?** After being away twenty years, I went back to Jersey this week to visit my little old home town, Centerville.

HARRY: Centerville? I never heard of it.

BEN: **HARRY: No.** What? / You mean to say you've never driven past and seen our slogan: "Centerville! No crime - no accidents -- no taxes -- no money -- no people -- no nothin!"

HARRY: **Well** / Maestro, what prompted this sudden return to your old home town?

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SUNDAY, MARCH 19, 1939

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BEN: Well, after being on the radio all these years and making a couple of pictures, ^{Harry} I kinda thought I'd wander back and show the folks that I hadn't changed a bit.

BEN: That's no.

HARRY: Mmm - local boy makes good. ^{Well,} Did you get much of a reception?

BEN: Well, it wasn't bad. The local band met me at the station but I didn't like the song they were playing.

Why,

HARRY: What was it?

BEN: "Get Out Of Town."

HARRY: Mmm - local boy makes good. ^{Well Maestro} (LAUGH) What did you do while you were there?

BEN: Well, first I visited the house ^{You know} where me and my eleven brothers and sisters were born. The stork was still on the roof ... under an oxygen tent.

Well

HARRY: Did your old house look familiar?

BEN: ^{And was there a lump in my throat.} Yes - there it was. The same old swinging gate - the same old porch - the same old room where I used to practice my fiddle - and around the window, the same old bullet holes.

ATX01 0179406

SUNDAY, MARCH 19, 1939

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HARRY: And I suppose you bumped into some of your old neighbors?

BEN: I sure did, Harry. I ran across the old barber who used to cut my hair. He took one look at the top of my head and began to picket me. But Harry, the biggest kick I got was visiting the old blacksmith shop my Pop once owned.

HARRY: Why Maestro, I didn't know your father was a blacksmith.

BEN: Oh yeah, my father, my grandfather and my great grandfather. ~~Oh, that's the truth, so I tell you.~~ Many a horse my father shooed in the old days.

HARRY: Well, what do you know? Did your father ever shoe any of the horses you're betting on?

BEN: No, Harry ... the horses I bet on are too old for shoes. They wear carpet slippers. But now, Colonel Manny Prager, with my doubtful assistance, is gonna sing a song about "Poor Pinocchio's Nose." Ah ... Poor Pinocchio's Nose. You know, it's kinda interesting how we associate different noses with different lines of work. For instance, Jimmy Durante's nose is in the musical comedy business. Andy Gump's nose is in the comic strip business. W. C. Field's nose is in the movie business ... and Winchell's nose is in everybody's business. Poor Pinocchio's Nose.

2....(ORCHESTRA DUET "POOR PINOCCHIO'S NOSE")

(APPLAUSE)

ATX01 0178407

HALF AND HALF
March 19, 1939

Thank you so much COMMERCIAL "A"

BERNIE:

And now ^{my} friends ... Uncle Benje would like to give you a bit of a hint. You've heard that ^{eth} silence is golden ... and that a soft word turns ^{my} away wrath. Well, here's a little idea that will help you keep yo' silence or to speak that soft word ... even when you're feelin' all het up and excited. Just get out yo' trusty pipe and light up! Yes ^{my} friends ... as the Old Maestro always says ... smoke a pipe to calm you down! And to make your pipe extra enjoyable, ~~XXXXXXXX~~ friends ... make sure your pipe tobacco is Half and Half Tobacco!

VON ZELL:

And smokers ... there's a good reason for that advice -- a reason that you can sense for yourself the instant you open a tin of Half and Half Tobacco. Half and Half has a distinctive and very delightful aroma -- finer, we believe, than that of any other tobacco. This aroma -- this fragrance -- is most important. It adds greatly to your smoking pleasure -- because it's a recognized scientific fact that

ATX01 0179408

HALF AND HALF
March 19, 1939

COMMERCIAL "A" - 2

VON ZELL:
(CON'T)

the taste or flavor of any tobacco depends chiefly on
its aroma. ^{Now} The makers of Half and Half take full
advantage of this fact by carefully blending for you a
more aromatic mixture of Virginia and Burley tobaccos ...
an exclusive mixture that has a finer fragrance and
therefore a finer taste. Tomorrow ... buy the tobacco
that proves the importance of aroma PLUS flavor. Buy
Half and Half tobacco.

ATX01 0178409

BEN: Harrykins, after that short but eloquent outburst, methinks you have made countless thousands of new friends for dear old Half and Half. And now me and the lads are gonna play a little number the San Francisco Fair is dedicating to the New York Fair. "You're A Sweet Little Headache."

..... (ORCHESTRA "YOU'RE A SWEET LITTLE HEADACHE")

BEN: That was the Half and Half Tobacco Lads playing "You're A Sweet Little Headache." And I hope you all liked it, especially you folks down in my old home town, Centreville. Now please stand by, you Centreville people, because I want you all to meet the feminine contingent of this here program, Little Mary Small. Mary, come on up here and say hello to the old home town.

MARY: Hello, Centreville.

BEN: Thank you, Mary.

MARY: Maestro, when you were back home, did you see any of your old sweethearts?

