

RADIO
CONTINUITY

HALF & HALF
RECORDING

927301-003

APR - JUNE
1939

ATX01 0179456

SUNDAY, APRIL 2, 1939

AS BROADCAST

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,
an April shower of humor and harmony by all the Lads
and all the Singers; with the old weather man, Ben
Bernie, controlling the shower from a cloud of
fragrant smoke. Peals of thunderous laughter will be
added by Movietone's lightning lunatic, Lew Lehr!

(THEME OUT)

ATX01 0179457

HARRY: And now to get the program off to a rip snortin' beginning, the boys are going to open with a new arrangement of that ever popular "Tiger Rag".

1.....(ORCHESTRA "TIGER RAG")

HARRY: That was "Tiger Rag" played by the Half and Half Tobacco Lads.

(ORCHESTRA: "LONESOME OLD TOWN" FADE IN UNDER)

HARRY: And now we bring you an actor whose play on opening night drew three stars ... the sheriff and two deputies, the Old Maestro, Ben Bernie!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: How do you do, ladies and gentlemen. Greetings and salutations, and a happy April Second to youse all. Well, April showers bring May flowers; May flowers bring June brides ... and June brides usually bring their mothers. Oh, this is old Mother Bernie, the Old Maestro and all the Lads, about to douse youse guys and gals with a bit of a program in the interest of dear old Half and Half Smoking Tobacco, which, by the bye, is second to none. Ah me, folks, that new play I was acting in has already opened ... and closed. Here it is, a whole week before Easter, and I've already laid an egg.

HARRY: Say, Maestro, what did the critics say about your play?

BEN: Why, didn't you see anything in the papers, Harry?

HARRY: No ... I never read the obituary column. (LAUGH)

I shouldn't have said that. But Maestro, how did the play go on opening night?

BEN: Well not so good, my friend. As soon as I walked out on the stage, my toupee slipped down over my face, and everybody thought I was King Kong.

HARRY: Well, what did the critics say about the play?

BEN: Well one of them said the Egyptians had a word for it.

HARRY: What's that?

BEN: It Sphinx. Ah, those critics! Say, Harry, you know what a critic is? Just a guy who likes to go places and boo things

HARRY: Well never mind them, Ben, what did the audience think of the play?

BEN: I never found out, Harry. So many of them were asleep, the Simmons Mattress Company sent over a salesman.

HARRY: Well, now look, your friend Winchell is a dramatic critic. Surely he wrote something about your play.

BEN: Winchell? Ah -- don't be foolish. How can a man write with a knife in each hand? Furthermore, Winchell is sore

BEN: at me, Harry, because I told him the title of the play
(CONT'D) was inspired by his brain.

HARRY: What was the title?

BEN: "Ah, Wilderness" ... Oh deah, but enough of this dramatic
drivel. Colonel Manny Prager's vocal cords are all
a-twitter waitin' to sing, "Ever so Quiet" ... Sh!
(WHISPERING) That sounds like a cue. "Ever So Quiet".

2.....(BEN & MANNY "EVER SO QUIET")

(APPLAUSE)

BEN: Nice going, Colonel.

HALF AND HALF
April 2, 1939

COMMERCIAL "A"

BERNIE: And now youse guys ... the Old Maestro would like to pass along a bit of ancient wisdom. It's an old proverb and here's what it says ... a harsh word and an arrow can never be recalled. So friends ... don't get excited and say something you'll be sorry for. Just keep yo' peace ... by smokin' a peaceful pipe of Half and Half Tobacco. Yowsah ... smoke a pipe ... to calm you down.

VON ZELL: Yes, gentlemen ... and here's why you should fill up that pipe with Half and Half Smoking Tobacco. Half and Half has a distinctive and very delightful aroma ... finer, we believe, than that of any other tobacco. You sense this for yourself the instant you open the tin. And this aroma -- this fragrance -- is important too ... because it adds greatly to your smoking pleasure. You see, it's a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma ... and for

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HALF AND HALF
April 2, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

that reason the makers of Half and Half have blended for you an especially aromatic mixture of Virginia and Burley tobaccos ... an exclusive mixture that has 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 0179462

BEN: Von Zelle, accordin' to the theory of relativity, them truthful words of yours will go wingin' off into space forever. And I betcha when them guys on Mars hear about Half and Half Smokin' Tobacco, they'll fill their pipes and calm down too. Meanwhile, me and the Lads have been waitin' for the moment to start playin', and by gosh, "This Is It".

3..... (ORCHESTRA "THIS IS IT")

BEN: That was it. That was me and the Half and Half Tobacco Lads buildin' up an entrance for our one, lone gal. Yowah, we're nineteen men and a gal ... and the gal is Mary Small. Mary, I suppose you know my new play opened this week.

MARY: Yes ... and you should be very good.

BEN: Thank you, Mary.

MARY: After all, you've been acting in plays and vaudeville since you were only a child.

BEN: Well, Mary, that's true ... but a lot has come and gone since then.

MARY: Really?

BEN: Yeah. A couple of chins have come and my hair has gone! And now, Mary, Of course it broke my heart to make that last remark. You know that. It touches me deeply -- very deeply.

BEN: While I borrow a pencil and dash off a new play, suppose
(CONT'D) you sing "The Masquerade is Over".

4.....MARY SMALL AND ORCHESTRA "THE MASQUERADE IS OVER")

(APPLAUSE)

BEN: That was a beautiful number, Mary ... a swell opus.
And speaking of no puss.

Here he comes now
Skipping over the ground
He's no April fool
He's a fool all year 'round

S'elp me, it's that Half and Half wit of Movietone News ...

Lew Lehr!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people! Oh, Mr. Bernie,
did I have fun yesterday!

BEN: Yesterday? Oh, yes ... April Fool's Day.

LEW: Yeah.

BEN: What did you do?

LEW: Well, I put ten dollars in a pocketbook, laid it on der side
walk, and some dope picked it up and walked away with it.
Did I fool 'im. (LAUGH) I didn't have no string on it!

BEN: \$10, huh? I get it. Very costly, my friend.

LEW: (LAUGH) But dere's one April Fool joke I ain't gonna do no more. I saw an old shoe on der sidewalk and I kicked it ... und was I sorry!

BEN: Why?

LEW: (LAUGH) Dere was a cop in it!

BEN: Well, let's stop this fooling and get down to business. What newsreel did you make this week?

LEW: Oh, Mr. Bernie ... I just rented a new house, so I made a newsreel of dat!

BEN: A newsreel of a new house?

LEW: Yeah ... and I'm so happy! (SINGS) There is no place like home ... Scram bum ... There is no place like home ... Scram bum ... There is no ...

BEN: Lew ... I can understand you singing "Home Sweet Home" but why the "Scram bum"?

LEW: (LAUGH) That's for the landlord!

BEN: The landlord. Well, tell me, what's your new house like, Lew?

LEW: Well, it's a medieval domicile ... er .. a .. Colonial

LEW:
(CONT'D)

mansion ... a Victori ... Victori ... (LAUGH) A dump!
And I got it filled up mit the most beautiful furniture.

BEN: You have? Wel, where is the house, Lew?

LEW: Er ... it's up on top of a hill!

BEN: Why on top of a hill?

LEW: Safety first! (LAUGH) So I can see the installment man
coming!

BEN: Well, Lew, are you happy in your new home?

LEW: Er ... yes and no ... you know in a new house you always
gotta have some trouble, Mr. Bernie .. how is your new home?

BEN: Oh, it's all right ... except in my bedroom ...

LEW: Yeah?

BEN: I've got a highboy that's cracked.

LEW: That's nothing! (LAUGH) I've got a nephew that's nuts!

BEN: Oh deah. I can't compete with you. I suppose in your new
house you've installed the latest oil burner?

LEW: Nope ... I ain't got no oil burner, no stove, no radiators,
no nothin!

BEN: Well, how are you going to keep the house warm in the winter?

LEW: Easy! We took in a new boarder! (LAUGH) Gabriel Heater!

BEN: Good old Gabriel.

LEW: And Mr. Bernie, my wife's bedroom is all made out of Italian marble. Here's a sample of it.

BEN: Lew, this doesn't look like Italian to me.

LEW: (INDIGNANT!) Oh it don't? Hmmm ... What did you expect it to do ... eat spaghetti?

BEN: Well, Lew, is there anything about your house that would interest home lovers?

LEW: Oh certainly ... the dog house! I'm furnishing dat in Swedish Modern, mit Oriental rugs, and a radio!

BEN: Now isn't that silly ... rugs and a radio in a dog house!

LEW: Please, Mr. Bernie. (GRUNT) Don't tell me how to fix my room!

BEN: Oh, pardon me. Well is your home completely furnished now?

LEW: Yeah! Thank goodness! I just finished furnishing the last bed room. I put in der most beautiful little crib mit an ash tray and electric ~~attached~~.

BEN: An ash tray and electric razor attached to a crib? Who sleeps in that?

LEW: (LAUGH) Grandpop! He's a midget!

(ORCHESTRA: PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice home-building, Lew. Nice home-building, Lew. And now while the Lads are picking up their instruments to play "Hold Tight", I'm pickin' up the dictionary to find out how you spell "fiddle-a-racky-sacky". Frrrrrr-a-racky-sacky. Well, here it is, folks: "Hold Tight" ----

B.....(ORCHESTRA) "HOLD TIGHT"

BEN: Oh deah, I'm out of breath shagging. The old Maestro's become a shageroo - a maybe I'll get an Academy Award. I certainly won't get it for acting. Now here's young Bobby Gibson slickin' up his hair for his gal friends in the audience. Come here, Bobby, you rascal. You know, Folks, I'm very fond of Bob. There's really a tie between us. Trouble is, most of the time he's wearin' it. What're you gonna sing, Bobby?

BOB: "I Have Eyes."

BEN: "I Have Eyes"? Mmm. After producin' that play, I have I. O. U.'s

B. (BOB & ORCHESTRA ... "I HAVE EYES") (APPLAUSE)

HALF AND HALF
April 2, 1939

COMMERCIAL "B"

BENIE:

Thank you, Bobbykins -- that sure was a treat for
the ears. And now friends ... when the Old Maestro
was a wee bit of a lad ^{just a few years ago} he once threw a stone into
a quiet pond and watched the ripples spread all
over the water. Well ... the smoke from yo' trusty
pipe spreads all through the room, just like ~~these~~ ^{them}
ripples. So to please the rest of the family ...
and especially friend wife ... as well as to please
yourself -- be sure that the tobacco you use is Half
and Half Smoking Tobacco. Yowsah, ^{my good} friends ... your
Better Half will love the fragrance of Half and Half!

VON ZELL:

Yes ... it's a fact that everyone in the room will
enjoy the aroma of Half and Half. And this grand
fragrance isn't the only advantage either ...
because in addition, Half and Half Tobacco is 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

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HALF AND HALF
April 2, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

use the tobacco. ^{And} By just pushing the top half down
inside the bottom half you can keep every pipeful
of Half and Half within each reach. ^{Now} 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 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 0179470

.....(ORCHESTRA "HONOLULU" HIT AND FADE)

BEN: Comes now Honolulu. Ah, the beach at Waikiki! I could never get thy romantic spell out of my heart ... thy fragrant memories out of my mind ... or that soft white sand ... out of my shoes!

MUSIC(ORCHESTRA FINISH "HONOLULU")

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

BEN: Well, folks, I just glanced over toward the control room and saw the engineer puttin' some of the kilocycles back in their boxes. And right now he's wrappin' up the amperes and lockin' 'em away in the secret drawer. To us, that is sad news, 'cause it means our half hour with you is almost over. But this time next Sunday we'll be back again, struttin' along on the same old wave length. Until then, may your favorite smokin' topic be the tin that's telescopic. That means good old Half and Half. Heah, heah. And now, reluctantly, the time has come to lend thine ears to a bit of "Au Revoir"

(ORCHESTRA AND BEN BERNIE "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. q

Heard on this evening's program were "I Hve Eyes" from "Paris Honeymoon" and "This Is It" from "Stars in Your Eyes".

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

March 29, 1939

1

Permission is hereby granted to YOUNG & RUBICAM, INC.,
235 Madison Ave., New York City, to mention the play
"Ah, Wilderness" in the following manner on the Ben Bernie
program, Sunday, April 2nd, 1939, from 5:30 to 6:00 P.M.,
over the Columbia Broadcasting System:

BEN BERNIE: Winchell is sore at me, 'cause I told him
the title of the play was inspired by his
brain.

HARRY VON ZELL: What was the title?

BEN BERNIE: "Ah, Wilderness".

(signed) Richard J. Madden

for Eugene O'Neill

ATX01 0179473

March 23, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC.,
285 Madison Ave., New York City, to mention the Simmons
Co. in the following manner on the Ben Bernie program,
Sunday, April 2nd, 1939, 5:30 to 6:00 P.M.:

HARRY VON ZELL: Well, what did the audience think of
the play?

BEN BERNIE: I never found out, Harry. So many of
them were asleep, the Simmons Mattress
Company sent over a critic.

SIMMONS COMPANY

(signed)

C. R. Lincoln

Secty. & Ass't. Treas.

ATX01 0179474

SUNDAY, APRIL 2, 1939

~~AL 18522347~~ "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,
an April shower of humor and harmony by all the Lads
and all the Singers; with the old weather man, Ben
Bernie, controlling the shower from a cloud of
fragrant smoke. Peals of thunderous laughter will be
added by Movietone's lightning lunatic, Lew Lehr!

(THEME OUT)

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HARRY: And now to get the program off to a rip snortin' beginning, the boys are going to open with a new arrangement of that ever popular "Tiger Rag".

.....(ORCHESTRA "TIGER RAG")

HARRY: That was "Tiger Rag" played by the Half and Half Tobacco Lads.

(ORCHESTRA: "LINES-DE OLD TON" FADE IN UNDER)

HARRY: And now we bring you an actor whose play on opening night drew three stars ... the sheriff and two deputies, the Old Maestro, Ben Bernie!

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: How do you do, ladies and gentlemen. Greetings and salutations, and a happy April to youse all. Well, April showers bring May flowers; May flowers bring June brides ... and June brides usually bring their mothers. Oh, this is old Mother Bernie, the Old Maestro and all the Lads, about to douse youse guys and gals with a bit of a program in the interest of dear old Half and Half Smoking Tobacco, which, by the bye, is second to none. Ah us, folks, that new play I was acting in has already opened ... and closed. Here it is, a whole week before Easter, and I've already laid an egg.

HARRY: Say, Maestro, what did the critics say about your play?

BEN: Why, didn't you see anything in the papers, Harry?

HARRY: No ... I never read the obituary column. (LAUGH)

But Maestro, how did the play
go on opening night?

BEN: Well not so good, my friend. As soon as I walked out on
the stage, my toupee slipped down over my face, and
everybody thought I was King Kong.

HARRY: Well, what did the critics say about the play?

BEN: Well one of them said the Egyptians had a word for it.

HARRY: What's that?

BEN: It Sphinx. Ah, those critics! Say, Harry, you know what a
critic is? Just a guy who likes to go places and boo things

HARRY: Well never mind that, Ben, what did the audience think of
the play?

BEN: I never found out, Harry. So many of them were asleep,
the Sioxons Mattress Company sent over a salesman.

HARRY: Well, now look, your friend Winchell is a dramatic critic.
Surely he wrote something about your play.

BEN: Winchell? Ah -- don't be foolish. How can a man write
with a knife in each hand? Furthermore, Winchell is sore

BEN: at me, Harry, because I told him the title of the play
(CONT'D) was inspired by his brain.

HARRY: What was the title?

BEN: "Ah, Wilderness" ... Oh dear, but enough of this dramatic
drivel. Colonel Manny Prager's vocal cords are all
a-twitter waitin' to sing. "Ever so Quiet" ... Sh!
(WHISPERING) That sounds like a cue. "Ever So Quiet".

~~BEN & HARRY "EVER SO QUIET"~~

(APPLAUSE)

BEN: Nice going, Colonel.

HALF AND HALF
April 2, 1939

COMMERCIAL "A"

BERNIE:

And now youse guys ... the Old Maestro would like to pass along a bit of ancient wisdom. It's an old proverb and here's what it says ... a harsh word and an arrow can never be recalled. So friends ... don't get excited and say something you'll be sorry for. Just keep yo' peace ... by smokin' a peaceful pipe of Half and Half Tobacco. Yowsah ... smoke a pipe ... to calm you down.

VON ZELL:

Yes, gentlemen ... and here's why you should fill up that pipe with Half and Half Smoking Tobacco. Half and Half has a distinctive and very delightful aroma ... finer, we believe, than that of any other tobacco. You sense this for yourself the instant you open the tin. And this aroma -- this fragrance -- is important too ... because it adds greatly to your smoking pleasure. You see, it's a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma ... and for

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HALF AND HALF
April 2, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

that reason the makers of Half and Half have blended for you an especially aromatic mixture of Virginia and Burley tobaccos ... an exclusive mixture that has 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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BEN: Von Zellie, accordin' to the Theory of Relativity them truthful words of yours will go wingin' off into space forever. And I betcha when them guys on Mars hear about Half and Half Smokin' Tobaccy, they'll fill their pipes and calm down. Meanwhile, me and the Lads have been waitin' for the mōment to start playin', and by gosh, "This Is It."

3.... (ORCHESTRA "THIS IS IT")

BEN: That was me and the Half and Half Tobacco Lads buildin' up an entrance for our one, lone gal. Yowsah, -- we're nineteen men and a gal ... and the gal is Mary Small.

MARY: Maestro, I'm sorry I couldn't attend the opening of your play Wednesday night. I was busy listening to Fred Allen.

BEN: Tally-ho, Mary ... But really, I'm kinda glad you didn't see the play, 'cause so many things went wrong.

MARY: What do you mean?

BEN: Well, for instance, in the second act the stagehand made a mistake. Where he should have rung the phone bell, he knocked on the door. But I sawd the day.

BEN: Von Zelle, accordin' to the theory of relativity, them truthful words of yours will go wingin' off into space forever. And I betcha when them guys on Mars hear about Half and Half Sackin' Tobacco, they'll fill their pipes and calm down too. Meanwhile, me and the Lads have been waitin' for the moment to start playin', and by gosh, "This Is It".

..... (ORCHESTRA "THIS IS IT")

BEN: That was it. That was me and the Half and Half Tobacco Lads buildin' up an entrance for our one, lone gal. Yowash, we're nineteen men and a gal ... and the gal is Mary Sall. Mary, I suppose you know my new play opened this week.

MARY: Yes ... and you should be very good.

BEN: Thank you, Mary.

MARY: After all, you've been actin' in plays and vaudeville since you were only a child.

BEN: Well, Mary, that's true ... but a lot has come and gone since then.

MARY: Really?

BEN: Yeah. A couple of chins have come and my hair has gone. And now, Mary,

BEN: While I borrow a pencil and dash off a new play, suppose
(CONT'D) you sing "The Masquerade is Over".

MARY SWALL AND ORCHESTRA "THE MASQUERADE IS OVER"

(APPLAUSE)

BEN: That was a beautiful number, Mary ... a swell opus.

And speaking of no MISS.

Here he comes now
Skipping over the ground
He's no April fool
He's a fool all year 'round

S'elp me, it's that Half and Half wit of Novietone N'

Lew Lebri

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the crasiest people! Oh, Mr. Bernie,
did I have fun yesterday!

BEN: Yesterday? Oh, yes ... April Fool's Day.

LEW: Yeah.

BEN: What did you do?

LEW: Well, I put ten dollars in a pocketbook, laid it on der side
walk, and some dope picked it up and walked away with it.
Did I fool 'ia. (LAUGH) I didn't have no string on it!

BEN: \$10, huh? I get it. Very costly, my friend.

LEW: (LAUGH) But dere's one April Fool joke I ain't gonna do no more. I saw an old shoe on der sidewalk and I kicked it ... um! was I sorry!

BEN: Why?

LEW: (LAUGH) Dere was a oop in it!

BEN: Well, let's stop this fooling and get down to business. What newsreel did you make this week?

LEW: Oh, Mr. Bernie ... I just rented a new house, so I made a newsreel of dat!

BEN: A newsreel of a new house?

LEW: Yeah ... and I's so happy! (SINGS) There is no place like home ... Scraa bus ... There is no place like home ... Scraa bus ... There is no ...

BEN: Lew ... I can understand you singing "Home Sweet Home" but why the "Scraa bus"?

LEW: (LAUGH) That's for the landlord!

BEN: The landlord. Well, tell us, what's your new house like, Lew?

LEW: Well, it's a medieval domicile ... er .. a .. Colonial

LEW:
(CONT'D)

mansion ... a Victori ... Victori ... (LAUGH) A duap!
And I got it filled up all the most beautiful furniture.

BEN:

You have? Well, where is the house, Lew?

LEW:

Er ... it's up on top of a hill!

BEN:

Why on top of a hill?

LEW:

Safety first! (LAUGH) So I can see the installment man
coming!

BEN:

Well, Lew, are you happy in your new home?

LEW:

Er ... yes and no ... you know in a new house you always
gotta have some trouble, Mr. Bernie .. how is your new home?

BEN:

Oh, it's all right ... except in my bedroom ...

LEW:

Yeah?

BEN:

I've got a highboy that's cracked.

LEW:

That's nothing! (LAUGH) I've got a nephew that's nuts!

BEN:

Oh dear. I can't compete with you. I suppose in your new
house you've installed the latest oil burner?

LEW:

Hope ... I ain't got no oil burner, no stove, no radiators,
no nothing!

BEN: Well, how are you going to keep the house warm in the winter?

LEO: Easy! We took in a new boarder! (LAUGH) Gabriel Heater!

BEN: Good old Gabriel.

BEN: Well, Leo, is there anything about your house that would interest home lovers?

LEO: Oh certainly ... the dog house! I'm furnishing dat in Swedish Modern, mit Oriental rugs, and a radio!

BEN: How isn't that silly ... rugs and a radio in a dog house!

LEO: Please, Mr. Bernie. (GRUNT) Don't tell me how to fix MY HOUSE!

BEN: Oh, pardon me. Well is your house completely furnished now?

LEO: Yeah! Thank goodness! I just finished furnishing the last bed room. I put in der most beautiful little crib mit an ash tray and electric ^{PR209} attached.

BEN: An ash tray and electric razor attached to a crib? Who sleeps in that?

LEW: (LAUGH) Grandpop! He's a sidget!

(ORCHESTRA: PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice home-building, Lew. Nice home-building, Lew. And now while the Lads are picking up their instruments to play "Hold Tight", I'm pickin' up the dictionary to find out how you spell "fiddle-a-racky-sacky". Ferrrrr-a-racky-sacky. Well, here it is, folks: "Hold Tight" -----

5. (ORCHESTRA) ... "HOLD TIGHT"

Now here's young Bobby Gibson slickin' up his hair for his gal friends in the audience. Come here, Bobby, you rascal. You know, folks, I'm very fond of Bob. There's really a tie between us. Trouble is, most of the time he's wearin' it. What're you gonna sing, Bobby?

BOB: "I Have Eyes."

BEN: "I Have Eyes"? Ha! After producin' that play, I have I. O. U.'s

6. (BOB & ORCHESTRA) ... "I HAVE EYES" (APPLAUSE)

HALF AND HALF
April 2, 1939

COMMERCIAL "B"

BENIE:

Thank you, Bobbykins -- that sure was a treat for the ears. And now friends ... when the Old Maestro was a wee bit of a lad he once threw a stone into a quiet pond and watched the ripples spread all over the water. Well ... the smoke from yo' trusty pipe spreads all through the room, just like ~~ripples~~ ripples. So to please the rest of the family ... and especially friend wife ... as well as to please yourself -- be sure that the tobacco you use is Half and Half Smoking Tobacco. Yowsah, ~~my good~~ friends ... your Better Half will love the fragrance of Half and Half!

VON ZELL:

Yes ... it's a fact that everyone in the room will enjoy the aroma of Half and Half. And this grand fragrance isn't the only advantage either ... because in addition, Half and Half Tobacco is 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

ATX01 0179488

HALF AND HALF
April 2, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

use the tobacco. ~~By~~ just pushing the top half down inside the bottom half you can keep every pipeful of Half and Half within each 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 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 0179489

7.....(ORCHESTRA "HAWAIIAN" HIT AND FADE)

BEN: Coasts not Honolulu. Ah, the beach at Waikiki! I could never get thy romantic spell out of my heart ... thy fragrant memories out of my mind ... or that soft white sand ... out of my shoes!

MUSIC (ORCHESTRA FINISH "HAWAIIAN")

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

BEN: Well, folks, I just glanced over toward the control room and saw the engineer puttin' some of the kilocycles back in their boxes. And right now he's wrappin' up the tapes and lockin' 'em away in the secret drawer. To us, that is sad news, 'cause it means our half hour with you is almost over. But this time next Sunday we'll be back again, struttin' along on the same old wave length. Until then, may your favorite smokin' topic be the tin that's telescopic. That means good old Half and Half. Heah, heah. And now, reluctantly, the time has come to lead thine ears to a bit of "Au Revoir"

(ORCHESTRA AND BEN BERTIE "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 "I Hve Eyes" from "Paris Honeymoon" and "This Is It" from "Stars in Your Eyes".

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

"AS BROADCAST"

SUNDAY, APRIL 9, 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, an Easter basket filled with fun and music.
On top are All the Lads, in the middle are All the
Singers, and in the bottom, keeping his jokes warm,
is Movietone's dizzy dialectician, Lew Lehr.
Pulling the presents out one by one - the maitre
de basket as it were - is the Old Maestro, Ben
Bernie!

("LONESOME OLD TOWN" - FADE OUT)

ATK01 0179492

SUNDAY, APRIL 9, 1939

-2-

HARRY: And now the Half and Half Tobacco Lads are going to start our Easter Parade rolling with "Could Be."

1....(ORCHESTRA "COULD BE")

HARRY: Thank you very much ladies and gentlemen / That was "Could Be" played by the Half and Half Tobacco Lads.

("LONESOME OLD TOWN" - FADE IN UNDER)

HARRY: And now ladies and gentlemen, if you recall, on Christmas we brought you Santa Claus, on Thanksgiving we brought you a turkey. Today is Easter ... and we bring you an egg ... the Old Maestro ... Ben Bernie.

(APPLAUSE)

(THEME UP AND OUT)

BEN: Yowsah. / Greetings, salutations, et cetera, and a happy Easter et cetera to yez all. This is Ben Bernie, the Old Easter rabbit, blowin' fragrant smoke rings from coastato coasta... and Harry, since this is Easter, you missed a good joke when you introduced me.

HARRY: I did? Maestro?

Uh - huh.

BEN: Yeah. You should have said, "Here comes the Old Maestro, Ben Bunny." Get it?

ATX01 0179493

SUNDAY, APRIL 9, 1939

-3-

Well

HARRY: Do I have to? .../Frankly Maestro, it never occurred to me to call you Ben Bunny. ~~But~~ I might have thought of it if you'd had a little hare. (LAUGH)
Get it?

Say

BEN: / Harry, that's the second time today that my head has been the subject of alleged humor. Why only this morning my little nephew said, "Uncle Ben, why don't you paint your head? Everybody decorates eggs on that's just the way he said it too. I'm covering up a Easter." .../But I got even with him/ I put a script faux pas chocolate covered billiard ball in his Easter basket.

Well, that'll fix him a bit. But

HARRY: ~~Well~~ Maestro, I hope you weren't too upset to enjoy the Easter Parade.

BEN: No indeed, Harry. I picked out my best suit and spent the whole morning getting dressed up. And then when I was all slicked up I stepped out on Fifth Avenue. And immediately a group of little children started following me.

Well

HARRY: / What did they say?

BEN: "~~xxxxxx~~ Say Harry, I saw ~~xxxxxx~~
~~xxxxxx~~"

SUNDAY, APRIL 9, 1939

-4-

BEN: "Where ya goin' bum?" Ah deah, but Harry, the thing I liked best were the new spring styles for women. My wife wore one of them new style suits. It had 24 buttons on it ... think of it - 24 buttons. And here I am, holding up my pants with a nail! But you should have seen the hat she wore ... A waffle with a poached egg on it.

HARRY: A waffle with a poached egg? Oh you must be kidding, Maestro.

BEN: Gosh, no Harry ... we went into a restaurant and she laid it on the table. Before I could get out it was on my check for fifteen cents.

HARRY: Well Maestro, I don't want to spoil your Easter, but did you hear what Winchell said about you last Sunday?

BEN: No ... I didn't.

HARRY: Well, he said there wouldn't be any surplus cotton in the south if all the people who don't like your jokes would stuff cotton in their ears. (LAUGH)

BEN: Oh ... He did, eh? Well ... there wouldn't be any surplus lumber in the north if all the people who can't stand Winchell would put clothes pins on their noses! Ah, but enough of this, Harrykins. With my unpasteurized baritone I'm a-fixin' to help Colonel Manny Prager in a little ditty about the land of sagebrush and cactus. It's called "They're Mighty Tough In The West" ... and smile when you say them words, stranger! Take it away!

2....(BEN & MANNY "THEY'RE MIGHTY TOUGH IN THE WEST")

ATX01 0179495

HALF AND HALF
April 9, 1939

COMMERCIAL "A"

BERNIE:

That was Col. Manny Prager. The Wester-Brooklyn cowboy
And now youse guys ... when you've had your

supper and you're settled down in your favorite

easy chair ... you want to remember what wise old
Robt. Browning

~~once~~ once said ... "The best is yet to come".

Because the best IS yet to come, in the shape of a
pipeful of good old Half and Half Smoking Tobacco.

It's wonderful, the way a pipe brings peace to
yo' troubled soul, it really is. Yowsah/^{my}friends ...

smoke a pipeto calm you down.

VON ZELL:

And when you smoke a pipe, gentlemen ... be sure

it's a pipe of Half and Half Tobacco. Half and

Half Tobacco adds greatly to your smoking pleasure

-- and you can sense the reason why the instant

you open the tin. You notice at once that Half

and Half has an especially delightful fragrance

... a distinctive aroma that is finer, we believe,

than that of any other tobacco. And this aroma

is most important to you smokers ... because it's

a recognized scientific fact that the taste or

ATXO1 0179496

HALF AND HALF
April 9, 1939
(REVISED)

COMMERCIAL "A" - 2

q

VON ZELL:
(CON'D)

flavor of any tobacco depends chiefly on its aroma. The makers of Half and Half turn this fact to your advantage by blending for you a more aromatic mixture of Virginia and Burley tobaccos.... a mixture that has a finer fragrance and therefore a finer taste. The next time, be sure you buy the tobacco that proves the importance of flavor plus aroma ... buy Half and Half Tobacco!

ATX01 0179497

SUNDAY, APRIL 9, 1939

-7-

BEN: Heah, heah. That was plain language from truthful Harry. And I echo them sentiments with exclamation points after each word. ^I Wonder if the time will ever come when every man will know the joys of Half and Half Smokin' Tobacco - hum? Wal - I'm sure of one thing -- they will "Some of These Days."

3....(ORCHESTRA "SOME OF THESE DAYS")

BEN: That was me and the Half and Half Tobacco Lads Paradin' down the Avenue with "Some of These Days." And here comes the only lassie in this here parade, little Mary Small.

MARY: Hello, Maestro.

BEN: Happy Easter, Mary.
~~Hello, Mary.~~ Say, I've been waiting to thank you for that great big Easter egg you sent me.

MARY: Oh well,
~~And~~ I've been waiting to thank you for the jelly bean and the magnifying glass.

BEN: You sneaked that in on me, didn't you? By the way / Mary, I also want to thank you for the twenty rabbits. The twenty rabbits you sent from Fla. I don't understand?

MARY: ~~Twenty rabbits?~~ I only sent you two rabbits.

ATX01 0179498

SUNDAY, APRIL 9, 1939

-8-

BEN: I still want to thank you for the twenty rabbits
Mm. ~~xxxxxxgoodthingxxxxxxsentxxxxxxairxxxxxxinstead~~
Well
~~ofxxxxslowxxfreight~~ ... But/enough of this zoological
addenda
~~xxxxxxxxxxxx~~. What song have you rehearsed all after-
noon, Mary?

MARY: "I Cried For You." a

BEN: It breaks my heart -- but if you must, cry on my left
lapel ... It'll keep my carnation fresh.

4.... (MARY & ORCHESTRA "I CRIED FOR YOU")

(APPLAUSE)

BEN: Fiddle a racky sacky. Nice crying Mary
And here he comes now -
In his new Easter sack
He looks like a balloon
With a belt in ~~the~~ back.
his
S'help me - it's that Half and Half wit of Movietone
News - LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

BEN: Oh, deah, deah.
LEW: (LAUGH) Monkeys is the craziest people.

BEN: Oh deah. with those lilies
/ Well, well, /Lew, you certainly are dressed up today.

~~Whaxxxthaxbigxxxx?~~

LEW: Yeah, ain't I cute
~~Whxxxxxxxx~~, this is my Easter suit. See the vest
full of
(LAUGH) ~~coveredxxxx~~ egg.

RTXO1 0179499

SUNDAY, APRIL 9, 1939

-9-

BEN: Lew, you're ^{are} a knockout. By the way, I saw you and your wife in the Easter Parade.

LEW: You did, Mister Bernie?

BEN: Yes, but what was the idea of your wife sitting ^{on} the sidewalk ~~xxxx~~ and wearing that funny looking hat?

LEW: That was no hat. (LAUGH) Somebody dropped a flower pot on her head.

BEN: Well, it fooled me. But I never could understand women's styles. All winter long they wear the flimsiest materials. ~~xxxx~~ What keeps them from freezing, I can't see -

LEW: (COYLY) You ain't supposed to. But Mr. Bernie, ~~did you~~ you should have seen ~~also see~~ my little son Sycamore in the Easter parade?

BEN: ~~Was he wearing his first pair of long pants?~~

LEW: ~~Yes, certainly.~~ And He was wearing his first pair of long pants. ~~Yes, certainly.~~

BEN: Long pants, eh? ~~do they~~ do they fit him well?

LEW: Oh, perfect. Only sometimes (GRUNT) his ears get caught in the pockets! But everybody in the parade ^{was looking} ~~was looking~~ at my new suit.

ATX01 0179500

SUNDAY, APRIL 9, 1939

-10-

BEN: Oh
/ I bet all the girls thought you looked classy.

LEW: Did I look classy? They said I looked just like the most
immac ... the most elega - er - the most fast, er - fast
fashion ~~xxxxxx~~ fat slob
~~xxxxxx~~ (LAUGH) A ~~xxxxxx~~

BEN: Say Lew, you're not so fat - LEW: Oh, thanks
/ Of course, / Lew, you made a newsreel of the parade?

LEW: No, dis week I had to make a newsreel of the circus!

BEN: Ah, the good old circus days. By the way, what are the
prices this year, Lew?

LEW: Well, the sign ~~xxxxxx~~ said, "Seats one dollar, two
dollars, three dollars and pop corn ten cents.

BEN: Well
/ Which one did you buy.

LEW: I bought the pop corn but - (LAUGH) I had an awful time
sitting on it.

BEN: I can imagine! Tell me, Lew, how is the circus this year?

LEW: it's wonderful
Oh, ~~xxxx~~. And I took little Sycamore in to see the
und
freaks. You know - the dog faced boy / the flat headed
und
savage - / the ape man and the missing link. ~~xxxxxx~~
~~xxxxxx~~ Sycamore ~~xxxxxx~~ he came out
singing.

ATX01 0179501

BEN: What was he singing?

LEW: (LAUGH) Put them all together they spell ~~father~~^{poppa}! But the thing I liked best was the menagerie.

BEN: Yes, I like the animals, too.

LEW: you know what Mr. Bernie, in And/there's the cutest little romance going on/there. The monkey is in love with the giraffe.

BEN: No - not really.

LEW: (CUTE) Yeah - first he holds hands with her - then he runs up her neck and gives her a kiss - then he runs down ~~and holds hands with her~~ again - then he runs up her neck and gives her another kiss - up and down her neck he runs all day.

BEN: how did this all impress you? Lew, ~~what's your opinion on this?~~

LEW: Well ~~only one thing.~~ (LAUGH) With my flat feet, I'm glad my wife ain't a giraffe! BEN: I'll say picture I get all year ~~in the circus~~ is where nine beautiful girls is shot out of a cannon three times every day.

BEN: How do the girls feel after they've been shot out of a cannon?

LEW: I ~~don't~~ know. (LAUGH) ~~we~~ they never find them.

(ORCHESTRA: LEHR PLAY OFF MUSIC)
(APPLAUSE)

BEN: Nice going, Lew! That was a three ring description. And now me and the Half and Half Tobacco Lads are gonna pick up our buzz saws and snore out a little serenade to the sand man. "Gotta Get Some Shut Eye". Ho-hum ... and if Myrna Loy's listening ... I'll see you in my dreams.

5....(ORCHESTRA "GOTTA GET SOME SHUT EYE")

BEN: That was me and the Half and Half Tobacco Lads snoring off a couple of choruses while waitin' for Bobby Gibson to limber up his basso profundo. Come on out here, Bobby.

BOB: Happy Easter, Maestro ... has it been a pleasant holiday?

BEN: Yes ... I've had a lovely Easter, except for some bad news I got this morning. My nephew was flunked out of college.

BOB: Gee ... that's too bad.

BEN: Yeah. He got 90 in history ... 92 in algebra ... and 98 in english.

BOB: Say, they're swell marks. Why was he flunked?

BEN: He can't swallow gold fish. And now, Bobby, while I call up the dean, suppose you sing "Little Sir Echo"?

6....(BOB & ORCHESTRA "LITTLE SIR ECHO")

(APPLAUSE)

HALF AND HALF
April 9, 1939

COMMERCIAL "B"

BERNIE:

Thank you, Bobbykins, thank you. And now come closer, all youse married guys, while I whisper a bit of advice in yo' ears. The secret of a happy home is often in your pipe's aroma. Henry Wadsworth Bernie, ~~yawwsk~~ ^{deah, deah.} That's why you want to fill up your trusty briar with Half and Half Smoking Tobacco. Because take it from the old Maestro ... your Better Half will/ ^{sure} love the fragrance of Half and Half ...

VON ZELL:

~~gentlemen~~
Yes, ~~that is~~ a fact, ~~gentlemen~~ -- everyone in the room will enjoy the aroma of Half and Half Smoking Tobacco. And Half and Half has another advantage too. 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 ... and thus keep every pipeful of Half and Half within easy reach. You save trouble -- and you

ATK01 0179504

HALF AND HALF
April 9, 1939
(REVISED)

COMMERCIAL "B" - 2

VON ZELL: save the risk of scraping your fingers on the
(CON'T) side of the tin too. What's more ... because
you don't have to dig around when you fill your
pipe ... you get tobacco that's in better
smoking condition ... and you get it more easily ...
when you use Half and Half in the patented
telescope tin.

ATX01 0179505

7....(ORCHESTRA "EASTER PARADE" HIT AND FADE)

BER: And now methinks it only fitting and proper that we dedicate this number to all youse gals in your new Easter Bonnets and all youse Beau Brummels in your Easter finery with two pair of pants. Irving Berlin's "Easter Parade." q

MUSIC: (ORCHESTRA FINISH)

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

BER: Well, boys and gals, it looks like we've reached the bottom of our Easter basket. We may have filled the air with a few eggs, but it's all in fun. Myself, I'm kinda glad we live in a country where the eggs that come through the air are old jokes, and not old scrap-iron ... Well, reckon I ~~guess~~ that's that. We'll be seein' you next Sunday at the same time. And don't forget:

There's lots of smokin' pleasure in

That good old telescopic tin.