BEN: Oh deah, deah! There was only one sweetheart, Mary. Her name was Verbena Slagg. Ah, sweet Verbena. What a gal! The Myrna Loy of Centreville. You know, when we were kids, Mary, I carried her books home from school. Later on I carried her groceries home from the store. And just last week, I carried her husband home from a lodge meeting. Well Mary, the folks are waiting to hear you sing "This Is It" from "Stars In Your Eyes."
This is it, my friends, this is it.

SUNDAY, MARCH 19, 1939

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LEW: Last week on a cruise and we had
Oh, certainly. / I went ~~to~~ a St. Patrick's Day party. on the boat.
Did we have fun?
/ Everybody ~~xxxx~~ had to bring something green.

BEN: Well,
Something green? / What did you bring?

LEW: (LAUGH) My sea-sick uncle.

BEN: Well
/ Tell me, Mr. O'Lehr, did you ever have the good fortune
to kiss the Blarney Stone?

LEW: Well faith and begorrah - you said it! over
~~xxxx~~! The last time I was in Ireland I bent ~~xxxx~~ to
kiss the Blarney Stone.

BEN: (LAUGH) And what happened?

LEW: What happened? (LAUGH) It bit me!

BEN: Well shamrock
/ Tell me, my shrinking ~~xxxx~~, did your St. Patrick's
Day activities keep you from making a newsreel?

LEW: certainly
Oh, ~~xxxxxxxx~~ not. This week I made a newsreel in a
school where they teach girls how a
to become debutantes.

BEN: As a matter of fact
Ah, debutantes have always fascinated me. / What do they
teach the girls, Lew?

LEW: There was
Well, they teach them how to be a lady. / One girl there
who studied manners, culture and refinement for three years.
And right after graduation ...

ATK01 0179412

BEN: Yes?

LEW: (LAUGH) She slugged a cop. They also teach the girls to talk French for when they order in a restaurant. For instance if the girl is dining at the Ritz she should say (BOW FRENCH ... VERY LONG) ... Garcon!

BEN: What does that mean?

LEW: (LAUGH) Pass the pickles!

BEN: Lew, in this school, I suppose the debutantes take part in all the society sports.

LEW: Do they take part in society sports? Why, all day long they play polo ... or ... they play croquet ... they practice archery ... archery ... (LAUGH) They shoot craps! And at dis school they also prepare the girls for their coming-out party.

BEN: Oh they do, huh?

LEW: Yeah! (GRUNT) One girl there came out, and went back every year. (LAUGH) Dey called her revolving Nellie! In fact she came out and went back so many times they named a day after her.

BEN: What day was that?

LEW: GROUND HOG DAY!

BEN: Well, Lew, do you ever get invited to these society affairs?

LEW: Do I? Why right now in my pocket I got two invitations to the Junior League, three invitations to the Astorbilt and four invitations from Elsa Maxwell.

SUNDAY, MARCH 19, 1939

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LEW: Why, Lew, that's a lot of invitations!

BEN: Yes, sir!

LEW: Have you a relative who's a member of society?

BEN: No! (LAUGH) I got a brother who's a printer! Why just last night Mister Bernie, der daughter of a very high society family ... er Pygmalion Schultz ... she had a reception und my brother gave me a invitation to it.

LEW: Why, you must have met some very aristocratic people.

BEN: Yeah ... der wealthiest people in town was there! Und it was a gorgeous affair ... Until I went up on a balcony und poured a tub full of water down on 'em.

LEW: Why, what was the idea of pouring water on them?

BEN: Well, I did what everybody says.

LEW: What?

BEN: Soak der rich!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

RTX01 0179414

BEN:

Hie, Maes. How did you enjoy yourself in the old home town?
 I'm glad you axed me.
 Hello, Bobby. // Oh, I had a swell time. Except for one very
 embarrassing experience.
 What was that?
 I couldn't wait to dive in the old swimmin' hole again.
 So I raced down, took all my clothes off and found it's
 now the main boulevard! Was my face red?
 But they fixed it up so good now it's like a new boulevard.
 But they fixed it up so good now it's like a new boulevard.

5....(ORCHESTRA "UMBRELLA MAN")

BEN:

That was ~~xxxxx~~ the Half and Half Tobacco Lads walkin'
 between the drops with the old "Umbrella Man."

BOB:

Hie, Maes. How did you enjoy yourself in the old home town?
 I'm glad you axed me.

BEN:

Hello, Bobby. // Oh, I had a swell time. Except for one very
 embarrassing experience.
 What was that?

BOB:

~~xxxxx~~

BEN:

I couldn't wait to dive in the old swimmin' hole again.
 So I raced down, took all my clothes off and found it's
 now the main boulevard! Was my face red?
 But they fixed it up so good now it's like a new boulevard.
 But they fixed it up so good now it's like a new boulevard.

SUNDAY, MARCH 19, 1939

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BOB:

~~You can't see these new voices~~

BEN:

~~You can't see of them hold a pig and the other one pulled~~

~~it back~~ But now folks, Bob Gibson's goin' off the gold standard and sing "Penny Serenade." Start pitchin' them pennies, Bobby.

6. (BOB GIBSON & ORCHESTRA "PENNY SERENADE")

(APPLAUSE)

HALF AND HALF
March 19, 1939
(REVISED)

COMMERCIAL "B"

BERNIE: Thank you, Bobbykins, thank you. And now youse married guys are going to hear from a marital relationist ... a man who straightens out any little tiffs and arguments that may arise in yo' married life. Know who the marital relationist is? ^{Well} /It's the old Maestro, s'help me! And know what I'm gonna advise? To keep peace in the family ... Be SURE you fill up your old briar with Half and Half smoking tobacco. Then your smoke will please you ... and friend wife as well. Yowsah ~~my good people~~ ~~XXXXXX~~ friends ... Your Better Half will love the fragrance of Half and Half.

VON ZELL: Yes, gentlemen .. that ^{is} certainly ~~is~~ true. Everyone in the room will enjoy the aroma of Half and Half smoking tobacco. And here's another advantage of Half and Half .. AN ADVANTAGE THAT NO OTHER TOBACCO CAN OFFER. Half and Half comes to you packed in a new and more convenient kind of tin ... the patented telescope tin. This tin closes up like a telescope as you use the tobacco. You just push the top half down inside the bottom half ... and thus keep every pipeful of Half and Half always ^{Now} within easy reach. /That saves you pipe smokers trouble ..

ATX01 0179417

HALF AND HALF
March 19, 1939

COMMERCIAL "B" - 2

VON ZELL:
(CON'T)

and it saves your fingers, too, because you don't scrape them against the edge, even when you get right down to the last pipeful. It's a lot easier to fill your pipe when you buy Half and Half ... the tobacco that comes in the patented telescope tin!

BTX01 0179418

(ORCHESTRA "SIBONEY" HIT AND FADE)

BEN: Without even waitin' for a downbeat, the Half and Half Tobacco Lads have started playin' "Siboney." So if youse guys'll pardon me a minute I think I'll take up the rug and do a bit of a rhumba.

7.... (ORCHESTRA "SIBONEY" UP TO FINISH)

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

BEN: Wal, ~~xxxxxxxxxxxx~~ the whole time we've been makin' merry on these here premises, the old clock pendoo-lum has been swingin' hither and thither, each tick and tock makin' our Sunday stay with you shorter and shorter. But we hope you'll have the welcome mat layin' on the top step again next week, on accounta because me and the gang'll be around willy-nilly.

Till then we hope that all youse guys, by cracky, Will smoke that good old Half and Half Tobaccy.

And now the time has come to lend thine ears to a bit of "Au Revoir" ...

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, MARCH 19, 1939

-17-

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, Colonel Manny Prager and Lew Lehr.
Heard on this evening's program was "You're A Sweet Little Headache" from "Paris Honeymoon."
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0179420

SUNDAY, MARCH 26, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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 half hour musical concoction by all the Lads; sweetened
to taste by our singers, and garnished liberally with
humor by the Old Maestro, Ben Bernie, and Movietone's
Madman, Lew Lehr.

(MUSIC OUT)

HARRY: And now that we normal folks are wide awake and raring
to go, the Half and Half Tobacco Lads, like all true
musicians, have simply "Gotta Get Some Shut-Eye."

1....(ORCHESTRA "GOTTA GET SOME SHUT-EYE")

SUNDAY, MARCH 26, 1939

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HARRY: That was "Gotta Get Some Shut-Eye", played by the Half
and Half Tobacco Lads.

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" - PLAYED SWEETLY)

(FADE IN UNDER)

HARRY: And now, ladies and gentlemen, we bring you a young actor^s
who's just as talented as he is handsome - which gives you
a rough idea of his theatrical future ... the Old Maestro,
Ben Bernie!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah. / Greetings and salutations, et cetera, / ^{my good friends.} ^{etc.} and a
jolly old springtime et cetera to yez all. This is Ben
Bernie, the Old Maestro, pipin' up once again for the
fragrant alma mater, dear old Half and Half Smokin'
Tobacco ... And, Harry, / ^{HARRY: Yeah?} if that remark you just made about
my acting refers to that new play I'm about to appear in,
you're dead wrong. Our play is going into rehearsal
tomorrow.

HARRY: Well, if I'm not too impertinent
You don't say? / Who's going to finance this play?

BEN: Well, my uncle ^{is} ~~was~~ very much interested in it. He
thinks it's ^{And is} wonderful. / He ~~was~~ willing to sign the
check but ~~could not~~ ^{one} little detail prevents him.

HARRY: ~~Why not?~~ What's that?

ATK01 0179422

SUNDAY, MARCH 26, 1939

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BEN: He can't get his arm
~~They want to take him~~ out of the straight-jacket.

HARRY: now if that's the case
Well, /why don't you get your friend Winchell to put
up the money?

BEN: to put up the money? Winchell?
Winchell? That guy? Why he pinches pennies so tight,
that last week when the government took his finger
prints, all they got was a picture of Lincoln. That'll hold
him for a while.

HARRY: Well really
/Maestro, /I'd like to know what this play is all about.