Yowsah - I mean good old Half and Half Smokin' Tobacco ...
lend thine ear to
And now, ~~reluctantly~~ the time has come to ~~xxxxxxx~~.
a bit of au revoir

SUNDAY, APRIL 9, 1939

-16-

(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. Heard on this evening's program was "Easter Parade" from "As Thousands Cheer".
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179507

Form 11

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

←OFFICE MEMORANDUM→

TO Mr. H.M. Boggiano DATE April 7, 1939 SUBJECT BEN BERNIE SHOW FOR HALF & HALF
SMOKING TOBACCO

Copy of teletype received from Young & Rubicam Hollywood Office
3:00 P.M., April 7th:

LOY GAG OKAY

ATK01 0179508

REBROADCAST

REBROADCAST

"AS BROADCAST" COPY

SUNDAY, APRIL 9, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

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, an Easter basket filled with fun and music.
 On top are All the Lads, in the middle are All the
 Singers, and in the bottom, keeping his jokes warm,
 is Movietone's dizzy dialectician, Lew Lehr.
 Pulling the presents out one by one - the maitre
 de basket as it were - is the Old Maestro, Ben
 Bernie!

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179509

SUNDAY, APRIL 9, 1939

-2-

HARRY: And now the Half and Half Tobacco Lads are going to start our Easter Parade rolling with "Could Be."

1....(ORCHESTRA "COULD BE")

HARRY: Thank you very much ladies and gentlemen
That was "Could Be" played by the Half and Half Tobacco Lads.

("LONESOME OLD TOWN" - FADE IN UNDER)

HARRY: And now ladies and gentlemen, if you recall, on Christmas we brought you Santa Claus, on Thanksgiving we brought you a turkey. Today is Easter ... and we bring you an egg ... the Old Maestro ... Ben Bernie.

(APPLAUSE)

(THEME UP AND OUT)

BEN: Yowsah/^{yowsah.} Greetings, salutations, et cetera, and a happy Easter et cetera to yez all. This is Ben Bernie, the Old Easter rabbit, blowin' fragrant smoke rings from coastato coasta... and Harry, since this is Easter, you missed a good joke when you introduced me.

HARRY: I did? Maestro?

Uh-huh.

BEN: ~~Yowsah.~~ You should have said, "Here comes the Old Maestro, Ben Bunny." Get it?

ATX01 0179510

SUNDAY, APRIL 9, 1939

-3-

Well

HARRY: Do I have to? .. / Frankly Maestro, it never occurred to me to call you Ben Bunny. ~~But~~ I might have thought of it if you'd had a little hare. (LAUGH)
Get it?

Say

BEN: /Harry, that's the second time today that my head has been the subject of alleged humor. Why only this morning my little nephew said, "Uncle Ben, why don't you paint your head? Everybody decorates eggs on Easter." ... But I got even with him. I put a chocolate covered billiard ball in his Easter basket.

Well, that'll fix him a bit. But

HARRY: ~~Well~~ Maestro, I hope you weren't too upset to enjoy the Easter Parade.

BEN: No indeed, Harry. I picked out my best suit and spent the whole morning getting dressed up. And then when I was all slicked up I stepped out on Fifth Avenue. And immediately a group of little children started following me.

Well

HARRY: /What did they say?

BEN: ~~Whoxy ya going to buy? xxxxxx Say Harry, I saw you at the Easter Parade.~~

ATX01 0179511

BEN: "Where ya goin' bum?" Ah deah, but Harry, the thing I liked
 By gosh it seems women get the best of it around Easter
 best were the new spring styles for women. / My wife wore one
 of them new style suits. It had 24 buttons on it ... think of
 it - 24 buttons. And here I am, holding up my pants with a
 nail! But you should have seen the hat she wore ... A waffle
 with a poached egg on it.

HARRY: A waffle with a poached egg? Oh you must be kidding, Maestro.

BEN: Gosh, no Harry ... we went into a restaurant and she laid it
 on the table. Before I could get out it was on my check for
 fifteen cents.

HARRY: Well Maestro, I don't want to spoil your Easter, but did you
 hear what Winchell said about you last Sunday?

BEN: No ... I didn't.

HARRY: Well, he said there wouldn't be any surplus cotton in the south
 if all the people who don't like your jokes would stuff cotton
 in their ears. (LAUGH) I thought it was cute.

BEN: Oh ... He did, eh? Well ... there wouldn't be any surplus
lumber in the north if all the people who can't stand Winchell
 would put clothes pins on their noses! Ah, but enough of this,
 Harrykins. With my unpasteurized baritony I'm a-fixin' to help
 Colonel Manny Prager in a little ditty about the land of
 sagebrush and cactus. It's called "They're Mighty Tough In The
 West" ... and smile when you say them words, stranger! Take it
 away!

2.... (BYN & MANNY "THEY'RE MIGHTY TOUGH IN THE WEST")

HALF AND HALF
April 9, 1939

COMMERCIAL "A"

BERNIE:

That was Col. Manny Prager. The Western-Brooklyn cowboy.
And now youse guys ... when you've had your

supper and you're settled down in your favorite
easy chair ... you want to remember what wise old
Robt. Browning
~~once~~ once said ... "The best is yet to come".

Because the best IS yet to come, in the shape of a
pipeful of good old Half and Half Smoking Tobacco.

It's wonderful, the way a pipe brings peace to
yo' troubled soul, it really is. Yowsah/^{my}friends ...
smoke a pipeto calm you down.

VON ZELL:

And when you smoke a pipe, gentlemen ... be sure
it's a pipe of Half and Half Tobacco. Half and
Half Tobacco adds greatly to your smoking pleasure
-- and you can sense the reason why the instant
you open the tin. You notice at once that Half
and Half has an especially delightful fragrance
... a distinctive aroma that is finer, we believe,
than that of any other tobacco. And this aroma
is most important to you smokers ... because it's
a recognized scientific fact that the taste or

ATX01 0179513

HALF AND HALF
April 9, 1939
(REVISED)

COMMERCIAL "A" - 2

VON ZELL:
(CON'D)

9
flavor of any tobacco depends chiefly on its aroma. The makers of Half and Half turn this fact to your advantage by blending for you a more aromatic mixture of Virginia and Burley tobaccos.... a mixture that has a finer fragrance and therefore a finer taste. The next time, be sure you buy the tobacco that proves the importance of flavor plus aroma ... buy Half and Half Tobacco!

ATX01 0179514

BEN: Heah, heah. That was plain language from truthful Harry. And I echo them sentiments with exclamation points after each word. / ^I Wonder if the time will ever come when every man will know the joys of Half and Half Smokin' Tobacco - hum? Wal - I'm sure of one thing -- they will "Some of These Days."

3....(ORCHESTRA "SOME OF THESE DAYS")

BEN: That was me and the Half and Half Tobacco Lads Paradin' down the Avenue with "Some of These Days." And here comes the only lassie in this here parade, little Mary Small.

MARY: Hello, Maestro.

BEN: ~~Happy~~ Happy Easter, Mary ~~xxxx~~ Mary. Say, I've been waiting to thank you for that great big Easter egg you sent me.

MARY: Oh well, ~~xxx~~ I've been waiting to thank you for the jelly bean and the magnifying glass.

BEN: You sneaked that in on me, didn't you? By the way / Mary, I also want to thank you for the twenty rabbits. The twenty rabbits you sent from Fla.

MARY: I don't understand ~~Twenty~~ rabbits? I only sent you two rabbits.

SUNDAY, APRIL 9, 1939

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BEN: I still want to thank you for the twenty rabbits
Mm. ~~xxxxxxx~~ Well
~~xxxxxxx~~ But enough of this zoological
addenda.
~~xxxxxxx~~ What song have you rehearsed all after-
noon, Mary?

MARY: "I Cried For You."

BEN: It breaks my heart -- but if you must, cry on my left
lapel ... It'll keep my carnation fresh.

4....(MARY & ORCHESTRA "I CRIED FOR YOU")

(APPLAUSE)

BEN: Fiddle a racky sacky, a splendid hunk of crying, Mary
And here he comes now -
In his new Easter sack
He looks like a balloon
With a belt in ~~the~~ back.
his
S'help me - it's that Half and Half wit of Movietone
News - LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

BEN: Oh, deah, deah.
LEW: (LAUGH) Monkeys is the craziest people.

BEN: Oh deah. with those lilies
/ Well, well, Lew, /you certainly are dressed up today.

~~xxxxxxx~~

LEW: Yeah, ain't I cute
~~xxxxxxx~~, this is my Easter suit. See the vest
full of
(LAUGH) ~~xxxxxxx~~ egg.

SUNDAY, APRIL 9, 1939

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BEN: ^{are}
Lew, you' ~~re~~ a knockout. By the way, I saw you and your wife in the Easter Parade.

LEW: You did, Mister Bernic?

BEN: Yes, but what was the idea of your wife sitting on the sidewalk ~~streak~~ and wearing that funny looking hat?

LEW: That was no hat. (LAUGH) Somebody dropped a flower pot on her head.

BEN: Well, it fooled me. But I never could understand women's styles. All winter long they wear the flimsiest materials. ~~xxxxxxx~~ What keeps them from freezing, I can't see -

LEW: (COVLY) You ain't supposed to. But Mr. Bernie, ~~xxxxxxx~~ you should have seen ~~xxxxxxx~~ my little son Sycamore in the Easter parade?

BEN: ~~xxxxxxx~~

LEW: ~~xxxxxxx~~ And he was wearing his first pair of long pants. ~~xxxxxxx~~

BEN: ~~xxxxxxx~~ Long pants, eh?
~~xxxxxxx~~ / do they fit him well?

LEW: Oh, perfect. Only sometimes (GRUNT) his ears get caught in the pockets! But everybody in the parade ~~xxxxxxx~~ ^{was looking} at my new suit.

ATX01 0179517

Oh
BEN: / I bet all the girls thought you looked classy.

LEW: Did I look classy? They said I looked just like ~~x~~ the most
immac - the most elega - er - the most fast, er - fast
~~xxxxxxx~~ fat slob
~~xxxxxxx~~ (LAUGH) A ~~xxxxxxx~~

Say Lew you're not so fat - LEW: Oh thanks.
BEN: / Of course, Lew, you made a newsreel of the parade?

LEW: No, dis week I had to make a newsreel of the circus!

BEN: Ah, the good old circus days. By the way, what are the
prices this year, Lew?

LEW: Well, the sign ~~xxxxxxx~~ said, "Seats one dollar, two
dollars, three dollars and pop corn ten cents."

Well
BEN: / Which one did you buy.

LEW: I bought the pop corn but - (LAUGH) I had an awful time
sitting on it.

BEN: I can imagine! Tell me, Lew, how is the circus this year?

it's wonderful
LEW: Oh, ~~xxxxk~~. And I took little Sycamore in to see the
und
freaks. You know - the dog faced boy - /the flat headed
und
savage - /the ape man and the missing link. ~~xxxxxxx~~
~~xxxxxxx~~ he came out
singing.

BEN: What was he singing?

LEW: (LAUGH) Put them all together they spell ~~fallax!~~ ^{poppa} But the thing I liked best was the menagerie.

BEN: Yes, I like the animals, too.

LEW: And you know what Mr. Bernie - ⁱⁿ
~~and~~ there's the cutest little romance going on/there.
The monkey is in love with the giraffe.

BEN: No - not really.

LEW: (CUTE) Yeah - first he holds hands with her - then he runs up her neck and gives her a kiss - then he runs down ~~and holds hands with her~~ again - then he runs up her neck and gives her another kiss - up and down her neck he runs all day.

BEN: how did this all impress you?
Lew, ~~what are you watching it, what are you watching~~

LEW: Well ^{BEN: I'll say}
~~Only you're trying.~~ (LAUGH) With my flat feet, I'm glad my wife ain't a giraffe! / But the most thrilling ^{picture I get} ~~thing~~ all year ~~is where nine beautiful girls is shot out of~~ a cannon three times every day.

BEN: How do the girls feel after they've been shot out of a cannon?

LEW: I ^{They}
~~we~~ don't know. (LAUGH) ~~we~~ never find them.

(ORCHESTRA: LEHR PLAY OFF MUSIC)
(APPLAUSE)

BEN: Nice going, Lew! That was a three ring description. And now we and the Half and Half Tobacco Lads are gonna pick up our buzz saws and snore out a little serenade to the sand man. "Gotta Get Some Shut Eye". Ho-hum ... and if Myrna Loy's listening ... I'll see you in my dreams.

5.....(ORCHESTRA "GOTTA GET SOME SHUT EYE")

BEN: That was me and the Half and Half Tobacco Lads snoring off a couple of choruses while waitin' for Bobby Gibson to limber up his basso profundo. Come on out here, Bobby.

BOB: Happy Easter, Maestro ... has it been a pleasant holiday?

BEN: Yes ... I've had a lovely Easter, except for some bad news I got this morning. My nephew was flunked out of college.

BOB: Gee ... that's too bad.

BEN: Yeah. He got 90 in history ... 92 in algebra ... and 98 in english.

BOB: Say, they're swell marks. Why was he flunked?

BEN: He can't swallow gold fish. And now, Bobby, while I call up the dean, suppose you sing "Little Sir Echo"?

6.....(BOB & ORCHESTRA "LITTLE SIR ECHO")

(APPLAUSE)

HALF AND HALF
April 9, 1939

COMMERCIAL "B"

BERNIE: Thank you, Bobbykins, thank you. And now come closer, all youse married guys, while I whisper a bit of advice in yo' ears. The secret of a happy home is often in your pipe's aroma. Henry Wadsworth Bernie, ~~yawwak~~ deah, deah. That's why you want to fill up your trusty briar with Half and Half Smoking Tobacco. Because take it from the old Maestro ... your Better Half will love the fragrance of Half and Half ...

VON ZELL: gentlemen
Yes, ~~that is~~ a fact, ~~gentlemen~~ -- everyone in the room will enjoy the aroma of Half and Half Smoking Tobacco. And Half and Half has another advantage too. 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 ... and thus keep every pipeful of Half and Half within easy reach. You save trouble -- and you

ATX01 0179521

HALF AND HALF
April 9, 1939
(REVISED)

COMMERCIAL "B" - 2

VON ZELL: save the risk of scraping your fingers on the
(CON'T) side of the tin too. What's more ... because
you don't have to dig around when you fill your
pipe ... you get tobacco that's in better
smoking condition ... and you get it more easily ...
when you use Half and Half in the patented
telescope tin.

7....(ORCHESTRA "EASTER PARADE" HIT AND FADE)

BEN: And now methinks it only fitting and proper that we dedicate this number to all youse gals in your new Easter Bonnets and all youse Beau Brummels in your Easter finery with two pair of pants. Irving Berlin's "Easter Parade."

MUSIC: (ORCHESTRA FINISH)

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

BEN: Well, boys and gals, it looks like we've reached the bottom of our Easter basket. We may have filled the air with a few eggs, but it's all in fun. Myself, I'm kinda glad we live in a country where the eggs that come through the air are old jokes, and not old scrap-iron ... Well, reckon I ~~guess~~ that's that. We'll be seein' you next Sunday at the same time. And don't forget:

There's lots of smokin' pleasure in

That good old telescopic tin.

Yowsah - I mean good old Half and Half Smokin' Tobacco ...

And now, ~~reintroducing~~ the time has come to ~~xxxxxxxxxxxx~~ lend thine ear to a bit of au revoir.

SUNDAY, APRIL 9, 1939

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(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. Heard on this evening's program was "Easter Parade" from "As Thousands Cheer". THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0179524

"AS BROADCAST"

SUNDAY, APRIL 16, 1939
(REVISED)

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 mid-April mixture of mirth and music
 concocted by the Old Maestro, Ben Bernie. Stirred
 together in the punch bowl are All the Half and
 Half Tobacco Lads, All the Singers, and that
 punchy punchinello of Movietone News, Lew Lehr.

("LONESOME OLD TOWN" - FADE OUT)

HARRY: The Lads get things under way by pouring out the
 first helping of swing ... "Hold Tight."

1.... (ORCHESTRA "HOLD TIGHT")

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HARRY: Thank you very much, ladies and gentlemen.
That was "Hold Tight" played for you by the Half and
Half Tobacco Lads.

(LONESOME OLD TOWN ... FADE IN UNDER)

HARRY: And now we bring you the man whose house is so crowded
with relatives coming for the World's Fair, that he has
to sleep on a hook in the clothes closet. We give you
that fugitive from a moth ball, Ben Bernie!

(APPLAUSE)

(THESE UP AND OUT)

BEN: Yowsah, yowsah, yowsah. Greetings, salutations, and a
happy mid-April Sunday to yez all. This is Ben Bernie,
the old Maestro, blowin' fragrant smoke rings from
coast-a to coast-a. Well, folks, Harry Van Zell was
right. All my relatives are arriving in droves for
the fair. Oh, my friends, before you stands the latest
victim of the theory of relativity. Why, my apartment
is so crowded it looks like a rehearsal for "We, The
People". And would you believe it, Harry, my house looks
so much like a hotel, last night I caught myself stealing
my own towels. I know they're my towels 'cause they've
got Hotel Astor on 'em. And Harry, I don't even know half
the people there. Why, I've been feedin' a guy for six
weeks, and just yesterday I found out he was the Fuller
Brush Man.

HARRY: Well, I thought you looked kind of worried today, Maestro.

BEN: Worried? Why, Harry, I've got so much on my mind, the hair in my toupee is turning gray, I swear.

HARRY: Well now wait a minute, Maestro. Aren't your relatives paying their own way?

BEN: Paying?

HARRY: Yeah.

BEN: Why they're so broke that when they arrived they checked their wolves at the door. And what appetites they have! Yesterday I got a little tired feeding them, though, Harry.

HARRY: What did you do?

BEN: Oh, I fixed 'em. When they opened the ice box, all they found was a note saying "I'm not gonna buy youse guys any more food". And this morning when I opened my wallet, all I found was a note saying: "Oh, yeah?"

HARRY: Well, for goodness sake, Maestro ... what kind of people are they?

BEN: Well Harry, you never saw such nervy people. I didn't mind my uncle moving into my bedroom, but I really lost my temper when he put my shoes outside the door for me

BEN:
(CONT'D)

To shine so he could wear them. I got so mad, I would have kicked him in the pants ... if he wasn't wearing my suit!

HARRY:

Well Maestro, you're not the only one with a housing problem, you know. The whole city's jammed.

BEN:

Yes, Harry, New York is so crowded, there's only one vacancy left.

HARRY:

And what's that?

BEN:

Winchell's head! Oh dear. But enough of this idle chatter. Right here we have two minutes to kill, so it's been suggested that I massacre a song in my annihilating baritone. It's called "Ten Pretty Girls." Ah, no! Ten Myrna Loy's. Yes, yes.

.....(BEN & ORCHESTRA "TEN PRETTY GIRLS")

(APPLAUSE)

HALF AND HALF
April 16, 1939
(REVISED)

COMMERCIAL "A"

BERNIE: Thank you, thank you, very much
/ And now the Old Maestro feels a bit of homespun
wisdom coming on. You know friends ... every man
may not be a king ... but he can have a kingdom
of his own ... the kingdom of contentment. To
enter that kingdom ... just relax in yo' favorite
easy chair. To defend it against worry and trouble,
just load up yo' trusty pipe with good old Half
and Half Smoking Tobacco. Yowsah, folks ... smoke
a pipe ... to calm you down ...

VON ZELL: And gentlemen ... there's a very good reason why
Half and Half gives you a more delightful smoke.
You sense this reason the instant you open the tin.
You notice at once that Half and Half has an
especially pleasing fragrance ... finer, we
believe, than that of any other tobacco. And
this aroma is most important to you smokers, too,
because it's a recognized scientific fact that
the taste or flavor of any tobacco depends chiefly

ATX01 0179529

BEN: Von Zellie, you have spoken with the forcefulness of Cicero, the wisdom of Socrates, and the truthfulness of Washington. So 'elp me, and so I'a gonna take yo' hint and light up ma trusty pipe as me and the Half and Half Tobacco Lads dedicate a number to my hair brush: "I Get Along Without You Very Well". Git along, little laddies, git along.

.....(ORCHESTRA "I GET ALONG WITHOUT YOU")

BEN: That was me and the Half and Half Tobacco Lads playing "I Get Along Without You Very Well". But now here comes a little gal we can't get along without at all. Little Mary Small.

MARY: Hello, Maestro. How's the big hotel man?

BEN: Well, Mary, my place isn't really a hotel, but it's darn close to bein' one.

MARY: Tell me, are you running it on the European plan or the American plan?

BEN: What do you mean?

MARY: Well, on the American plan the guests pay for both room and meals, while on the European plan they pay for their rooms.

BEN: Well, my relatives live on the BESSIE plan. They pay

BEN: for nothin'. Mary, being' I'm blue 'cause my relatives
Con'd in the red, suppose you sing "Deep Purple" and make me a
rainbow. Heah, Heah.

4(MARY AND ORCHESTRA "DEEP PURPLE)

BEN: Nice vocalizing, Mary, nice vocalizing.

APPLAUSE

BEN: Well here he comes now,
To the public he's well,known,
He'll take anybody's picture
But he's scared to take his own.

So help me ... it's that Half and Half wit of Movæetone
News ... LEW LEHR!

(ORCHESTRA ... LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Say, Lew, ha, ha, I was at the Flower Show last night and I
say you making a newsreel.

LEW: Yeah, and waht a flower show. You know, Mr. Bernie, while I
was there, they dedicatec a flower to every movie star's face.

BEN: Is that a fact?

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LEW: Yeah - they dedicated an orchid to Hedy La Marr's face -
Alice Faye can you imagine, they also
a gardenia to ~~Dorothy Lamour~~ - and ~~they~~ dedicated a
flower to my face.

BEN: What was it?

LEW: (LAUGH) Dogwood. I took my little son Sycamore there
and did he embarrass me! His arms ^{was} ~~xxx~~ full of flowers
and suddenly he yelled something that made my face turn
red.

BEN: What did he yell?

LEW: (LAUGH) Papa, I'm losing my pansies! BEN: Lew!
But really, Mr. Bernie,
my heart was not in my work.

BEN: Why not?

LEW: (BASHFULLY) This week I became a new papa.

BEN: A new papa - well, well - a new papa, boys!
Well Lew - Congratulations.

LEW: Wait. (LAUGH) You ^{ain't} ~~haven't~~ seen it yet.

BEN: Well,
How old is the baby?

LEW: Two days. (LAUGH) It's my youngest.

BEN: I suppose the baby is normal.

ATX01 0179532

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LEW: Oh, no, Not quite. (LAUGH) It looks like me.

BEN: Looks like you? A boy or girl?

LEW: Please, ^{the cutest} A little girl. And we've got ~~xxxxx~~ name for her.
Little Mayonnaise.

BEN: Mayonnaise?

LEW: Yeah (LAUGH) ^{When she was born, she needed} ~~xxxxxx~~ without dressing.

BEN: Lew, how much did she weigh when she was born?

LEW: She weighed sixty pounds.

BEN: ~~Sixty pounds?~~ A new born baby weighing sixty pounds?

LEW: Yeah (LAUGH) I weighed her on my butcher's scale!

BEN: Well, I bet you were awfully nervous while you were waiting down at the hospital.

LEW: Oh, No - I was the most unconcern - the most indiffere --
the most nonchal - nonchal - (LAUGH) I fainted!

BEN: Oh, Lew, how you must have suffered.

ATX01 0179533

LEW: Yeah, what we fathers go thru! I sat there waiting for hours. Was I nervous! Every time I heard a baby cry, I jumped to my feet. (LAUGH) Four times the nurse fell off my lap. You know, Mr. Bernie, Mrs. Lehr hasn't seen the baby yet.

BEN: She hasn't seen her own baby?

LEW: No! (LAUGH) The want her to get stronger before she looks at it.

BEN: Well, Lew, you should both be very happy. Why you have your little son Sycamore and now you have a little daughter, Mayonaise.

LEW: Yeah, but now the house is so crowded, I gotta sell a couple of monkeys.

BEN: Well, as father to father, tell me ... Now that you've got a little Mayonaise home, I suppose she keeps you up at night, huh, walking the floor with her.

LEW: No, I got my own system. The first time she bawls, I ignore her. The second time she bawls, I turn over in bed. The third time she bawls I hide under the covers.

BEN: Well, Lew, I still don't get it ... What's your system?

LEW: (LAUGH) Four bawls, and I walk!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Congratulations, Lew, my boy.

Well, right now, my friends, me and the Half and Half Tobacco Lads are gonna pick up our Instruments and bat out a little number that we're gonna dedicate to the University of Virginia who showed us that good old southern hospitality when we played their prom the past week-end. The title? "GEE, BUT YOU'RE SWELL".

5. ORCHESTRA "GEE BUT YOU'RE SWELL"

BEN: Nice work, my lads, that was me and the Half and Half Tobacco lads paving the way for the Worcester Warbler, Bobby Gibson.

BOB: Say, Maes, I heard you say your house is getting to be quite a hotel. Why don't you give it a name?

BEN: Not a bad idea, Bobby. In fact, I'm trying to find a good one. I watched my relatives at the dinner table yesterday and I'm thinking of calling it the "Reaching Arms".

BOB: Well, that's pretty good, Maes.

BEN: The audience didn't think so, But I really think the best name would be "Commercial House"

BOB: Why "Commercial", Maes?

BEN: 'Cause as long as I have a commercial my relatives
will be on sustaining. While I call in a trained
seal to balance the books, suppose you sing
"Penny Serenade". Sing, B. G.

BOB: O. K., B. B.

BEN: Take it away, B. G.

6 (BOB GIBSON AND ORCHESTRA "PENNY SERENADE")

HALF AND HALF
April 16, 1939

COMMERCIAL "B"

BERNIE:

Thank you, Bobbykins, Thank you, my friends, thank you.
And here's a
little item for youse married guys, presented by
the Old Maestro's shopping service for husbands.
How about a bit of a gift for friend wife's
flower garden or window box? A fancy diggin'
tool of some kind, or a package of her favorite
seeds. huh? She'll be pleased by a thoughtful gift
like that ... she really will. Just as she's
always pleased when you're thoughtful enough to
fill up 'yo' old briar with Half and Half Tobacco.
Yowsah, my good friends, sure
your Better Half will love the fragrance
of Half and Half!

VON ZELL:

Yes smokers ... that certainly is true. The
aroma of Half and Half brings pleasure to everyone
in the room. And here's another advantage. Half
and Half is packed in a new and more convenient
kind of tin -- the patented telescope tin. This
tin is an exclusive Half and Half feature. It

ATX01 0179537

HALF AND HALF
April 16, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

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 within easy reach. You save trouble -- and you save the risk of scraping your fingers on the side of the tin, too. What's more ... because you don't have to dig around when you fill your pipe ... you get tobacco that's in better smoking condition ... and you get it more easily ... when you use Half and Half Tobacco in the patented telescope tin!

ATX01 0179538

(ORCHESTRA "AFTER YOU'VE GONE" HIT AND FADE)

BEN: And now we're playin' a bit of wishful thinkin' about
them
~~those~~ relatives of mine ... "After You've Gone."

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: Wal, boys and gals, the last allegro has been blown
through the ^{old}clarinets, the final andante has slid through
the trombones, and a good night vibrato has moaned through
the ^{old}fiddles. Which means that we've got to fold up our
sharps and flats and head homeward. But we'll be back in
seven days, with seven songs and seven jokes. I hope,
I hope, I hope, I hope, I hope, I hope, I hope,
I hope, I hope, Meanwhile, be thou ever mindful of them
stirring words of the poet - to wit:

"If you men want to smile and laugh-a

Smoke that good ole Half and Half-a."

Yowsah. And now, reluctantly, the time has come to ~~sox~~
~~xxxxxxxxxxxx~~ lend thine ears ...

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, APRIL 16, 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. Good night.

THIS IS THE COLUMBIA BROADCASTING SYSTEM. ^q

ATX01 0179540

April 12, 1939

I hereby give to YOUNG & RUBICAM, INC., 285 Madison Ave., New York City, permission to mention as follows the Fuller Brush Company, on the Ben Bernie program, Sunday, April 16, 1939, from 5:30 to 6:00 P.M. over the Columbia Broadcasting System:

BEN BERNIE: (Discussing the hordes of relatives who have descended on him for the World's Fair)

"I don't even know half of them. Why, I've been feeding a guy for six weeks, and just yesterday I found out he was the Fuller Brush man."

FULLER BRUSH COMPANY

By A. E. Testsel

ATX01 0179541

"AS BROADCAST"

SUNDAY, APRIL 16, 1939
(REVISED)

THE AMERICAN TOBACCO COMPANY

2nd Show

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 mid-April mixture of mirth and music
concocted by the Old Maestro, Ben Bernie. Stirred
together in the punch bowl are All the Half and
Half Tobacco Lads, All the Singers, and that
punchy punchinello of Movietone News, Lew Lehr.

("LONESOME OLD TOWN" - FADE OUT)

HARRY: The Lads get things under way by pouring out the
first helping of swing ... "Hold Tight."

1.... (ORCHESTRA "HOLD TIGHT")

ATX01 0179542

HARRY: Thank you very much, ladies and gentlemen.
That was "Hold Tight" played for you by the Half and
Half Tobacco Lads.

(LONESOME OLD TOBACCO ... FADE IN UNDER)

HARRY: And now we bring you the man whose house is so crowded
with relatives coming for the World's Fair, that he has
to sleep on a hook in the clothes closet. We give you
that fugitive from a moth ball, Ben Bernie!

(APPLAUSE)

(THESE UP AND OUT)

BEN: Yowsah, yowsah, yowsah. Greetings, salutations, and a
happy mid-April Sunday to yez all. This is Ben Bernie,
the old Maestro, blowin' fragrant smoke rings from
coast-a to coast-a. Well, folks, Harry Van Zeli was
right. All my relatives are arriving in droves for
the fair. ^{Deah, deah,} /Oh, my friends, before you stands the latest
victim of the theory of relativity. Why, my apartment
is so crowded it looks like a rehearsal for "Ye, The
People". And would you believe it, Harry, ^{honestly,} /my house looks
so much like a hotel, last night I caught myself stealing
my own towels. I know they're my towels 'cause they've
got Hotel Astor on 'em. And Harry, I don't even know half
the people there. Why, I've been feedin' a guy for six
weeks, and just yesterday I found out he was the Fuller
Brush Man.

HARRY: Well, I thought you looked kind of worried today, Maestro.

BEN: Worried? Why, Harry, I've got so much on my mind, the hair in my toupee is turning gray, I swear.

HARRY: Well now wait a minute, Maestro. Aren't your relatives paying their own way?

BEN: Paying?

HARRY: Yeah.

BEN: Why they're so broke that when they arrived they checked their wolves at the door. And what appetites they have! Yesterday I got a little tired feeding them, though, Harry.

HARRY: What did you do?

BEN: Oh, I fixed 'em. When they opened the ice box, all they found was a note saying "I'm not gonna buy youse guys any more food". And this morning when I opened my wallet, all I found was a note saying: "Oh, yeah?"

HARRY: Well, for goodness sake, Maestro ... what kind of people are they?

BEN: Well Harry, you never saw such nervy people. I didn't mind my uncle moving into my bedroom, but I really lost my temper when he put my shoes outside the door for me

BEN:
(CONT'D)

To shine so he could wear them. I got so mad, I would have kicked him in the pants ... if he wasn't wearing my suit!

HARRY:

Well Maestro, you're not the only one with a housing problem, you know. The whole city's jammed.

BEN:

Yes, Harry, New York is so crowded, there's only one vacancy left.

HARRY:

And what's that?

BEN:

Winchell's head! Oh desh. ^{That got 'em. That got 'em.} /But enough of this idle chatter. Right here we have two minutes to kill, so it's been suggested that I massacre a song in my annihilating baritone. It's called "Ten Pretty Girls." Ah, no! Ten Myrna Loy's. Yes, yes.

.....(BEN & ORCHESTRA "TEN PRETTY GIRLS")

(APPLAUSE)

HALF AND HALF
April 16, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

And
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
tobaccos ... BLENDED TO HAVE A FINER FRAGRANCE
and therefore a finer taste. Next time ... be
sure you buy the tobacco that combines the
advantages of flavor and aroma ... Half and Half
Tobacco!

ATX01 0179546

BEN:

Von Zelle, you have spoken with the forcefulness of Cicero, the wisdom of Socrates, and the truthfulness of Washington. So 'elp me, and so I'a gonna take yo' hint and light up me trusty pipe as me and the Half and Half Tobacco Lads dedicate a number to my hair brush: "I Get Along Without You Very Well". Git along, little laddies, git along.

.....(ORCHESTRA "I GET ALONG WITHOUT YOU")

BEN:

That was me and the Half and Half Tobacco Lads playing "I Get Along Without You Very Well". But now here comes a little gal we can't get along without at all. Little Mary Small.

MARY:

Hello, Maestro. How's the big hotel man?

BEN:

Well, Mary, my place isn't really a hotel, but it's darn close to bein' one.

MARY:

Tell me, are you running it on the European plan or the American plan?

BEN:

What do you mean?

MARY:

Well, on the American plan the guests pay for both room and meals, while on the European plan they pay for their rooms.

BEN:

Well, my relatives live on the BERNIE plan. They pay

BEN:
Con'd

for nothin'. Mary, being I'm blue 'cause my relatives
in the red, suppose you sing "Deep Purple" and make me a
rainbow. Heah, Heah.

(MARY AND ORCHESTRA "DEEP PURPLE")

BEN: Nice vocalizing, Mary, nice vocalizing.

APPLAUSE

BEN: Well here he comes now,
To the public he's well known,
He'll take anybody's picture
But he's scared to take his own.

So help me ... it's that Half and Half wit of Novistons
News ... LEW LEHR!

(ORCHESTRA ... LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Say, Lew, ha, ha, I was at the 'lover Show last night and I
say you making a newsreel.

LEW: Yeah, and want a flower show. You know, Mr. Bernie, while I
was there, they dedicat'ed a flower to every movie star's face.

BEN: Is that a fact?

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LEW: Yeah - they dedicated an orchid to Hedy La Marr's face -
Alice Faye can you imagine, they also
a gardenia to ~~XXXXXXXXXXXX~~ - and ~~XXXX~~ dedicated a
flower to my face.

BEN: What was it?

LEW: (LAUGH) Dogwood. I took my little son Sycamore there
and did he embarrass me! His arms ^{was} ~~XXXX~~ full of flowers
and suddenly he yelled something that made my face turn
red.

BEN: What did he yell?

LEW: (LAUGH) Papa, BEN: Lew!
I'm losing my pansies! But really, Mr. Bernie,
my heart was not in my work.

BEN: Why not?

LEW: (BASHFULLY) This week I became a new papa.

BEN: A new papa - well, well - a new papa, boys!
Well Lew - Congratulations.

LEW: Wait. (LAUGH) You ~~xxxxxx~~ ^{ain't} seen it yet.

BEN: Well,
How old is the baby?

LEW: Two days. (LAUGH) It's my youngest.

BEN: I suppose the baby is normal.

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LEW: Oh, no, Not quite. (LAUGH) It looks like me.

BEN: Looks like you? A boy or girl?

LEW: Please, A little girl. And we've got ^{the cutest} ~~such a~~ name for her.

Little Mayonnaise.

BEN: Mayonnaise?

LEW: Yeah (LAUGH) ~~Excuse me, excuse me~~ ^{When she was born she needed} dressing.

BEN: Lew, how much did she weigh when she was born?

LEW: She weighed sixty pounds.

BEN: ~~Sixty pounds?~~ A new born baby weighing sixty pounds?

LEW: Yeah (LAUGH) I weighed her on my butcher's scale!

BEN: Well, I bet you were awfully nervous while you were waiting down at the hospital.

LEW: Oh, No - I was the most unconcern - the most indiffere -- the most nonchal - nonchal - (LAUGH) I fainted!

BEN: Oh, Lew, how you must have suffered.

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LEW: Yeah, what we fathers go thru! I sat there waiting for hours. Was I nervous! Every time I heard a baby cry, I jumped to my feet. (LAUGH) Four times the nurse fell off my lap. You know, Mr. Bernie, Mrs. Lehr hasn't seen the baby yet.

BEN: She hasn't seen her own baby?

LEW: No! (LAUGH) The want her to get stronger before she looks at it.

BEN: Well, Lew, you should both be very happy. Why you have your little son Sycamore and now you have a little daughter, Mayonaise.

LEW: Yeah, but now the house is so crowded, I gotta sell a couple of monkeys.

BEN: Well, as father to father, tell me ... Now that you've got a little Mayonaise home, I suppose she keeps you up at night, huh, walking the floor with her.

LEW: No, I got my own system. The first time she bawls, I ignore her. The second time she bawls, I turn over in bed. The third time she bawls I hide under the covers.

BEN: Well, Lew, I still don't get it ... What's your system?

LEW: (LAUGH) Four bawls, and I walk!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN:

Congratulations, Lew, my boy, and good luck to little Mayonaise. I know you'll get a lot of pleasure out of looking at the baby. But I'm not so sure about the vice versa.

Well, right now, my friends, me and the Half and Half Tobacco Lads are gonna pick up our Instruments and bust out a little number that we're gonna dedicate to the University of Virginia who showed us that good old southern hospitality when we played their prom the past week-end. The title? "GEE, BUT YOU'RE SWELL".

5. (ORCHESTRA) " GEE BUT YOU'RE SWELL. "

BEN:

Nice work, my lads, that was me and the Half and Half Tobacco lads paving the way for the Worcester Warbler, Bobby Gibson.

BOB:

Say, Maas, I heard you say your house is getting to be quite a hotel. Why don't you give it a name?

BEN:

Not a bad idea, Bobby. In fact, I'm trying to find a good one. I watched my relatives at the dinner table yesterday and I'm thinking of calling it the "Reaching Arms".

BOB:

Well, that's pretty good, Maas.

BEN:

The audience didn't think so, But I really think the best name would be "Commercial House"

BOB:

Why "Commercial", Maas?

BEN: 'Cause, as long as I have a commercial my relatives
will be on sustaining. It's a technical joke ... While
I call in a trained seal to balance the books,
suppose you sing, Penny Serenade. Sing, B. G.

BOB: O. K., B. B.

6 (BOB GIBSON AND ORCHESTRA "PENNY SERENADE")

(APPLAUSE)

HALF AND HALF
April 16, 1939

COMMERCIAL "B"

BERNIE:

Thank you, Bobbykins, Thank you, my friends, thank you
And here's a
little item for youse married guys, presented by
the Old Maestro's shopping service for husbands.
How about a bit of a gift for friend wife's
flower garden or window box? A fancy diggin'
tool of some kind, or a package of her favorite
seeds. huh? She'll be pleased by a thoughtful gift
like that ... she really will. Just as she's
always pleased when you're thoughtful enough to
fill up 'yo' old briar with Half and Half Tobacco.
Yowsah, my good friends sure
your Better Half will love the fragrance
of Half and Half!

VON ZELL:

Yes smokers ... that certainly is true. The
aroma of Half and Half brings pleasure to everyone
in the room. And here's another advantage. Half
and Half is packed in a new and more convenient
kind of tin -- the patented telescope tin. This
tin is an exclusive Half and Half feature. It

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HALF AND HALF
April 16, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

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 within easy reach. You save trouble -- and you save the risk of scraping your fingers on the side of the tin, too. What's more ... because you don't have to dig around when you fill your pipe ... you get tobacco that's in better smoking condition ... and you get it more easily ... when you use Half and Half Tobacco in the patented telescope tin!