BEN: Harry
Well, /it's a very unusual love story. A poor boy wants
to marry a rich girl. / But her parents object because
HARRY: Oh.
he has no money. / So he goes out and strikes oil. He
comes back with his hands and his pockets bulging with
... oil.

HARRY: Oh well now that's a wonderful story.
/ Wonderful! What's the play called?

BEN: Well
"Boy Meets Oil" .. / That's all there is to it. Do you
get the moral of the play?

HARRY: Sure.

BEN: What is it?

HARRY: But
Don't go to see it .. / Honestly, Maestro, that play is
so corny, you ought to write in a part for a scarecrow.

ATXO1 0179423

SUNDAY, MARCH 26, 1939

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BEN: Oh, you're in it, Harry, and maybe the play is a little off the cob, but I think my playing of the juvenile lead will put it across.

HARRY: You're going to play the juvenile lead? (LAUGH)

BEN: Don't laugh, Harry. I'm really trying to make myself look younger. I went to a barber yesterday and asked him if he could bring back my hair.

HARRY: What did he say?

BEN: He said "I'm a barber, not a spiritualist." But have done, Bernie ... The two little wooden ponies are waiting at the barrier, and it's up to my bungling baritoney to start 'em off. Fo'give me, my friends, fo'give me!

2....(BEN BERNIE ... ORCHESTRA "TWO LITTLE WOODEN PONIES")

ATX01 0179424

HALF AND HALF
March 26, 1939

COMMERCIAL "A"

BERNIE: Thank you, thank you, my friends.
/ And now youse guys ... did you ever know that you can
play a better game of golf with the help of your
trusty pipe? And that your pipe will help you catch
many a fine fish and win many a friendly game of
checkers? Yowsah, friends ... when you need to keep
cool and collected ... take the Old Maestro's advice
... and smoke a pipe to calm you down. And to make
sure yo' pipe is filled with pleasure ... make sure
it's filled with good old Half and Half Tobacco.

VON ZELL: Yes, gentlemen ... there's a real reason for that
advice ... Half and Half has an especially delightful
aroma -- a distinctive aroma that is finer, we believe,
than that of any other tobacco. The instant you open
the tin you sense this fragrance. The instant you
light up your pipe you learn how much it adds to your
smoking pleasure. You see ... it's a recognized
scientific fact that the taste or flavor of any

ATX01 0179425

HALF AND HALF
March 26, 1939
(REVISED)

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

tobacco depends chiefly on its aroma. / ^{Now} The makers of
Half and Half turn this fact to your advantage by
giving you a more aromatic mixture of Virginia and
Burley tobaccos, BLENDED ESPECIALLY to have a finer
fragrance and therefore a finer taste. Next time ...
buy the tobacco that proves the importance of
fragrance PLUS flavor. Buy Half and Half Tobacco.

ATX01 0179426

SUNDAY, MARCH 26, 1939

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BEN: Harry, as an old pipe-smoker from way back, I must add that never have I heard such excellent advice offered in so perfect a blend of forcefulness and restraint ... And now while I fill the old briar with Half and Half Smokin' Tobaccy, the Lads are gonna fill yo' ears with "Begin the Beguine." I hope you like it.

3....(ORCHESTRA "BEGIN THE BEGUINE")

BEN: That was me and the Half and Half Tobacco Lads playin' "Begin the Beguine." But now, ~~hold tight to your seats~~ ~~xxxxxx~~ here comes the First Lady of the Band, Little Mary Small. (APPLAUSE) Wait a minute Mary.

MARY: Maestro, I hear you're spending these mornings rehearsing with a ^{lot} ~~group~~ of actors.

BEN: That's right, Mary. I'm associated with some of the finest actors in America.

MARY: Goodness - you must feel like a fish out of water.

BEN: Et tu, Mary?

MARY: I heard you're going to act the romantic lead in your play.

BEN: Yeah, and in the final scene, that's where I really shine. I rush over to the leading lady, ^I ever so gently sweep her into my arms, I look tenderly into her eyes and ask her that burning question.

ATK01 0179427

MARY: What do you ask?

BEN: Who's gonna win the Derby?
"Bxxxxxxxxxxxxxxxxxxxx" ... And now, Mary, while I'm
doping it out
xxxxxxxxxxxxxxxxxxxx, suppose you sing the most popular
ballad of the day ... "Deep Purple."

4.... (MARY & ORCHESTRA "DEEP PURPLE")

(APPLAUSE)

BEN: Well ~~and~~ here he comes now -
Stand by for a flash,
It's a two-legged nightmare - with a moustache -

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

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people. Oh, Mr. Bernie, last week
didn't I heard you say something about visiting your home
town?

BEN: That's right, Lew. Dear old Centerville.

LEW: Well you know
~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~ I just visited my home-town.

BEN: Your home-town? ~~xxxxxxxxxxxxxxxxxxxxxxxx~~

LEW: Yeah!

BEN: I'll bet you come from a classy place.

LEW: / ~~Wxxx~~, I come from Westchester - er - Rivier - er -

Is it Classy? Why

Naragans - Naragans - (LAUGH) The Bronx!

SUNDAY, MARCH 26, 1939

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BEN: Oh Ah, I used to play polo up there
/ The Bronx? / I suppose you re-visited some of your childhood
scenes.

LEW: Oh, certainly. I went back to the school house where I
went when I was a boy, and

BEN: ~~And the little schoolhouse.~~

LEW: ~~And everything looked just like when~~ As soon as I got in
the classroom I saw a fellow sitting in the corner wearing
a dunce cap. He looked so familiar.

BEN: Who was he, Lew?

LEW: (LAUGH) My father.

BEN: Well, let us ~~xxxx~~ have done with this nostalgic reminiscing. Tell us
Lew - what newsreel did you make this week?

LEW: Well, this week I went with an expedition to the jungles
of Asia where we was hunting the Wild Oboi.

BEN: I never heard of it. What kind of creature is that?
The Wild Oboi!

LEW: Well, it's an animal ~~that~~ what eats nothing but scallions and
you get close to it
garlic and when ~~xxxxxxxxxxxx~~ ... (LAUGH) Oh Boy!

ATX01 0179429

SUNDAY, MARCH 26, 1939
(REVISED)

10-

BEN: A little anticipation there
Well, it/sounds very adventurous. Tell us more, Lew.
does

LEW: Well, we got in the jungle. It was filled with all kinds
of animals. Hippopotopusses with the little
their little
hippopotopussies, the crocododles and ~~the~~ alligosses,
the opossums with their little opusses, and the wild
buffalouses.

BEN: Say that
/ Sounds like a very wild country.

LEW: You said it. Why, do you know, Mr. Bernie, for three weeks we
~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~
walked through the jungle looking for the lost tribe. Suddenly
~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXX~~ we came into a clearing and saw a lot of people
singing and dancing.

BEN: ~~XXXXXXXXXXXX~~ Was it the lost tribe?

LEW: No. (LAUGH) It was Major Bowes Unit #82. So then we went
~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~
(LAUGH) ~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~
looking for the wild Oboi. Suddenly out of the jungle came
~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~
a tribe of cannibals.
~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

BEN: Cannibals?

LEW: Yeah - and was I frightened. The chief pointed right
the
at me and said to ~~my~~ cook, "Boogi woogi ooki pooki
moelugojago etc. -

BEN: What's that mean, Lew?

ATX01 0179430

LEW: (LAUGH) A Tom Tom Collins. But, Mr. Bernie, there's one thing about these cannibals that proves they're more civilized than anybody else.

BEN: How can you prove that?

LEW: Well, ~~their~~ wedding ceremony/^{which} guarantees happiness. As soon as ~~a~~ couple gets married ~~they have~~ ^{the} the bridegroom gives a big love feast.

BEN: Well ~~and~~ how can a love feast guarantee happiness? What do they eat?

LEW: (LAUGH) The mother-in-law!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

Nice going, Lew, nice going.

BEN: / At this point/ ladies and gentlemen me and the Half and Half Tobacco Lads are gonna play a request number. The request was sent in by Lew Lehr's little son, Sycamore ... "My Heart Belongs To Daddy." Are you listenin', Sycamore?

5....(ORCHESTRA "MY HEART BELONGS TO DADDY")

BEN: That was the Half and Half Tobacco Lads playing "My Heart Belongs To Daddy."/ ^{with firmness and conviction.} Heah, heah. And here comes a lad who belongs to Worcester, Mass ... our baritony, ^{young} Bobby Gibson.

BOB: Hy'a actor! How do you think the public is going to like your new play?

BEN: Well, frankly, I don't know Bobby, but I'm not taking any chances.... I'm hanging a sign in the lobby.

BOB: A sign? What does it say, Maes?

BEN: "While the play is in progress kindly refrain from shooting the actors." It gives protection. And now, Bobby, suppose you sing the kindly refrain from "Heaven Can Wait?"

6....(GIBSON & ORCHESTRA "HEAVEN CAN WAIT")

(APPLAUSE)

HALF AND HALF
March 26, 1939
(REVISED)

COMMERCIAL "B"

BERNIE:

kins. thank you
Thank you, Bobby/... that was a treat for the ears
... it really was. And now friends here's a hint
amin.
from old Uncle Benj^e. Bring home a little bunch of
spring flowers for yo' wife some day next week.
You'll see a smile on her face when you hand them to
her, you really will. And here's another hint ...
when you fill up your favorite briar in the evening
... fill up with Half and Half Smoking Tobacco.
Because your Better Half will love the fragrance of
Half and Half ...

VON ZELL:

Smokers ... that certainly is a fact. Everyone in
the room will enjoy the aroma of Half and Half Smoking
Tobacco. And here's another advantage of Half and
Half -- it's packed in a new and more convenient kind
of tin -- the patented telescope tin, an exclusive
Half and Half feature. This tin closes up like a
telescope as you use the tobacco. You just push
the top half down inside the bottom half

ATK01 0179434

HALF AND HALF
March 26, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

and thus keep every pipeful of Half and Half always within easy reach. No more scraped fingers ... no more digging down for that last pipeful. It's always easy to get at your tobacco when you buy Half and Half Tobacco ... in the patented telescope tin!