ATX01 0179555

(ORCHESTRA "AFTER YOU'VE GONE" HIT AND FADE)

BEN: And now we're playin' a bit of wishful thinkin' about them ~~xxxx~~ relatives of mine ... "After You've Gone."

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: Wal, boys and gals, the last allegro has been blown through the ^{old}clarinets, the final andante has slid through the trombones, and a good night vibrato has moaned through the ^{old}fiddles. Which means that we've got to fold up our sharps and flats and head homeward. But we'll be back in seven days, with seven songs and seven jokes. I hope, I hope, I hope, I hope, I hope, I hope, I hope, I hope. I hope, I hope, I hope, I hope, I hope. Meanwhile, be thou ever mindful of them stirring words of the poet - to wit:

"If you men want to smile and laugh-a
Smoke that good ole Half and Half-a."

Yowsah. And now, reluctantly, the time has come to ~~xxx~~
~~xxxxxxxxxxxx~~ lend thine ears...

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

"AS BROADCAST" COPY

SUNDAY, APRIL 23, 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 humor and harmony. Sitting in a
pleasant haze of pipe smoke are All the Lads, All the
Singers, and the Old Maestro, Ben Bernie. And sitting
in a pleasant daze, is that dialectic Dracula of
Movietone News, Lew Lehr ...

("LONESOME OLD TOWN"... FADE OUT)

ATX01 0179557

HARRY: Well - I guess that covers the minor details, so we might as well ask the Half and Half Tobacco Lads to get things under way with "Honolulu".

(1.....ORCHESTRA "HONOLULU")

HARRY: Thank^d you very much, ladies and gentlemen / That was "Honolulu", played by the Half and Half Tobacco Lads.

("LONESOME OLD TOWN" ... FADE IN UNDER)

HARRY: And now we bring you the man who has been busy taking his visiting ^{relatives} /every place in New York - that is, every place that's free ... the Old Maestro, Ben Bernie! (APPLAUSE)

BEN: Yowsah, yowsah. ^{yowsah} / Greetings, salutations and pleasant April howdydos to yez all. This is Ben Bernie, the Old Maestro, comin' to yez ^{once again} /over a coast-to-coast ^{back} light-up ... Ah, Harry, it's thrilling to be / in New York right now.

HARRY: Yes, / It certainly is, Maes.

BEN: The World's Fair opening -- baseball season opening -- new shows opening -- night clubs opening. What a summer this'll be. ^{HARRY: Yes, sir.} / Everything will be open except one thing.

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HARRY: What's that?

BEN: Winchell's pocketbook.

HARRY: Maestro, did you enjoy showing your relatives around New York?

BEN: Enjoy it? Harry, I've walked so much my feet are suing my arches for non-support.

HARRY: Well, what points of interest did you show them?

BEN: Well, first I showed them our subways and my uncle Josh Bernie from Iowa was really amazed.

HARRY: Well, why was he amazed at our subways?

BEN: Well, he said "New York sure must be full of crooks, the way you have to hide your street cars."

HARRY: Well, I suppose the first place you took your relatives of course, was to the Central Park Zoo.

BEN: Yes ... but the moment we got there they made us leave.

HARRY: Why?

BEN: The laughing Hyena got hysterical.

HARRY: Well, then where did you go?

ATK01 0179559

SUNDAY, APRIL 23, 1939

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BEN: I took them all to Coney Island. What a day, Harry - we stopped at the Merry-Go-Round and my grandfather got on one of those wooden ponies. But right in the middle of the ride he jumped off the horse with a pained expression and started yelling.

HARRY: Well, what did he yell?

BEN: Hi Yo Silver! But what they really wanted to see was the bright lights, so I took them to a night-club.

HARRY: Oh, a night club? Well, how did your grandpop like that?

BEN: Well, soon as we got to a table he started eating. First he ate his apetizer ... then his soup, and then his roast. And after that one of the chorus girls sat down on his lap and started kissing him.

HARRY: Oh, and what did grandpop say?

BEN: He said "Take her away. I ordered apple-pie!" Oh, but enough of this, Bernie, we're waiting for a song. Thanks, Mister. Colonel Manny Prager and I, the duet that just won't be discouraged, are gonna bust out with WHEN THE CIRCUS COMES TO TOWN in our Annie Oakley baritonies. Strike up the caleecoppie, boys!

2....(BEN BERNIE & MANNY PRAGER "WHEN THE CIRCUS COMES TO TOWN")

(APPLAUSE)

ATX01 0179560

HALF AND HALF PROGRAM
Sunday, April 23, 1939

COMMERCIAL -A-

BERNIE: And now youse guys ... we all know how easy it is to pile up a mountain of trouble over every little molehill ~~that~~ we come to along the road of life. But it's not worth while, s'help me it's not. So don't get all excited about all the~~se~~^o little things. Instead ... to keep yo' poise and yo' perspective ... just smoke a pipe to calm you down. And for the besta smoke of all ... fill up that pipe with good old Half and Half Tobacco.

VON ZELL ... Yes smokers ... that~~s~~^{is} mighty sound advice. You can even sense the reason why Half and Half is a more delightful smoke the instant you open the tin. Half and Half has a distinctive and especially pleasing fragrance ... finer, we believe, than that of any other tobacco. And this adds greatly to your pipe saking pleasure ... 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 turn this fact to your advantage by blending for you

ATX01 0179561

SUNDAY, APRIL 23, 1939

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BEN: Von Zellie, you have carried the message to Garcia without droppin' a single syllable. And while I'm lightin' up my own pipe with Half and Half Tobacco, the Lads are gonna give out with that piano concerto for thumb and forefinger ... "Chopsticks".

(3.....(ORCHESTRA "CHOPSTICKS")

BEN: Well done, my lads, well done.
/ That was me and the Half and Half tobacco lads doing Deah deah, a bit of a pun. I shan't try it again, of course, our Christmas chopping early. / But we figures it's of course.
never too early to bring you our little lady with the lilt in her voice ... the first lady of the band ...

Mary Small.

BEN: Oh, relatives here, eh?

MARY: Maestro, I imagine you must have had a lot of fun taking your relatives around the city.

BEN: No, Mary, as a matter of fact it's sort of embarrassing. You see they're all bald-headed.

MARY: All of them?

BEN: Yes. ~~Ask~~ this morning when we ~~ask~~ got on top of a bus to go downtown we looked like a truck-load of hene-y-dew melons ... Now, Mary, what are you going to sing?

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MARY: "Our Love".

BEN: "Our Love"! Oh, Mary - if I were only six months younger!

(4.....MARY & ORCHESTRA "OUR LOVE")

BEN: Beautiful, beautiful, Mary. That was "Our Love" and that was Al Evans who played the celeste and not only did he play the And here he comes now - celeste but he hired the darn thing.

Fast as he's able,

And from his Hat up

He looks like Clark Gable!

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

News - LEW LEHR!

(ORCHESTRA ... PLAY-ON ... APPLAUSE)

LEW: (LAUGHS) Monkeys iss der craziest people!

BEN: I swear Lew, you're looking the picture of health
~~xxx~~, you're looking the picture of health ... Look at those ruddy cheeks ... Look at that streamlined physique. I'll bet you're taking plenty of exercise.

LEW: Am I taking plenty of exercise? Why, every day from nine to twelve I hit the punching/^{bag}er - er ... I run twenty mi - er - er ... I use the muscle-building paraphernal - paraphernal - (LAUGH) I sleep!!

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BEN: ~~Now~~ Lew, you're kidding. / Why, you have the Body
Beautiful.

LEW: (CUTELY) It's not only beautiful ... (GRUNT) It's
atrocious!

BEN: Well now
/ Lew, don't be so modest. Now out with it, what kind
of exercise do you take?

LEW: (CONFIDENTIALLY) Well, I'll tell you. The first thing
I do every morning, I touch my shoes 100 times.

BEN: And then?

LEW: Then (LAUGH) I take them off the mantelpiece and put
them on. (CONFIDENTIALLY) ~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXX~~

BEN: ~~XXXXXXXXXXXXXXXXXXXX~~ But Lew, I hope your violent
exercise didn't interfere with your making a newsreel
this week.

LEW: Oh, no. / ^{this week} I went down to the airport and made a newsreel
of a school for lady aviators.

BEN: Lady aviators? Lew, do you believe in women flying?

LEW: Certainly. ^{always} My wife flies and I/go up with her.

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BEN: Why, Lew - that's dangerous. You both would live longer if ~~she~~ ^{your wife} stayed in the kitchen.

LEW: ^{BEN: Ah huh} You think so./ (LAUGH) Have you ever tasted her cooking?

BEN: Well, you ~~might~~ ^{got} something there./ ^{brother} Lew, how are you when it comes to flying? Can you stand high altitude?

LEW: ^{High altitude?} ~~Oh, no, no, no, no, no.~~ (LAUGH) I even get dizzy when I kiss a tall blonde.

BEN: Don't we all. Suppose you tell us more about this school for women aviators.

LEW: ~~Well, there was one woman who went up in the air. Oh, boy, was she a big mama. She was so fat!~~
~~Well, there was one~~
~~fat! What~~
women went up in the air. Oh, boy, was she/a big mama.

BEN: ~~She was so fat!~~

LEW: ~~You know, she did the loop the loop and then she zoomed a bit and then she glitized right up in front of the sun.~~

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BEN: And then what happened?

LEW: (LAUGH) A total eclipse.

BEN: An astronomical phenomenon, ~~xxxxxx~~

LEW: Yeah. And then my mother-in-law decided to go up in a
airplane so I went with her. She went up in the air
twenty thousand feet.

BEN: ~~Mmmm ...~~ /Did the high altitude disagree with your mother-in-law?

LEW: Disagree. / (LAUGH) It wouldn't dare! Suddenly my
mother-in-law ~~xxxx~~ ^{went right} through the Milky Way.

BEN: She went/^{right}through the Milky Way? What happened?

LEW: (LAUGH) It turned to sour cream, and then we flew away out
over the ocean.

BEN: ~~Did you see the stars?~~

LEW: ~~Oh, yes, the stars were very bright, and the stars were very bright,~~
~~over the ocean.~~

BEN: Over the ocean?

LEW: Yes, and suddenly I noticed we were flying a little
bit too low.

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SUNDAY, APRIL 23, 1939

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BEN: What made you think you were flying too low?

LEW: (LAUGH) Three mackerel were looking in the window!

BEN: Well, that's a pretty sure sign.

LEW: Yeah - so up we flew - five thousand feet. Suddenly the plane stopped.

BEN: Mechanical trouble?

LEW: Sort of. (LAUGH) The motor fell out! So down we fell one thousand three thousand five thousand feet but we made a perfect landing.

BEN: Oh, I'm glad to hear that. / I bet while you were falling down your wife must have been frantic.

LEW: Yeah. When I stepped out of the plane there she was, sobbing ~~xxxxxxx~~ and crying and (GRUNT) holding my life insurance policy in both hands.

(PLAY-OFF ... APPLAUSE)

BEN: Yowsah, yowsah, yowsah.
~~xxxxxx flying down xxxxx flying xxxxx really xxxxx xxxxx~~
~~xxxxxx flying with the xxxxx xxxxx xxxxx~~
But right
~~xxxxxx xxxxx xxxxx~~ now the Half and

ATK01 0179567

BEN:
(CONT'D)

Half Tobacco Lads are gonna play the hit song from "Leave It
To Me." Ah
Ah, My Heart Belongs To Daddy, that is the official title -
Personally my heart belongs to Myrna.
Right, that's the title for the record.

(5.....ORCHESTRA "MY HEART BELONGS TO DADDY")

BEN: That was me and the Half and Half Tobacco Lads playin'
the overture to Bobby Gibson, the Tyrone Power of
Ninth Avenue.

BOBBY: Hello Maestro. I'm ready to do my best for the dear old
Alma Mater - good old Half and Half.

BEN: Spoken like a true gentleman. He rehearsed that for half
an hour incidentally. Say Bobby, we sure had a swell time
trouping through Penn. last week didn't we?

BOBBY: We sure did.

BEN: The good old one-nighters. And Bobby to show our appreciation
to Father Downs and the good people of Bellefonte, suppose
you sing their favorite song.
Bobby, "The Funny Old Hills".

(6.....BOB & ORCHESTRA "THE FUNNY OLD HILLS")

HALF AND HALF PROGRAM
Sunday, April 23, 1939
(REVISED)

COMMERCIAL -B-

BERNIE ... Thank you Bobykins, thank you. Those melodious sounds spread contentment through this yere room, they really did. And therein lies a little lesson for every one of youse guys who are listening in. Be considerate of friend wife ... by making sure that your pipe also spreads sweet contentment through the room. It will ... if you're sure to make it a pipe of Half and Half smoking tobacco. ^{Yowsah,} ~~Yaxx,~~ take it from the old maestro ... your Better Half will love the fragrance of Half and Half!

VON ZELL: ^{is} Gentlemen ... that ~~xx~~ a fact. Everyone in the room enjoys the aroma of Half and Half tobacco. And that isn't the only advantage of Half and Half either. Half and Half is even 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 and thus keep every pipeful of Half and Half always within easy reach. You save trouble -- and

ATX01 0179569

HALF AND HALF PROGRAM
Sunday, April 23, 1939

COMMERCIAL -B 2-

VON ZELL:
(CONT'D)

you save the risk of scraping your fingers too.
What's more ... because you don't have to dig around
when you fill your pipe ... you get tobacco that's
in better smoking condition ... and you get it more
easily ... when you use Half and Half Tobacco in the
patented telescope tin!

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(ORCHESTRA "SOMEBODY LOVES ME" HIT AND FADE)

BEN: Me and the Half and Half Lads are playin' "Somebody
And I hope it's El Chico cause I got two
Loves Me". ~~xxxxxx~~
smackers on his nose in the Kentucky Derby. Yeah!
~~xxxxxx~~

(7.....ORCHESTRA "SOMEBODY LOVES ME" UP TO FINISH)

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

BEN: Well, boys and gals, old Father Time just gave us the
wink, which means we gotta be moseyin' along. ~~xxxxxx~~
~~xxxxxx~~
~~xxxxxx~~ Till then ...

day yo' favorite smokin' topic

Be the tin that's telescopic.

And I mean Half and Half Tobacco, so 'elp me.

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

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

ATX01 0179571

SUNDAY, APRIL 23, 1939
(Revised)

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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.

Starting next week for listeners not on Daylight
Saving Time, this program will be ^{on} one hour earlier.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179572

April 18, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC. to mention the Automat as follows on the Ben Bernie radio program Sunday, April 23rd, 1939, from 5:30 to 6:00 P.M. over the Columbia Broadcasting System:

BOBBY GIBSON: Say, Maestro, I saw you and all your relatives eating in the Automat yesterday. Did you have a good meal?

BEN BERNIE: Yes, but we had a little accident there in the Automat. My uncle got his beard caught in one of the slots.

BOBBY GIBSON: What happened?

BEN BERNIE: A woman came along and said, "I'll take that vegetable platter but I don't want all that spinach."

HORN & HARDART, INC.

(SIGNED)

C. P. Farley

ATX01 0179573

April 18, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC. to mention the name of Mr. Bernarr MacFadden on the Ben Bernie radio program Sunday, April 23rd, 1939, from 5:30 to 6:00 P.M. over the Columbia Broadcasting System:

LEW LEHR: The first thing I do every morning, I touch my shoes 100times.

BEN BERNIE: And then?

LEW LEHR: Then (LAUGH) I take them off the mantelpiece and put them on. (CONFIDENTIALLY) please don't tell Bernarr MacFadden.

(signed)

J. P. Weigers - MacFadden Publications

ATX01 0179574

April 18, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC. to mention as follows the production "Ceiling Zero" on the Ben Bernie program Sunday, April 23rd, 1939, from 5:30 to 6:00 P.M. over the Columbia Broadcasting System:

BEN BERNIE: (After Lew Lehr has finished his comedy spot)

"Nice flying, Lew, nice flying. Lew really should make a great flyer with that brain of his. His head represents Ceiling Zero."

(signed)

WARNER BROS.

Jacob Wilk

ATK01 0179575

REBROADCAST

"AS BROADCAST" COPY

SUNDAY, APRIL 23, 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^a 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 and harmony. Sitting in a
 pleasant haze of pipe smoke are All the Lads, All the
 Singers, and the Old Maestro, Ben Bernie. And sitting
 in a pleasant daze, is that dialectic Dracula of
 Movietone News, Lew Lehr ...

("LONESOME OLD TOWN"... FADE OUT)

ATX01 0179576

SUNDAY, APRIL 23, 1939

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HARRY: Well - I guess that covers the minor details, so we might as well ask the Half and Half Tobacco Lads to get things under way with "Honolulu".

(1.....ORCHESTRA "HONOLULU")

HARRY: Thank you very much, ladies and gentlemen.
/ That was "Honolulu", played by the Half and Half Tobacco Lads.

("LONESOME OLD TOWN" ... FADE IN UNDER)

HARRY: And now we bring you the man who has been busy taking his visiting ^{relatives} / every place in New York - that is, every place that's free ... the Old Maestro, Ben Bernie!

(APPLAUSE)

BEN: ^{Yowsah.}
Yowsah, yowsah. / Greetings, salutations and pleasant April howdydos to yez all. This is Ben Bernie, the Old Maestro, comin' to yez / ^{once again} over a coast-to-coast ^{back} light-up ... Ah, Harry, it's thrilling to be / in New York right now.

HARRY: ^{Yes}
/ It certainly is, Maestro.

BEN: The World's Fair opening -- baseball season opening -- new shows opening -- night clubs opening. What a summer this'll be. / ^{HARRY: Yes, sir.} Everything will be open except one thing.

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HARRY: What's that?

BEN: Winchell's pocketbook.

HARRY: Maestro, did you enjoy showing your relatives around New York?

BEN: Enjoy it? Harry, I've walked so much my feet are suing my arches for non-support.

HARRY: Well, what points of interest did you show them?

BEN: Well, first I showed them our subways and my uncle Josh Bernie from Iowa was really amazed.

HARRY: Well, why was he amazed at our subways?

BEN: Well, he said "New York sure must be full of crooks, the way you have to hide your street cars."

HARRY: Well, I suppose the first place you took your relatives of course, was to the Central Park Zoo.

BEN: Yes ... but the moment we got there they made us leave.

HARRY: Why?

BEN: The laughing Hyena got hysterical.

HARRY: Well, then where did you go?

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SUNDAY, APRIL 23, 1939

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BEN: I took them all to Coney Island. What a day, Harry - we stopped at the Merry-Go-Round and my grandfather got on one of those wooden ponies. But right in the middle of the ride he jumped off the horse with a pained expression and started yelling.

HARRY: Well, what did he yell?

BEN: Hi Yo Silver! But what they really wanted to see was the bright lights, so I took them to a night-club.

HARRY: Oh, a night club? Well, how did your grandpop like that?

BEN: Well, soon as we got to a table he started eating. First he ate his appetizer ... then his soup, and then his roast. And after that one of the chorus girls sat down on his lap and started kissing him.

HARRY: Oh, and what did grandpop say?

BEN: He said "Take her away. I ordered apple-pie!" Oh, but enough of this, Bernie, we're waiting for a song. Thanks, Mister. Colonel Manny Prager and I, the duet that just won't be discouraged, are gonna bust out with WHEN THE CIRCUS COMES TO TOWN in our Annie Oakley baritonies. Strike up the calceoppie, boys!

2.... (BEN BERNIE & MANNY PRAGER "WHEN THE CIRCUS COMES TO TOWN")

(APPLAUSE)

ATX01 0179579

HALF AND HALF PROGRAM
Sunday, April 23, 1939

COMMERCIAL -A-

BERNIE: And now youse guys ... we all know how easy it is to pile up a mountain of trouble over every little molehill ~~that~~ we come to along the road of life. But it's not worth while, s'help me it's not. So
a don't get all excited about all ~~them~~ little things. Instead ... to keep yo' poise and yo' perspective ... just snake a pipe to calm you down. And for the besta smoke of all ... fill up that pipe with good old Half and Half Tobacco.

VON ZELL ... Yes smokers ... ^{is} that ~~is~~ mighty sound advice. You can even sense the reason why Half and Half is a more delightful smoke the instant you open the tin. Half and Half has a distinctive and especially pleasing fragrance ... finer, we believe, than that of any other tobacco. And this adds greatly to your pipe smoking pleasure ... 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 turn this fact to your advantage by blending for you

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HALF AND HALF PROGRAM
Sunday, April 23, 1939

COMMERCIAL -A 2-

VON ZELL:
(CONT'D)

a more aromatic mixture of Virginia and Burley
tobaccos ... an exclusive mixture that has a finer
fragrance and therefore a finer taste. Next time ...
be sure you buy the tobacco that proves the importance
of flavor PLUS aroma ... Half and Half Tobacco!

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BEN: Von Zellie, you have carried the message to Garcia without droppin' a single syllable. And while I'm lightin' up my own pipe with Half and Half Tobacco, the Lads are gonna give out with that piano concerto
4 for thumb and forefinger ... "Chopsticks".

(3.....(ORCHESTRA "CHOPSTICKS")

BEN: Well done, my lads, well done.
/That was me and the Half and Half tobacco lads doing our Christmas chopping early. But we figures it's never too early to bring you our little lady with the lilt in her voice ... the first lady of the band ... Mary Small.

MARY: BEN: Oh relatives here, eh?
Maestro, /I imagine you must have had a lot of fun taking your relatives around the city.

BEN: No, Mary, as a matter of fact it's sort of embarrassing. You see they're all bald-headed.

MARY: All of them?

BEN: Yes. ~~And~~ this morning when we ~~all~~ got on top of a bus to go downtown we looked like a truck-load of henny-dew melons ... Now, Mary, what are you going to sing?

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MARY: "Our Love".

BEN: "Our Love"! Oh, Mary - if I were only six months younger!

(4.....MARY & ORCHESTRA "OUR LOVE")

BEN: Beautiful, beautiful, Mary. That was "Our Love". It was wonderful, Mary. And here he comes now -

Fast as he's able,

And from his Hat up

He looks like Clark Gable!

S'help me, it's that Half and Half wit of Movietone News - LEW LEHR!

(ORCHESTRA ... PLAY-ON ... APPLAUSE)

LEW: (LAUGHS) Monkeys iss der craziest people!

BEN: I swear Lew, you're looking the picture of health. ~~kes~~, you're looking the picture of health ... Look at those ruddy cheeks ... Look at that streamlined physique. I'll bet you're taking plenty of exercise.

LEW: Am I taking plenty of exercise? Why, every day from nine to twelve I hit the punching^{bag} er - er ... I run twenty mi - er - er ... I use the muscle-building paraphernal - paraphernal - (LAUGH) I sleep!!

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BEN: Ah ^{You can't kid me with that.}
~~Now~~ Lew, you're kidding./ Why, you have the Body
Beautiful.

LEW: (CUTELY) It's not only beautiful ... (GRUNT) It's
atrocious!

BEN: Well now ^a
/ Lew, don't be so modest. Now out with it, what kind
of exercise do you take?

LEW: (CONFIDENTIALLY) Well, I'll tell you. The first thing
I do every morning, I touch my shoes 100 times.

BEN: And then?

LEW: Then (LAUGH) I take them off the mantelpiece and put
them on. (CONFIDENTIALLY) ~~xxxxxxxxxxxxxxxxxxxxxxxx~~
~~xxxxxxxxxxxxxxxxxxxxxxxx~~

BEN: ~~xxxxxxxxxxxxxxxxxxxxxxxx~~ But Lew, I hope your violent
exercise didn't interfere with your making a newsreel
this week.

LEW: ^{this week}
Oh, no./ I went down to the airport and made a newsreel
of a school for lady aviators.

BEN: Lady aviators? Lew, do you believe in women flying?

LEW: Certainly. My wife flies and I ^{always} go up with her.

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BEN: Why, Lew - that's dangerous. You both would live
your wife
longer if ~~she~~ stayed in the kitchen.

BEN: Ah huh
LEW: You think so./ (LAUGH) Have you ever tasted her
cooking?

BEN: Well, you ~~might have~~ got something there/ brother.
Lew, how are
you when it comes to flying? Can you stand high altitude?

LEW: High altitude?
~~Oh, yes, yes, yes, yes~~ (LAUGH) I even get dizzy when I kiss
a tall blonde.

BEN: Don't we all. Suppose you tell us more about this
school for women aviators.

LEW: ~~Well, there was one woman who went up in the air. Oh, boy, was she a big mama.~~
~~Well there was one~~
~~fat! What~~
woman went up in the air. Oh, boy, was she/a big mama.
~~She was a big mama.~~

BEN: ~~She was a big mama.~~

LEW: ~~She was a big mama.~~ First she did the loop the loop and
then she zoomed a bit and then she glitized right up in
front of the sun.

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BEN: And then what happened?

LEW: (LAUGH) A total eclipse.

BEN: An astronomical phenomenon, ~~xxxxxxx~~.

a

LEW: Yeah. And then my mother-in-law decided to go up in a
airplane so I went with her. She went up in the air
twenty thousand feet.

BEN: Mmm ...
/ Did the high altitude disagree with your mother-in-law?

LEW: Disagree. / (LAUGH) It wouldn't dare! Suddenly my
mother-in-law ~~xxxx~~ through the Milky Way.

BEN: She went/^{right}through the Milky Way? What happened?

LEW: (LAUGH) It turned to sour cream and then we flew away out
over the ocean.

BEN: ~~xxxxxxx~~

LEW: ~~xxxxxxx~~
~~xxxxxxx~~

BEN: Over the ocean?

LEW: Yes, and suddenly I noticed we were flying a little
bit too low.

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BEN: What made you think you were flying too low?

LEW: (LAUGH) Three mackeral were looking in the window!

That's a definite sign.

BEN: ~~What's that's a pretty definite sign.~~

LEW: Yeah - so up we flew - five thousand feet. Suddenly the plane stopped.

BEN: Mechanical trouble?

LEW: Sort of, (LAUGH) The motor fell out! So down we fell one thousand three thousand five thousand feet but we made a perfect landing.

LEW: Yeah.

BEN: Oh, I'm glad to hear that. / I bet while you were falling down your wife must have been frantic.

LEW: Yeah. When I stepped out of the plane there she was, sobbing ~~and wailing~~ and crying and (GRUNT) holding my life insurance policy in both hands.

(PLAY-OFF ... APPLAUSE)

Yowsah, yowsah, yowsah.

BEN: ~~What's that's a pretty definite sign.~~
~~xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx~~
~~xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx~~
~~xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx xxxxxx~~
But right now the Half and

ATX01 0179587

BEN: Half Tobacco Lads are gonna play the hit song from "Leave It
 (CONT'D) To Me." Ah
 Ah My Heart Belongs To Daddy, that is the official title -
 Personally - my heart belongs to Myrna.
 right

(5.....ORCHESTRA "MY HEART BELONGS TO DADDY")

BEN: That was me and the Half and Half Tobacco Lads playin'
 the overture to Bobby Gibson, the Tyrone Power of
 Ninth Avenue.

BOBBY: Hello Maestro. I'm ready to do my best for the dear old
 Alma Mater - good old Half and Half.

BEN: Splen like a true gentleman. He rehearsed that for half an
 hour incidentally. Say Bobby, we sure had a swell time &
 trouping through Penn. last week didn't we?

BOBBY: We sure did.

BEN: The good old one-nighters. And Bobby to show our appreciation
 to Father Downs and the good people of Bellefonte, suppose
 you sing their favorite song and Bing's favorite song -
 ... "The Funny Old Hills".

(6.....BOB & ORCHESTRA "THE FUNNY OLD HILLS")

HALF AND HALF PROGRAM
Sunday, April 23, 1939
(REVISED)

COMMERCIAL -B-

BERNIE ... Thank you Bobykins, thank you. Those melodious sounds spread contentment through this yere room, they really did. And therein lies a little lesson for every one of youse guys who are listening in. Be considerate of friend wife ... by making sure that your pipe also spreads sweet contentment through the room. It will ... if you're sure to make it a pipe of Half and Half smoking tobacco. ~~Yes~~ ^{Yowsah,} take it from the old maestro ... your Better Half will love the fragrance of Half and Half!

VON ZELL: Gentlemen ... that^{is} ~~is~~ a fact. Everyone in the room enjoys the aroma of Half and Half tobacco. And that isn't the only advantage of Half and Half either. Half and Half is even 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 and thus keep every pipeful of Half and Half always within easy reach. You save trouble -- and

ATX01 0179589

HALF AND HALF PROGRAM
Sunday, April 23, 1939

COMMERCIAL -B 2-

VON ZELL:
(CONT'D)

you save the risk of scraping your fingers too.
What's more ... because you don't have to dig around
when you fill your pipe ... you get tobacco that's
in better smoking condition ... and you get it more
easily ... when you use Half and Half Tobacco in the
patented telescope tin!

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(ORCHESTRA "SOMEBODY LOVES ME" HIT AND FADE)

BEN: Me and the Half and Half Lads are playin' "Somebody Loves Me". And I hope it's El Chico cause I got two smackers on his nose in the Kentucky Derby. Yeah!

(7....ORCHESTRA "SOMEBODY LOVES ME" UP TO FINISH)

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

BEN: Well, boys and gals, old Father Time just gave us the wink, which means we gotta be moseyin' along. Till then ...

May yo' favorite smokin' topic

Be the tin that's telexcopic.

And I mean Half and Half Tobaccy, so 'elp me.

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

(ORCHESTRA & BEN "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, APRIL 30, 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, a half-hour dedicated to the opening of
the New York World's Fair. This great event will
be celebrated instrumentally by All the Lads,
sentimentally by all the Singers, and nonsensically
by Movietone's Lew Lehr.

("LONESOME OLD TOWN" - FADE OUT)

HARRY: Conducting the entire group with a trylon is that
old perisphere Ben Bernie. And in keeping with the
spirit of the Fair, the roller-coasters, and the
shoot-the-shoots, - everybody "Hold Tight."

ATX01 0179592

1....(ORCHESTRA "HOLD TIGHT")

HARRY: And That was the Half and Half Tobacco Lads playing "Hold Tight". Thank you very much, ladies and gentlemen.

("LONESOME OLD TOWN" - FADE IN)

HARRY: And now we bring you the man, who's going to comment on the World of Tomorrow with the jokes of yesterday ... the Old Maestro, Ben Bernie.

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah. Greetings and salutations, boys and gals, ~~and special greetings to all youse folks who've moseyed into Manhattan to attend the opening of Grover's gargantuan gayeties. Are you listenin', Grover? Now do I get that pass - hmmm?~~ This is Ben Bernie, the World's Fair Old Maestro, swingin' down the/midway on Half and Half smoke rings. ... Ah, I wish every one of youse guys and gals could be here ~~in New York~~ today. Everyone New Yorker is imbued with the spirit of courtesy. Even our taxi-
No, really.
drivers. / As the out-of-towner approaches the corner the taxi drivers all they slow down ... They come to a complete stop ... smile ... motion for him to cross ... and then ...
THEY LET HIM HAVE IT!

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(REVISED)

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HARRY: Maestro, did you see that parade of celebrities going to the Fair?

BEN: Did I see them why
Yes, Harry, they all drove past the Atlantic Fleet. When the President passed, he got a twenty-one gun salute. When the Governor passed, he got a fifteen gun salute. And then I passed.

HARRY: Yes? Yeah, well what?

BEN: A sailor sneezed.

HARRY: How did you like the Fair itself?

BEN: Harry, it's wonderful. I've never seen such a big crowd in all my life. It looked like a convention of Winchell's enemies ... And boy were those people packed close to each other. I opened my mouth to yawn, and when I closed it, there was a lip-stick, a pencil and a hot dog in it.

HARRY: Well, Maestro
Maestro
Well, What part of the Fair did you visit first, Maestro?

BEN: Well, you know me, old Neptune Bernie. I went over to the Aquacade where they have hundreds of them bathing beauties.

ATX01 0179594

HARRY: Uh huh. Hmm ... how did you like it?

BEN: Oh, Harry, it was disgusting, it was disgusting to see all those men staring and gaping at them gals. Why, I got so mad I could have hit them with my field glasses.

HARRY: Well, Maestro, what interested you most at the Fair?

BEN: Well, Harry, the thing that interested me most was the restaurant of the future. The waiter serves all your food in the form of pills. I got a capsule of steak and a mashed capsule of potatoes with a pill of gravy.

HARRY: Well, did you enjoy it?

BEN: Oh, sure. I fell right into the spirit of the thing. When I went out, I left an aspirin tablet for a tip. And speakin' of aspirin, folks, better get yours ready, 'cause I'm about to sing. That is, me and Colonel Prager is about to sing. You know, me and Colonel Prager is getting to be known as the gruesome twosome. And what are we gonna sing? Well ... it's a ditty called "Three Little Fishes". Nice of all you folks to applaud, but with all the college boys in the country, it's a wonder we've got three little fishes left. Okay, Lads, take it.

2.....(BEN AND MANNY "THREE LITTLE FISHES")

(APLAUSE)

HALF AND HALF
April 30, 1939
(REVISED #2)

COMMERCIAL "A"

Thank you, hank you very much.

BERNIE: / And now youse guys ... you've all heard the old saying ...

a friend in need is a friend indeed. And that's the way it is with your trusty pipe. You need yo' pipe to increase yo' pleasure when the sun is shining ... and to share yo' troubles when the clouds roll by. Yowsah ... make your pipe your partner in the game of life ... and make your pipe tobacco Half and Half Tobacco!

VON ZELL: Gentlemen ... the old maestro is right! Your pipe is a grand companion for you ... and Half and Half tobacco is a grand companion for your pipe. Because Half and Half brings you two important advantages -- flavor PLUS aroma. The aroma of Half and Half is so distinctive that you notice it the instant you open the tin. It's so delightful that it's enjoyed not only by the smoker but by everyone in the room. And ... since it's a recognized scientific fact that the flavor of any tobacco depends chiefly on its aroma ... Half and Half's aroma makes your smoke taste better. Yes ... Half and Half is blended especially for your greater smoking pleasure. It's a more aromatic mixture of Virginia and Burley tobaccos ... an exclusive

ATK01 0179596

Half and Half
April 30, 1939

(Revised)

COMMERCIAL "A"-8-

VON ZELL: mixture that no other blend can match. To get the special
(CONT'D) advantage of aroma and flavor COMBINED ... be sure you
get HALF AND HALF Smoking tobacco.

RTX01 0179597

BEN: Von Zellie, here's hopin' them wise words of yours will be heeded from Flushing to Frisco. And now while I'm stokin' my trusty briar, me and the Half and Half Tobacco Lads are gonna play that song that the housewife sang to the onion ... "I Cried For You." Lads, shed them tears:

3....(ORCHESTRA "I CRIED FOR YOU")

BEN: That was me and the Half and Half Tobacco Lads playin' "I Cried For You." But here's somethin' to smile for ... our own little Mary Small ... Mary, how did you like the fair this morning?

MARY: Oh, I thought it was wonderful. Especially Miracle Town, you know where they have all the midgets.

BEN: Gosh, those midgets certainly are cute little fellows. I got a great kick out of watchin' them. Especially one tiny little fellow who was wearing knickers.

MARY: What was he doing?

BEN: Playin' golf on a slice of Swiss cheese ... What-are-you gonna-sing, Mary? How's about you singing that song dedicated

MARY: to Winchell's eyes? Deep Purple
"Deep Purple."

4....(MARY & ORCHESTRA "DEEP PURPLE")

(APPLAUSE)

BEN: Beautiful, Mary, beautiful.

BEN: And here he comes now
Like an over-sized duck
With a face like his
He should be with Frank Buck.

~~So help me~~
~~Yowsah~~ / it's that Half and Half wit of Movietone News -

LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, I suppose you were at the World's Fair like
we all were.

LEW: Yeah - I went to the gate where all the celebrities go in
and I showed them my face. But two policemen picked me
up and threw me out.

BEN: ~~tell~~ What was the idea of showing them your ~~face~~ ~~when~~ the sign
says "Please show your pass."

LEW: Pass? (LAUGH) I thought it said puss.

BEN: Well, Lew, ~~how~~ ~~did~~ you ~~get~~ in. ~~finally~~

LEW: ~~Well, I showed them my Boy Scout badge - I showed them a~~
~~letter from Governor Lehman and a telegram from Mayor~~
~~La Guardia and besides /.. I gave them seventy-five cents.~~
~~then I showed them~~
~~and then I climbed over the fence.~~

BEN: ~~Oh dear~~ There's nothing like having pull. Lew, how did you like the Fair?

LEW: Oh, it's swell! I also went to that Acqua -- er -- bathing beauties. After seeing all those beautiful shapes, I had to go home and look at my wife ... (LAUGH) ~~It was like going~~ From filet mignon to hash!

BEN: That's a classic description. Now, Lew, suppose you tell us what newsreel you made ~~this~~ week?

LEW: Well, last Tuesday was father and son night at my little son Sycamore's school, so I made a newsreel of the ~~party~~ ^{party} ~~affair~~.

BEN: ~~Say~~ Lew, I've seen your little son Sycamore a number of times and I've often wondered - who does he take after - you or your wife.

LEW: Well, he's got my wife's beautiful eyes - and he's got my pretty dimples - he's got my wife's rosebud lips and he's got my wavy eye-lashes. But there's only one thing that spoils his appearance.

BEN: What's that, Lew?

LEW: (LAUGH) His face.

BEN: His face?

LEW: Yeah - and his big feet. Mr. Bernie, you never seen such feet.

BEN: Is that a fact? Are they really that big?

LEW: Are they big? (GRUNT) Why in summer time when he lays in bed and wiggles his toes, he brushes the flies off the ceiling.

BEN: Well, Lew, tell us all about the party.

LEW: Well, little Sycamore wore my full dress coat -- you know the one with the long tails.

BEN: Well, what's the idea of letting him wear your long dress coat?

LEW: (LAUGH) He had to because he ain't got no pants. Anyhow, before we left the house we said goodbye to my ninety-six year old grandmother.

BEN: Oh why in the world did you leave your ninety-six year old grandmother all alone?

SUNDAY, APRIL 30, 1939
(REVISED)

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LEW: ~~It was all right.~~ (LAUGH) She had a date.

BEN: I suppose when you got to the affair and Sycamore saw all the other fathers he bragged about you. huh?

LEW: Did he brag about me. He told everybody I was an intellectu
a dignater -u
-- er --/an-ariete -- er -- an aristocrat -- aristocrat --
(LAUGH) A bum.

BEN: Ah - the braggart. ~~How was the entertainment, Lew?~~

LEW: Oh, fine. All the kids put on a boxing tournament.. But Sycamore didn't do so good. He was in six fights and six times he got knocked out.

BEN: Six times?

LEW: Yeah! But in the seventh fight I got behind him. I gave him a pep talk. I showed him how to fight. I gave him the benefit of my twenty eight years in the ring.

BEN: Yes - and what happened?

LEW: ~~(LAUGH) -- He got knocked out again.~~ Yeah
But the cutest thing of the whole party was at the banquet. All the fathers and sons were around the table.

ATX01 0179602

BEN: Ah ... that must have been a pretty sight.

LEW: Yeah ... each kid stood up and imitated his father. One father sang, so his son sang. Another father whistled, so his son whistled. Then it came Sycamore's turn to imitate me.

BEN: What did he do?