ATX01 0179435

(ORCHESTRA "WHO" HIT AND FADE)

BEN: And now I know you old followers of the theatre will share a lump in the throat with me as we revive that great song written by Jerry Kern and Oscar Hammerstein and sung by Marilyn Miller in Ziegfeld's show "Sunny."

7.....(ORCHESTRA "WHO" UP TO FINISH)

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

BEN: Well, folks, the last few grains of sand in our half hour glass are tricklin' down. And by gosh it always makes me feel a little sad to see these precious coast-to-coast minutes taken away from us. Come to think of it, though, our coast-to-coast ain't taken away from us - which is somethin' us nieces and nephews of Uncle Sam oughta be mighty happy about ... And so, till next Sunday at the same time, don't forget ... if you want to smile and laugha - smoke that good old Half and Halfa. Yowsah. And now, reluctantly, the time has come to lend thine ears to a bit of "Au Revoir" ...

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, MARCH 26, 1939

-17-

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, Colonel Manny Prager and Lew Lehr. Heard on this evening's program was "My Heart Belongs To Daddy" from "Leave It To Me."

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179437

March 28, 1939

I hereby give permission to YOUNG & RUBICAM, INC. to mention my name as follows on the Ben Bernie program of Sunday, March 26, 1939, from 5:30 to 6:00 P.M. over the Columbia Broadcasting System:

LEN LEHR: Why, do you know, Mr. Bernie, for three weeks we walked through the jungle looking for the lost tribe. Suddenly we came into a clearing and saw a lot of people singing and dancing.

BEN BERNIE: Was it the lost tribe?

LEN LEHR: No. (LAUGH) It was Major Bowes' Unit #32.

(signed) MAJOR EDWARD BOWES

RTX01 0179436

REBROADCAST

"AS BROADCAST" COPY

SUNDAY, MARCH 26, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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 half hour musical concoction by all the Lads; sweetened to taste by our singers, and garnished liberally with humor by the Old Macstro, Ben Bernie, and Movietone's Madman, Lew Lehr.

(MUSIC OUT)

HARRY: And now that we normal folks are wide awake and raring to go, the Half and Half Tobacco Lads, like all true musicians, have simply "Gotta Get Some Shut-Eye."

1....(ORCHESTRA "GOTTA GET SOME SHUT-EYE")

ATK01 0179439

SUNDAY, MARCH 26, 1939

-2-

HARRY: That was "Gotta Get Some Shut-Eye", played by the Half and Half Tobacco Lads.

MUSIC: (ORCHESTRA - "LONESOME OLD TOWN" - PLAYED SWEETLY)

(FADE IN UNDER)

HARRY: And now, ladies and gentlemen, we bring you a young actor who's just as talented as he is handsome - which gives you a rough idea of his theatrical future ... the Old Maestro, Ben Bernie!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah. / Greetings and salutations, et cetera, / ^{my good friends.} ^{etc.} and a jolly old springtime et cetera to yez all. This is Ben Bernie, the Old Maestro, pipin' up once again for the fragrant alma mater, dear old Half and Half Smokin' Tobacco ... And, Harry, / ^{HARRY: Yeah.} if that remark you just made about my acting refers to that new play I'm about to appear in, you're dead wrong. Our play is going into rehearsal tomorrow.

HARRY: You don't say? / ^{Well, if I'm not too impertinent} Who's going to finance this play?

BEN: Well, my uncle ^{is} ~~was~~ very much interested in it. He thinks it's ^{And is} ~~thought it was~~ wonderful. / He ~~was~~ willing to sign the check but ~~wasn't~~ one little detail prevents him.

HARRY: ~~Why?~~ What's that?

ATK01 0179440

SUNDAY, MARCH 26, 1939

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BEN: He can't get his arm
~~They want to get him~~ out of the straight-jacket.

HARRY: now if that's the case
Well, why don't you get your friend Winchell to put
up the money?

BEN: to put up the money? Winchell?
Winchell? That guy? Why he pinches pennies so tight,
that last week when the government took his finger
prints, all they got was a picture of Lincoln. That'll hold
him for a while.

HARRY: Well really,
/ Maestro, I'd like to know what this play is all about.

BEN: Harry
Well, it's a very unusual love story. A poor boy wants
to marry a rich girl. Yeah.
/ But her parents object because
HARRY: Oh.
he has no money. / So he goes out and strikes oil. He
comes back with his hands and his pockets bulging with
... oil.

HARRY: Oh well now that's a wonderful story
/ Wonderful! What's the play called?

BEN: Well
"Boy Meets Oil" ... / That's all there is to it. Do you
get the moral of the play?

HARRY: Sure.

BEN: What is it?

HARRY: But
Don't go to see it .. / Honestly, Maestro, that play is
so corny, you ought to write in a part for a scarecrow.

ATX01 0179441

SUNDAY, MARCH 26, 1939

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BEN: Oh, you're in it, Harry, and maybe the play is a little off the cob, but I think my playing of the juvenile lead will put it across.

HARRY: You're going to play the juvenile lead? (LAUGH)

BEN: Don't laugh, Harry. I'm really trying to make myself look younger. / I went to a barber yesterday and asked him if he could bring back my hair.
I'll look as young as my son, Josh.

HARRY: What did he say?

BEN: He said "I'm a barber, not a spiritualist." But have done, Bernie ... The two little wooden ponies are waiting at the barrier, and it's up to my bungling baritoney to start 'em off. Fo'give me, my friends, fo'give me!

2....(BEN BERNIE ... ORCHESTRA "TWO LITTLE WOODEN PONIES")

ATX01 0179442

HALF AND HALF
March 26, 1939

COMMERCIAL "A"

BERNIE: Thank you, thank you, my friends
/ And now youse guys ... did you ever know that you can
play a better game of golf with the help of your
trusty pipe? And that your pipe will help you catch
many a fine fish and win many a friendly game of
checkers? Yowsah, friends ... when you need to keep
cool and collected ... take the Old Maestro's advice
... and smoke a pipe to calm you down. And to make
sure yo' pipe is filled with pleasure ... make sure
it's filled with good old Half and Half Tobacco.

VON ZELL: Yes, gentlemen ... there's a real reason for that
advice ... Half and Half has an especially delightful
aroma -- a distinctive aroma that is finer, we believe,
than that of any other tobacco. The instant you open
the tin you sense this fragrance. The instant you
light up your pipe you learn how much it adds to your
smoking pleasure. You see ... it's a recognized
scientific fact that the taste or flavor of any

ATX01 0179443

HALF AND HALF
March 26, 1939
(REVISED)

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

Now
tobacco depends chiefly on its aroma. / The makers of
Half and Half turn this fact to your advantage by
giving you a more aromatic mixture of Virginia and
Burley tobaccos, BLENDED ESPECIALLY to have a finer
fragrance and therefore a finer taste. Next time ...
buy the tobacco that proves the importance of
fragrance PLUS flavor. Buy Half and Half Tobacco.

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SUNDAY, MARCH 26, 1939

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BEN: Harry, as an old pipe-smoker from way back, I must add that never have I heard such excellent advice offered in so perfect a blend of forcefulness and restraint /.. And ^{heah, heah} now while I fill the old briar with Half and Half Smokin' Tobaccy, the Lads are gonna fill yo' ears with "Begin the Beguine." I hope you like it.

3....(ORCHESTRA "BEGIN THE BEGUINE")

BEN: That was me and the Half and Half Tobacco Lads playin' "Begin the Beguine." But now, hold tight to your chairs, 'cause here comes the First Lady of the Band, Little Mary Small. (APPLAUSE) Wait a minute Mary, your aunt is in the audience (APPLAUSE)

MARY: Maestro, I hear you're spending these mornings rehearsing with a ^{lot} ~~group~~ of actors.

BEN: That's right, Mary. I'm associated with some of the finest actors in America.

MARY: Goodness - you must feel like a fish out of water.

BEN: Et tu, Mary? Got a bigger laugh the first show.

MARY: I heard you're going to act the romantic lead in your play.

BEN: Yeah and in the final scene, that's where I really shine. I rush over to the leading lady, /sweep her/ ^I ever so gently into my arms, I look tenderly into her eyes and ask her that burning question.

ATX01 0179445

SUNDAY, MARCH 26, 1939

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BEN: Oh Ah, I used to play polo up there. No really
/The Bronx? /I suppose you re-visited some of your childhood
scenes.

LEW: Oh, certainly. I went back to the school house where I
went when I was a boy. and

BEN: ~~xxxxxxx little xxx school xxx~~.

LEW: ~~xxxxxxx things looked xxx xxx~~ As soon as I got in
the classroom I saw a fellow sitting in the corner wearing
a dunce cap. He looked so familiar.

BEN: Who was he, Lew?

LEW: (LAUGH) My father.

BEN: Well, let us ~~xxxx~~ have done with
this nostalgic reminiscing. Tell us
Lew - what newsreel did you make this week?

LEW: Well, this week I went with an expedition to the jungles
of Asia where we was hunting the Wild Oboi.

BEN: I never heard of it. What kind of creature is that?
The Wild Oboi!

LEW: Well, it's an animal ~~that~~ what
eats nothing but scallions and
you get close to it
garlic and when ~~xxxxxxx~~ ... (LAUGH) Oh Boy!

ATX01 0179447

SUNDAY, MARCH 26, 1939
(REVISED)

-10-

A little anticipation there does
Well, it sounds very adventurous. Tell us more, Lew.

BEN:

Well, we got in the jungle. It was filled with all kinds
of animals. Hippopotopusses with the little
hippopotopussies, the crocododles and ~~the~~ their little alligousses,
~~the~~xopossums with their little opusses, and the wild
buffalousses.

Say that
/Sounds like a very wild country.

BEN:

You said it. Why do you know, Mr. Bernie, for three week
we walked through the jungle looking for the lost tribe.

LEW:

Suddenly we came into a clearing and saw a lot of
people singing and dancing.

BEN:

Was it the lost tribe?

LEW:

No (LAUGH) It was Major Bowes Unit #82. So then we went
looking for the wild Oboi. Suddenly out of the jungle came
a tribe of cannibals.