LEW: (LAUGH) He swiped the silverware.
(ORCHESTRA: LEW LEHR PLAY OFF MUSIC)
(APPLAUSE)

BEN: Nice tete-a-tete Lew. Right here, me and the Half and Half Tobacco Lads are gonna play "And the Angels Sing". Er -- on accounta the title, I shall not do the vocal.

5.....(ORCHESTRA "AND THE ANGELS SING")

BEN: That was me and the Half and Half Tobacco Lads playin' "And the Angels Sing". Stands by my side a manly young chap of twenty-one years, whereas, to wit, heah, heah! I envy the rascal I do. Who is it? Ah, it's Bobby Gibson, the Don Ameche of Dorchester. Bobby, we've just received an insistent request for you to sing "Little Sir Echo".

BOBBY: That's fine, Maes. Say, who asked for it, Maes?

BEN: The fellow who wrote the song, Bobby.

6.....(ORCHESTRA AND GIBSON "LITTLE SIR ECHO")

(APPLAUSE)

COMMERCIAL "B"

BERNIE: Thank you, Bobbykins ... thank you. And now let me whisper a word to youse married guys. Tonight ... why not show friend wife a bit of extra attention by just drifting casually into the kitchen after supper and lending a hand with the dishes? ^{hum?} And after the dishes are stacked away ... and you settle down for a quiet Sunday evening with yo' trusty pipe ... well ... don't forget that another little courtesy is to fill up that pipe with Half and Half smoking Tobacco. ^{So help me, my god friends} Your Better Half will love the fragrance of Half and Half.

VON ZELL: Yes smokers ... Half and Half tobacco DOES have a grand aroma And in addition ... for your convenience Half and Half comes packed in a new kind of tin ... the patented telescope tin, which ~~that~~ brings you pipe smokers many exclusive advantages. The telescope tin is more convenient ... because it closes up like a telescope as you use the tobacco and thus keeps every pipeful of Half and Half within easy reach. The telescope tin saves scraped fingers too. And ... because you don't have to dig up the tobacco everytime you fill your pipe ... the telescope tin helps keep your Half and Half in better smoking condition ... fresher ... and in

HALF AND HALF
April 30, 1939
(REVISED)

COMMERCIAL "B"

VON ZELL:
(CONT'D)

good shape to pack into your pipe and to give you a smooth
cool smoke. Yes gentlemen ... there are lots of reasons
why you should insist on Half and Half ... the tobacco
that comes in the patented telescope tin!

ATX01 0179605

(ORCHESTRA....."BEGIN THE BEGUINE".....HIT AND FADE)

BEN: Hear that, folks? The Lads have already begun "Begin the Beguine". It began before I began to talk, so I guess I better begone.

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: Gosh darn it! Them engineers have figured out how to do everything except slow down the clock. So now we gotta put on the old Inverness cape and high silk hat, and amble off the air-lanes. / But we'll ^{the air lanes} be back next Sunday with a new crop of music and nonsense. And now, youse guys ... to smooth the bumps you come to along the road of Life... just smoke a Pipe to calm you down... and be sure you fill up that pipe with ^{good old} Half and Half Smoking Tobacco! And now ^{lend thine ears to a bit of} regretfully, the time has come to say "Au Revoir".

(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. Good evening
THIS IS THE COLUMBIA BROADCASTING SYSTEM

Form 11

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

—(OFFICE MEMORANDUM)—

TO Mr. H. M. Boggiano DATE May 1, 1939 SUBJECT Ben Bernie Program

Following is copy of teletype received from Young & Rubicam Hollywood Office
April 27, 1939, 5:15 P.M.

MH from NS

AMECHE GAG OKAY

This refers to the April 30th Ben Bernie program.

ATX01 0179607

April 25, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC., 285 Madison Ave., New York City, to mention the name of Mr. Grover Whelan and the World's Fair on the Ben Bernie program, Sunday, April 30th, 1939, from 5:30 to 6:00 P.M. over the Columbia Broadcasting System, in the following manner:

BEN BERNIE: Greetings and salutations, boys and gals, and special greetings to all youse folks who've moseyed into Manhattan to attend the opening of Grover's gargantuan gayeties. Are you listenin', Grover? Now do I get that pass, haan?

(signed) _____ JOHN S. YOUNG _____

ATK01 0179608

April 24, 1939

Permission is hereby granted to mention the name of Mayor La Guardia on the Ben Bernie program, Sunday, April 30th, 1939, broadcast from 5:30 to 6:00 P.M. over the Columbia Broadcasting System, in the following manner. This permission is granted to YOUNG & RUBICAM, INC., 285 Madison Ave., New York City.

BEN BERNIE: Well, Lew, I suppose you were at the World's Fair like we all were.

LEW LEHR: Yeah - I went to the gate where all the celebrities go in and I showed them my face. But two policemen picked me up and threw me out.

BEN BERNIE: What was the idea of showing them your face when the sign says "Please show your pass."

LEW LEHR: Pass? I thought it said puss.

BEN BERNIE: Well, Lew, how did you get in?

LEW LEHR: Well, I showed them my Elk's card, I showed them my Boy Scout badge, I showed them a letter from Governor Lehman and a telegram from Mayor La Guardia and besides....I gave them seventy-five cents.

(signed)

JAMES M. KIERAN

ATX01 0179609

April 24, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC., 285 Madison Ave., New York City, to mention the name of Governor Lehman on the Ben Bernie program, Sunday, April 30th, 1939, broadcast over the Columbia Broadcasting System from 5:30 to 6:00 P.M., in the following manner:

BEN BERNIE: Well, Lew, I suppose you were at the World's Fair like we all were.

LEW LEHR: Yeah - I went to the gate where all the celebrities go in and I showed them my face. But two policemen picked me up and threw me out.

BEN BERNIE: What was the idea of showing them your face when the sign says "Please show your pass."

LEW LEHR: Pass? I thought it said puss.

BEN BERNIE: Well, Lew, how did you get in?

LEW LEHR: Well, I showed them my Elk's card, I showed them my Boy Scout badge, I showed them a letter from Governor Lehman and a telegram from Mayor La Guardia and besides....I gave them seventy-five cents.

(signed)

WALTER T. BROWN

Secretary to the Governor

ATK01 0179610

SUNDAY, APRIL 30, 1939

"AL BERNIE" 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, a half-hour dedicated to the opening of
the New York World's Fair. This great event will
be celebrated instrumentally by All the Lads,
sentimentally by all the Singers, and nonsensically
by Movietone's Lew Lehr.

("LONESOME OLD TOWN" - FADE OUT)

HARRY: Conducting the entire group with a trylon is that
old perisphere Ben Bernie. And in keeping with the
spirit of the Fair, the roller-coasters, and the
shoot-the-shoots, - everybody "Hold Tight."

ATXO1 0179611

1....(ORCHESTRA "HOLD TIGHT")

HARRY: ~~And~~ That was the Half and Half Tobacco Lads playing "Hold Tight". ~~Thank you very much, ladies and gentlemen.~~

("LONESOME OLD TOWN" - FADE IN)

HARRY: And now we bring you the man who's going to comment on the World of Tomorrow with the jokes of yesterday ... the Old Maestro, Ben Bernie.

(APPLAUSE)

(MUSIC UP AND OUT)

BEN: Yowsah, yowsah. Greetings and salutations, boys and gals, ~~and special greetings to all youse folks who've moseyed into Manhattan to attend the opening of Grover's gargantuan gayeties.~~ Are you listenin', Grover? Now

~~do I get that pass - hummm?~~ This is Ben Bernie, the ~~Old Maestro, swingin' down the~~ ^{World's Fair} Midway on Half and Half

smoke rings. ... Ah, I wish every one of youse guys and gals could be here in New York today. Everyone ^{are the} ~~is~~ ^{Yorsey}

is imbued with the spirit of courtesy. Even our taxi-

~~drivers.~~ ^{So, really,} As the out-of-towner approaches the corner ~~the taxi drivers all~~ they slow down ... They come to a complete stop ...

smile ... motion for him to cross ... and then ...

THEY LET HIM HAVE IT!

SUNDAY, APRIL 30, 1939
(REVISED)

-3-

HARRY: Maestro, did you see that parade of celebrities going to the Fair?

BEN: ~~Did I see that one~~ (Sure did, Harry)
~~Yes, Harry,~~ they all drove past the Atlantic Fleet. When the President passed, he got a twenty-one gun salute. When the Governor passed, he got a fifteen gun salute. And then I passed.

HARRY: Yes? ~~Yeah, well what?~~

BEN: A sailor sneezed.

HARRY: ~~How did you like the Fair itself?~~

BEN: Harry, it's wonderful. I've never seen such a big crowd in all my life. It looked like a convention of Winchell's enemies ... And boy were those people packed close to each other. I opened my mouth to yawn, and when I closed it, there was a lip-stick, a pencil and a hot dog in it.

HARRY: ~~Maestro~~ ~~What~~ What part of the Fair did you visit first, Maestro?

BEN: Well, you know me, old Neptune Bernie. I went over to the Aquacade where they have hundreds of them bathing beauties.

ATX01 0179613

HARRY: Uh huh. Haha ... how did you like it?

BEN: Oh, Harry, it was disgusting, it was disgusting to see all those men staring and gaping at them gals. Why, I got so mad I could have hit them with my field glasses.

HARRY: Well, Maestro, what interested you most at the Fair?

BEN: Well, Harry, the thing that interested ^{me} most was the restaurant of the future. The waiter serves all your food in the form of pills. I got a capsule of steak and a mashed capsule of potatoes with a pill of gravy.

HARRY: Well, did you enjoy it?

BEN: Oh, sure. I fell right into the spirit of the thing.

When I went out, I left an aspirin tablet for a tip.

(The earlier show it got a little hand, didn't it, Harry?)

And speakin' of aspirin, folks, better get yours ready.

HARRY: Well, I guess so. BEN: Well, it's never too late.

'cause I'm about to sing. That is, me and Colonel Prager

is about to sing. You know, me and Colonel Prager is getting

to be known as the gruesome twosome. And what are we gonna

sing? Well ... it's a ditty called "Three Little Fishes".

Nice of all you folks to applaud, but with all the college

boys in the country, it's a wonder we've got three little

fishes left. Okay, Lads, take it.

.....(BEN AND HARRY "THREE LITTLE FISHES")

(APPLAUSE)

HALF AND HALF
April 30, 1939
(REVISED #2)

COMMERCIAL "A"

BERNIE: And now youse guys ... you've all heard the old saying ... a friend in need is a friend indeed. And that's the way it is with your trusty pipe. You need yo' pipe to increase yo' pleasure when the sun is shining ... and to share yo' troubles when the clouds ~~fall~~^{drift} by. Yowsah ... make your pipe your partner in the game of life ... and make your pipe tobacco Half and Half Tobacco!

VON ZELL: Gentlemen ... the old maestro is right! Your pipe is a grand companion for you ... and Half and Half tobacco is a grand companion for your pipe. Because Half and Half brings you two important advantages -- flavor PLUS aroma. The aroma of Half and Half is so distinctive that you notice it the instant you open the tin. It's so delightful that it's enjoyed not only by the smoker but by everyone in the room. And ... since it's a recognized scientific fact that the flavor of any tobacco depends chiefly on its aroma ... Half and Half's aroma makes your smoke taste better. Yes ... Half and Half is blended especially for your greater smoking pleasure. It's a more aromatic mixture of Virginia and Burley tobaccos ... an exclusive

ATX01 0179615

Half and Half
April 30, 1939

(Revised)

COMMERCIAL "A"-2-

VON ZELL: mixture that no other blend can match. To get the special
(CONT'D) advantage of aroma and flavor COMBINED ... be sure you
get HALF AND HALF Smoking tobacco.

BEN: Von Zellie, here's hopin' them wise words of yours: will
Trylon to Treasure Island. A plug to each say I.
be heeded from/Flushing to Frisco. And now while I'm
stokin' my trusty briar, me and the Half and Half Tobacco
Lads are gonna play that song that the housewife sang to
the onion ... "I Cried For You." Lads, shed them tears:
3....(ORCHESTRA "I CRIED FOR YOU")

BEN: That was me and the Half and Half Tobacco Lads playin'
"I Cried For You." But here's somethin' to smile for ...
our own little Mary Small ... Mary, how did you like the
fair this morning?

MARY: Oh, I thought it was wonderful. Especially Miracle Town,
you know where they have all the midgets.

BEN: Gosh, those midgets certainly are cute little fellows. I
got a great kick out of watchin' them. Especially one tiny
little fellow who was wearing knickers.

MARY: What was he doing?

BEN: Playin' golf on a slice of Swiss cheese ... What are you
gonna sing, Mary? How's about you singin' that song dedicated
to ~~Michael's~~ eyes? **Deep Purple**

MARY: "Deep Purple."

4....(MARY & ORCHESTRA "DEEP PURPLE")

(APPLAUSE)

BEN: **Beautiful, Mary, beautiful.**

BEN: And here he comes now
Like an over-sized duck
With a face like his
He should be with Frank Buck.
~~So holy as~~
~~Yowah~~ / it's that Half and Half wit of Movietone News -

LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, I suppose you were at the World's Fair like
we all were.

LEW: Yeah - I went to the gate where all the celebrities go in
and I showed them my face. But two policemen picked me
up and threw me out.

BEN: ~~well~~ What was the idea of showing them your ~~face~~ when the sign
says "Please show your pass."

LEW: Pass? (LAUGH) I thought it said puss.

BEN: ~~tell me~~ **finally**
Well, Lew, ~~how~~ did you get in.

LEW: **Certainly, I used influence. First**
~~well, I showed them my Boy Scout badge - I showed them a~~
~~letter from Governor Lehman and a telegram from Mayor~~
~~La Guardia and besides ... I gave them seventy-five cents.~~
(Than -- I didn't get at the first show)

SUNDAY, APRIL 30, 1939

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BEN: ~~Oh dear~~ There's nothing like having pull. ~~How~~ Lew, how did you like the Fair?

LEW: Oh, it's swell! I also went to that Acqua -- er -- bathing beauties. After seeing all those beautiful shapes, I had to go home and look at my wife ... (LAUGH) ~~It was~~ ^{like} ~~going~~ from filet mignon to hash!

BEN: That's a classic description. Now, Lew, suppose you tell us what newsreel you made ~~about~~ this week?

LEW: Well, last Tuesday was father and son night at my little son Sycamore's school, so I made a newsreel of the ~~party~~ ^{party}.

BEN: ~~Say~~ Lew, I've seen your little son Sycamore a number of times and I've often wondered - who does he take after - you or your wife.

LEW: Well, he's got my wife's beautiful eyes - and he's got my pretty dimples - he's got my wife's rosebud lips and he's got my wavy eye-lashes. But there's only one thing that spoils his appearance.

BEN: What's that, Lew?

LEW: (LAUGH) His face.

ATK01 0179619

BEN: His face?

LEW: Yeah - and his big feet. Mr. Bernie, you never seen such feet.

BEN: Is that a fact? Are they really that big?

LEW: Are they big? (GRUNT) Why in summer time when he lays in bed and wiggles his toes, he brushes the flies off the ceiling.

BEN: I can't go for that. Methinks you're a bit exaggerative. Well, Lew, tell us all about the party.

LEW: Well, little Bycassore wore my full dress coat -- you know the one with the long tails.

BEN: Well, what's the idea of letting him wear your long dress coat?

LEW: (LAUGH) He had to because he ain't got no pants. Anyhow, before we left the house we said goodbye to my ninety-six year old grandmother.

BEN: Oh why in the world did you leave your ninety-six year old grandmother all alone?

LEW: ~~It was all right.~~ (LAUGH) She had a date.

BEN: I suppose when you got to the affair and Sycamore saw all the other fathers he bragged about you. ~~but?~~

LEW: Did he brag about me. He told everybody I was an intellectu
-- er -- ^a ~~an aristocrat~~ -- er -- an aristocrat -- aristocrat --
(LAUGH) A bum.

BEN: Ah - the braggart. ~~How was the entertainment, Lew?~~

LEW: Oh, fine. All the kids put on a boxing tournament. But Sycamore didn't do so good. He was in six fights and six times he got knocked out.

BEN: Six times?

LEW: Yeah! But in the seventh fight I got behind him. I gave him a pep talk. I showed him how to fight. I gave him the benefit of my twenty eight years in the ring.

BEN: Yes - and what happened?

LEW: ~~(LAUGH) -- He got knocked out again.~~ ^{Ain't that awful} ~~Yeah~~ But the cutest thing of the whole party was at the banquet. All the fathers and sons were around the table.

BEN: Ah ... that must have been a pretty sight.

LEW: Yeah ... each kid stood up and imitated his father. One father sang, so his son sang. Another father whistled, so his son whistled. Then it came Byonmore's turn to imitate me.

BEN: What did he do?

LEW: (LAUGH) He swiped the silverware.
(ORCHESTRA: LEW LEHR PLAY OFF MUSIC)
(APPLAUSE)

BEN: Nice, Lew. Right here, me and the Half and Half Tobacco Lads are gonna play "And the Angels Sing". Er -- on accounts the title, I shall not do the vocal.

5..... (ORCHESTRA "AND THE ANGELS SING")

BEN: That was me and the Half and Half Tobacco Lads playin' "And the Angels Sing". Stands by ay side a sanly young chasp of twenty-one years, whereas, to wit, heah, heah!

Who is it? Ah, it's Bobby Gibson, the von Worcester papers please copy.
Aneche of Dorchester. Bobby, we've just received an insistent request for you to sing "Little Sir Echo".

BOBBY: That's fine, Maes. Say, who asked for it, Maes?

BEN: The fellow who wrote the song, Bobby.

6..... (ORCHESTRA AND GIBSON "LITTLE SIR ECHO")

(APPLAUSE)

HALF AND HALF
April 30, 1939
(REVISED)

COMMERCIAL "B"

Good work, Bobbykins, good work
BERNIE: Thank you, Bobbykins ... thank you. And now let me whisper
a word to youse married guys. Tonight ... why not show
friend wife a bit of extra attention by just drifting
casually into the kitchen after supper and lending a hand
with the dishes? ^{best} And after the dishes are stacked away ...
and you settle down for a quiet Sunday evening with yo'
trusty pipe ... well ... don't forget that another little
courtesy is to fill up that pipe with Half and Half smoking
Tobacco. ~~Do help us, my good friends~~ Your Better Half will love the fragrance of Half
and Half.

VON ZELL: Yes smokers ... Half and Half tobacco DOES have a grand aroma
And in addition ... for your convenience Half and Half comes
packed in a new kind of tin ... the patented telescope tin,
~~which~~ **that** brings you pipe smokers many exclusive advantages.
The telescope tin is more convenient ... because it closes
up like a telescope as you use the tobacco and thus keeps
every pipeful of Half and Half within easy reach. The
telescope tin saves scraped fingers too. And ... because
you don't have to dig up the tobacco everytime you fill
your pipe ... the telescope tin helps keep your Half and
Half in better smoking condition ... fresher ... and in

ATKO1 0179623

(ORCHESTRA....."BEGIN THE BEGUINE".....HIT AND FADE)

BEN: Hear that, folks? The Lads have already begun "Begin the Beguine". It began before I began to talk, so I guess I better begone.

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: Gosh darn it! Them engineers have figured out how to do everything except slow down the clock. So now we gotta put on the old Inverness cape and high silk hat, and amble off the air-lanes. ~~the air lanes~~ But we'll be back next Sunday with a new crop of music and nonsense. And now, youse guys ... to smooth the bumps you come to along the road of Life... just smoke a Pipe to calm you down... and be sure you fill up that pipe with ~~good old~~ Half and Half Smoking Tobacco! And now ~~and this care to a bit of~~ regretfully, the time has come to say "Au Revoir".

(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. ~~Good evening~~

THIS IS THE COLUMBIA BROADCASTING SYSTEM



ATK01 0178625

"AS BROADCAST" COPY

SUNDAY, MAY 7, 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 celebration of the beautiful month of May.
Dancing gaily around the Maypole are All the Lads, All
the Singers and the Old May Maestro, Ben Bernie.
Climbing the maypole like one of the craziest people is
Movietone's Madman, Lew Lehr ...

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179626

SUNDAY, MAY 7, 1939
(REVISED)

-2-

HARRY: And now we get this program under way by waking up the
Half and Half Tobacco Lads, with "Honolulu."

1.... (ORCHESTRA "HONOLULU")

HARRY: / And ladies and gentlemen
/ That/was "Honolulu" played by the Half and Half Tobacco
Lads.

("LONESOME OLD TOWN" ... FADE IN)

HARRY: And now we bring you that veteran freshman who once took
part in a Maypole dance, and has been going around in
circles ever since ... the Old Maestro ... BEN BERNIE!

(APPLAUSE)

BEN: Yowsah, yowsah, ^{yowsah,} / boys and gals, and a merry month of May
to yez all. This is Ben Bernie, the Old Maestro, floatin'
yo' way on a fragrant spring zephyr of good ole Half and
Half Smokin' Tobacco. Yes, folks, this is the month of
Maypole dances and Junior Proms. And, Harry, last night
me and the Lads played the Junior Prom at my old college.

HARRY: Oh ^{Well, Maestro}
/ You don't say? / What college did you go to?

BEN: I can't tell you / ^{Harry. Every week} They' ~~xx~~ slip ~~xxx~~ me twenty-five bucks
~~xxxxxx~~ to keep it quiet ... But, Harry, you should have
been there. As soon as I got on the campus I saw a big
banner sayin' "Welcome Home."

ATX01 0179627

SUNDAY, MAY 7, 1939
(REVISED)

-3-

HARRY: Oh, ^{well} that's fine.

BEN: But I can't understand it. They spelled "home" H-A-M ...
But, do you know Harry - college sure has changed since
my day. All the kids do now is dance, run around with
girls and go to parties. ~~and~~ I went ^a to see the Dean
about it.

HARRY: Oh, you complained?

BEN: No. I tried to get back in again.

Well, you know I'd like to know one thing
HARRY: / Maestro, were you a good student when you were in college?

BEN: Harry, I was terrible. The first month I was there, ~~my~~ ^{the}
~~professor~~ professor sent me home to father with a note sayin' "Your son
is ninety-eight per cent moron."

HARRY: Gosh. What did your father do?

BEN: He gave me a quarter for gettin' such a high mark ... But
of the college.
Harry, I was tellin' you about the Dean/ What a dignified
old gentleman he is. He's seventy-eight years old and has
a flowing white beard. We got to reminiscin' and I opened
my watch/^{Harry} and showed him the picture of my first college
sweetheart.

ATK01 0179628

SUNDAY, MAY 7, 1939

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HARRY: Oh
/ How nice.

BEN: Then the Dean opened his shirt/^{lifted his beard} and showed me a picture
of Gypsy Rose Lee tattooed on his chest .../^{Oh dear} But enough
~~about~~ these heah campus cut-ups. Colonel Manny Prager
and me, the gruesome twosome,^{he's twosome and I'm gruesome} are about to sing a bit
of a Swiss song about a yodel boy who made good. "The
Alpine Milkman". Mountain music,^{my} Lads, mountain music.

2.....(BEN & MANNY "ALPINE MILKMAN")

(APPLAUSE)

ATX01 0179629

HALF AND HALF
May 7, 1939

COMMERCIAL "A"

BERNIE: / Thank you v~~ery~~ much ladies and gentlemen, thank you very much. You know
~~xxxxxx~~ ... tonight old philosopher Bernie would like

to pass along a bit of a lesson that he learned from kind old Mother Nature herself. Maybe you've gone out in the country after a big storm ... and seen how the grasses and trees that bent with the wind were still unhurt. But the trees that stood too stiff were cracked and broken. Yowsah, friends ... if you relex a bit at the right time, life/^{sure} is a heap easier! And to help you relax . . well, just fill up yo' trusty briar with good old Half and Half Smoking Tobacco. Smoke a pipe ... to calm you down!

VON ZELL: Yes gentlemen ... the old maestro is passing along some mighty sound advice when he suggests smoking a pipe of Half and Half tobacco! Half and Half makes an especially delightful smoke ... because it has an especially delightful aroma ... finer, we believe, than that of any other tobacco. And since it's a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma ... well, the finer the aroma ... the finer the taste! The makers of Half and

ATX01 0179630

HALF AND HALF
May 7, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

Half take advantage of this fact by blending for you
a more aromatic mixture of Virginia and Burley tobaccos
... an exclusive mixture that no other blend can match!
So to add to your smoking pleasure ... to get the
special advantage of aroma and flavor combined ... be
sure you buy Half and Half tobacco!

ATX01 0179631

SUNDAY, MAY 7, 1939

-7-

BEN: Ah, Von Zellie, were ~~í~~ not/already a thankful recipient of the calm joys of dear old Half and Half-a, I would rush bucketty-bucketty to the nearest tobacco store and get me a telescopic tin of that fine smokin' tobacco. I would - so 'elp me /.. And now me and the ~~Half and Half~~ ^{I would} ~~Lads~~ Lads are gonna play the hit song from "Stars in Your Eyes" - "This Is It". If I had composed the tune I would have called it "This Is Myrna". / ~~Riky~~ ^{Soft lights for sooth} play me off, lads, play me off. on, me lads, play on.

3.....(ORCHESTRA "THIS IS IT")

BEN: That was me and the Half and Half Tobacco Lads playin' "This Is It" ... And now, in that good old college spirit, let's have three cheers and a ~~xxxxxxxx~~ ^{fah act} for the co-ed of our own campus, little Mary Small.

MARY: Maestro ^{you know} there's a question I've been wanting to ask you about your college days.

BEN: What is it, Mary?

MARY: Did Mr. Winchell go to college with you?

BEN: Why that never guy. I certainly ouslaid that one up winchell? / ~~xxxx~~ never got to college. / They threw him out of kindergarten because he wouldn't shave ... But enough of unpleasant subjects, Mary. What are you gonna sing?

ATX01 0179632

MARY: "It's Never Too Late".
That's what my horses tell me.

BEN: ~~Well, the horses are right, it's never too late to get a horse.~~

4: (MARY SMALL "IT'S NEVER TOO LATE")

(APPLAUSE)

Well

BEN: ~~Just~~ here he comes now
On his mind, not a care
And he has as much brains
As I have hair ...

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

LEW LEHR!

(ORCHESTRA ... LEW LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: **Honestly you're a sight for sore eyes.**
Well, Lew - it's good to see you. // How's your new baby
Tell me, tell me, Lew.
daughter coming along?

LEW: Oh, you mean little Mayonaise? She's a cutie-pie. What a
thrill it is to be a papa. I just can't wait till I get
home at night, pick her up in my arms, sing her to sleep
and (LAUGH) empty her penny bank.

BEN: Oh you robber. Well tell me,
/ How do you put her to sleep, Lew?

SUNDAY, MAY 7, 1939

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LEW: I let her grab my nose and shake my head. (LAUGH) ~~she~~
ain't got no ~~the~~
~~xxxxxx~~ rattle ... ~~xxxxxx~~
~~xxxxxx~~

BEN: ~~xxxxxx~~

LEW: ~~xxxxxx~~ But her
/ I bought a puppy dog and whenever I leave the
baby outside alone, I tie the dog to her carriage.

BEN: Ah for protection. But even so,
/ Aren't you worried?

LEW: No, if anybody goes to steal the dog (LAUGH) ~~the baby's~~
~~face~~
will scare them away.

BEN: Well, aside from your paternal duties, Lew, did you make
a newsreel of the Fair?

LEW: Did I made a newsreel of the Fair. ~~xxxxxx~~ What a
question
~~of the Fair~~ - you're asking me - the most up to the
minute - the most wide-awake news/~~comment~~ reel - the smartest
of the ~~xxxx~~ photograph - photograph - (LAUGH) What Fair?

BEN: Why
/ The New York World's Fair.

LEW: Oh, certainly. And what a wonderful Fair. You never
seen ~~xxxx~~ ~~such~~ ~~crowds~~. ~~Butt~~ Everybody was shoving you all over. the place
But I liked it.

ATK01 0179634

SUNDAY, MAY 7, 1939

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BEN: Why, Lew. You mean to tell me you like to be shoved all over?

LEW: Every time my wife asked me for a dollar (LAUGH) ~~that~~ ^{the crowd}
~~her~~
pushed ~~me~~ away from me.

BEN: Oh relativity
/ Well Lew, what did you see at the Fair?

LEW: Well, first I went to the Lagoon of Nations. I went
to the Norway Building and I said I must see the
Norwegian Ambassador at once. There's something awfully
^{gotta}
important I ~~must~~ ask him.

BEN: Lew, what was the important question you asked the
Norwegian Ambassador?

LEW: (LAUGH) How do you get all those sardines in ~~the~~ ^{those} little
can? ^{BEN: The Norwegian Ambassador?} LEW: It was very
Then I went to the acquacade - you know where ^{important}
^{beautiful}
they got all those/bathing beauties.

BEN: Yes, indeed.

LEW: Well,
/ I saw all those beautiful girls in the water and I
^{saw} jumped in. Then I ~~thought~~ ^{comin'} of my wife/and I jumped out.

BEN: That's very decent of you, Lew.

LEW: Yeah but -
~~XXXXXXXX~~. Then I thought of my wife again and I
jumped ~~back~~ in again.

ATX01 0179635

SUNDAY, MAY 7, 1939

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BEN: Mmm ... Quite a blunder.

LEW: Er ... Yeah! Then, I went to lunch! I had a World's Fair De Luxe blue plate five course special. (LAUGH) A roll, hot dog, mustard, napkin ... and the waitress' telephone number.

BEN: Are you in a sharing mood? Well, tell me, how much did you spend, Lew?

LEW: Well, let me see - I spent ten cents for the dinner, five cents for tutti-frutti, and a nickel tip to der orchestra leader. Und now I'm worried!

BEN: Worried? Why?

LEW: Mr. Bernie ... do you think I'm a play boy? Er ... then I went to the Hall of Fashions.

BEN: And what are the ladies wearing this season?

LEW: Well, der latest thing is an evening ensemble for married women. It's a gold evening gown with sequences, an ermine jacket, and a nose guard.

BEN: A nose guard?

LEW: Yah.

BEN: What's that for?

ATX01 0179636

LEW: The wife puts that on before she tells her husband the price.

BEN: Then I suppose you went on the midway for the entertainment?

LEW: Oh sure ... I went on the roller coaster ... And did I have fun. But in the tunnel of live ... That's where I had a little trouble. I got a black eye!

BEN: Black eye? Well, what happened, Lew?

LEW: Well, it was awful dark in there. Right in front of me I saw a little round white hat so I leaned over and kissed the face under it.

BEN: But why the black eye?

LEW: Mr. Bernie (LAUGH) did you ever kiss a sailor?

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: What a description, Lew. Grover Whalen will sure be proud of you. And now me and the Half and Half Tobacco Lads are gonna play "I Get Along Without You Very Well" ... one of the better dance tunes of the season. Ah, no ... I remember when I was younger. I was quite a dancer myself, I was. When I went to a dance I used to do the cake walk so well it took them three day to sweep up the crumbs. Sweep it away, Boys.

5.....(ORCHESTRA "I GET ALONG WITHOUT YOU VERY WELL.")

BEN: That was me and the Half and Half Tobacco Lads playin' "I Get Along Without You Very Well." And standin' at my side right now is the Clark Gable of Gloucester, Bobby Gibson, as fine a lad as ever ran the wrong way on the college gridiron.

SUNDAY, MAY 7, 1939

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BEN: What happened, Lew?

LEW: Well, it was awfully dark in there. Right in front of me I saw a little white hat so I leaned over and kissed the face under it.

BEN: But why the black eye?

LEW: Mr. Bernie (LAUGH) Did you ever kiss a sailor?

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: A vivid description, Lew. Grover Whalen will be proud of you. And now me and the Half and Half Tobacco Lads are gonna play a song inspired by the horse I picked to win the Derby - "I Get Along Without You Very Well." Giddyap, Lads.

5....(ORCHESTRA "I GET ALONG WITHOUT YOU VERY WELL"

BEN: That was me and the Half and Half Tobacco Lads playin' "I Get Along Without You Very Well." And standin' at my side now is the Clark Gable of Gloucester, obby Gibson, as fine a lad as ever ran the wrong way on the college gridiron.

BOB: ^{Say} Maes, when you went to college did you ever give a girl your fraternity pin?

ATX01 0179638

SUNDAY, MAY 7, 1939

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BEN: I didn't
No, Bob, I was a little more sentimental. I gave my
No really
girl a lock of my hair. And last night I chased her
all around the dance floor tryin' to get it back. Every
little bit helps. But, Bobby, while I'm gettin' the
G-Men on her trail, suppose you sing "Heaven Can Wait".

6.....(BOB GIBSON "HEAVEN CAN WAIT")

ATX01 0178639

HALF AND HALF PROGRAM
May 7, 1939

COMMERCIAL "B"

BERNIE: Thank you Bobbykins!/^{thank you.} And now youse guys . . . when you're away from home . . . or when your family is away from home . . . and you dig out yo' trusty pipe and fill up with good old Half and Half . . . it's like seeing a familiar face or hearing a familiar voice! Yowsah . . . that's so true that the old maestro has written a bit of a jingle about it . . . like this . . .

No matter where you roam

You'll find a touch of home

In Half and Half's aroma

Yowsah . . . yowsah.

VON ZELL: Yes smokers . . . that^{is} ~~is~~ right. No matter where you are, you get a heap of pleasure from a pipeful of Half and Half tobacco. And you also get a heap of convenience from Half and Half's patented telescope tin. This exclusive tin makes it a lot easier to fill your pipe. It gets smaller and smaller like a telescope as you use the tobacco, and thus keeps every pipeful of Half and Half within easy reach. You don't scrape your fingers on the sides of the tin. And another thing --- because

ATX01 0179640

HALF AND HALF
May 7, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

you don't have to dig around, your tobacco stays in
better smoking condition ... fresher ... in better
shape to pack into your pipe and to give you a
smooth, cool smoke. Yes ... the tin that Half and
Half is packed in ... as well as Half and Half
Tobacco itself ... adds a lot to your smoking
pleasure. So be sure you insist on Half and Half -
the tobacco that comes in the patented telescope
tin!

ATX01 0179641

SUNDAY, MAY 7, 1939

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(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. Goodnight.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

ATX01 0179642

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

—OFFICE MEMORANDUM—

TO Mr. Boggiano DATE May 5, 1939 SUBJECT BEN BERNIE CLEARANCES FOR
MAY 7, 1939

Q

Following is copy of teletype received from Y&R Hollywood office
May 4, 1939, 5:15 PM:

MH from NS

OKAY GABLE AND LOY



May 2, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC. to mention the name of of GYPSY ROSE LEE on the Ben Bernie program Sunday, May 7, 1939 from 5:30 to 6:00 PM over the Columbia Broadcasting System, in the following manner:

BEN BERNIE: (DISCUSSING RETURN TO HIS OLD COLLEGE WITH HARRY VON ZELL)

We got to reminiscing and I opened my watch and showed him the picture of my first college sweetheart.

HARRY VON ZELL: How nice.

BEN BERNIE: Then the Dean opened his shirt and showed me a picture of Gypsy Rose Lee tattooed on his chest.

(signed)

GYPSY ROSE LEE

(LOUISE HOVICK)

ATX01 0179644

May 2, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC.
to mention the name of Mr. Grover Whalen as follows
on the Ben Bernie program Sunday, May 7, 1939, from
5:30 to 6:00 Pm Eastern Daylight Saving Time:

BEN BERNIE: (AFTER LEW LEHR'S DESCRIPTION OF
HIS EXPERIENCES AT THE WORLD'S FAIR)

A vivid description, Lew. Grover
Whalen will be proud of you.

(signed)

JOHN S. YOUNG

ATX01 0179645

May 2, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC. to mention the name of of GYPSY ROSE LEE on the Ben Bernie program Sunday, May 7, 1939 from 5:30 to 6:00 PM over the Columbia Broadcasting System, in the following manner:

BEN BERNIE: (DISCUSSING RETURN TO HIS OLD COLLEGE WITH HARRY VON ZELL)

We got to reminiscing and I opened my watch and showed him the picture of my first college sweetheart.

HARRY VON ZELL: How nice.

BEN BERNIE: Then the Dean opened his shirt and showed me a picture of Gypsy Rose Lee tattooed on his chest.

signed Gypsy Rose Lee
Louise Howick

ATX01 0179646

REBROADCAST

REBROADCAST

"AS BROADCAST" COPY

SUNDAY, MAY 7, 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 celebration of the beautiful month of May.
 Dancing gaily around the Maypole are All the Lads, All
 the Singers and the Old May Maestro, Ben Bernie.
 Climbing the Maypole like one of the craziest people is
 Movietone's Madman, Lew Lehr ...

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179647

SUNDAY, MAY 7, 1939
(REVISED)

-2-

HARRY: And now we get this program under way by waking up the
Half and Half Tobacco Lads, with "Honolulu."

1.... (ORCHESTRA "HONOLULU")

HARRY: ~~That was~~ ^{And ladies and gentlemen} "Honolulu" played by the Half and Half Tobacco
Lads.

("LONESOME OLD TOWN" ... FADE IN)

HARRY: And now we bring you that veteran freshman who once took
part in a Maypole dance, and has been going around in
circles ever since ... the Old Maestro ... BEN BERNIE!

(APPLAUSE)

BEN: Yowsah, yowsah, ^{yowsah,} boys and gals, and a merry month of May
to yez all. This is Ben Bernie, the Old Maestro, floatin'
yo' way on a fragrant spring zephyr of good ole Half and
Half Smokin' Tobacco. Yes, folks, this is the month of
Maypole dances and Junior Proms. And, Harry, last night
me and the Lads played the Junior Prom at my old college.

HARRY: ^{Oh} / You don't say? / ^{Well, Maestro} What college did you go to?

BEN: I can't tell you / ^{Harry. Every week} They' ~~is~~ ^{is} slip ~~in~~ ⁱⁿ me twenty-five bucks
~~xxxxxx~~ to keep it quiet ... But, Harry, you should have
been there. As soon as I got on the campus I saw a big
banner sayin' "Welcome Home."

ATX01 0179648

SUNDAY, MAY 7, 1939
(REVISED)

-3-

HARRY: Oh, well's fine.

BEN: But I can't understand it. They spelled "home" H-A-M ...
But, do you know Harry - college sure has changed since
my day. All the kids do now is dance, run around with
a girls and go to parties. And I went to see the Dean
about it. **xxx**

HARRY: Oh, you complained?

BEN: No. I tried to get back in again.

HARRY: ~~Well, you, know~~ you a good student when you were in college?

BEN: Harry, I was terrible. The first month I was there, ~~the~~
professor me home to father with a note sayin' "Your son **xx**
xxxx
is ninety-eight per cent moron."

HARRY: Gosh. What did your father do?

BEN: He gave me a quarter for gettin' such a high mark ... But
Harry, I was tellin' you about the Dean. ~~of the college~~
old gentleman he is. He's seventy-eight years old and has
a flowing white beard. We got to reminiscin' and I opened
my watch ~~Harry~~ showed him the picture of my first college
sweetheart.

ATXO1 0179649

SUNDAY, MAY 7, 1939

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Oh
How nice.

HARRY:

BEN:

Then the Dean opened his shirt and showed me a picture of Gypsy Rose Lee tattooed on his chest ... But enough of ~~XXXXX~~ these heah campus cut-ups. Colonel Manny Prager and me, the gruesome twosome, are about to sing a bit of a Swiss song about a yodel boy who made good. "The Alpine Milkman". Mountain music, Lads! ~~he's twosome and I'm gruesome~~ ~~Oh dear~~ ~~by~~ mountain music.

2.....(BEN & MANNY "ALPINE MILKMAN")

(APPLAUSE)

HALF AND HALF
May 7, 1939

Thank you very much, ladies and gentlemen, thank you very much. You know

BERNIE:

~~xxxxxxx~~ Friends ... tonight old philosopher Bernie would like

to pass along a bit of a lesson that he learned from a kind old Mother Nature herself. Maybe you've gone out in the country after a big storm ... and seen how the grasses and trees that bent with the wind were still unhurt. But the trees that stood too stiff were cracked and broken. ^{Did you ever notice?} Yowsah, friends... if you relax

if you relax

^{sure} a bit at the right time, life is a heap easier! And to help you relax . . well, just fill up yo' trusty briar with good old Half and Half Smoking Tobacco. Smoke a pipe ... to calm you down!

VON ZELL:

Yes gentlemen ... the old maestro is passing along some mighty sound advice when he suggests smoking a pipe of Half and Half tobacco! Half and Half makes an especially delightful smoke ... because it has an especially delightful aroma ... finer, we believe, than that of any other tobacco. And since it's a recognized scientific fact that the taste or flavor of any tobacco depends chiefly on its aroma ... well, the finer the aroma ... the finer the taste! The makers of Half and

ATX01 0179651

HALF AND HALF
May 7, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

Half take advantage of this fact by blending for you
a more aromatic mixture of Virginia and Burley tobaccos
... an exclusive mixture that no other blend can match!
So to add to your smoking pleasure ... to get the
special advantage of aroma and flavor combined ... be
sure you buy Half and Half tobacco!

ATX01 0179652

SUNDAY, MAY 7, 1939

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BEN: Ah, Von Zellie, were ~~ix~~ ^I not/already a thankful recipient of the calm joys of dear old Half and Half-a, I would rush bucketty-bucketty to the nearest tobacco store and get me a telescopic tin of that fine smokin' tobacco. I would - so 'elp me/~~...~~ And now me and the ~~Half and Half~~ ^{I would} ~~Half and Half~~ Lads are gonna play the hit song from "Stars in Your Eyes" - "This Is It". If I had composed ^{soft lights for sooth} the tune I would have called it "This Is Myrna". ~~...~~ ^{play me off, lads, play me off.} ~~...~~

3.....(ORCHESTRA "THIS IS IT")

BEN: That was me and the Half and Half Tobacco Lads playin' "This Is It" ... And now, in that good old college ^{rah act} spirit, let's have three cheers and a ~~huzzah~~ for the co-ed of our own campus, little Mary Small.

MARY: ^{you know} Maestro, there's a question I've been wanting to ask you about your college days.

BEN: What is it, Mary?

MARY: Did Mr. Winchell go to college with you?

BEN: ^{Why that never guy} I certainly outaid that one ^{up} winchell? ~~He~~ never got to college. ~~They~~ threw him out of kindergarten because he wouldn't shave ... But enough of unpleasant subjects, Mary. What are you gonna sing?

ATX01 0179653

MARY: "It's Never Too Late".
That's what my horses tell me.

BEN: ~~XX~~

4 (MARY SMALL "IT'S NEVER TOO LATE")

(APPLAUSE)

Well

BEN: ~~xxx~~ here he comes now
On his mind, not a care
And he has as much brains
As I have hair ...

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

LEW LEHR!

(ORCHESTRA ... LEW LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew - it's good to see you / **Honestly you're a sight for sore eyes.**
How's your new baby
Tell me, tell me, Lew.
daughter coming along?

LEW: Oh, you mean little Mayonaise? She's a cutie-pie. What a
thrill it is to be a papa. I just can't wait till I get
home at night, pick her up in my arms, sing her to sleep
and (LAUGH) empty her penny bank.

BEN: **Oh you robber. Well, tell me**
/ How do you put her to sleep, Lew?

SUNDAY, MAY 7, 1939

LEW: I let her grab my nose and shake my head. (LAUGH) ~~She~~
~~ain't got me~~ ^{ain't} got me ~~can't~~ heard a rattle ... Do you ~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXXXX~~ ~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

BEN: ~~XXXXXXXXXXXXXXXXXXXXXXXXXXXX~~

LEW: ~~XXXXXX~~ ^{But} I bought ^{her} a puppy dog and whenever I leave the
 baby outside alone, I tie the dog to her carriage.

BEN: ^{Ah, for protection. But even so,}
 Aren't you worried?

LEW: No, if anybody goes to steal the dog (LAUGH) ~~her~~ ^{the baby's} face
 will scare them away.

BEN: Well, aside from your paternal duties, Lew, did you make
 a newsreel of the Fair?

LEW: Did I made a newsreel of the Fair. ^{What a} ~~Did I make a newsreel~~
^{question} ~~XXXXXXXXXXXXXXXX~~ of the Fair - you're asking me - the most up to the
~~XXXXXXXXXXXXXX~~ ^{reel} minute - the most wide-awake news comment - the smartest
 of the news photograph - photograph - (LAUGH) What Fair?

BEN: ^{Why}
 The New York World's Fair.

LEW: Oh, certainly. ^{seen} And what a wonderful Fair. You never
~~XXXX~~ ^{But} saw such crowds. Everybody was shoving you all over. ^{the place}
 But I liked it.

SUNDAY, MAY 7, 1939

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BEN: Why, Lew: you mean to tell me you like to be shoved all over?

LEW: Every time my wife asked me for a dollar (LAUGH) ~~they~~ ^{the crowd}
~~me~~ ^{her} pushed ~~me~~ away. ~~from~~ ^{from me.}

BEN: Well Lew, what did you see at the Fair?

LEW: Well, first I went to the Lagoon of Nations. I went to the Norway Building and I said I must see the Norwegian Ambassador at once. There's something ^{awfully} ~~gotta~~ important I ~~must~~ ask him.

BEN: Lew, what was the important question you asked the Norwegian Ambassador?

LEW: (LAUGH) How do you get all those sardines in ~~xxx~~ ^{those} little can? ~~He didn't know neightar.~~ BEN: The Norwegian Ambassador? Then I went to the acquacade - you know where

LEW: ^{beautiful} they got all those/bathing beauties.
It was very important.

BEN: Yes, indeed.

LEW: ^{Well} / I saw all those beautiful girls in the water and I jumped in. Then I ~~XXXXXXXX~~ ^{SAW} my wife ^{comin'} and I jumped out.

BEN: That's very decent of you, Lew.

LEW: ^{Yeah but -} ~~XXXXXXXX~~ Then I thought of my wife again and I jumped ~~XXXXX~~ in again.

ATX01 0179656

SONDAY, MAY 7, 1939

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BEN: Mums ... Quite a blunder.

LEW: Er ... Yeah! Then, I went to lunch! I had a World's Fair De Luxe blue plate five course special. (LAUGH) A roll, hot dog, mustard, napkin ... and the waitress' telephone number.

BEN: Are you in a sharing mood? Well, tell me, how much did you spend, Lew?

LEW: Well, let me see - I spent ten cents for the dinner, five cents for tutti-frutti, and a nickel tip to der orchestra leader. Und now I'm worried!

BEN: Worried? Why?

LEW: Mr. Bernie ... do you think I'm a play boy? Er ... then I went to the Hall of Fashions.

BEN: And what are the ladies wearing this season?

LEW: Well, der latest thing is an evening ensemble for married women. It's a gold evening gown with sequences, an ermine jacket, and a nose guard.

BEN: A nose guard?

LEW: Yah.

BEN: What's that for?

ATX01 0179657

LEW: The wife puts that on before she tells her husband the price.

BEN: Then I suppose you went on the midway for the entertainment?

LEW: Oh sure ... I went on the roller coaster ... And did I have fun. But in the tunnel of live ... That's where I had a little trouble. I got a black eye!

BEN: Black eye? Well, what happened, Lew?

LEW: Well, it was awful dark in there. Right in front of me I saw a little round white hat so I leaned over and kissed the face under it.

BEN: But why the black eye?

LEW: Mr. Bernie (LAUGH) did you ever kiss a sailor?

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: What a description, Lew. Grover Whalen will sure be proud of you. And now me and the Half and Half Tobacco Lads are gonna play "I Get Along Without You Very Well" ... one of the better dance tunes of the season. Ah, no ... I remember when I was younger. I was quite a dancer myself, I was. When I went to a dance I used to do the cake walk so well it took them three day to sweep up the crumbs. Sweep it away, Boys, sweep it away. It didn't get a laugh on the early show either.

5. (ORCHESTRA: "I GET ALONG WITHOUT YOU VERY WELL.")

BEN: That was me and the Half and Half Tobacco Lads playin' "I Get Along Without You Very Well." And standin' at my side right now is the Clark Gable of Gloucester, Bobby Gibson, as fine a lad as ever ran the wrong way on the college gridiron.

SUNDAY, MAY 7, 1939

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BEN: What happened, Lew?

LEW: Well, it was awfully dark in there. Right in front of me I saw a little white hat so I leaned over and kissed the face under it.

BEN: But why the black eye?

LEW: Mr. Bernie (LAUGH) Did you ever kiss a sailor?

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: A vivid description, Lew. Grover Whalen will be proud of you. And now me and the Half and Half Tobacco Lads are gonna play a song inspired by the horse I picked to win the Derby - "I Get Along Without You Very Well." Giddyap, Lads.

5....(ORCHESTRA "I GET ALONG WITHOUT YOU VERY WELL"

BEN: That was me and the Half and Half Tobacco Lads playin' "I Get Along Without You Very Well." And standin' at my side now is the Clark Gable of Gloucester,obby Gibson, as fine a lad as ever ran the wrong way on the college gridiron.

BOB: ^{Say} Maes, when you went to college did you ever give a girl your fraternity pin?

ATX01 0179659

SUNDAY, MAY 7, 1939

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BEN:

No, Bob, ^{I didn't} I was a little more sentimental. I gave my girl a lock of my hair. ^{No really} And last night I chased her all around the dance floor tryin' to get it back. Every little bit helps. But, Bobby, while I'm gettin' the G-Men on her trail, suppose you sing "Heaven Can Wait".

6.....(BOB GIBSON "HEAVEN CAN WAIT")

ATX01 0179660

HALF AND HALF PROGRAM
May 7, 1939

COMMERCIAL "B"

BERNIE:

thank you.
Thank you Bobbykins! / And now youse guys . . . when you're
away from home . . . or when your family is away from
home . . . and you dig out yo' trusty pipe and fill up
with good old Half and Half . . . it's like seeing a
familiar face or hearing a familiar voice! Yowsah . . .
that's so true that the old maestro has written a bit of
a jingle about it . . . like this . . .

No matter where you roam

You'll find a touch of home

In Half and Half's aroma

Edgar Bernie

Yowsah . . . yowsah.

VON ZELL:

Yes smokers . . . that ~~is~~ ^{is} right. No matter where you are,
you get a heap of pleasure from a pipeful of Half and
Half tobacco. And you also get a heap of convenience
from Half and Half's patented telescope tin. This
exclusive tin makes it a lot easier to fill your pipe.
It gets smaller and smaller like a telescope as you use
the tobacco, and thus keeps every pipeful of Half and
Half within easy reach. You don't scrape your fingers
on the sides of the tin. And another thing --- because

ATX01 0179661

HALF AND HALF
May 7, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

you don't have to dig around, your tobacco stays in
better smoking condition ... fresher ^{and} ... in better
shape to pack into your pipe and to give you a
smooth, cool smoke. Yes ... the tin that Half and
Half is packed in ... as well as Half and Half
Tobacco itself ... adds a lot to your smoking
pleasure. So be sure you insist on Half and Half -
the tobacco that comes in the patented telescope
tin!

ATX01 0179662

SUNDAY, MAY 7, 1939
REVISED

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(ORCHESTRA "SWEET GEORGIA BROWN" .. HIT AND FADE)

Well looka here

BEN:

/ Me and the Half and Half Tobacco Lads are playin' that Dixieland favorite "Sweet Georgia Brown". This is a little number I helped write years ago. But I never sing it, which explains its lasting popularity.

7.....(FINISH NUMBER)

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, boys and gals, the guy with the stop-watch is a black-hearted villain. ~~xxxxxx~~ **And so he is** No amount of flattery or persuasion will make him give us one second more than the twenty-nine minutes and thirty seconds allotted to

by dear Old Half us. / So we gotta take our disappointment stoically -
and Half. Long **a bit of old Oxford creeping up**
may it wave. ~~By~~ heah, heah / and swim away through the wave-lengths.
Dear old Columbia
hear, hear - But we'll be crawlin' back in one short week with
I'm full of hears
tonight. I wish another concoction of this-a and that-a. So how's for
it was hairs. **thanks**
listenin' ... haaaaa? ./. Till then ... don't forget
this little piece of domestic wisdom ... Your Better
Half ... will love the fragrance of Half and Half.
And now, reluctantly, the time has come to say "Au
Revoir" ...

ATX01 0179663

SUNDAY, MAY 7, 1939

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(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. **Goodnight.**

THIS IS THE COLUMBIA BROADCASTING SYSTEM

ATX01 0179664

"AS BROADCAST"

SUNDAY, MAY 14, 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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
Tobacco, thirty minutes of frivolous festivity
whipped into a lilting laughable lather by the
Old Maestro, Ben Bernie. Among the celebrated
celebrants are all the Lads, all the Singers and
Movietone's Assassin of the King's English, Lew
Lehr.

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179665

SUNDAY, MAY 14, 1939
(REVISED)

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HARRY: And now, this being Mother's Day, the Half and Half Tobacco Lads enter into the spirit of the occasion by playing "It's All Yours."

1/... (ORCHESTRA "IT'S ALL YOURS")

HARRY: That was "It's All Yours" played by the Half and Half Tobacco Lads.

("LONESOME OLD TOWN" - FADE IN)

HARRY: And now we bring you the man who today received flowers from all the bookmakers at the track - because he's been more than a mother to them ... the Old Maestro, Ben Bernie!

(APPLAUSE)

BEN: Yowsah, yowsah. Greetings and salutations and a bit of a special salutation to all you mothers from coasta to coasta. This is ^{Momma} ~~Ben~~ ^{little boy, Ben,} Bernie's ~~xxxxxxxxxxx~~, wishin' ya all the mosta of the besta ... Ah, Harry, Mother's Day is certainly a wonderful holiday. All the grown-up children come home to visit her. And they bring all the ^{tool} makin's for dinner, / And while they're talkin', Mother's in the kitchen cookin' it. And while they're eatin', Mother is servin' it. And then when it's all over, They're all out on the front porch singin' and dancin' while Mother's in the kitchen washin' the dishes. Ah - Mother's Day is a wonderful Holiday, ,for everybody but Mother.

ATX01 0179666

SUNDAY, MAY 14, 1939

HARRY: Well, after all, Maestro, mothers really live for their children, I think.

BEN: That's right, Harry. And what a time my mother had bringin' up all us kids. She washed my clothes, darned my socks and cooked my meals. She did everything exactly right. Oh, dear ... if she'd only picked my horses ...

HARRY: Maestro, I'll bet you were an obedient little son, weren't you?

BEN: No, Harry, I wasn't. When I was a kid, I was spanked so much, every time I sat down I left hand-prints.

HARRY: I know I shouldn't bring up unpleasant subjects on Mother's Day, but what was Winchell like when he was a boy?

ATX01 0179667

SUNDAY, MAY 14, 1939

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BEN: Winchell -- I thought that was coming.
/ Harry, Winchell was just as stingy as he is today. One
(this is very interesting)
time/we all got kiddie-kars. I painted mine red like a
fire engine and took ~~all~~ ^{some of} the kids riding. Another kid
painted his green like a police car and took all the ^{other} kids
riding. And guess what Winchell did with his kiddie-kar.

HARRY: What?

BEN: He painted it yellow and put a meter on it ... But enough
of this. A few weeks ago, ^{my good friend,} I did a number in my unforgivable
baritony. And you'd be surprised at the amount of fan mail
I didn't get. But I says to meself, "Chin up, Bernie. If
at first you don't succeed, mumble mumble again." The
song? ~~XXXX~~ "Shadrack."

2....(BEN & ORCHESTRA "SHADRACK")

(APPLAUSE)

HALF AND HALF
May 14, 1939
(REVISED)

COMMERCIAL "A"

BERNIE:

Thank you,
/And now friends ... old landlubber Bernie once saw
a paintin' of an old sea captain steerin' his ship
amidst a ragin' storm. Clenched between his teeth
was his trusty pipe, and he looked so calm that you
just knew he'd get safe to port! So ... take a
hint from that old sea captain won't you? Don't
let your troubles get you all nervous and excited
... instead, smoke a pipe to calm you down! Yowsah
... and for the besta smoke of all ... fill up that
pipe with good old Half and Half Smokin' Tobacco.

VON ZELL:

Yes, gentlemen ... as the old maestro says ... a
pipeful of Half and Half brings you extra smoking
contentment. And that's natural enough ... because
Half and Half is different from other tobaccos.
Just open the tin and note the distinctive and very
delightful aroma. Then fill your pipe ... light up
... and notice how much that aroma adds to your
enjoyment. You see ... it's a recognized scientific
fact that the taste or flavor of any tobacco

ATX01 0179669

HALF AND HALF
May 14, 1939

COMMERCIAL "A" -(2)

VON ZELL: depends chiefly on its aroma. The finer the aroma ...
(CON'D) the finer the taste! The makers of Half and Half turned
this fact to your advantage. They blended for you a more
aromatic mixture of Virginia and Burley tobaccos ... an
exclusive mixture that no other tobacco can offer. So
next time ... be sure you get the advantage of flavor
and aroma COMBINED ... be sure you get Half and Half
smoking tobacco.

ATX01 0179670

SUNDAY, MAY 14, 1939
(REVISED)

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BEN: Von Zellie, those are true words, so help me. / ~~XXXXXX~~ **You is definitely right.**
There's a heap of pleasure in a pipeful of Half and Half Tobacco. And now me and the Half and Half Tobacco Lads are gonna play a little song called "Romance Runs In The Family." **Oh, dear --** / ~~Ab me~~ -- romance runs in every family except my horse's family. Nothin' runs in that. **Giddy ap.** Lads. /

3.... (ORCHESTRA "ROMANCE RUNS IN THE FAMILY")

BEN: That was me and the Half and Half Tobacco Lads playin' **now, trotting up to the** "Romance Runs In The Family." And / ~~XXXXXXXXXXXXXXXXXXXX~~ **microphone comes a cute little lady** ~~XXXXXXXXXXXXXXXXXXXX~~ - Little Mary Small.

MARY: **Tell me!** Maestro, I heard you speaking about your childhood. / When you were a little boy did you ever think that you'd go on the stage?

BEN: Yes, Mary, even when I was three years old I went to a kid show in ~~the~~ barn. It cost two pins to get in. The only two pins I had were the ones holding up my rompers.

MARY: Well, what did you do?

BEN: I gave them the two pins and went in. But I had to spend the rest of the afternoon singing.

ATX01 0179671

MARY: What did you sing?

BEN: "Hold Tight" ... And, Mary, that's a thumb-nail sketch of my theatrical career ... from two pins to toupee ... But now, Little girl, / ~~My~~, suppose you sing a song about a little boy ... ~~skippex~~ ~~skippex~~ that the whole country is lullabuying ... "Little Skipper".
4.... (MARY & ORCHESTRA "LITTLE SKIPPER")

(APPLAUSE)

BEN: Well
~~and~~ here he comes now -
So merry and chummy,
Though he never plays bridge
He's always the dummy -
So help me -
~~Yxxxx~~ - it's that Half and Half wit of Movietone News -

LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, look at you. / ^{Why} You're all dressed up ~~for Mother's~~
~~day.~~

LEW: Yeah - ~~this carnation in my right lapel is for my mother~~
~~xxxxxxx~~ Ain't it pretty?

BEN: I'll say so. I suppose the floral adornment is for Mother's Day.
~~Look at that carnation in your left lapel.~~

LEW: Yes, this carnation here in my left lapel is for my mother.

BEN: I presumed that, but what's that in your right lapel?

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mother-in-law.

LEW: ~~XXXXXX~~ poison ivy - (LAUGH) That's for my ~~wife's mother~~

BEN: Well, Lew, did your little son Sycamore remember his mother today.

LEW: Oh, certainly. He wrote her the most beautiful poem. I'll read it to you.

BEN: I can't wait.

LEW: Er - (COUGH) "Mother dear you're sweet and sincere
And I don't want to be a bother
But on Mother's Day -
I ask you - pray
Why did you pick that bum for my father!"

(LAUGH) Ain't it beautiful.

BEN: ~~Oh how tender~~ It's exquisite. Sycamore certainly has talent.

LEW: Yeah, I just can't wait to get my hands around his neck.

BEN: Well, Lew, tell us, ^{what did you point your camera at this week?} ~~what newsreel did you make this week?~~

LEW: ~~Well~~, this week I made a newsreel of the Lehr family. You see, we had a family reunion, right here in N. Y.

BEN: Oh, the World's Fair?

ATX01 0179673

SUNDAY, MAY 14, 1939

LEW: No, (GRUNT) The World's Ugliest!

BEN: Lew, you're just modest. It may be morbid curiosity, Lew, but I'm anxious to see your family.

LEW: Well, here's a picture album of all the Lehrs, and after you look at them you use this little bottle hanging on the back.

BEN: What's in the bottle?

LEW: (LAUGH)
/ Snelling salts!

BEN: I'll take a chance. Let me look. Well, it's a very interesting tribe. Whose picture is this?

LEW: Where? That's my Uncle Gus. He's in the fish business.

BEN: How old is he?

LEW: We don't know. (GRUNT) We can't get near enough to ask him!

BEN: The fish business. That certainly is a bucket full of bait standing there beside him.

LEW: That ain't bait. That's Aunt Minne.

BEN: Lew, who was the first member of the Lehr Clan?

LEW: The first Lehr was Sebastian Lehr. He was one of the pioneers of America.

BEN: Was he an important man?

SUNDAY, MAY 14, 1939

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LEW: Was he important? He was an Ambassa - er - a represen -
er - a plenipoten - plenipoten - (LAUGH) A horse thief!
But ~~the~~^{my} uncle we're really proud of is Uncle Wilbur. He's
only thirty years old and already he's retired.

BEN: Retired at 30? Why,
/ That's wonderful! What was he before he retired?

LEW: (LAUGH) A bum.

BEN: Lew, how's that uncle of yours I met last year - you/~~xxxx~~^{remember,}
the one with the broken nose and tin ear ...

LEW: (GRUNT) Oh/^{you mean} the good looking one! Er - that's Uncle
Philip from Pittsburgh. He's the smartest one of the
whole family.

BEN: Is that right?

LEW: Yeah - he's got a P.H.D., an M.A., a Rhode's Scholarship
and diplomas from six universities ... But he couldn't get
to the reunion.

BEN: Why not?

LEW: (LAUGH) He ain't got no shoes!

BEN: But, Lew, I notice in this picture everyone is present
except your son, Little Sycamore.

ATX01 0179675

SUNDAY, MAY 14, 1939

LEW: Oh, him. Can you imagine, during the whole reunion he was out on the back porch hugging and kissing his little girl friend.

BEN: Hugging and kissing his little girl friend?

LEW: Yeah - and that's why we gave him a new name.

BEN: What is the New name?

LEW: (LAUGH) Little Sir Necko!!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice going, Lew, nice going. You know folks, Lew Lehr has a real good sense of humor. He's always playing jokes on someone. The other day he made his will and left his brain to Columbia University. Oh dear ... now me and the Half and Half Tobacco Lads are gonna play a number dedicated to Johnstown ... "I Cried For You".

5 (ORCHESTRA "I CRIED FOR YOU")

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BEN: That was me and the Half and Half Lads playin' "I Cried For You." And now standin' at me side is young Bobby Gibson, the Back-Bay ^{Baratoney} ~~Baratoney~~, who's been right at home all week, 'cause we're playin' an engagement on the roof of the Ritz Carlton up/in Boston. Ah, ^{here} ~~here~~ ^{dear} ~~dear~~ old Boston, the center of culture. Home of Harvard University, my old Alma Mater.

BOB: ^{Maes,} / I didn't know you went to Harvard, Maes.

BEN: Oh, definitely, Robert, definitely. / ^{As a} Matter of fact I was expelled from Harvard for cheating during an examination in astronomy.

BOB: ~~XXXXXXXXXX~~ "hy, Maesy, you? Cheating?"

BEN: Yes. I was asked to describe the stars, so I hit myself on the head with a hammer And Now, Bobby, suppose you hitch your wagon to a star and sing "East Side of Heaven."

6....(BOB & ORCHESTRA "EAST SIDE OF HEAVEN")

(APPLAUSE)

ATX01 0179677

HALF AND HALF
May 14, 1939

COMMERCIAL "B"

BERNIE:

Thank you, Bobbykins, thank you. And now youse
guys ... when you're sitting beside the radio this
evening ... naturally you'll be ^{tunin' in} ~~shown~~ programs
that friend wife will enjoy as well as you. And
in the same way ... when you fill up your old
briar ... fill up with Half and Half Tobacco. Then
friend wife will share yo' pleasure, she really
will. Because take it from the Old Maestro -- your
Better Half will love the fragrance of Half and
Half ...

VON ZELL:

Yes smokers ... our friend Ben Bernie is certainly
right. The aroma of Half and Half is enjoyed by
everyone in the room. And here's another special
advantage of Half and Half. It's packed in a new
kind of tin ... the patented telescope tin. This
tin gets smaller like a telescope as you use the
tobacco. That makes it easier to fill your pipe.
You don't scrape your fingers on the edge of the
tin ... even the last pipeful of Half and Half is

ATK01 0179678A

HALF AND HALF
May 14, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

always easy to reach without digging around. And because you don't have to dig around, your tobacco stays in better smoking condition ... fresher ... in excellent shape to pack into your pipe and to give you a smooth, cool smoke. Next time ... for more convenience as well as for a more enjoyable smoke ... get Half and Half Tobacco in the patented telescope tin.

SUNDAY, MAY 14, 1939
(REVISED)

(ORCHESTRA "AND THE ANGELS SING" HIT AND FADE)

BEN: Me and the Lads are now playin' "And The Angels Sing" ...
Mmmm ... "And The Angels Sing" ... I guess you know by the
title it ain't dedicated to me,

7 (ORCHESTRA "AND THE ANGELS SING" ... 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: Wurra, wurra, wurra. Also, alas and alack. For comes now
the dread moment of parting...Until next week. There's but
one request I would make of youse guys, and that is:

The moment after we sign off,
Light a pipe of Hoff and Hoff.

In Bernie English, that means good ole Half and Half.
And now, dern it all, the time has come to say a bit of a
au revoir ...

(ORCHESTRA & BEN "AU REVOIR")

(SEQUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, MAY 14, 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 0179680

SUNDAY, MAY 14, 1939

"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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
 Tobacco, thirty minutes of frivolous festivity
 whipped into a lilting laughable lather by the
 Old Maestro, Ben Bernie. Among the celebrated
 celebrants are all the Lads, all the Singers and
 Movietone's Assassin of the King's English, Lew
 Lehr.

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179681

SUNDAY, MAY 14, 1939
(REVISED)

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HARRY: And now, this being Mother's Day, the Half and Half Tobacco Lads enter into the spirit of the occasion by playing "It's All Yours."

1/... (ORCHESTRA "IT'S ALL YOURS")

HARRY: That was "It's All Yours" played by the Half and Half Tobacco Lads.

("LONESOME OLD TOWN" - FADE IN)

HARRY: And now we bring you the man who today received flowers from all the bookmakers at the track - because he's been more than a mother to them ... the Old Maestro, Ben Bernie!

(APPLAUSE)

BEN: Yowsah, yowsah. Greetings and salutations and a bit of a special salutation to all you mothers from coasta to coasta. This is ~~Ben~~ ^{Mamma} Bernie, ~~the old Maestro,~~ ^{little boy, Ben,} wishin' ya all the mosta of the besta ... Ah, Harry, Mother's Day is certainly a wonderful holiday. All the grown-up children come home to visit her. And they bring all the makin's for dinner, ^{tool} And while they're talkin', Mother's in the kitchen cookin' it. And while they're eatin', Mother is servin' it. And then when it's all over, They're all out on the front porch singin' and dancin' while Mother's in the kitchen washin' the dishes. Ah - Mother's Day is a wonderful Holiday, **for everybody but Mother.**

ATXO1 0179682

SUNDAY, MAY 14, 1939

HARRY: Well, after all, Maestro, mothers really live for their children, I think.

BEN: That's right, Harry. And what a time my mother had bringin' up all us kids. She washed my clothes, darned my socks and cooked my meals. She did everything exactly right. Oh, dear ... if she'd only picked my horses ...

HARRY: Maestro, I'll bet you were an obedient little son, weren't you?

BEN: No, Harry, I wasn't. When I was a kid, I was spanked so much, every time I sat down I left hand-prints.

HARRY: I know I shouldn't bring up unpleasant subjects on Mother's Day, but what was Winchell like when he was a boy?

SUNDAY, MAY 14, 1939

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BEN: Winchell -- I thought that was soming.
Harry, Winchell was just as stingy as he is today. One
(this is very interesting)
time we all got kiddie-kars. I painted mine red like a
fire engine and took ^{some of} ~~and~~ the kids riding. Another kid
painted his green like a police car and took all the ^{other} kids
riding. And guess what Winchell did with his kiddie-kar.

HARRY: What?

BEN: He painted it yellow and put a meter on it ... But enough
of this. A few weeks ago ^{my good friend,} I did a number in my unforgivable
baritony. And you'd be surprised at the amount of fan mail
I didn't get. But I says to meself, "Chin up, Bernie. If
at first you don't succeed, mumble mumble again." The
song? ~~XXXX~~ "Shadrack."

2.... (BEN & ORCHESTRA "SHADRACK")

(APPLAUSE)

ATX01 0179684

HALF AND HALF
May 14, 1939
(REVISED)

COMMERCIAL "A"

BERNIE: Thank you,
/ And now friends ... old landlubber Bernie once saw
a paintin' of an old sea captain steerin' his ship
amidst a ragin' storm. Clenched between his teeth
was his trusty pipe, and he looked so calm that you
just knew he'd get safe to port! So ... take a
hint from that old sea captain won't you? Don't
let your troubles get you all nervous and excited
... instead, smoke a pipe to calm you down! Yowsah
... and for the besta smoke of all ... fill up that
pipe with good old Half and Half Smokin' Tobacco.

VON ZELL: Yes, gentlemen ... as the old maestro says ... a
pipeful of Half and Half brings you extra smoking
contentment. And that's natural enough ... because
Half and Half is different from other tobaccos.
Just open the tin and note the distinctive and very
delightful aroma. Then fill your pipe ... light up
... and notice how much that aroma adds to your
enjoyment. You see ... it's a recognized scientific
fact that the taste or flavor of any tobacco

ATX01 0179685

HALF AND HALF
May 14, 1939

COMMERCIAL "A" - (2)

VON ZELL: depends chiefly on its aroma. The finer the aroma ...
(CON'D) the finer the taste! The makers of Half and Half turned
this fact to your advantage. They blended for you a more
aromatic mixture of Virginia and Burley tobaccos ... an
exclusive mixture that no other tobacco can offer. So
next time ... be sure you get the advantage of flavor
and aroma COMBINED ... be sure you get Half and Half
smoking tobacco.

ATX01 0179686

BEN: Von Zellie, those are true words, so help ~~me~~ ^{You is definitely right.} ~~XXXXXX~~
 There's a heap of pleasure in a pipeful of Half and Half
 Tobacco. And now me and the Half and Half Tobacco Lads
 are gonna play a little song called "Romance Runs In The
 Family." ^{Oh, dear --} ~~XXXXXX~~ -- romance runs in every family except
 my horse's family. Nothin' runs in that. Giddy ^{Giddy ap.} up, Lads/

3....(ORCHESTRA "ROMANCE RUNS IN THE FAMILY")

BEN: That was me and the Half and Half Tobacco Lads playin'
 "Romance Runs In The Family." ^{now, trotting up to the} And ^{speaking of romance here} ~~XXXXXX~~
^{microphone comes a cute little lady --} ~~XXXXXX~~ - Little Mary Small.

MARY: Maestro, I heard you speaking about your childhood. ^{Tell me,} when
 you were a little boy did you ever think that you'd go on
 the stage?

BEN: Yes, Mary, even when I was three years old I went to a kid
 show in ~~the~~ barn. It cost two pins to get in. The only
 two pins I had were the ones holding up my rompers.

MARY: Well, what did you do?

BEN: I gave them the two pins and went in. But I had to spend
 the rest of the afternoon singing.

MARY: What did you sing?

BEN: "Hold Tight" ... And, Mary, that's a thumb-nail sketch of my theatrical career ... from two pins to toupee ... But now, little girl, ~~Maxx~~, suppose you sing a song about a little boy ... ~~xxxx~~

~~xxxx~~ ~~xxxx~~ that the whole country is lullabuying - "Little Skipper".
4.... (MARY & ORCHESTRA "LITTLE SKIPPER")

(APPLAUSE)

BEN: Well ~~and~~ here he comes now -
So merry and chummy,
Though he never plays bridge
He's always the dummy -
So help me -
~~xxxx~~ - it's that Half and Half wit of Movietone News -

LEW LEHR.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, look at you. / ^{Why} You're all dressed up ~~for Mother's Day~~
~~xxxx~~

LEW: Yeah - ~~this carnation on my right lapel is for my mother~~
~~xxxx~~ Ain't I pretty?

BEN: I'll say so. I suppose the floral adornment is for Mother's Day?
~~xxxx~~

LEW: Yes, this carnation here in my left lapel is for my mother.

BEN: I presumed that, but what's that in your right lapel?

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LEW: ~~That's~~ poison ivy - (LAUGH) That's for my ^{mother-in-law} ~~wife's mother~~.

BEN: Well, Lew, did your little son Sycamore remember his mother today.

LEW: Oh, certainly. He wrote her the most beautiful poem. I'll read it to you.

BEN: I can't wait.

LEW: Er - (COUGH) "Mother dear you're sweet and sincere
And I don't want to be a bother
But on Mother's Day -
I ask you - pray
Why did you pick that bum for my father!

(LAUGH) Ain't it beautiful.

BEN: ~~That's~~ it's Exquisite. Sycamore certainly has talent.

LEW: Yeah, I just can't wait to get my hands around his neck.

BEN: Well, Lew, tell us, ^{what did you point your camera at this week?} ~~what newsreel did you make this week?~~

LEW: Well, this week I made a newsreel of the Lehr family. You see, we had a family reunion. right here in N. Y.

BEN: Oh, the World's Fair?

ATXO1 0179689

SUNDAY, MAY 14, 1939

LEW: No, (GRUNT) The World's Ugliest!

BEN: Lew, you're just modest. It may be morbid curiosity, Lew, but I'm anxious to see your family.

LEW: Well, here's a picture album of all the Lehrs, and after you look at them you use this little bottle hanging on the back.

BEN: What's in the bottle?

(LAUGH)
LEW: / Smelling salts!

BEN: I'll take a chance. Let me look. Well, it's a very interesting tribe. Whose picture is this?

LEW: Where? That's my Uncle Gus. He's in the fish business.

BEN: How old is he?

LEW: We don't know. (GRUNT) We can't get near enough to ask him!

BEN: The fish business. That certainly is a bucket full of bait standing there beside him.

LEW: That ain't bait. That's Aunt Minne.

BEN: Lew, who was the first member of the Lehr Clan?

LEW: The first Lehr was Sebastian Lehr. He was one of the pioneers of America.

BEN: Was he an important man?

SUNDAY, MAY 14, 1939

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LEW: Was he important? He was an Ambassa - er - a represen -
er - a plenipoten - plenipoten - (LAUGH) A horse thief!
But ~~the~~ ^{my} uncle we're really proud of is Uncle Wilbur. He's
only thirty years old and already he's retired.

BEN: Retired at 30? Why,
/ That's wonderful! What was he before he retired?

LEW: (LAUGH) A bum.

BEN: Lew, how's that uncle of yours I met last year - you ~~XXXX~~,
remember.
the one with the broken nose and tin ear ...

LEW: (GRUNT) Oh, ^{you mean} / the good looking one! Er - that's Uncle
Philip from Pittsburgh. He's the smartest one of the
whole family.

BEN: Is that right?

LEW: Yeah - he's got a P.H.D., an M.A., a Rhode's Scholarship
and diplomas from six universities ... But he couldn't get
to the reunion.

BEN: Why not?

LEW: (LAUGH) He ain't got no shoes!

BEN: But, Lew, I notice in this picture everyone is present
except your son, Little Sycamore.

ATX01 0179691

SUNDAY, MAY 14, 1939

LEW: Oh, him. Can you imagine, during the whole reunion he was out on the back porch hugging and kissing his little girl friend.

BEN: Hugging and kissing his little girl friend?

LEW: Yeah - and that's why we gave him a new name.

BEN: What is the New name?

LEW: (LAUGH) Little Sir Necko!!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice going, Lew, nice going. You know folks, Lew Lehr has a real good sense of humor. He's always playing jokes on someone. The other day he made his will and left his brain to Columbia University. Oh dear ... now me and the Half and Half Tobacco Lads are gonna play a number dedicated to Johnstown ... "I Cried For You".

5 (ORCHESTRA "I CRIED FOR YOU")

SUNDAY, MAY 14, 1939

-13-

BEN: That was me and the Half and Half Lads playin' "I Cried For You." And now standin' at me side is young Bobby Gibson, the Back-Bay ^{Baratony} ~~Bonelli~~, who's been right at home all week, 'cause we're playin' an engagement on the roof of the Ritz Carlton up ^{here} / in Boston. Ah, ^{dear} ~~good~~ old Boston, the center of culture. Home of Harvard University, my old Alma Mater.

BOB: ^{Maes,} / I didn't know you went to Harvard, Maes.

BEN: Oh, definitely, Robert, definitely. ^{As a} Matter of fact I was expelled from Harvard for cheating during an examination in astronomy.

BOB: ~~XXXXXXXX~~ Why, Maesy - you? Cheating?

BEN: Yes. I was asked to describe the stars, so I hit myself on the head with a hammer And Now, Bobby, suppose you hitch your wagon to a star and sing "East Side of Heaven."

6....(BOB & ORCHESTRA "EAST SIDE OF HEAVEN")

(APPLAUSE)

ATX01 0179693

HALF AND HALF
May 14, 1939

COMMERCIAL "B"

BERNIE:

Thank you, Bobbykins, thank you. And now youse
guys ... when you're sitting beside the radio this
evening ... naturally you'll be ⁴ ~~playin'~~ ^{tunin'} in
that friend wife will enjoy as well as you. And
in the same way ... when you fill up your old
briar ... fill up with Half and Half Tobacco. Then
friend wife will share yo' pleasure, she really
will. Because take it from the Old Maestro -- your
Better Half will love the fragrance of Half and
Half ...

VON ZELL:

Yes smokers ... our friend Ben Bernie is certainly
right. The aroma of Half and Half is enjoyed by
everyone in the room. And here's another special
advantage of Half and Half. It's packed in a new
kind of tin ... the patented telescope tin. This
tin gets smaller like a telescope as you use the
tobacco. That makes it easier to fill your pipe.
You don't scrape your fingers on the edge of the
tin ... even the last pipeful of Half and Half is

ATX01 0179694

HALF AND HALF
May 14, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

always easy to reach without digging around. And because you don't have to dig around, your tobacco stays in better smoking condition ... fresher ... in excellent shape to pack into your pipe and to give you a smooth, cool smoke. Next time ... for more convenience as well as for a more enjoyable smoke ... get Half and Half Tobacco in the patented telescope tin.