BEN:

Cannibals?

LEW:

Yeah - and was I frightened. The chief pointed right
at me and said to ~~his~~ the cook, "Boogi woogi oiki pooki
moolugojago etc. -"

BEN:

What's that mean, Lew?

ATXO1 0179448

SUNDAY, MARCH 26, 1939

-11-

LEW: (LAUGH) One New England Boiled Dinner! But after while
my friends with the chief would believe
my dinner was so good that they would have
wives but I would not take them.

BEN: Why not?

LEW: (LAUGH) Well, I don't take mine.

BEN: Well
/Tell me, why what do these people do for amusement?

LEW: Well, the same as us ^{they play games} they play Bingo! They stand
under a coconut tree and all of a sudden (LAUGH) Bingo! And oh
yes ^{also} They had a banquet while I was there.

BEN: A banquet?

LEW: Yeah, and ^{it was} ~~it's~~ the funniest thing. On the table they had
something there which looked like bread, ^{it} /tasted like bread
and felt like bread.

BEN: What was it?

LEW: (LAUGH) Bread! ^{then} And they served ^{the most wonderful} a native drink. They
make it by ^{a lot of} pouring gin ^{to} in a big drum.

BEN: Gin in a drum? ^{was} What ~~is~~ the drink called?

ATX01 0179449

SUNDAY, MARCH 26, 1939

-12-

BEN: Get it?
LEW: (LAUGH) A Tom Tom Collins. / But, Mr. Bernie, there's one thing about these cannibals that proves they're more civilized than anybody else.

BEN: How can you prove that?

LEW: Well, ~~their~~ they have a wedding ceremony/^{which} guarantees happiness. As soon as ~~a~~ the couple gets married ~~they have~~ the bridegroom gives a big love feast.

BEN: Well ~~and~~ how can a love feast guarantee happiness? What do they eat?

LEW: (LAUGH) The mother-in-law!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice going, Lew, nice going, ladies and gentlemen. At this point, /me and the Half and Half Tobacco Lads are gonna play a request number. The request was sent in by Lew Lehr's little son, Sycamore ... "My Heart Belongs To Daddy." Are you listenin', Sycamore?

5.... (ORCHESTRA "MY HEART BELONGS TO DADDY")

BEN: That was the Half and Half Tobacco Lads playing "My Heart Belongs To Daddy." / ^{with firmness and conviction, heah heah.} And here comes a lad who belongs to Worcester, Mass ... our baritony, / ^{young} Bobby Gibson.

ATK01 0179450

BEN: And now, Bobby, suppose you sing the kindly refrain from
"Heaven Can Wait?"

6. (GIBSON & ORCHESTRA) "HEAVEN CAN WAIT"

(APPLAUSE)

HALF AND HALF
March 26, 1939
(REVISED)

COMMERCIAL "B"

kins, thank you
BERNIE: Thank you, Bobby/... that was a treat for the ears
... it really was. And now friends here's a hint
amin.
from old Uncle Benj. Bring home a little bunch of
spring flowers for yo' wife some day next week.
You'll see a smile on her face when you hand them to
her, you really will. And here's another hint ...
when you fill up your favorite briar in the evening
... fill up with Half and Half Smoking Tobacco.
Because your Better Half will love the fragrance of
Half and Half ...

VON ZELL: Smokers ... that certainly is a fact. Everyone in
the room will enjoy the aroma of Half and Half Smoking
Tobacco. And here's another advantage of Half and
Half -- it's packed in a new and more convenient kind
of tin -- the patented telescope tin, an exclusive
Half and Half feature. This tin closes up like a
telescope as you use the tobacco. You just push
the top half down inside the bottom half

ATX01 0179452

HALF AND HALF
March 26, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

and thus keep every pipeful of Half and Half always within easy reach. No more scraped fingers ... no more digging down for that last pipeful. It's always easy to get at your tobacco when you buy Half and Half Tobacco ... in the patented telescope tin!

ATX01 0178453

(ORCHESTRA "WHO" HIT AND FADE)

BEN: And now I know you old followers of the theatre will share a
lump in the throat with me as we revive that great song written
by Jerry Kern and Oscar Hammerstein and sung by Marilyn Miller
in Ziegfeld's show "Sunny."

7.....(ORCHESTRA "WHO" UP TO FINISH)

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

BEN: Well, folks, the last few grains of sand in our half hour
glass are tricklin' down. And by gosh it always makes me
feel a little sad to see these precious coast-to-coast
minutes taken away from us. Come to think of it, though,
our coast-to-coast ain't taken away from us - which is
somethin' us nieces and nephews of Uncle Sam oughta be
mighty happy about ... And so, till next Sunday at the
same time, don't forget ... if you want to smile and
laugha - smoke that good old Half and Halfa. Yowsah.
And now, reluctantly, the time has come to lend thine ears
to a bit of "Au Revoir" ...

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, MARCH 26, 1939

-17-

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, Emily, Bob~~

~~Gibson, Colonel, Mary, Prager and Lew Lehr~~

Hear on this evening's program was "My Heart Belong To Daddy" from "Leave It To Me."

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179455