RTX01 0179695

SUNDAY, MAY 14, 1939
(REVISED)

(ORCHESTRA "AND THE ANGELS SING" HIT AND FADE)

BEN: Me and the Lads are now playin' "And The Angels Sing" ...
Mama ... "And The Angels Sing" ... I guess you know by the
title it ain't dedicated to me.

7 (ORCHESTRA "AND THE ANGELS SING" 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: Worra, worra, worra. Alas, alas and alack. For comes now
the dread moment of parting...Until next week. There's but
one request I would make of youse guys, and that is:

The moment after we sign off,

Light a pipe of Hoff and Hoff.

In Bernie English, that means good ole Half and Half.

And now, dern it all, the time has come to say a bit of a
au revoir ...

(ORCHESTRA & BEN "AU REVOIR")

(SEQUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, MAY 14, 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 0179697

May 17, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC. to mention the name Phil Baker as follows on the Ben Bernie program Sunday, May 21, 1939, from 5:30 to 6:00 P. M. Eastern Daylight Saving Time:

BEN BERNIE: (Telling about a picnic)
... on my way back to the fire I had quite an experience. I stopped to pat a little bear cub, and along came the great big mama bear. What a bear! It looked like Phil Baker without a shirt.

HARRY VON ZELL: Never mind Phil Baker. What happened with you and the bear?

Phil Baker

ATX01 0179698

May 17, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC.
to mention the name of Mr. Grover Whalen as follows
on the Ben Bernie program Sunday, May 21, 1939, from
5:30 to 6:00 P.M. Eastern Daylight Saving Time.

(THE ANNOUNCER ASKS BEN BERNIE IF HE IS GETTING STOUT)

BEN BERNIE: Stout? Why I was out at the World's
Fair the other day and Grover Whalen
made me move. He said I was hiding
the Perisphere.

John S. Young

ATX01 0179699

May 17, 1939

Permission is hereby granted to YOUNG & RUBICAM, INC. to mention the Minsky's Republic Theater as follows on the Ben Bernie program Sunday, May 21, 1939, from 5:30 to 6:00 P. M. Eastern Daylight Saving Time.

(LEM LEHR DESCRIBES A TREASURE HUNT HE HAS ATTENDED)

LEHR: First it said "Go three miles north", and there I found myself in a cave. And in the cave was a letter what told me to "Go six miles west", and dere I landed in a drug store. In the drugstore I found a note what said, "Go three miles south". And when I got there I found another note which told me to go further, but I was so happy where I was I wouldn't leave.

BERNIE: Why - where were you, Lew?

LEHR: Back-stage at Minsky's Republic!!!

David Fell - Manager

ATX01 0179700

May 17, 1939

Permission is hereby granted to YOUNG & RUBICAN, INC.
to mention Popeye as follows on the Ben Bernie program
Sunday, May 21, 1939, from 5:30 to 6:00 P. M. Eastern
Daylight Saving Time:

HARRY VON ZELL (IN POPEYE'S VOICE)
And now blow me down if the Lads ain't
gonna start this here program with
Popeye's favorite song: "Hooray For
Spinach".

Ward Greere

ATX01 0179701

SUNDAY, MAY 21, 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: (ORCHESTRA ... FIRST TWO NOTES OF SIGNATURE)

HARRY: HALF SWING!

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

HARRY: HALF SWEET!

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

(FADE DOWN UNDER)

HARRY: BRINGING YOU ON BEHALF OF HALF AND HALF SMOKING TOBACCO
A BOUQUET OF MAY FLOWERS BROUGHT INTO BLOOM BY THAT
GOOD NATURED GARDENER, BEN BERNIE. BLOSSOMING ALONG THE
GARDEN PATH ARE THOSE HARDY PERENNIALS, ALL THE HALF AND
HALF TOBACCO LADS ... THOSE TENDER BUDS, ALL THE SINGERS ...
AND THAT POTTED FUNGUS ... LEW BEHR!

("LONESOME OLD TOWN" ... FADE OUT)

RTX01 0179702

H

1 (ORCHESTRA "HURRAH FOR SPINACH")

HARRY: Ladies and gentlemen, that was "Hurrah for Spinach" played by the Half and Half Tobacco Lads.

(LONESOME OLD TOWN ... FADE IN)

HARRY: Well, ladies and gentlemen, we always like to open this program with a brand new joke. However, unfortunately, we haven't any new jokes, so we'll bring you a joke that our grandmothers laughed at: The old maestro, Ben Bernie.

(APPLAUSE)

BEN: Yowsah, yowsah, greetings, salutations and a happy mid-May Sunday to yes all. This is Ben bernie, the old Maestro comin' to tez on a coast to coast light up of good old half and half ... Half and Half being the stuff you can always puff without fear of rebuff ... deah, deah!

HARRY: Maestro, pardon me for being a bit inguiative, but is your face sunburned or are you wearing a tight collar?

BEN: Why, that's genuine sunburn Von Zelly. The result of spending a day in the great outdoors. Ah, Harry, what a thrill it was to stand there in the open, unbutton my shirt, raise my arms, take a deep bfeath ... and collapse!

HARRY: Well, Maestro, really I can't pictre you hiking thru the country.

BEN: Why, Harry, youse is speakin' to old squire Bernie ... a man who loves to till he soil, feed the pigs and milk the cows.

HARRY: Ah, milking cows ... that's a lot of fun.

BEN: It sure is ...

and I heard that music makes a cow give more milk, so I started playing my fiddle.

HARRY: Well, how did your fiddle playing affect them?

BEN: Well, the cows stopped giving milk and the chickens started laying eggs. a

HARRY: Ah! Critics! (LAUGH)

BEN: Well, anyhow, it all reminded me of my boy scout days ... out there in the woods trying to make a fire by rubbing two sticks together.

HARRY: Maestro, can you actually make a fire by rubbing two sticks together?

BEN:LL Uh huh. I can do it every time if one of the sticks is a match. But Harry, as I was hiking thru the woods I had the most terrible experience. I stopped to pat a little bear cub, and along came the great big mama bear. What a bear! It looked like Phil Baker without a shirt.

HARRY: Well now here, wait a minute ... never mind ~~the~~ Phil Baker. What happened with you and the mama bear?

BEN: Well ... she grabbed me and started hugging and squeezing me.

HARRY: Hugging and squeezing you? That's terrible. What did you do?

BEN: WELL, WHAT COULD I DO ... I KISSED HER.

HARRY: THIS IS POSITIVELY BREATH TAKING, MAESTRO. (BREATHLESSLY)
WHAT HAPPENED THEN?

BEN: WELL, I GOT BACK TO MY PARTY AND WE SAT DOWN TO EAT. BUT
WE ALL WENT HUNGRY BECAUSE THERE WAS ONE GIRL THERE WHO
ATE EVERYTHING IN SIGHT. POOR KID ... SHE WAS FAMISHED!
SHE HAD BEEN ON A FOURTEEN DAY DIET.

HARRY: A FOURTEEN DAY DIET? OH, WAS SHE REDUCING?

BEN: NO, FOR 2 WEEKS SHE WENT STEADY WITH WINCHELL. OH, DEAR,
ENOUGH OF THIS BOSH, BOSH, BERNIE. COMES NOW THE TIME FOR
ME TO GIVE MY VOCAL CHORDS AN OUTING. THE SONG? "AT A
LITTLE HOT DOG STAND". WHAT AN APPETIZING TITLE. A LITTLE
HOT DOG STAND. THIS NUMBER IS A SEQUEL TO LAST YEAR'S HIT,
WEENIE WEENIE. OKAY, LADS, PASS THE MUSTARD.

2 (ORCHESTRA & BERNIE "AT A LITTLE HOT DOG STAND")

(APPLAUSE)

HALF AND HALF
May 21, 1939
(REVISED)

COMMERCIAL "A"

BERNIE: AND NOW FRIENDS ... OLD ISAAC WALTON BERNIE HAS A BIT OF WISDOM FOR ALL YOUSE FISHERMEN. WHEN YOU'RE TRYIN' TO COAX THAT BIG TROUT OUT FROM THE SHADOW OF THAT ROCK ... OR WHEN YOUR FAVORITE FLY GETS CAUGHT UP IN A TREE ... YOU'LL DO A HEAR BETTER IF YOU KEEP COOL AND COLLECTED. YOWSAM ... WHETHER IT'S THE GAME OF FISHIN' OR THE GAME OF LIFE ... IT'S A HEAP EASIER TO HOOK INTO YOUR BIG OPPORTUNITY IF YOU DON'T GET ALL EXCITED AND UP IN THE AIR. SO TAKE THE OLD MAESTRO'S ADVICE ... AND SMOKE A PIPE TO CALM YOU DOWN!

VON ZELL: YES, GENTLEMEN ... THERE'S REAL WISDOM IN WHAT THE OLD MAESTRO SAYS. AND FOR A REALLY DELIGHTFUL SMOKE ... BE SURE YOU FILL UP YOUR PIPE WITH HALF AND HALF TOBACCO. YOU SEE HALF AND HALF HAS A DISTINCTIVE FRAGRANCE OR AROMA ... FINER, WE BELIEVE THAN THAT OF ANY OTHER TOBACCO. YOU SENSE THIS AROMA YOURSELF THE INSTAND YOU OPEN THE TIN. YOU LEARN HOW IMPORTANT IT IS THE INSTANT YOU LIGHT UP YOUR PIPE. THAT'S BECAUSE IT'S A RECOGNIZED SCIENTIFIC FACT THAT THE TASTE OR FLAVOR OF ANY TOBACCO DEPENDS CHIEFLY ON ITS AROMA. THE FINER THE AROMA ... THE FINER THE TASTE.

ATX01 0179706

HALF AND HALF
MAY 21, 1939

COMMERCIAL "A" -1

VON ZELL: THE MAKERS OF HALF AND HALF TURN THIS FACT TO YOUR ADVAN-
(CON'D) TAGE BY BLENDING FOR YOU A MORE AROMATIC MIXTURE OF
VIRGINIA AND BUREEY TOBACCOS ... AN EXCLUSIVE MIXTURE
THAT NO OTHER TOBACCO CAN MATCH. SO, NEXT TIME, BE
SURE THAT YOU BUY HALF AND HALF ... PROVE WHAT A SWELL
SMOKE YOU GET WHEN YOU USE THE TOBACCO THAT BRINGS YOU
TASTE AND AROMA COMBINED ... HALF AND HALF TOBACCO!

ATX01 0179707

SUNDAY, MAY 21, 1939

BEN: HARRYKINS ... WE OLD MAESTRO CONGRATULATES YOU ON THE WISDOM OF YO' WORDS. AND I'M SURE THAT OTHER PIPE SMOKERS WILL GLADLY DO THE SAME. AND NOW LET'S SEE ME AND THE HALF AND HALF LADS ARE GONNA PLAY "HAND YOUR HEART ON A HICKORY LIMB." FOR FURTHER DETAILS, CONSULT YOUR LOCAL TREE SURGEON.

3 (ORCHESTRA "HAND YOUR HEART ON A HICKORY LIMB")

BEN: THAT WAS ME AND THE HALF AND HALF TOBACCO LADS PLYIN' "HAND YOUR HEART ON A HICKORY LIMB" ... WAL, BERNIE, WHAT'S NEXT? WAL, I'LL TELL YA. I COULD SING ANOTHER SONG ... NO. I BETTER NOT. I CAN'T HAVE YOU PEOPLE CHASIN' ME DOWN THE STREET. I AIN'T GOT A PARADE PERMIT. BUT JUST TO B ON THE SAFE SIDE, AND, INCIDENTALLY, TO GIVE EVERYBODY A BREAK, HERE'S LITTLE MARY SMALL.

MARY: HELLO, MAESTRO. DID ... DID YOU HAVE FUN IN THE COUNTRY YESTERDAY?

BEN: ISURE DID, MARY.

MARY: DID YOU GO BIMMING?

BEN: NO, I WOULDN'T DARE. MY MOTHER USED TO TELL ME THAT IF I SO MUCH AS STOOD UNDER A SHOWER, MY HAIR WOIDD GET THIN.

MARY: MMMM. WELL, YOU MUST HAVE STOOD UNDER NIAGRA FALLS.

SUNDAY, MAY 21, 1939

BEN: WHY, MARY, NIAGARA FALLS! THAT AIN'T SO. I WAS CAUGHT IN
A CALIFORNIA FOG. FLORIDA PAPERS PLEASE COPY. WELL,
ANYWAY, DON'T WORRY ABOUT ME, MARY. YOUR CUE IS TO SING,
"DON'T WORRY ABOUT ME".

4 (MARY SMALL & ORCHESTRA "DON'T WORRY ABOUT ME")

(APPLAUSE)

BEN: WELL HERE HE COMES NOW
WHAT A FACE NATURE GAVE HIM ...
HIS BARBERS GET SICK
EVERY TIME THAT THEY SHAVE HIM ...

SO HELP ME ... IT'S THAT HALF AND HALF WIT OF MOVIE-TONE
NEWS ... LEW LEHR!

(ORCHESTRA ... LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGHT) MONKEYS IS HE CRAZIEST PEOPLE.

BEN: WHY LEW ... LOOK HERE YOU SCOUNDREL ... LEW YOUR WIFE TOLD
ME YOU TOOK THE WHOLE FAMILY ON A PICNIC LAST WEEK.
THAT MUST HAVE MADE A SWELL NEWSREEL.

LEW: YOU SAID IT! DO I LOVE PICNICS!

BEN: AH ... GOOD OLD FASHIONED PICNICS ... WHERE EVERYONE
BRINGS HIS SHARE OF THE LUNCH. LEW, I SUPPOSE ... I
SUPPOSE YOU BROUGHT SOMETHING UNUSUAL?

LEW: DID I BRING SOMETHING UNUSUAL FOR THE LUNCH. I BROUGHT THE
FINIEST FILET MIGN ... ER ... DELICIOUS LAM FRICASS ...
ER ... IMPORTED PATIE DE FO GR ... PATIE DE FO GR ...

(LAUGHT) ... A CAN OPENER.

ATX01 0179709

SUNDAY, MAY 21, 1939

BEN: A CAN OPENER. YOU MEAN TO TELL ME YOU DIDN'T CONTRIBUTE ANYTHING?

LEW: OH, SURE. I WENT INTO THE WOODS AND PICKED SOME MUSHROOMS.

BEN: WHY, LEW. THAT'S ONE THING THAT'S ALWAYS WORRIED ME. HOW CAN YOU TELL THE DIFFERENCE BETWEEN MUSHROOMS AND TOADSTOOLS?

LEW: WELL, YOU COOK 'EM AND SERVE 'EM TO YOUR FRIENDS. IF THEY'RE MUSHROOMS EVERYTHING IS ALL RIGHT.

BEN: WHAT IF THEY'RE TOADSTOOLS?

LEW: THEN (LAUGH) YOU LOOK FOR NEW FRIENDS.

BEN: DIDN'T YOU HAVE ANYTHING BESIDE MUSHROOMS?

LEW: OH CERTAINLY. WE HAD A DELICIOUS CHICKEN DINNER. AND WE INVITED A FARMER AND HIS WIFE FROM ACROSS THE ROAD TO COME OVER AND HAVE DINNER WITH US.

BEN: OH, WELL, LEW THAT WAS VERY SWEET OF YOU.

LEW: OH, IT WAS ONLY FAIR. (LAUGH) WE STOLE HIS CHICKENS.

BEN: HMMM. A BIT OF FOUL PLAY! DID EVERYBODY ENJOY THE DINNER?

LEW: YES, BUT MY WIFE GOT ME AWFULLY MAD. SHE YELLED, "HELP, LEW, THERE'S A BUG DOWN MY NECK."

SUNDAY, MAY 21, 1939

BEN: WHAT DID YOU DO, LEW?

LEW: I SAID "SHUT UP". (INDIGNANT GRUNT) THAT STUFF WAS ALL RIGHT BEFORE WE WAS MARRIED.

BEN: LEW ... YOU MEAN TO TELL ME ON A PICNIC AND YOU DIDN'T EVEN GIVE YOUR WIFE A KISS?

LEW: OH, SHE DON'T KNOW HOW TO KISS. SHE CAN'T EVEN PUCKER UP HER LIPS ... IT'S TOO LOSE. EVERYTIME I'M READY TO KISS HER I TELL HER TO SAY PRUNES ... BUT SHE ALWAYS SAYS APPLES!

BEN: WELL, THAT MAKES IT DIFFICULT. LEW, AFTER DINNER DID YOU PLAY ANY GAMES.

LEW: OH YEAH, WE HAD LOTS OF SPORTS, BUT THE FUNNIEST ONE WAS A SPECIAL FAT RACE FOR FAT MEN. MY UNCLE WILBUR WAS IN IT.

BEN: DID HE WIN?

LEW: I DON'T KNOW. (GRUNT) HIS STOMACH CAME IN FIRST BUT HE CAME IN THIRD.

BEN: WHAT A FAT RACE ...

LEW: YOU KNOW, MR. BERNIE, ON THIS PICNIC GROUND THERE'S A MAGIC APPLE TREE. IF YOU STAND UNDER IT AND MAKE LOVE TO A GIRL, EVERY TIME YOU TELL HER A LIE, AN APPLE FALLS ON YOUR HEAD.

SUNDAY, MAY 21, 1939

BEN: HOW STRANGE.

LEW: YEAH ... TWENTY YEARS AGO UNDER THAT SAME TREE I TOLD MY WIFE SHE WAS BEAUTIFUL.

BEN: WHAT HAPPEND?

LEW: (LAUGH) I GOT CONSUSSION OF THE BRAIN!

BEN: WELL, LEW, ALL IN ALL, IT SOUND LIEE IT WAS A SWELL PICNIC.

LEW: YEAH ... EXCEPT, ON THE WAY HOME SOME PIN TERRIBLE HAPPENED. MY WIFE AND I WENT TO SLEEP IN DER BACK SEAT OF DER CAR AND I DREAMED THAT I WAS PULLIN' ALL DER WEEDS OUT OF MY GARDEN.

BEN: WHAT'S TERRIBLE ABOUT THAT?

LEW: WHEN WE GOT OUT OF THE CAR (LEUGH) MY WIFE WAS BALDHEADED!

(ORCHESTRA ... LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: BALDHEADED ... I'M BEGINNING TO FEEL EMBARRASSED ABOUT MY MY BALD HEAD. AND NOW ME AND THE HALF AND HALF TOBACCO LADS ARE GONNA OPEN UP WITH THE "BEER BARREL POLKA". THIS HERE SONG BEER BARREL POLKA OUGHT TO BE POPULAR AT THE SPRING HOPS. HERE, HERE A BIT PUNNY ... BETTER GET GOING BERNIE, BEFORE SOME PUN HATER GIVES YOU A POKE-A.

*5 (ORCHESTRA "BEER BARREL POLKA")

SUNDAY MAY 21, 1939

13.

BEN: THAT WAS ME AND THE HALF AND HALF TOBACCO LADS GRINDIN' OUT
THE OLD BEER BARREL POLKA ... THANK YOU DEAR BEER BARREL
POLKA LOVERS ... AND NOW, SLIDING BASHFULLY TO THE MICRO-
PHONE TO PERFORM HIS EVENING CHORE IS YOUNG ROBERT PATRICK
GIBSON, AS FINE A LAD AS EVER VOCALIZED FOR HIS VICTUALS.
BOBBY, YOU SHOULD HAVE BEEN WITH ME ON THAT OUTING YESTERDAY.
~~WEEK~~ AFTER I GOT A FIRE BUILT I PRACTICED SENDING SMOKE
SIGNALS WITH A BLANKET THE WAY THE INDIANS USED TO DO.

BOB: ARE YOU GOOD AT IT, MA'AM?

BEN: WELL ... SORT OF. I BORROWED MY UNCLE'S BLANKET AND HELD
IT OVER THE FIRE TO SEND THE MESSAGE. AND RIGHT AWAY I GOT
A CALL OF DISTRESS.

BOB: WHO FROM, MA'AM?

BEN: MY UNCLE. HE WAS STILL IN THE BLANKET ... BUT NOW, BOBBY,
I JUST GOT A MESSAGE FOR YOU TO SING "SAILBOAT OF DREAMS".
ANCHORS AWEIGH, LADS.

6 (BOB GIBSON & ORCHESTRA "SAILBOAT OF DREAMS")

(APPLAUSE)

ATX01 0179713

HALF AND HALF

MAY 21, 1939

(REVISED)

COMMERCIAL "B"

BERNIE: THANK YOU, BOBBYKINS, THAT WAS A MIGHTY FINE BIT OF MELODIC
WARBLING. AND NOW YOUSE GUYS ... HERE'S A HINT FROM THE
a OLD MAESTRO'S BOOK OF ETIQUETTETY. NEXT TIME A FRIEND
AND HIS WIFE DROP IN TO CALL, WHY NOT INCLUDE YOUR OLDX PAL
HALF AND HALF IN THE PARTY? EMMMMM? FILL UP YO' TRUSTY
BRIAR WITH HALF AND HALF ... AND ASK YO' FRIEND TO FILL
UP HIS PIPE TOO. EVERYONE IN THE ROOM ... INCLUDING YOUR
BETTER HALVES ... WILL ENJOY THE DELIGHTFUL AROMA. YOWSAH ...
A PLEASANT TALK IS EVEN PLEASANTER WHEN YOU'RE PUFFIN' AWAY
ON GOOD OLD HALF AND HALF SMOKING TOBACCO.

VON ZELL: SMOKERS ... THAT CERTAINLY IS THE TRUTH. HALF AND HALF
ALWAYS BRINGS YOU EXTRA SMOKING PLEASURE. AND IT ALWAYS
BRINGS YOU EXTRA SMOKING CONVENIENCE, TOO. THAT'S BECUASE
HALF AND HALF COMES PACKED IN A NEW KIND OF TIN ... THE
PATENTED TELESCOPE TN. THIS TIN HAS THE UNIQUE ADVANTAGE
OF GETTING SMALLER LIKE A TELESCOPE AS YOU USE THE TOBACCO.
YOU JUST SLIDE THE TOP HALF DOWN INSIDE THE BOTTOM HALF ...
AND THUS KEEP EVERY PIPEFUL OF HALF AND HALF WITHIN EASY REACH.

BTX01 0179714

HALF AND HALF
MAY 21, 1939

COMMERCIAL "B" - 2

VON ZELL: NATURALLY ... THIS MEANS THAT YOU DON'T SCRAPE YOUR FINGERS
(CON'D) ON THE SIDE OF THE TIN. IT ALSO MEANS THAT YOU DON'T
HAVE TO DIG AROUND FOR YOUR TOBACCO, AND BECAUSE YOU
DON'T HAVE TO DIG AROUND, YOU HALF AND HALF STAYS IN TOP
NOTCH SMOKING CNDITION....FRESHER ... IN BETTER SHRPE TO
PACK INTO YOUR PIPE AND TO BIVE YOU A SMOOTH, COOL
SMOKE. SO FOR MORE PIPE SMOKENG BLEASURE ... AS WELL AS
FOR MORE PIPE SMOKING CONVENIENCE ... BE SURE TO BUY
HALF AND HALF ... THE ONLY TOBACCO THAT COMES IN THE
PATENED TELESCOPE TIN.

ATX01 0179715

HALF AND HALF
May 21, 1939

BEN (ORCHESTRA ... "ANYTHING GOES" ... HIT AND FADE)

BEN: ME AND THE LADS ARE PLAYIN' ONE OF THE NUMBERS SO POPULAR
AT THE BOSTON RITZ CARLTON WHERE WE'RE STILL PLAYING ...
"ANYTHING GOES". EVERYTHING GOES, EXCEPT MY HORSES.

7 (ORCHESTRA ... "ANYTHING GOES" UP TO FINISH)

HARRY: IF YOU MEN @LL YOUR OWN CIGARETTES, TRY HALF AND HALF
TOBACCO! IT ROLLS EASILY, BURNS EVENLY, AND MAKES A
SWELL, SMOOTH CIGARETTE.

BEN: COMES NOW HE TIME WHEN THE FIDDLE STRINGS ARE LOOSENED AND
THE TROMBONES DISMANTLED. 'CAUSE THE OLD ASBESTOS CURTAIN
IS ABOUT TO BE LOWERED TWIXT YOU AND US. BUT SHE'LL BE
RISING AGAIN NEXT SUNDAY AT THE SAME TIME. AND THERE WE'LL
BE ... PLUMB IN THE MIDDLE OF YO(RADIO AGAIN. TILL THEN,
HEED THEM POETIC WORDS OF SHAKESPEARE, TO WIT:

"HALF AND HALF, BY CRACKY,
IS A SWELL TOBACCY."

EDGAR BERNIE SPEAKIN' AND NOW, WITH A PIT PIT IN ME HEART,
RELUCTANTLY THE TIME HAS COME TO LEND THINE EARS 'TO A BIT
OF AU REVOIR ... A PLEASANT DREAM ... AU REVOIR.

(BEN AND ORCHESTRA "AU REVOIR")

SEGUE TO ...

(ORCHESTRA "TONESOME OLD TOWN")

SUNDAY, MAY 21, 1939

HARRY: HALF AND HALF SMOKING TOBACCO INVITES YOU TO LISTEN IN AGAIN
AT THIS SAME TIME NEXT BUNDAY FOR ANOTHER HALF HOUR WITH
BEN BERNIE AND ALL THE LADS, MARY SMALL, BOB GIBSON,
COLONEL MANNY PRAGER AND LEW HEHR.

HEARD ON THIS PROGRAM WAS THE SELECTION "HURRAH FOR
SPINACH" FROM "NAUGHTY BUT NICE".

GOOD NIGHT.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

REBROADCAST

SUNDAY, MAY 21, 1939

"RE 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: (ORCHESTRA ... FIRST TWO NOTES OF "SIGNATURE")

HARRY: HALF SWING!

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

HARRY: HALF SWEET!

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

(FADE DOWN UNDER)

HARRY: BRINGING YOU ON BEHALF OF HALF AND HALF SMOKING TOBACCO
A BOUQUET OF MAY FLOWERS BROUGHT INTO BLOOM BY THAT
GOOD NATURED GARDENER, BEN BERNIE. BLOSSOMING ALONG THE
GARDEN PATH ARE THOSE HARDY PERENNIALS, ALL THE HALF AND
HALF TOBACCO LADS ... THOSE TENDER BUDS, ALL THE SINGERS ...
AND THAT POTTED FRIGUS OF MOVIE TONE NEWS, LEW LEHR.
TO OPEN THE FESTIVITIES WE THE HALF AND HALF LADS SALUTE
THAT GOOD OLD MUSCLE BUILDER BY PLAYING "HURRAH FOR
SPINACH".

("LONESOME OLD TOWN" ... FADE OUT)

ATX01 017971B

1. (ORCHESTRA "HURRAH FOR SPINACH")

HARRY: Ladies and gentlemen, that was "Hurrah for Spinach" played by the Half and Half Tobacco Lads.

(LONESOME OLD TOWN ... FADE IN)

HARRY: Well, ladies and gentlemen, we always like to open this program with a brand new joke. However, unfortunately, we haven't any new jokes, so we'll bring you a joke that our grandmothers laughed at: The old maestro, Ben Bernie.

(APPLAUSE)

BEN: Yowsah, yowsah, greetings, salutations and a happy mid-May Sunday to yee all. This is Ben Bernie, the old Maestro comin' to tex on a coast to coast light up of good old half and half ... Half and Half being the stuff you can always puff without fear of rebuff ... deah, deah!

HARRY: Maestro, pardon me for being a bit inquisitive, but is your face sunburned or are you wearing a tight collar?

BEN: Why, that's genuine sunburn Von Zelly. The result of spending a day in the great outdoors. Ah, Harry, what a thrill it was to stand there in the open, unbutton my shirt, raise my arms, take a deep bfeath ... and collapse!

HARRY: Well, Maestro, really I can't picture you hiking thru the country.

BEN: Why, Harry, youse is speakin' to old squire Bernie ... a man who loves to till the soil, feed the pigs and milk the cows.

HARRY: Ah, milking cows ... that's a lot of fun.

BEN: It sure is ... the cow of today may be the steak of tomorrow. and I heard that music makes a cow give more milk, so I started playing my fiddle.

HARRY: Well, how did your fiddle playing affect them?

BEN: Well, the cows stopped giving milk and the chickens started laying eggs.

HARRY: Ah! Critics! (LAUGH)

BEN: Well, anyhow, it all reminded me of my boy scout days ... out there in the woods trying to make a fire by rubbing two sticks together.

HARRY: Maestro, can you actually make a fire by rubbing two sticks together?

BEN:LL Uh huh. I can do it every time if one of the sticks is a match. But Harry, as I was hiking thru the woods I had the most terrible experience. I stopped to pet a little bear cub, and along came the great big mama bear. What a bear! It looked like Phil Baker without a shirt.

HARRY: Well now here, wait a minute ... never mind the Phil Baker. What happened with you and the mama bear?

BEN: Well ... she grabbed me and started hugging and squeezing me.

HARRY: Hugging and squeezing you? That's terrible. What did you do?

BEN: WELL, WHAT COULD I DO ... I KISSED HER.

HARRY: THIS IS POSITIVELY BREATH TAKING, MAESTRO. (BREATHLESSLY)
WHAT HAPPENED THEN?

BEN: WELL, I GOT BACK TO MY PARTY AND WE SAT DOWN TO EAT. BUT
WE ALL WENT HUNGRY BECAUSE THERE WAS ONE GIRL THERE WHO
ATE EVERYTHING IN SIGHT. POOR KID ... SHE WAS FAMISHED!
SHE HAD BEEN ON A FOURTEEN DAY DIET.

HARRY: A FOURTEEN DAY DIET? OH, WAS SHE REDUCING?

BEN: NO, FOR 2 WEEKS SHE WENT STEADY WITH WINCHELL. OH, DEAR,
ENOUGH OF THIS BOSH, BOSH, BERNIE. COMES NOW THE TIME FOR
ME TO GIVE MY VOCAL CHORDS AN OUTING. THE SONG? "AT A
LITTLE HOT DOG STAND". WHAT AN APPETIZING TITLE. A LITTLE
HOT DOG STAND. THIS NUMBER IS A SEQUEL TO LAST YEAR'S HIT,
WEENIE VEENIE. OKAY, LADS, PASS THE MUSTARD.

2 (ORCHESTRA & BERNIE "AT A LITTLE HOT DOG STAND")

(APPLAUSE)

HALF AND HALF
May 21, 1939
(REVISED)

COMMERCIAL "A"

BERNIE: AND NOW FRIENDS ... OLD ISAAC WALTON BERNIE HAS A BIT OF WISDOM FOR ALL YOUSE FISHERMEN. WHEN YOU'RE TRYIN' TO COAX THAT BIG TROUT OUT FROM THE SHADOW OF THAT ROCK ... OR WHEN YOUR FAVORITE FLY GETS CAUGHT UP IN A TREE ... YOU'LL DO A HEAR BETTER IF YOU KEEP COOL AND COLLECTED. YOUSAN ... WHETHER IT'S THE GAME OF FISHIN' OR THE GAME OF LIFE ... IT'S A HEAP EASIER TO HOOK INTO YOUR BIG OPPORTUNITY IF YOU DON'T GET ALL EXCITED AND UP IN THE AIR. SO TAKE THE OLD MAESTRO'S ADVICE ... AND SMOKE A PIPE TO CALM YOU DOWN!

VON ZELL: YES, GENTLEMEN ... THERE'S REAL WISDOM IN WHAT THE OLD MAESTRO SAYS. AND FOR A REALLY DELIGHTFUL SMOKE ... BE SURE YOU FILL UP YOUR PIPE WITH HALF AND HALF TOBACCO. YOU SEE HALF AND HALF HAS A DISTINCTIVE FRAGRANCE OR AROMA ... FINER, WE BELIEVE THAN THAT OF ANY OTHER TOBACCO. YOU SENSE THIS AROMA YOURSELF THE INSTANT YOU OPEN THE TIN. YOU LEARN HOW IMPORTANT IT IS THE INSTANT YOU LIGHT UP YOUR PIPE. THAT'S BECAUSE IT'S A RECOGNIZED SCIENTIFIC FACT THAT THE TASTE OR FLAVOR OF ANY TOBACCO DEPENDS CHIEFLY ON ITS AROMA. THE FINER THE AROMA ... THE FINER THE TASTE.

RTX01 0179722

HALF AND HALF
MAY 21, 1939

COMMERCIAL "A" -1

VON ZELL: THE MAKERS OF HALF AND HALF TURN THIS FACT TO YOUR ADVAN-
(CON'D) TAGE BY BLENDING FOR YOU A MORE AROMATIC Mixture OF
VIRGINIA AND BUREEY TOBACCOS ... AN EXCLUSIVE MIXTURE
THAT NO OTHER TOBACCO CAN MATCH. SO, NEXT TIME, BE
SURE THAT YOU BUY HALF AND HALF ... PROVE WHAT A SWELL
SMOKE YOU GET WHEN YOU USE THE TOBACCO THAT BRINGS YOU
TASTE AND AROMA COMBINED ... HALF AND HALF TOBACCO!

ATX01 0179723

SUNDAY, MAY 21, 1939

BEN: HARRYKINS ... HE OLD MAESTRO CONGRATULATES YOU ON THE WISDOM OF YO' WORDS, AND I'M SURE THAT OTHER PIPE SMOKERS WILL GLADLY DO THE SAME. AND NOW LET'S SEE ME AND THE HALF AND HALF LADS ARE GONNA PLAY "HAND YOUR HEART ON A HICKORY LIMB." FOR FURTHER DETAILS, CONSULT YOUR LOCAL TREE SURGEON.

3 (ORCHESTRA "HAND YOUR HEART ON A HICKORY LIMB")

BEN: THAT WAS ME AND THE HALF AND HALF TOBACCO LADS PLAYIN' "HAND YOUR HEART ON A HICKORY LIMB" ... WAL, BERRIE, WHAT'S NEXT? WAL, I'LL TELL YA. I COULD SING ANOTHER SONG ... NO. I BETTER NOT. I CAN'T HAVE YOU PEOPLE CHASIN' ME DOWN THE STREET. I AIN'T GOT A PARADE PERMIT. BUT JUST TO B ON THE SAFE SIDE, AND, INCIDENTALLY, TO GIVE EVERYBODY A BREAK, HERE'S LITTLE MARY SMALL.

MARY: HELLO, MAESTRO. DID ... DID YOU HAVE FUN IN THE COUNTRY YESTERDAY?

BEN: ISURE DID, MARY.

MARY: DID YOU GO BIRMING?

BEN: NO, I WOULDN'T DARE. MY MOTHER USED TO TELL ME THAT IF I SO MUCH AS STOOD UNDER A SHOWER, MY HAIR WOULD GET THIN.

MARY: WAREN. WELL, YOU MUST HAVE STOOD UNDER NIAGRA FALLS.

SUNDAY, MAY 21, 1939

BEN: WHY, MARY, NIAGARA FALLS! THAT AIN'T SO. I WAS CAUGHT IN
A CALIFORNIA FOG. FLORIDA PAPERS PLEASE COPY. WELL,
ANYWAY, DON'T WORRY ABOUT ME, MARY. YOUR CUE IS TO SING,
"DON'T WORRY ABOUT ME".

..... (MARY SMALL & ORCHESTRA "DON'T WORRY ABOUT ME")

(APPLAUSE)

BEN: WELL HERE HE COMES NOW
WHAT A FACE NATURE GAVE HIM ...
HIS BARBERS GET SICK
EVERY TIME THAT THEY SHAVE HIM ...

SO HELP ME ... IT'S THAT HALF AND HALF WIT OF NOVIETONE
NEWS ... LEW LEHR!

(ORCHESTRA ... LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) MONKEYS IS HE CRAZIEST PEOPLE.

BEN: WHY LEW ... LOOK HERE? YOU SCOUNDREL ... LEW YOUR WIFE TOLD
ME YOU TOOK THE WHOLE FAMILY ON A PICNIC LAST WEEK.
THAT MUST HAVE MADE A SWELL NEWSREEL.

LEW: YOU SAID IT! DO I LOVE PICNICS!

BEN: AH ... GOOD OLD FASHIONED PICNICS ... WHERE EVERYONE
BRINGS HIS SHARE OF THE LUNCH. LEW, I SUPPOSE ... I
SUPPOSE YOU BROUGHT SOMETHING UNUSUAL?

LEW: DID I BRING SOMETHING UNUSUAL FOR THE LUNCH. I BROUGHT THE
FINIEST FILET MIGN ... ER ... DELICIOUS LAM FRICASS ...
ER ... IMPORTED PATIE DE FO GR ... PATIE DE FO GR ...
(LAUGH) ... A CAN OPENER.

SUNDAY, MAY 21, 1939

BEN: A CAN OPENER. YOU MEAN TO TELL ME YOU DIDN'T CONTRIBUTE ANYTHING?

LEW: OH, SURE. I WENT INTO THE WOODS AND PICKED SOME MUSHROOMS.

BEN: WHY, LEW. THAT'S ONE THING THAT'S ALWAYS WORRIED ME. NOW CAN YOU TELL THE DIFFERENCE BETWEEN MUSHROOMS AND TOADSTOOLS?

LEW: WELL, YOU COOK 'EM AND SERVE 'EM TO YOUR FRIENDS. IF THEY'RE MUSHROOMS EVERYTHING IS ALL RIGHT.

BEN: WHAT IF THEY'RE TOADSTOOLS?

LEW: THEN (LAUGH) YOU LOOK FOR NEW FRIENDS.

BEN: DIDN'T YOU HAVE ANYTHING BESIDE MUSHROOMS?

LEW: OH CERTAINLY. WE HAD A DELICIOUS CHICKEN DINNER. AND WE INVITED A FARMER AND HIS WIFE FROM ACROSS THE ROAD TO COME OVER AND HAVE DINNER WITH US.

BEN: OH, WELL, LEW THAT WAS VERY SWEET OF YOU.

LEW: OH, IT WAS ONLY FAIR. (LAUGH) WE STOLE HIS CHICKENS.

BEN: HMMK. A BIT OF FOUL PLAY! DID EVERYBODY ENJOY THE DINNER?

LEW: YES, BUT MY WIFE GOT ME AWFULLY MAD. SHE YELLED, "HELP,

LEW, THERE'S A BUG DOWN MY NECK."

SUNDAY, MAY 21, 1939

BEN: WHAT DID YOU DO, LEW?

LEW: I SAID "SHUT UP". (INDIGNANT GRUNT) THAT STUFF WAS ALL RIGHT BEFORE HE WAS MARRIED.

BEN: LEW ... YOU MEAN TO TELL ME ON A PICNIC AND YOU DIDN'T EVEN GIVE YOUR WIFE A KISS?

LEW: OH, SHE D'N'T KNOW HOW TO KISS. SHE CAN'T EVEN PUCKER UP HER LIPS ... IT'S TOO LOSE. EVERYTIME I'M READY TO KISS HER I TELL HER TO SAY PRONES ... BUT SHE ALWAYS SAYS APPLES!

BEN: WELL, THAT MAKES IT DIFFICULT. LEW, AFTER DINNER DID YOU PLAY ANY GAMES.

LEW: OH YEAH, WE HAD LOTS OF SPORTS, BUT THE FUNNIEST ONE WAS A SPECIAL FAT RACE FOR FAT MEN. MY UNCLE WILBUR WAS IN IT.

BEN: DID HE WIN?

LEW: I DON'T KNOW. (GRUNT) HIS STOMACH CAME IN FIRST BUT HE CAME IN THIRD.

BEN: WHAT A FAT RACE ...

LEW: YOU KNOW, MR. BERNIE, ON THIS PICNIC GROUND THERE'S A MAGIC APPLE TREE. IF YOU STAND UNDER IT AND MAKE LOVE TO A GIRL, EVERY TIME YOU TELL HER A LIE, AN APPLE FALLS ON YOUR HEAD.

SUNDAY, MAY 21, 1939

BEN: HOW STRANGE.

LEW: YEAR ... TWENTY YEARS AGO UNDER THAT SAME TREE I TOLD MY WIFE SHE WAS BEAUTIFUL.

BEN: WHAT HAPPEND?

LEW: (LAUGH) I GOT CONCUSSION OF THE BRAIN!

BEN: WELL, LEW, ALL IN ALL, IT SOUND LIKE IT WAS A SWELL PICNIC.

LEW: YEAR ... EXCEPT, ON THE WAY HOME SOMEPIH TERRIBLE HAPPENED. MY WIFE AND I WENT TO SLEEP IN DER BACK SEAT OF DER CAR AND I DREAMED THAT I WAS PULLIN' ALL DER WEEDS OUT OF MY GARDEN.

BEN: WHAT'S TERRIBLE ABOUT THAT?

LEW: WHEN WE GOT OUT OF THE CAR (LAUGH) MY WIFE WAS BALDHEADED!
(ORCHESTRA ... LEHR PLAY OFF MUSIC)
(APPLAUSE)

BEN: AND NOW ME AND THE HALF AND HALF TOBACCO LADS ARE GONNA OPEN UP WITH THE "BEER BARREL POLKA". THIS HERE SONG, BEER BARREL POLKA OUGHT TO BE POPULAR AT THE SPRING HOPS. THERE, HERE A BIT PUNNY. BETTER GET GOING, BERNIE, BEFORE SOME PON HATER GIVES YOU A POKE-~~a~~.

5 (ORCHESTRA "BEER BARREL POLKA")

SUNDAY MAY 21, 1939

13.

BEN: THAT WAS ME AND THE HALF AND HALF TOBACCO LADS GRINDIN' OUT
THE OLD BEER BARREL POLKA ... THANK YOU DEAR BEER BARREL
POLKA LOVERS ... AND NOW, SLIDING BASHFULLY TO THE MICRO-
PHONE TO PERFORM HIS EVENING CHORE IS YOUNG ROBERT PATRICK
GIBSON, AS FINE A LAD AS EVER VOCALIZED FOR HIS VICTUALS,
BOBBY, YOU SHOULD HAVE BEEN WITH ME ON THAT OUTING YESTERDAY.
NOW AFTER I GOT A FIRE BUILT I PRACTICED SENDIN SMOKE
SIGNALS WITH A BLANKET THE WAY THE INDIANS USED TO DO.

BOB: ARE YOU GOOD AT IT, MAES?

BEN: WELL ... SORT OF. I BORROWED MY UNCLE'S BLANKET AND HELD
IT OVER THE FIRE TO SEND THE MESSAGE. AND RIGHT AWAY I GOT
A CALL OF DISTRESS.

BOB: WHO FROM, MAES?

BEN: MY UNCLE. HE WAS STILL IN THE BLANKET ... BUT NOW, BOBBY,
I JUST GOT A MESSAGE FOR YOU TO SING "SAILBOAT OF DREAMS".
~~XXXXXXXXXXXXXXXXXXXX~~ OH, MYRNA ... MYRNA.

6 (BOB GIBSON & ORCHESTRA "SAILBOAT OF DREAMS")

(APPLAUSE)

ATX01 0179729

HALF AND HALF

MAY 21, 1959

(REVISED)

COMMERCIAL "B"

BERNIE: THANK YOU, BOBBY, INS. THAT WAS A MIGHTY FINE BIT OF MELODIC
WARBLING. AND NOW YOUSE GUYS ... HERE'S A HINT FROM THE
OLD MAESTRO'S BOOK OF ETIQUETTETT. NEXT TIME A FRIEND
AND HIS WIFE DROP IN TO CALL, WHY NOT INCLUDE YOUR OLIN PAL
HALF AND HALF IN THE PARTY? EMMMM? FILL UP YO' TRUSTY
BRIAR WITH HALF AND HALF ... AND ASK YO' FRIEND TO FILL
UP HIS PIPE TOO. EVERYONE IN THE ROOM ... INCLUDING YOUR
BETTER HALVES ... WILL ENJOY THE DELIGHTFUL AROMA. YOWEEN ...
A PLEASANT TALK IS EVEN PLEASANTER WHEN YOU'RE PUFFIN' AWAY
ON GOOD OLD HALF AND HALF SMOKING TOBACCO.

VON ZELL: SMOKERS ... THAT CERTAINLY IS THE TRUTH. HALF AND HALF
ALWAYS BRINGS YOU EXTRA SMOKING PLEASURE. AND IT ALWAYS
BRINGS YOU EXTRA SMOKING CONVENIENCE, TOO. THAT'S BECUASE
HALF AND HALF COMES PACKED IN A NEW KIND OF TIN ... THE
PATENTED TELESCOPE TN. THIS TIN HAS THE UNIQUE ADVANTAGE
OF GETTING SMALLER LIKE A TELESCOPE AS YOU USE THE TOBACCO.
YOU JUST SLIDE THE TOP HALF DOWN INSIDE THE BOTTOM HALF ...
AND THUS KEEP EVERY PIPEFUL OF HALF AND HALF WITHIN EASY REACH.

RTX01 0179730

HALF AND HALF
MAY 21, 1939

COMMERCIAL "B" - 2

VON ZELL:
(CON'D) NATURALLY ... THIS MEANS THAT YOU DON'T SCRAPE YOUR FINGERS
ON THE SIDE OF THE TIN. IT ALSO MEANS THAT YOU DON'T
HAVE TO DIG AROUND FOR YOUR TOBACCO, AND BECAUSE YOU
DON'T HAVE TO DIG AROUND, YOU HALF AND HALF STAYS IN TOP
NOTCH SMOKING CRDITION....FRESHER ... IN BETTER SHRPE TO
PACK INTO YOUR PIPE AND TO GIVE YOU A SMOOTH, COOL
SMOKE. SO FOR MORE PIPE SMOKING PLEASURE ... AS WELL AS
FOR MORE PIPE SMOKING CONVENIENCE ... BE SURE TO BUY
HALF AND HALF ... THE ONLY TOBACCO THAT COMES IN THE
PATENTED TELESCOPE TIN.

ATX01 0179731

HALF AND HALF
May 21, 1939

(ORCHESTRA ... "ANYTHING GOES" ... HIT AND FADE)

BEN: ME AND THE LADS ARE PLAYIN' ONE OF THE NUMBERS SO POPULAR
AT THE BOSTON RITZ CARLTON WHERE WE'RE STILL PLAYING ...
"ANYTHING GOES". EVERYTHING GOES, EXCEPT MY HORSES.

7 (ORCHESTRA ... "ANYTHING GOES" UP TO FINISH)

HARRY: IF YOU MEN GILL YOUR OWN CIGARETTES, TRY HALF AND HALF
TOBACCO! IT ROLLS EASILY, BURNS EVENLY, AND MAKES A
SWELL, SMOOTH CIGARETTE.

BEN: COMES NOW HE TIME WHEN THE FIDDLE STRINGS ARE LOOSEMED AND
THE TROMBONES DISMANTLED. 'CAUSE THE OLD ASBESTOS CURTAIN
IS ABOUT TO BE LOWERED TWIXT YOU AND US. BUT SHE'LL BE
RISING AGAIN NEXT SUNDAY AT THE SAME TIME. AND THERE WE'LL
BE ... PLUMB IN THE MIDDLE OF YOU RADIO AGAIN. TILL THEN,
HEED THEM POETIC WORDS OF SHAKESPEARE, TO WIT:

"HALF AND HALF, BY CRACKY,
IS A SWELL TOBACCY."

EDGAR BERNIE SPEAKIN' AND NOW, WITH A PIT PIT IN ME HEART,
RELOCTANTLY THE TIME HAS COME TO LEND THINE EARS TO A BIT
OF AD REVOIR ... A PLEASANT DREAM ... AD REVOIR.

(BEN AND ORCHESTRA "AD REVOIR")

SEQUE TO ...

(ORCHESTRA "BONESOME OLD TOWN")

SUNDAY, MAY 21, 1939

HARRY:

HALF AND HALF SMOKING TOBACCO INVITES YOU TO LISTEN IN AGAIN
AT THE SAME TIME NEXT SUNDAY FOR ANOTHER HALF HOUR WITH
BEN BERNIE AND ALL THE LADS, MARY SMALL, BOB GIBSON,
COLONEL MANNY PRAGER AND LEW BEHR.

HEARD ON THIS PROGRAM WAS THE SELECTION "HURRAH FOR
SPINACH" FROM "RAUGHTY BUT NICE".

GOOD NIGHT.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

"AS BROADCAST"

SUNDAY, MAY 28, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

4

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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
 Tobacco, a trainload of humor and harmony. Seated
 nobly at the throttle is the old engineer, Ben
 Bernie. Draped happily about the club car are
 All the Lads and All the Singers. And dumped
 dismally in the caboose is that corpulent Kewpie
 of Movietone News - Le Lehr.

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179734

SUNDAY, MAY 28, 1939

-2-

HARRY: So sit back now and relax, and enjoy the program, because as the Lads are about to say - "It's All Yours."

1....(ORCHESTRA "IT'S ALL YOURS")

HARRY: Those were the Half and Half Tobacco Lads playing "It's All Yours." Thank you very much, ladies and gentlemen. And now we bring you the man who is burning his candles at one end today because it's his birthday - the Old, Old, OLD Maestro - BEN BERNIE! (APPLAUSE)
(ENTIRE COMPANY SINGS AND LADS PLAY ... "HAPPY BIRTHDAY TO YOU.")
(APPLAUSE)

BEN: Thanks, Mary, thanks Bob, Harry, Lew, Manny and all the Lads. Greetings and salutations, my friends, and a mighty happy birthday to me. Ah - these birthdays set a man to thinking. You know, the cycle of life is really a strange thing. Just think, I was born with brown eyes, chubby cheeks and no hair - and now here I am, years later, with brown eyes, clubby cheeks and no hair.

HARRY: Well, congratulations, Maestro. Say, by the way, would you consider me too forward if I asked you how old you are?

BEN: Well, would you consider me too backward if I said thirty-five?

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SUNDAY, MAY 28, 1939

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HARRY: Slightly.

BEN: Well, I'll give you an idea how old I am, Harry. On every birthday my wife knits something for me. When I was twenty, she knitted me a tie. When I was twenty-five she knitted me a scarf.

HARRY: What did she give you this year?

BEN: A hand-knitted oxygen tent! But really Harry, I'm only thirty-five.

MARY: Well, Maestro, I don't like to say it but you look much older than thirty-five.

BEN: Well, look here, Mary Small, I may look older than thirty-five but Myrna Loy just sent me a present that will make me look young again.

MARY: Oh, that's very nice. What is it?

BEN: A toupee with curls!

HARRY: Maestro, You know I'm very much interested in astrology. What sign of the Zodiac were you born under?

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SUNDAY, MAY 28, 1939

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BEN: Er ... Capricorn ... the Goat.

HARRY: Well, I was born under the sign of Leo the Lion, you know.
What sign was your friend Winchell born under?

BEN: Ferdinand the Bull! a

HARRY: I knew that was coming.

BEN: But enough of this celestial conversation. Let's get
my birthday party going. Bobby Gibson, suppose you sing
"I NEVER KNEW HEAVEN COULD SPEAK" ... while I go out and
light the blowtorch on my birthday cake.

2....(BOB GIBSON & ORCHESTRA "I NEVER KNEW HEAVEN COULD SPEAK")

(APPLAUSE)

ATX01 0179737

HALF AND HALF
May 28, 1939

COMMERCIAL "A"

BERNIE:

Nice chirping, Bobby, nice chirping. And now youse guys ... did you ever hear of those two famous partners ... action and reaction? You throw a ball up against a wall and it bounces back at you. You speak an angry word ... and that bounces back too ... because other folks are apt to speak an angry word in return. Yowsah ... you get back out of life just about what you give. So don't fly off the handle friends ... instead, fill up your trust briar with good old Half and Half ... and smoke a pipe to calm you down!

VON ZELL:

Gentlemen ... the Old Maestro knows whereof he speaks. A pipeful of Half and Half certainly is a mighty comforting smoke, and here's the reason. Half and Half has a distinctivve and very delightful aroma ... one that no other tobacco can match. This aroma adds a lot to your smoking pleasure ... because it's a scientific fact that the taste of any tobacco depends chiefly on it's aroma. The makers of Half

ATX01 0179736

HALF AND HALF
May 28, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CON'D)

and Half recognize this fact and turn it to your advantage by blending for you a more aromatic mixture of Virginia and Burley tobaccos ... an exclusive mixture that has a finer aroma and therefore a finer taste. So from now on ... why not get the advantage of taste and aroma COMBINED -- from now on ... make your tobacco Half and Half Tobacco!

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SONDAY, MAY 28, 1939

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BEN: Harry, thou hast elucidated brilliantly. In me mind's eye I can see millions of pipes glowin' with good old Halfa and Halfa from coasta to coasta. Yowsah. So while we're all puffing contentedly, hows about me and the Lads dashing off the biggest hit song of the day, "And The Angels Sing."

3....(ORCHESTRA "AND THE ANGELS SING")

BEN: That was me and the Half and Half Tobacco Lads playing "And The Angels Sing."

MARY: Oh, Maestro.

BEN: What is it, Mary?

MARY: Here's a tie I bought you for a present.

BEN: Oh, that's lovely, Mary. Well, to show you my appreciation I'm going to give you a kiss.

MARY: Oh, no, I've never been kissed by a man in all my seventeen years.

BEN: Well, you've waited long enough. Here (SOUND OF KISS)
... There - how did you like it?

MARY: You mean to tell me I've waited seventeen years for that!

RTX01 0179740

SUNDAY, MAY 28, 1939

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BEN: You think I'm bad, eh? You ought to try Lew Lehr. You'd think you ran your face into a cobweb. And now, Mary, suppose you give us a real birthday present and sing that hit song from that swell picture, "Love Affair" - "Wishing."

4.... (MARY SMALL & ORCHESTRA "WISHING")

(APPLAUSE)

BEN: Beautiful Mary and I hope that your wish comes true.

Well here he comes now
Tripping gayly through space
The stork that brought him
Must have dropped him on his face --

Heh heh - so help me - it's that Half and Half wit of

Movietone News - LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew - I want to welcome you to my 35th birthday party.

LEW: Oh dank you. Mr. Bernie, I knew it was your birthday and instead of bringing you a present I wrote you a poem.

BEN: Oh, that's fine. A poem. Lew - let me hear it.

ATX01 0179741

SUNDAY, MAY 28, 1939

-9-

LEW: You say you're thirty-five today
Though you look old enough to retire
To others you may be a gentleman
But to me you're a cock-eyed liar!
ain't that sentimental.

BEN: Why, it just tugs at my heart-strings.

LEW: It's funny, Mr. Bernie. This is your birthday and it is
also the birthday of my little daughter, Mayonnaise.

BEN: Mayonnaise?

LEW: Today she's one month old and we also gave her a birthday
party.

BEN: Well you know, that's a coincidence. Tell me did the
children who came to the party give her anything?

LEW: Did they give her anything? They gave her the cutest
Teddy Be - er - the prettiest bassin - er - the swellest
perambul - perambulat - (LAUGH) the Measles! Mr. Bernie,
I never knew what a thrill it was being a pappa.

BEN: Well, I can understand that, Lew.

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SUNDAY, MAY 28, 1939

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LEW: Would you believe it, every night I tip-toe into the baby's room and I stand over her crib and I shake my head for hours. I just can't get over it.

BEN: Can't get over what?

LEW: (LAUGH) How can they sell a beautiful crib like that for five dollars.

BEN: What are you going to do - one month old. Lew, I suppose little Mayonnaise has your disposition - laughing all the time.

LEW: Yeah - all except last week. She was crying her little eyes out. She was so lonesome.

BEN: So lonesome? Why?

LEW: (LAUGH) The Fleet sailed away.

BEN: Well, Lew, no matter how much trouble they are - I'll bet you're glad you have a daughter.

LEW: Yes, indeedy. Why just think - in eighteen years - she'll be engaged. In nineteen years she'll be married. And in twenty years (LAUGH & TAKE) we'll get her back again.

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SUNDAY, MAY 28, 1939

-11-

BEN: Pessimistic philosophy, Lew. Tell us who was at the baby's party.

LEW: Well, there was Mr. Shultz - the tall short banker - and -

BEN: Wait a minute, wait a minute. What do you mean, a tall short banker?

LEW: (LAUGH) Six feet tall and five thousand short. He's got a baby 3 days old. And is it cute! There's only one thing that spoils its appearance.

BEN: What's that?

LEW: (LAUGH) Four gold teeth. And Mr. Bernie, its got the funniest name. They call it world's Fair Shultz!

BEN: World's Fair Shultz? Why did they give the baby a name like that?

LEW: Because its got such a big adam's apple that when it sticks out its tongue (LAUGH) it looks like the trylon and perisphere!

(ORCHESTRA: LEW LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATX01 0179744

SUNDAY, MAY 28, 1939

-12-

BEN: Bravo, Lew, bravo. Congratulations, incidentally, to little Mayonnaise. May she grow up to look just like her father doesn't. And now me and the Half and Half Tobacco Lads are gonna play the theme song of the California Chamber of Commerce. "Sing A Song Of Sunbeams." Florida sunbeams, please copy. Heah, heah.

5....(ORCHESTRA "SING A SONG OF SUNBEAMS")

BEN: Yowsah, yowsah, that was "Sing A Song Of Sunbeams" played with great gusto for the Alma Mater, dear old Half and Half Smokin' Tobacco. And now ... my good friends.

HARRY: Excuse me, Maestro, maybe I'm a little hard to convince, but I still can't believe that you're only thirty-five.

BEN: Well, I am.

HARRY: Now wait a minute, when was the Chicago fire?

BEN: 1871.

HARRY: 1871?

BEN: A'huh.

ATX01 0179745

SUNDAY, MAY 28, 1939

-13-

HARRY: Well it makes me more worried than ever. Here's a birthday telegram that just came for you that makes me more doubtful. Here ... read this.

BEN: Let me see ... Hmmm ... "Birthday greetings from the one who gave you your first bottle of milk. Signed ... Mrs. O'Leary's Cow." Well, Harry, It's just a cow's word against mine. Now, on account-a this is my birthday, I've brought two charming little gals here to help me celebrate. They hail from Belleville, Illinois. Good old Belleville - Belleville is noted for its ... Well they came from Belleville. This is their first appearance on our program, as a matter of fact this is their debut. The Bailey Sisters. They're gonna join Colonel Manny Prager and me in that aria of the Acquaria ... "Three Little Fishes."

6....(ORCHESTRA, BAILEY SISTERS, PRAGER & BEN "THREE LITTLE FISHES

(APPLAUSE)

ATK01 0179746

HALF AND HALF
May 28, 1939

COMMERCIAL "B"

BERNIE:

Thank youse, thank youse. And now friends ... the merry month of June is almost upon us ... orange blossoms and blushin' brides ... deah deah. And here's a bit of advice for youse about-to-be-married guys ... and for youse guys who are already married too. When you settle down in yo' easy chair in your home and fill up yo' pipe for a quiet smoke ... be sure you fill up with good old Half and Half Smoking Tobacco. Because take it from the Old Maestro -- your better half will love the fragrance of Half and Half!

VON ZELL:

Yes ... as you smokers can easily prove for yourselves, the old Maestro is right. Half and Half does have a specially delightful aroma -- one that's enjoyed not only by the smoker ... but by everyone in the room. And Half and Half has another special advantage too. It's packed in a new kind of tin -- the patented telescope tin, it's an exclusive Half and Half feature. This tin is divided into two halves, and you can make it smaller and smaller by

RTX01 0179747

HALF AND HALF
May 28, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

telescoping one half into the other. Thus you keep every pipeful of Half and Half within easy reach. No more scraped fingers -- no more digging around. And here's another advantage ... because your tobacco isn't dug up and stirred around, it stays in better smoking condition ... fresher ... in excellent shape to pack into your pipe and to give you a smooth, cool smoke. So next time ... be sure you get BOTH, more convenience and more smoking pleasure ... be sure you get Half and Half Tobacco in the patented telescope tin!

ATX01 0179748

SUNDAY, MAY 28, 1939

-16-

(ORCHESTRA "SOMEBODY LOVES ME" HIT AND FADE)

BEN: Now the boys are playing the late George Gershwin's favorite song "Somebody Loves Me" - and I hope it's your favorite too, cause it's mine too. "I hope you like it."

7.... (ORCHESTRA "SOMEBODY LOVES ME" 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: Ah, me - here we are again with that home stretch leerin' at us. Would I could say "the curfew shall not ring tonight" - but ring or not them Columbia engineers are gonna cut us off in mid-voice in just half a mo'. But we'll be ridin' the kilocycles again next Sunday and I shall be well on the way to my next birthday - deah, deah! Thirty-six. So till then, may your favorite smokin' topic be the tin that's telescopic. Yowsah and that means good Old Half and Half Smokin' Tobacco. 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")

ATX01 0179749



The WALDORF-ASTORIA

PARK AND LEXINGTON AVENUES / 49TH AND 50TH STREETS / NEW YORK

June 17, 1939

Mr. Ben Bernie
60 E. 54th Street
New York City

Dear Ben:

You have my permission to use my name in your radio scripts and programs for Half and Half Tobacco any time you wish to, provided of course you do not use it as a direct endorsement of your product.

Kindest wishes, always,

Myrna Loy
Myrna Loy



THE NEW YORK WORLD'S FAIR

ATX01 0179750

SUNDAY, MAY 28, 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 program were - "It's All Yours" from "Stars In Your Eyes" and "I Never Knew Heaven Could Speak" from "Rose Of Washington Square."

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179751

REBROADCAST

REBROADCAST

"AS BROADCAST"

SUNDAY, MAY 28, 1939

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

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

4

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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
Tobacco, a trainload of humor and harmony. Seated
nobly at the throttle is the old engineer, Ben
Bernie. Draped happily about the club car are
All the Lads and All the Singers. And dumped
dismally in the caboose is that corpulent Kewpie
of Movietone News - Le Lehr.

("LONESOME OLD TOWN" - FADE OUT)

ATK01 0179752

SUNDAY, MAY 28, 1939

-2-

HARRY: So sit back now and relax, and enjoy the program, because as the Lads are about to say - "It's All Yours."

1....(ORCHESTRA "IT'S ALL YOURS")

HARRY: Those were the Half and Half Tobacco Lads playing "It's All Yours." Thank you very much, ladies and gentlemen. And now we bring you the man who is burning his candles at one end today because it's his birthday - the Old, Old, OLD Maestro - BEN BERNIE! (APPLAUSE)
(ENTIRE COMPANY SINGS AND LADS PLAY ... "HAPPY BIRTHDAY TO YOU.")

(APPLAUSE)

BEN: Thanks, Mary, thanks Bob, Harry, Lew, Manny and all the Lads. Greetings and salutations, my friends, and a mighty happy birthday to me. Ah - these birthdays set a man to thinking. You know, the cycle of life is really a strange thing. Just think, I was born with brown eyes, chubby cheeks and no hair - and now here I am, years later, with brown eyes, clubby cheeks and no hair.

HARRY: Well, congratulations, Maestro. Say, by the way, would you consider me too forward if I asked you how old you are?

BEN: Well, would you consider me too backward if I said thirty-five?

ATX01 0179753

SUNDAY, MAY 28, 1939

-3-

HARRY: Slightly.

BEN: Well, I'll give you an idea how old I am, Harry. On every birthday my wife knits something for me. When I was twenty, she knitted me a tie. When I was twenty-five she knitted me a scarf.

HARRY: What did she give you this year?

BEN: A hand-knitted oxygen tent! But really Harry, I'm only thirty-five.

MARY: Well, Maestro, I don't like to say it but you look much older than thirty-five.

BEN: Well, look here, Mary Small, I may look older than thirty-five but Myrna Loy just sent me a present that will make me look young again.

MARY: Oh, that's very nice. What is it?

BEN: A toupee with curls!

HARRY: Maestro, You know I'm very much interested in astrology. What sign of the Zodiac were you born under?

ATXO1 0179754

SUNDAY, MAY 28, 1939

-4-

BEN: Er ... Capricorn ... the Goat.

HARRY: Well, I was born under the sign of Leo the Lion, you know.
What sign was your friend Winchell born under?

BEN: Ferdinand the Bull!

HARRY: I knew that was coming.

BEN: But enough of this celestial conversation. Let's get
my birthday party going. Bobby Gibson, suppose you sing
"I NEVER KNEW HEAVEN COULD SPEAK" ... while I go out and
light the blowtorch on my birthday cake.

2....(BOB GIBSON & ORCHESTRA "I NEVER KNEW HEAVEN COULD SPEAK")

(APPLAUSE)

ATX01 0179755

HALF AND HALF
May 28, 1939

COMMERCIAL "A"

BERNIE: Nice chirping, Bobby, nice chirping. And now youse guys ... did you ever hear of those two famous partners ... action and reaction? You throw a ball up against a wall and it bounces back at you. You speak an angry word ... and that bounces back too ... because other folks are apt to speak an angry word in return. Yowsah ... you get back out of life just about what you give. So don't fly off the handle friends ... instead, fill up your trust briar with good old Half and Half ... and smoke a pipe to calm you down!

VON ZELL:

Gentlemen ... the Old Maestro knows whereof he speaks. A pipeful of Half and Half certainly is a mighty comforting smoke, and here's the reason. Half and Half has a distinctivve and very delightful aroma ... one that no other tobacco can match. This aroma adds a lot to your smoking pleasure ... because it's a scientific fact that the taste of any tobacco depends chiefly on it's aroma. The makers of Half

ATX01 0179756

HALF AND HALF
May 28, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CON'D)

4

and Half recognize this fact and turn it to your advantage by blending for you a more aromatic mixture of Virginia and Burley tobaccos ... an exclusive mixture that has a finer aroma and therefore a finer taste. So from now on ... why not get the advantage of taste and aroma COMBINED -- from now on ... make your tobacco Half and Half Tobacco!

ATX01 0178757

SUNDAY, MAY 28, 1939

-7-

BEN: Harry, thou hast elucidated brilliantly. In me mind's eye I can see millions of pipes glowin' with good old Halfa and Halfa from coasta to coasta. Yowsah. So while we're all puffing contentedly, hows about me and the Lads dashing off the biggest hit song of the day, "And The Angels Sing."

3....(ORCHESTRA "AND THE ANGELS SING")

BEN: That was me and the Half and Half Tobacco Lads playing "And The Angels Sing."

MARY: Oh, Maestro.

BEN: What is it, Mary?

MARY: Here's a tie I bought you for a present.

BEN: Oh, that's lovely, Mary. Well, to show you my appreciation I'm going to give you a kiss.

MARY: Oh, no, I've never been kissed by a man in all my seventeen years.

BEN: Well, you've waited long enough. Here (SOUND OF KISS)
... There - how did you like it?

MARY: You mean to tell me I've waited seventeen years for that!

ATX01 0179758

SUNDAY, MAY 28, 1939

-8-

BEN: You think I'm bad, eh? You ought to try Lew Lehr. You'd think you ran your face into a cobweb. And now, Mary, suppose you give us a real birthday present and sing that hit song from that swell picture, "Love Affair" - "Wishing."

4....(MARY SMALL & ORCHESTRA "WISHING")

(APPLAUSE)

BEN: Beautiful Mary and I hope that your wish comes true.

Well here he comes now
Tripping gayly through space
The stork that brought him
Must have dropped him on his face --

Heh heh - so help me - it's that Half and Half wit of
Moviétone News - LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew - I want to welcome you to my 35th birthday party.

LEW: Oh dank you. Mr. Bernie, I knew it was your birthday and instead of bringing you a present I wrote you a poem.

BEN: Oh, that's fine. A poem. Lew - let me hear it.

ATX01 0179759

SUNDAY, MAY 28, 1939

-9-

LEW: You say you're thirty-five today
Though you look old enough to retire
To others you may be a gentleman
But to me you're a cock-eyed liar!
Ain't that sentimental.

BEN: Why, it just tugs at my heart-strings.

LEW: It's funny, Mr. Bernie. This is your birthday and it is
also the birthday of my little daughter, Mayonnaise.

BEN: Mayonnaise?

LEW: Today she's one month old and we also gave her a birthday
party.

BEN: Well you know, that's a coincidence. Tell me did the
children who came to the party give her anything?

LEW: Did they give her anything? They gave her the cutest
Teddy Be - er - the prettiest bassin - er - the swellest
perambul - perambulat - (LAUGH) the Measles! Mr. Bernie,
I never knew what a thrill it was being a pappa.

BEN: Well, I can understand that, Lew. I'm a pappa too - Little
Jessel on the coast.

ATK01 0179760

SUNDAY, MAY 28, 1939

-10-

LEW: Would you believe it, every night I tip-toe into the baby's room and I stand over her crib and I shake my head for hours. I just can't get over it.

BEN: Can't get over what?

q

LEW: (LAUGH) How can they sell a beautiful crib like that for five dollars.

BEN: What are you going to do - one month old. Lew, I suppose little Mayonnaise has your disposition - laughing all the time.

LEW: Yeah - all except last week. She was crying her little eyes out. She was so lonesome.

BEN: So lonesome? Why?

LEW: (LAUGH) The Fleet sailed away.

BEN: Well, Lew, no matter how much trouble they are - I'll bet you're glad you have a daughter.

LEW: Yes, indeedy. Why just think - in eighteen years - she'll be engaged. In nineteen years she'll be married. And in twenty years (LAUGH & TAKE) we'll get her back again.

ATX01 0179761

SUNDAY, MAY 28, 1939

-11-

Never mind the Voltaire Philosophy.

BEN: / Pessimistic philosophy, Lew. Tell us who was at the baby's party.

LEW: Well, there was Mr. Shultz - the tall short banker - and -

BEN: Wait a minute, wait a minute. What do you mean, a tall short banker?

LEW: (LAUGH) Six feet tall and five thousand short. He's got a baby 3 days old. And is it cute! There's only one thing that spoils its appearance.

BEN: What's that?

LEW: (LAUGH) Four gold teeth. And Mr. Bernie, its got the funniest name. They call it world's Fair :Shultz!

BEN: World's Fair Shultz? Why did they give the baby a name like that?

LEW: Because its got such a big adam's apple that when it sticks out its tongue (LAUGH) it looks like the trylon and perisphere!

(ORCHESTRA: LEW LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATX01 0179762

SUNDAY, MAY 28, 1939

-12-

BEN: Bravo, Lew, bravo. Congratulations, incidentally, to little Mayonnaise. May she grow up to look just like her father doesn't. And now me and the Half and Half Tobacco Lads are gonna play the theme song of the California Chamber of Commerce. "Sing A Song^a Of Sunbeams." Florida sunbeams, please copy. Heah, heah.

5....(ORCHESTRA "SING A SONG OF SUNBEAMS")

BEN: Yowsah, yowsah, that was "Sing A Song Of Sunbeams" played with great gusto for the Alma Mater, dear old Half and Half Smokin' Tobacco. And now ... my good friends.

HARRY: Excuse me, Maestro, maybe I'm a little hard to convince, but I still can't believe that you're only thirty-five!

BEN: Well, I am.

HARRY: Now wait a minute, when was the Chicago fire?

BEN: 1871.

HARRY: 1871?

BEN: A huh.

ATX01 0179763

SUNDAY, MAY 28, 1939

-13-

HARRY: Well it makes me more worried than ever. Here's a birthday telegram that just came for you that makes me more doubtful. Here ... read this.

BEN: Let me see ... Hmmm ... "Birthday greetings from the one who gave you your first bottle of milk. Signed ... Mrs. O'Leary's Cow." Well, Harry, It's just a cow's word against mine. Now, on account-a this is my birthday, I've brought two charming little gals here to help me celebrate. They hail from Belleville, Illinois. Good old Belleville - Belleville is noted for its ... Well they came from Belleville. This is their first appearance on our program, as a matter of fact this is their debut. The Bailey Sisters. They're gonna join Colonel Manny Prager and me in that aria of the Acquaria ... "Three Little Fishes."

6....(ORCHESTRA, BAILEY SISTERS, PRAGER & BEN "THREE LITTLE FISHES

(APPLAUSE)

ATX01 0179764

HALF AND HALF
May 28, 1939

COMMERCIAL "B"

BERNIE:

Thank youse, thank youse. And now friends ... the merry month of June is almost upon us ... orange blossoms and blushin' brides^a ... deah deah. And here's a bit of advice for youse about-to-be-married guys ... and for youse guys who are already married too. When you settle down in yo' easy chair in your home and fill up yo' pipe for a quiet smoke ... be sure you fill up with good old Half and Half Smoking Tobacco. Because take it from the Old Maestro -- your better half will love the fragrance of Half and Half!

VON ZELL:

Yes ... as you smokers can easily prove for yourselves, the old Maestro is right. Half and Half does have a specially delightful aroma -- one that's enjoyed not only by the smoker ... but by everyone in the room. And Half and Half has another special advantage too. It's packed in a new kind of tin -- the patented telescope tin, it's an exclusive Half and Half feature. This tin is divided into two halves, and you can make it smaller and smaller by

ATK01 0179765

HALF AND HALF
May 28, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

telescoping one half into the other. Thus you keep every pipeful of Half and Half within easy reach. No more scraped fingers -- no more digging around. And here's another advantage ... because your tobacco isn't dug up and stirred around, it stays in better smoking condition ... fresher ... in excellent shape to pack into your pipe and to give you a smooth, cool smoke. So next time ... be sure you get BOTH, more convenience and more smoking pleasure ... be sure you get Half and Half Tobacco in the patented telescope tin!

ATX01 0179766

SUNDAY, MAY 28, 1939

-16-

(ORCHESTRA "SOMEBODY LOVES ME" HIT AND FADE)

BEN: Now the boys are playing the late George Gershwin's favorite song "Somebody Loves Me" - and I hope it's your favorite too, cause it's mine too. "I hope you like it.

7.... (ORCHESTRA "SOMEBODY LOVES ME" 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: Ah, me - here we are again with that home stretch leerin' at us. Would I could say "the curfew shall not ring tonight" - but ring or not them Columbia engineers are gonna cut us off in mid-voice in just half a mo'. But we'll be ridin' the kilocycles again next Sunday and I shall be well on the way to my next birthday - deah, deah! Thirty-six. So till then, may your favorite smokin' topic be the tin that's telescopic. Yowsah and that means good Old Half and Half Smokin' Tobacco. 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")

ATX01 0179767

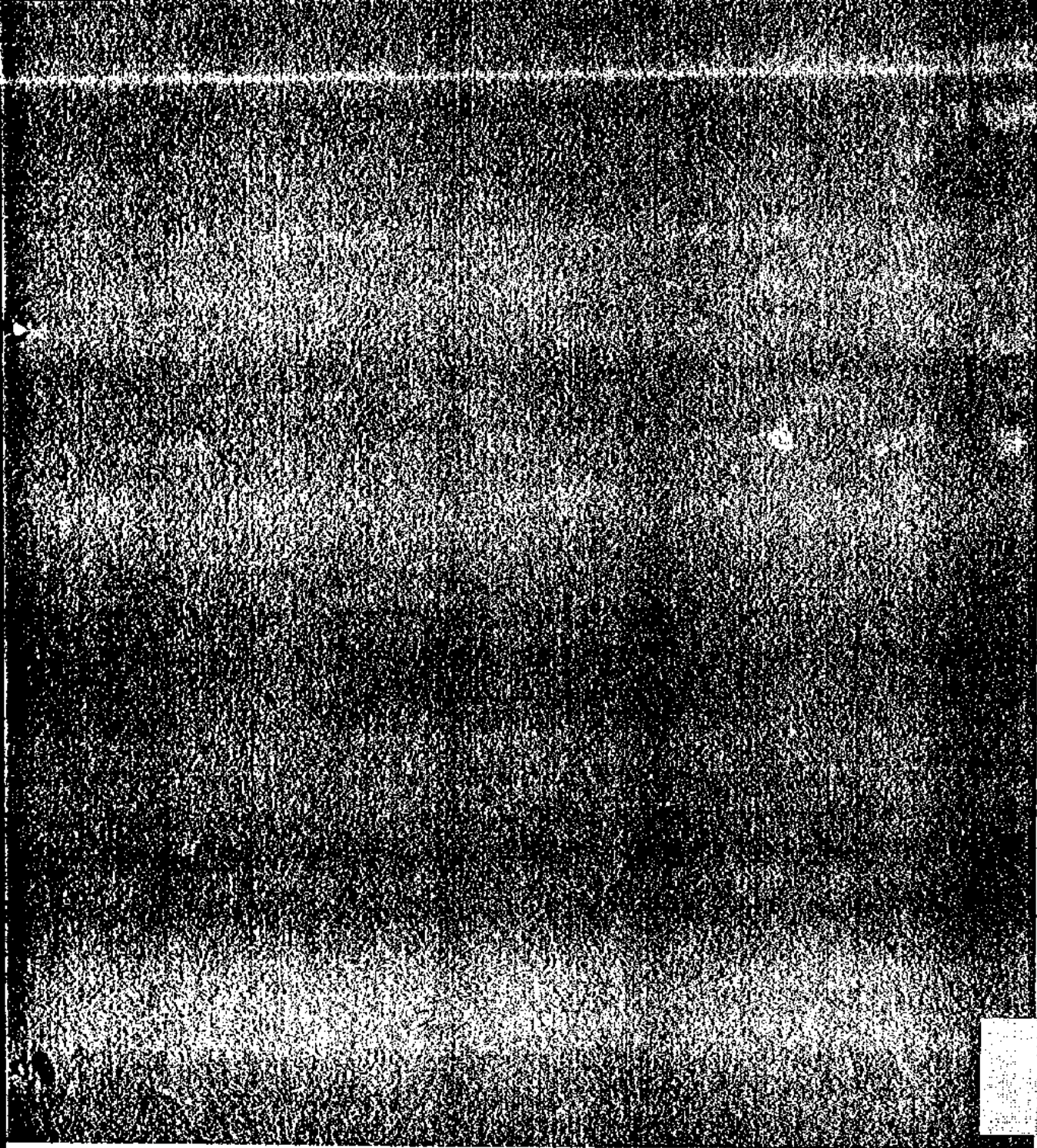
SUNDAY, MAY 28, 1939

-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 program were - "It's All Yours" from "Stars In Your Eyes" and "I Never Knew Heaven Could Speak" from "Rose Of Washington Square."

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179768



ATX01 0179769

"AS BROADCAST"

SUNDAY, JUNE 4, 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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
 Tobacco, a June wedding of humor and harmony, with
 the Old Maestro, Ben Bernie, conducting the
 ceremonies with a long red rose. Included in the
 party, in morning coats, are All the Lads; in
 wedding dress, /our ^{all} ~~two~~ singers; and that patch on
 the pants of romance, Lew Lehr.

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179770

SUNDAY, JUNE 4, 1939

-2-

HARRY: And now, since this is the month of romance, the Half and Half Tobacco Lads get us off to a sentimental start by playing "The Lady's In Love."

1....(ORCHESTRA "THE LADY'S IN LOVE")

HARRY: That was "The Lady's In Love" played by the Half and Half Tobacco Lads. Thank you, ladies and gentlemen.
("LONESOME OLD TOWN" - FADE IN)

HARRY: And now we bring you the man who is crazy about the month of June, because there are so many brides/^{waiting around to be} kissed the Old Maestro, Ben Bernie.

(APPLAUSE)

BEN: Yowsah, yowsah. Greetings and salutations. and a wagon-load of rice and old shoes to all youse lovely young gals who are trippin' to the altar this month ... Ah, good old June weddings. I'll never forget mine. What a beautiful sight. The orange blossoms, the little flower girls, my bride in her wedding dress, and her six brothers ^{dragging} ~~carrying~~ me to the altar!

HARRY: Say, Maestro, do you think the girls of today are any different than they were in your day?

ATX01 0179771

BEN: Oh, they sure ~~They-certainly~~ are, Harry. In my day we had old-fashioned gals full of romance. Today we have romantic gals full of old-fashioneds. Ah, ^{me, when I was young} in-my-day; a fella took his gal to the park, looked at the sky and waited for the moon. Today he takes her to the movies, looks at the screen, and waits for bingo.

MARY: Maestro, were you very popular with the girls when you were in your teens?

BEN: No, Mary, ^{as a matter of fact} I was a little slow to catch on. One night at a party a girl asked me to play post-office.

MARY: Well, what did you do?

BEN: I went out and bought stamps ^{on dear} /.. But the month of June ^{out} As a matter of fact, I feel a bit of the poet popping ^{in te} always inspires me, Mary. / And-as-usual, I have sat me down and written a bit of verse, which I have dedicated ^{dear old} to/June. Quote:

June showers its blessings everywhere,
From palaces to huts,
To June I say, "I love you",
To Winchell I say "huts."

SUNDAY, JUNE 4, 1939

-4-

BEN: Ah, Ladies and gentlemen, all characters mentioned in this
 (CONT'D) poem are purely obnoxious. This is Longfellow Bernie,
 the bald-headed bard and Now as a fitting tribute to
 dear old June, Bobby Gibson ^{is going to} ~~steps~~ ^{grab hold of the} ~~to me side~~ ^{te-sing microphone}
 and
 "A'New Moon and An Old Serenade."

2....(GIBSON & ORCHESTRA "NEW MOON AND AN OLD SERENADE"

(APPLAUSE)

HALF AND HALF
June 4, 1939
(REVISED)

COMMERCIAL "A"

BERNIE:

Thank you Bobb, thank you
And now the Old Maestro would like to pop a
a personal question. How many of youse guys have
begun to make plans for a little vacation trip,
huh? Are you readin' travel folders, perhaps, or
studyin' over time tables and road maps? I'll
bet you are - and I sho' hope you're puffin' away
on a peaceful pipeful of Half and Half, too.
Because there's a heap more pleasure in any kind
of plannin' if you share your dreams with yo'
trusty pipe. Yowsah, ^{my good} friends ... make yo' pipe
yo' partner -- and make yo' pipe tobacco Half
and Half Tobacco.

VON ZELL:

Gentlemen ... that's certainly true! A pipeful
of Half and Half does make a grand partner ...
because Half and Half is a grand tobacco. Just
open a tin of Half and Half - and note the
distinctive and very delightful aroma. This
aroma is finer, we believe, than that of any
other tobacco ... and it adds greatly to your

ATX01 0179774

HALF AND HALF
June 4, 1939
(REVISED)

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

pipe smoking pleasure. That's because it's a recognized scientific fact that the taste of any tobacco depends chiefly on its aroma. Now, to take advantage of this fact, the makers of Half and Half blend for you an exclusive mixture of Virginia and Burley tobaccos ... a mixture that has a finer aroma and therefore a finer taste. Next time be sure YOU get the tobacco that proves the advantage of aroma and taste combined ... be sure you get Half and Half Tobacco!

ATX01 0179775

BEN: Von Zellie, thou hast spoken wisely, and the sweet June air shall soon be filled with the pleasant aroma of good old Halfa and Halfa. And now me and the Lads are gonna play Tony Galento's theme song: "Beer Barrel Polka." Set 'em up, Lads. This is on the house. Take it away.

3....(ORCHESTRA "BEER BARREL POLKA")

BEN: Well done, well done. That was me and the Half and Half Tobacco Lads playin' "Beer Barrel Polka." With authenticity. By gosh, they played it so realistically, the ushers ran up Small, come over here, my little lass. Me proud beauty. and down the aisles passin' out pretzels. Mary, we've been doing all this chatter about June and romance and you haven't said a word about yourself. Haven't you a boy friend?

MARY: No, Maestro, not yet.

BEN: Well, what type of man do you want? Maybe I can help you.

MARY: Well, do you know someone who will defend me, kneel at my feet and give me security?

BEN: How's that? Come again please?

MARY: (REPEAT ABOVE)

BEN: Yes, the army, a bootblack and a Life Insurance Company. And now Mary, suppose you sing that swell new ballad dedicated to my bookmaker after I write him out a check -- "Tears From My Inkwell."

4....(MARY SMALL & ORCHESTRA "TEARS FROM MY INKWELL") (APPLAUSE)

BEN: Beautifully sung, Mary. Mary has just promised to be our guest star at the Astor Roof when we open there in July.

And here he comes now
That nonsensical man
With a camera on his back
And a smile on his pan

S'help me it's that Half and Half wit of Movietone News,
Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Lew, you know this is the month of June, I want to tell you young fellow, we've all been talking about romance and marriage.

LEW: Yeah? My, my ... ain't that beautiful!

BEN: I suppose when you first met your wife you felt that Cupid had given you a wonderful gift.

LEW: Did Cupid give me a wonderful gift? He gave me the most loyal companion ... er ... the most noble charac ... the most adorable creature ... creature ... (LAUGH) A Mickey Finn!

BEN: Now you don't mean that. Lew, tell me, where did you meet your wife?

LEW: I got her through one of those marriage bureaus ... er ... you know, where they supply husbands for wives ... and viser worser!

BEN: Say, I've heard a great deal about those marriage bureaus.
How do they work?

LEW: Well, when you go in, they got pictures of all the girls
who want to get married, hanging up on the wall.

BEN: Well, how does a man pick a wife?

LEW: (LAUGH) He throws darts!

BEN: Throws darts. I got dart one!
Lew ... do you mean to say that you can marry any woman
whose picture is hanging in the marriage bureau?

LEW: Er ... not quite. I wanted a domestic type ... so I picked
out a picture of a beautiful woman sitting in a rocking chair
doing some sewing ... but they wouldn't let me have her.

BEN: Why not?

LEW: (LAUGH) It was Betsy Ross!

BEN: Lew, what does this agency charge if they get you a wife?

LEW: Well, beautiful blondes cost \$10,000. Red heads cost
\$5,000 ... and brunettes only cost \$2,000.

BEN: And if I'm not too personal Lew, what did you pay them
for your wife?

LEW: A telephone slug!

BEN: Ah ... you got a bargain!

LEW: That's what you think!

BEN: Well, Lew, I've often wondered ... just what would you say is the difference between a husband and a bachelor?

LEW: Well, Mr. Bernie, a husband is a fellow who fell in love at first sight ... (LAUGH) and a bachelor is a guy who took a^d second look.

BEN: Well anyhow, Lew, getting back to the ladies, do any of these women have money?

LEW: Well, I saw some of them in bathing suits and they better have.

BEN: You're very subtle Lew.

LEW: You know, Mr. Bernie ... the older a woman gets, the less chance she got.

BEN: What do you mean by that, Lew?

LEW: Well, when a woman is twenty, college boys chase her.

BEN: Yes?

LEW: When she's thirty, business men chase her.

BEN: Yes?

LEW: And when she's forty ...

BEN: Yes?

LEW: (LAUGH) Mosquitoes chase her! Of course, a lot of women don't know the kind of husbands they should have. One wo

LEW: woman came in and told the manager she'd like to marry a
(CONT'D) plumber.

BEN: And what happened?

LEW: (LAUGH) He took one look at the bags under her eyes
and got her a porter!

BEN: Ah, Lew, despite everything you say, marriage is a wonderful
thing.

LEW: Yeah.

BEN: Take you and your wife. You get married. (Yah) You have
a little son. (Yah) The son grows up. (Yah) He goes to
kindergarten. He goes to high school and he goes to college.
He graduates and gets a good job and makes a lot of money.

LEW: He does? Mr. Bernie?

BEN: He's a good son, Lew. He comes to you and says "Pop, you've
worked long enough. I'm going to give you a hundred dollars
a week.

LEW: My son's gonna give me a hundred dollars a week?

BEN: Yes ... and he wants you to quit working.

LEW: He don't want me to work no more?

BEN: No, you don't have to work any more.

LEW: Well, (GRUNT) Goodbye, Mr. Bernie.

BEN: Where are you going, Lew?

LEW: (LAUGH) I'm going out and punch my boss in the nose!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Ah, Lew, you certainly are a scoundrel. You know, folks, the truth of the matter is Lew Lehr made move to his wife by writing letters. Now she's suing him for using the mails to defraud. Well at this point me and the Half and Half Lads are gettin ready to play a number. We just played "Tears From My Inkwell" and now we're goin' to play "I Cried For You". Is everybody happy.

5.....(ORCHESTRA "I CRIED FOR YOU")

BEN: Yowsah, that was me and all the Lads fillin' the air with a cluster of sharps and flats for he beloved Alma Mater, dear old Half and Half 'Smoking Tobacco.

HARRY: Maestro, excuse me. Is your wife here tonight?

BEN: No, Harry. She's home listening to Guy Lombardo. But thanks for asking. Now, folks, the Bailey Sisters, who made their debuty on this here programy last week are going to aid and abet the old maestro and Colonel Manny Prager in this new number. It's a brand new number. The title, "Igloo". Alaska papers please copy --"Igloo". I hope you like it.

6.....(BEN & ORCHESTRA "IGLOO")

HALF AND HALF
June 4, 1939
(REVISED)

COMMERCIAL "B"

BERNIE: And now youse guys ... you know how good it feels to watch the daylight fading and sense the fragrance of a June evening as it drifts into the room? Well ... in somewhat the same way ... friend wife will enjoy the fragrance and the aroma of yo' trusty pipe - that is, if you fill up that 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: Yes smokers ... the Maestro is right. There's a heap of enjoyment in the aroma of Half and Half - not only for the smoker, but for everyone in the room. And here's another advantage ... Half and Half comes packed in a new and more convenient kind of tin ... the patented telescope tin that gets smaller and smaller as you use the tobacco. This tin is an exclusive Half and Half feature. It's made to slide together like the sections of a telescope. Thus you can keep your tobacco always within easy reach. There's no scraping ^{of} your fingers ...

ATKO1 0179782

HALF AND HALF
June 4, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL: no digging around for the last few pipefuls. And what's
(CONT'D) more ... because you don't have to dig around !. your
tobacco stays in better smoking condition ... fresher
... in swell shape to pack into your pipe and to give
you a smooth cool smoke. So next time ... for smoking
pleasure and smoking convenience BOTH ... be sure you
get Half and Half, the only tobacco that comes in the
patented telescope tin!

ATX01 0179783

SUNDAY, JUNE 4, 1939
(REVISED)

-16-

(ORCHESTRA "BEGIN THE BEGUINE" HIT AND FADE)

BEN: Hear what the Lads are playin'? ^{"Begin the Beguine"} ~~The song that recently~~
reminds me of my wife's wedding ring - it begins to be green.
~~came back to rise to greater heights, "Begin the Beguine".~~

~~On your toes, boys.~~

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: Gosh dern it, cys and gals, we've come to the end of our
first June stroll together. And I just wanta say that
we've had a swell half hour with you, and you, and youse.
And now here's a little verse the Old Maestro would like
to pass along ...

When trouble tries to make you frown
Just smoke a pipe to calm you down

That was old make-peace-with-the-world-Bernic.- yowsah.

And now, with great misgivings, the time has come to say
au revoir ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

ATK01 0179784

SUNDAY, JUNE 4, 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.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179785

AD BROADCAST REBROADCAST

SUNDAY, JUNE 4, 1939
(REVISED)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF BEN BERNIE PROGRAM

WABC

5:30 - 6:00 P.M. a
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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
Tobacco, a June wedding of humor and harmony, with
the Old Maestro, Ben Bernie, conducting the
ceremonies with a long red rose. Included in the
party, in morning coats, are All the Lads; in
wedding dress, ^{our} ~~two~~ singers; and that patch on
the pants of romance, Lew Lehr.

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179786

HARRY: And now, since this is the month of romance, the Half and Half Tobacco Lads get us off to a sentimental start by playing "The Lady's In Love."

1....(ORCHESTRA "THE LADY'S IN LOVE")

HARRY: That was "The Lady's In Love" played by the Half and Half Tobacco Lads. **Thank you, ladies and gentlemen.**
("LONESOME OLD TOWN" - FADE IN)

HARRY: And now we bring you the man who is crazy about the month of June, because there are so many brides ~~to kiss~~ ^{sitting around to be} the Old Maestro, Ben Bernie.

(APPLAUSE)

BEN: Yowsah, yowsah. Greetings and salutations, and a wagon-load of rice and old shoes to all youse lovely young gals who are trippin' to the altar this month ... Ah, good old June weddings. I'll never forget mine. What a beautiful sight. The orange blossoms, the little flower girls, my bride in her wedding dress, and her six brothers ~~carrying~~ ^{dragging} me to the altar!

HARRY: ~~Say,~~ Maestro, do you think the girls of today are any different than they were in your day?

SUNDAY, JUNE 4, 1939

Thank you, Harry -- it was lovely³ of you to laugh at it.

BEN: ~~Oh, they were~~ They certainly are, Harry. In my day we had old-fashioned gals full of romance. Today we have romantic gals full of old-fashioned. Ah, ~~as when I was young~~ took his gal to the park, looked at the sky and waited for the moon. Today he takes her to the movies, looks at the screen, and waits for bingo.

MARY: Maestro, were you very popular with the girls when you were in your teens?

BEN: No, Mary, ~~so a matter of fact~~ was a little slow to catch on. One night at a party a girl asked me to play post-office.

MARY: Well, what did you do?

BEN: I went out and bought stamps ~~oh dear~~. But the month of June ~~As a matter of fact, I feel a bit of the post-roping~~ always inspires me, Mary. ~~and as usual, I have sat me~~ ~~down~~ and written a bit of verse, which I have dedicated to ~~June~~ ~~quote:~~ ~~dear old~~ June. ~~quote:~~

June showers its blessings everywhere,

From palaces to huts,

To June I say, "I love you",

To Winchell I say "nuts".

ATX01 0179788

BEN:
(CONT'D)

Ab, Ladies and gentlemen, all characters mentioned in this poem are purely obnoxious. This is Longfellow Bernie, the bald-headed bard. ~~Ad~~ Now as a fitting tribute to dear old June, Bobby Gibson ^{is going to} ~~steps~~ to me ^{grab hold of the} side ~~to~~ sing ^{microphone} ~~and~~ ^{and} "New Moon and An Old Serenade."

2....(GIBSON & ORCHESTRA "NEW MOON AND AN OLD SERENADE")

(APPLAUSE)

HALF AND HALF
June 4, 1939
(REVISED)

COMMERCIAL "A"

BERNIE:

~~Thank you, Bill, Chairman.~~ And now the Chairman would like to pop a personal question. How many of youse guys have begun to make plans for a little vacation trip, huh? Are you readin' travel folders, perhaps, or studyin' over time tables and road maps? I'll bet you are - and I sho' hope you're puffin' away on a peaceful pipeful of Half and Half, too. Because there's a heap more pleasure in any kind of plannin' if you share your dreams with yo' trusty pipe. Yowsah ^{by a god} friends ... make yo' pipe yo' partner -- and make yo' pipe tobacco Half and Half Tobacco.

VON ZELL:

Gentlemen ... that's certainly true! A pipeful of Half and Half does make a grand partner ... because Half and Half is a grand tobacco. Just open a tin of Half and Half - and note the distinctive and very delightful aroma. This aroma is finer, we believe, than that of any other tobacco ... and it adds greatly to your

AFX01 0179790

HALF AND HALF
June 4, 1939
(REVISED)

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

pipe smoking pleasure. That's because it's a recognized scientific fact that the taste of any tobacco depends chiefly on its aroma. Now, to take advantage of this fact, the makers of Half and Half blend for you an exclusive mixture of Virginia and Burley tobaccos ... a mixture that has a finer aroma and therefore a finer taste. Next time be sure YOU get the tobacco that proves the advantage of aroma and taste combined ... be sure you get Half and Half Tobacco!

ATX01 0179791

BEN: Von Zellie, thou hast spoken wisely, and the sweet June air shall soon be filled with the pleasant aroma of good old Halfa and Halfa. And now me and the Lads are gonna play Tony Galento's theme song: "Beer Barrel Polka." Set 'em up, Lads. This is on the house. Take it away.

3.....(ORCHESTRA "BEER BARREL POLKA")

BEN: Well done, well done. That was me and the Half and Half Tobacco Lads playin' "Beer Barrel Polka." With authenticity. By gosh, they played it so realistically, the ushers ran up ~~Small, come over here, my little lass. We proud beauty.~~ and down the aisles passin' out pretzels. Mary, we've been doing all this chatter about June and romance and you haven't said a word about yourself. Haven't you a boy friend?

MARY: No, Maestro, not yet.

BEN: Well, what type of man do you want? Maybe I can help you.

MARY: Well, do you know someone who will defend me, kneel at my feet and give me security?

BEN: How's that? Come again please?

MARY: (REPEAT ABOVE)

BEN: Yes, the army, a bootblack and a Life Insurance Company. And now Mary, suppose you sing that swell new ballad dedicated to my bookmaker after I write him out a check -- "Tears From My Inkwell."

4.....(MARY SMALL & ORCHESTRA "TEARS FROM MY INKELL") (APPLAUSE)

BEN: Beautifully sung, Mary. Mary has just promised to be our guest star at the Astor Roof when we open there in July.

And here he comes now
That nonsensical man
With a camera on his back
And a smile on his pen

Help me it's that Half and Half wit of Movietone News,
Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Lew, you know this is the month of June, I want to tell you young fellow, we've all been talking about romance and marriage.

LEW: Yeah? My, my ... ain't that beautiful!

BEN: I suppose when you first met your wife you felt that Cupid had given you a wonderful gift.

LEW: Did Cupid give me a wonderful gift? He gave me the most loyal companion ... er ... the most noble charac ... the most adorable creature ... creature ... (LAUGH) A Mickey Finn!

BEN: Now you don't mean that. Lew, tell me, where did you meet your wife?

LEW: I got her through one of those marriage bureaus ... er ... you know, where they supply husbands for wives ... and viser worse!

BEN: Say, I've heard a great deal about those marriage bureaus.
How do they work?

LEW: Well, when you go in, they got pictures of all the girls
who want to get married, hanging up on the wall.

BEN: Well, how does a man pick a wife?

LEW: (LAUGH) He throws darts!

BEN: Lew ... do you mean to say that you can marry any woman
whose picture is hanging in the marriage bureau?

LEW: Er ... not quite. I wanted a domestic type ... so I picked
out a picture of a beautiful woman sitting in a rocking chair
doing some sewing ... but they wouldn't let me have her.

BEN: Why not?

LEW: (LAUGH) It was Betsy Ross!

BEN: Lew, what does this agency charge if they get you a wife?

LEW: Well, beautiful blondes cost \$10,000. Red heads cost
\$5,000 ... and brunettes only cost \$2,000.

BEN: And if I'm not too personal Lew, what did you pay them
for your wife?

LEW: A telephone slug!

BEN: Ah ... you got a bargain!

LEW: That's what you think!

BEN: Well, Lew, I've often wondered ... just what would you say is the difference between a husband and a bachelor?

LEW: Well, Mr. Bernie, a husband is a fellow who fell in love at first sight ... (LAUGH) and a bachelor is a guy who took a second look.

BEN: Well anyhow, Lew, getting back to the ladies, do any of these women have money?

LEW: Well, I saw some of them in bathing suits and they better have.

BEN: You're very subtle Lew.

LEW: You know, Mr. Bernie ... the older a woman gets, the less chance she got.

BEN: What do you mean by that, Lew?

LEW: Well, when a woman is twenty, college boys chase her.

BEN: Yes?

LEW: When she's thirty, business men chase her.

BEN: Yes?

LEW: And when she's forty ...

BEN: Yes?

LEW: (LAUGH) Mosquitoes chase her! Of course, a lot of women don't know the kind of husbands they should have. (The men

LEW:
(CONT'D)

woman came in and told the manager she'd like to marry a plumber.

BEN: And what happened?

LEW: (LAUGH) He took one look at the bags under her eyes and got her a porter!

BEN: Ah, Lew, despite everything you say, marriage is a wonderful thing.

LEW: Yeah.

BEN: Take you and your wife. You get married. (Yah) You have a little son. (Yah) The son grows up. (Yah) He goes to kindergarten. He goes to high school and he goes to college. He graduates and gets a good job and makes a lot of money.

LEW: He does? Mr. Bernie?

BEN: He's a good son, Lew. He comes to you and says "Pop, you've worked long enough. I'm going to give you a hundred dollars a week.

LEW: My son's gonna give me a hundred dollars a week?

BEN: Yes ... and he wants you to quit working.

LEW: He don't want me to work no more?

BEN: No, you don't have to work any more.

LEW: Well, (GRUNT) Goodbye, Mr. Bernio.

BEN: Where are you going, Lew?

LEW: (LAUGH) I'm going out and punch my boss in the nose!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Ah, Lew, you certainly are a scoundrel. You know, folks, the truth of the matter is Lew Lehr made love to his wife by writing letters. Now she's suing him for using the mails to defraud. Well at this point we and the Half and Half Lads are gettin ready to play a number. We just played "Tears From My Inkwell" and now we're goin' to play "I Cried For You". Is everybody happy.

5..... (ORCHESTRA "I CRIED FOR YOU")

BEN: Yowsah, that was we and all the Lads fillin' the air with a cluster of sharps and flats for his beloved Alas Water, dear old Half and Half Smoking Tobacco.

HARRY: Maestro, excuse me. Is your wife here tonight?

BEN: No, Harry. She's home listening to Guy Lombardo. But thanks for asking. Now, folks, the Bailey Sisters, who made their debut on this here program last week are going to aid and abet the old maestro and Colonel Manny Prager in this new number. It's a brand new number. The title, "Igloo". Alaska papers please copy -- "Igloo". I hope you like it.

7..... (BEN & ORCHESTRA "IGLOO")

HALF AND HALF
June 4, 1939
(REVISED)

COMMERCIAL "B"

BERNIE:

And now youse guys ... you know how good it feels to watch the daylight fading and sense the fragrance of a June evening as it drifts into the room? Well ... in somewhat the same way ... friend wife will enjoy the fragrance and the aroma of yo' trusty pipe - that is, if you fill up that pipe with Half and Half Smoking Tobacco. Yewsah ... take it from the Old Maestro ... your Better Half will love the fragrance of Half and Half!

VON ZELL:

Yes smokers ... the Maestro is right. There's a heap of enjoyment in the aroma of Half and Half - not only for the smoker, but for everyone in the room. And here's another advantage ... Half and Half comes packed in a new and more convenient kind of tin ... the patented telescope tin that gets smaller and smaller as you use the tobacco. This tin is an exclusive Half and Half feature. It's made to slide together like the sections of a telescope. Thus you can keep your tobacco always within easy reach. There's no scraping ~~of~~ your fingers ...

ATX01 0179798

HALF AND HALF
June 4, 1939
(REVISED)

COMMERCIAL "B" -2-

VON ZELL: no digging around for the last few pipefuls. And what's
(CONT'D) more ... because you don't have to dig around ... your
tobacco stays in better smoking condition ... fresher
... in swell shape to pack into your pipe and to give
you a smooth cool smoke. So next time ... for smoking
pleasure and smoking convenience BOTH ... be sure you
get Half and Half, the only tobacco that comes in the
patented telescope tin!

(ORCHESTRA "BEGIN THE BEGUINE" HIT AND FADE)

BEN: Hear what the Lads are playin'? ^{"Begin the Beguine"} ~~The song that recently-~~
~~resinds ee of my wife'n wedding ring - it begins to be green.~~
~~came back to rise to greater heights, "Begin The Beguine".~~

~~On your toes, boys.~~

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: Gosh dern it, oys and gals, we've come to the end of our
first Junc stroll together. And I just wanta say that
we've had a swell half hour with you, and you, and youse.
And now here's a little verse the Old Maestro would like
to pass along ...

When trouble tries to make you frown
Just smoke a pipe to calm you down

That was old make-peace-with-the-world-Bernic.- yowsah.

And now, with great misgivings, the time has come to say
au revoir ...

(BEN & ORCHESTRA "AU REVOIR")

(SCENE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SONDAY, JUNE 4, 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.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

Heard on this program was "The Lady's In Love"
from "Some Like It Hot"

ATX01 0179801

SUNDAY, JUNE 11, 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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
 Tobacco, a half-hour carnival of music and laughter.
 At the main entrance taking tickets, is the Old
 Maestro, Ben Bernie. On the inside, taking the
 high notes, are All the Lads and All the Singers.
 And in the menagerie, taking peanuts from baby
 monkeys, is Movietone's madman, Lew Lehr.

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179802

HARRY: And now, let's listen to the lads, as they climb aboard the calliope and open the show with "Snug as a Bug in a Rug".

1 (ORCHESTRA "SNUG AS A BUG IN A RUG")

HARRY: That was the Half and Half Tobacco Lads playing "Snug as a Bug in a Rug".

(LONESOME OLD TOWN ... FADE IN)

HARRY: Thank you very much ladies and gentlemen. And now we bring you the man who last week delivered the commencement address at his old Alma Mater, and he himself received an honorary degree: B.S. ... Bookmaker's Sucker, the old Maestro, Ben Bernie!

(APPLAUSE)

BEN: Yowsah, yowsah. Greetings and salutations, boys and gals, and a happy June Sunday to youse all. This is the old maestro, Ben Bernie, comin' to yez on a coast to coast light up. And by gosh, it sure is hot here in New York. It's so hot, this morning I took a walk in the park and threw some nuts to the squirrels. But they refused them. They wanted popsicles. Oh, deah, this has sure been an exciting week-end. The King and Queen are thilling us with their visit, their influence is already being felt. This morning my wife served me hash for breakfast and when I said "I Don't like hash" ... what do you think she said? She said ... "What are you kicking about. The King and Queen are eating hot dogs."

HARRY: Well, Maestro, not to change the subject, but, how about that commencement address you told us you made this week?

BEN: Oh, you mean at the old Alma Mater, eh? Oh, yes, I made the speech Dear Old Alma Mater. Ah ... you should have seen me in that bulging black gown they made me wear. I looked like an eight ball with wrinkles.

HARRY: That must have been an inspiring sight. Tell me, maestro, what was the theme of your speech?

BEN: Well, my subject was "Money isn't everything". A man with ten million can be just as happy as a man with eleven million.

HARRY: Well ... yes ... but it would be a struggle.

BEN: I said ... I said, "Graduates, remember ... good deeds are more important than dollars". Then I went out and put two good deeds on Seabiscuit.

MARY: Maestro, was the commencement a very impressive ceremony?

BEN: Ah hes, Mary, why indeed, and the most impressive moment of all was when we bared our heads and sang our beautiful Alma Mater ... ah, I can still hear them singing ...

(BEN AND THE LADS SING)

ALMA MATER, GREAT AND GRAND
FINEST COLLEGE IN THE LAND
BOOP-BOOP-DITTUM-DATTUM, WATTUM ... CHEW!
WE LOVE YOU! RAH!

BEN:
(CON'D)

Ah ... lovely, lovely. The old alma mater. But now let's continue the ceremonies, and call upon our Doctor of Music ... a bit of a surprise for you this evening, ladies and gentlemen, Buddy Clark. Welcome back to the program, Buddy.

CLARK:

Thank you, Ma's. I'm sure glad to be here.

BEN:

I'm glad to have you back. I hope you haven't got as many managers as you used to have. You know, folks, last time Buddy Clark played with us, he was paying commission to so many managers that every time he sang he lost eight dollars. And that's why he's gonna sing, "If I Didn't Care".

2 (BUDDY CLARK AND ORCHESTRA "IF I DIDN'T CARE")

(APPLAUSE)

HALF AND HALF
June 11, 1939

COMMERCIAL "A"

BERNIE: Well friends ... old weather prophet Bernie has been lookin' into that little silver globe on his thermometer, and he sees a heap more hot days ahead. And because of that heat, he sees folks getting irritable and nervous and losing their tempers and saying things they'll be sorry for. So ... here's a bit of advice to help you keep cool and collected. Just fill up yo' trusty briar with good old Half and Half Tobacco ... and smoke a pipe to calm you down.

VON ZELL: Yes gentlemen, the old Maestro certainly does have a point there. A pipeful of Half and Half is a mighty comforting partner. You see ... Half and Half has a special advantage - a special fragrance or aroma that is finer, we believe, than that of any other tobacco. You sense this aroma yourself the instant you open the tin. You learn how much it adds to your smoking pleasure the instant you fill up your pipe. That's because it's a

ATX01 0179806

HALF AND HALF
June 11, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

recognized scientific fact that the taste of any tobacco depends chiefly on its aroma. The makers of Half and Half turn this fact to your advantage by carefully blending for you an exclusive mixture of Virginia and Burley tobaccos. This mixture does have a finer aroma - and therefore a finer taste. So next time ... be sure you buy the tobacco that combines flavor and aroma ... be sure you buy Half and Half Tobacco.

ATK01 0179807

BEN: Von Zellie, when the great truthful statements of Mankind are collected and published, them stirring words you have just uttered will have a complete chapter unto themselves. so 'elp me. My compliments ... heah, heah. And now, Heave Ho, my proud Half and Half Tobacco Lads ... Old Skipper Bernie is standin' at the helm and while I'm lightin' my trusty pipe, git ready to weigh anchor and let's shove off on that "Sailboat of Dreams".

3..... (ORCHESTRA "SAILBOAT OF DREAMS")

BEN: Thank you. That was me and the Half and Half Tobacco Lads playing "Sailboat of Dreams".

MARY: Maestro, I forgot to ask you bfore, but were there any co-eds in that graduating class?

BEN: Oh, indeed there were, Mary. And as each girl went past me I handed her a diploma and gave her a kiss.

MARY: You gave each girl a kiss?

BEN: Uh huh.

MARY: What did they say?

BEN: Education doesn't pay." But now, while I'm makin lamb broth out of my sheep skin, so it won't be a total loss, suppose you step up here and sing "Wishing".

4..... (MARY SMALL AND ORCHESTRA "WISHING")

(APPLAUSE)

BEN: WELL AND HERE HE COMES NOW
WHO CAN IT BE
WITH A FACE LIKE HIS HE
SHOULD LIVE IN A TREE!

Yowsah, It's that half and half wit of Movietone News ...

LEW LEHR?

(ORCHESTRA ... LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) MONKEYS IS THE CRAZIEST PEOPLE.

BEN: LEW, TELL ME, DID YOU GO TO ANY COLLEGIATE COMMENCEMENTS
THIS WEEK?

LEW: OH, CERTAINLY. I WENT TO A SCHOOL WHERE THEY TEACH
LADIES HOW TO BE FIREMEN.

BEN: LADY FIREMEN?

LEW: YEAH.

BEN: WHY THAT'S QUITE AN ODDITY. LEW, I SUPPOSE THE LADY
FIREMEN LOOK BEAUTIFUL IN THEIR UNIFORMS.

LEW: LOOK BEAUTIFUL! WHY, THEY LOOK LIKE PARISIAN MANIKINS...
(LAUGH) TRUCK HORSES.

BEN: WELL, TELL ME, DO ALL THE LADIES GET THEIR DIPLOMAS?

LEW: YEAH! BUT BEFORE THEY GET THEIR DIPLOMAS, THEY MUST
PUT OUT A FIRE!

BEN: DID YOU SEE THEM AT WORK, LEW?

LEW: YEAH. A HOTEL CAUGHT ON FIRE BUT NONE OF THE GUESTS
WANTED TO LEAVE.

BEN: WHY WOULDN'T THEY LEAVE?

LEW: IT WAS THE FIRST TIME THE ROOMS WERE WARM! A GOOD NOVELTY.

BEN: MUST HAVE BEEN PLENTY OF EXCITEMENT.

LEW: YOU SAID IT. DOWN THE STREET CAME THE FIRE ENGINE WITH THE LADY FIRE CHIEF DRIVING. THE HOTEL WAS BLAZING BUT SHE KEPT DRIVING THE ENGINE AROUND THE BLOCK FOR TWO HOURS AND SHE WOULDN'T STOP.

BEN: WHY NOT?

LEW: (LAUGH)ⁿ HER HUSBAND TOLD HER, NEVER TO PARK NEAR A FIRE PLOG. AND MR. BERNIE, YOU SHOULD HAVE SEEN THAT FIRE CHIEF. SHE HAD STORE TEETH, A GLASS EYE, ARTIFICIAL HAIR AND IMITATION EYELASHES. (LAUGH) SHE REALLY WAS A FALSE ALARM!

BEN: SAY, THAT'S QUITE A DESCRIPTION.

LEW: YEAH. HER HUSBAND USED TO BE WITH THE CIRCUS AND SHE ALWAYS BROUGHT HIM ALONG TO GET HIM A FREE MEAL.

BEN: A FREE MEAL? I DON'T UNDERSTAND.

LEW: (LAUGH) HE WAS A FIRE EATER!

BEN: WELL, WHAT ABOUT THE FIRE. DID THE LADY FIREMEN SAVE ANYBODY?

LEW: WELL, ONE WOMAN ON THE ROOF YELLED DOWN TO THE FIRE LADY "SAVE ME ... SAVE ME" ... BUT THE FIRE LADY WAS MAD AND WOULDN'T GO NEAR HER.

BEN: WHY NOT?

LEW: (LAUGH) THEY BOTH HAD ON THE SAME DRESS! BUT JUST THEN
A MAN CAME TO THE WINDOW, AND ALL THE FIRE LADIES HELD
OUT THE NET AND HOLLERED "JUMP".

BEN: DID HE JUMP?

LEW: YEAH ... BUT WHEN HE WAS HALFWAY DOWN, THE FIRE LADIES
THREW DOWN THE NET AND RAN DOWN THE STREET.

BEN: WELL, WHY DID THEY DO THAT?

LEW: (LAUGH) THEY HEARD THERE WAS A SALE AT KLEIN'S, BASEMENT.

YOU KNOW THESE FIRE LADIES GOT A FUNNY SYSTEM. EVERY TIME
THEY RESCUE A MAN THEY CAN KISS HIM.

BEN: THAT SEEMS FAIR.

LEW: YEAH. MY WIFE IS ONE OF THE FIRE LADIES, BUT SO FAR SHE
DIDN'T GET A KISS.

BEN: WHY? HASN'T SHE RESCUED ANY MAN?

LEW: NO. SOON AS THEY GET CLOSE ENOUGH TO SEE HER FACE ...
(GRUNT) THEY RUN BACK INTO THE FIRE.

BEN: BUT DID THEY FINALLY PUT THE FIRE OUT?

LEW: WELL, THEY TRIED EVERYTHING KNOWN TO SCIENCE, AND THEY
WAS JUST ABOUT GIVING UP ALL HOPE WHEN MY MOTHER IN LAW
CAME ALONG. SHE SAVED THE DAY.

BEN: YOUR MOTHER IN LAW? WHAT DID SHE DO?

LEW: (LAUGH) SHE OPENED UP HER BIG MOUTH AND BLEW OUT THE FIRE!

(LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Fine work, Lew, fine work. And now, me and the Half and Half Tobacco Lads are gonna play a number that my wife sings to me when I'm leaving town: "Don't Worry About Me ... I'll Get Along." P.S. Just leave your check book here ... Take it, Lads ... the big banking number ... "Don't Worry About Me".

5 (ORCHESTRA "DON'T WORRY ABOUT ME")

BEN: That was me and all the Lads doing the mosta of our besta for dear old Halfa and Halfa.

HARRY: Say, Maestro, excuse me, but awhile ago you told us about this commencement, but you haven't told us a thing about your own college days.

BEN: Well, I'll tell you, Harry. When I graduated, my class picked me as the man most likely to succeed ... and they still haven't given up hope. Matter of fact, though, I was elected class poet.

HARRY: Oh, really? Well, I don't like to say ... I was class prophet, you know.

BEN: No kidding?

HARRY: Yes. Say, what was your friend, Winchell?

BEN: Winchell?

HARRY: Yeah.

BEN: He was class magician.

HARRY: What?

BEN: For four years he made a jackass out of himself. Oh, but it's time for the old maestro to do a bit of bubbling .. aided and abetted by the Bailey glas ... and I'm going to do Irving Berlin's ... "Song of the Metronome". And what is the metronome? Well, when you see a pretty little thing a-settin' on top of a piano ... keeping time to the music ... it it ain't Helen Morgan ... it's a metronome! Start tickin', Lads.

6 (ORK. BEN & BAILEY SISTERS "SONG OF THE METRONOME")

(APPLAUSE)

HALF AND HALF
June 11, 1939

COMMERCIAL "B"

BERNIE:

And now old philosopher Bernie would like to pass along a bit of a hint to youse married guys. When you come home after a hard day's work and see friend wife waitin' to greet you in her fresh new summer dress ... tell her how nice she looks - and how nice the house looks too. She's probably been fixin' up for you, and she'll appreciate a word of praise, she really will. Then ... when you settle down after supper and fill up your trusty pipe ... be sure you fill up with Half and Half. Friend wife will appreciate that too. Yowsah, take it from the Old Maestro ... your Better Half will love the fragrance of Half and Half!

VON ZELL:

Yes smokers - that's right. Just as the Old Maestro says, the aroma or fragrance of Half and Half is enjoyed by everyone in the room, as well as by the smoker. And here's another special advantage of Half and Half - an advantage that no

ATX01 0179814

HALF AND HALF
June 11, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

other tobacco can offer. Half and Half comes packed in a new and more convenient kind of tin - the patented telescope tin. This tin gets smaller and smaller as you use the tobacco. You just push the top part down inside the bottom part - and thus keep every pipeful of Half and Half always within easy reach. No scraped fingers - no digging around when you fill your pipe. And another thing - because you don't have to dig around, your tobacco stays in better smoking condition - fresher - in swell shape to pack into your pipe and to give you a smooth cool smoke! Yes ... for convenience and enjoyment both ... be sure you get Half and Half - the only tobacco that comes in the patented telescope tin!

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(ORCHESTRA "TIGER RAG" HIT AND FADE)

BEN: Well, the final exams are over ... college days are
entering into the old summer vacation. What are the boys
playin' ... it's "Tiger Rag"

7....(ORCHESTRA "TIGER RAG" 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: Consarn it all! Just when we're gettin' in the groove, too,
along comes the guy who checks on the fugitin' of tempus,
and tells us to move/^{right}on. But are we down-hearted? No!
We'll be back in these here parts again next Sunday. So
how's for listenin' then - hm? Meanwhile, all youse guys,
remember the poetical words of Walt Whitman Bernie, to wit:

"Trouble must git goin'

When Half and Half's a-glowin'." ... Heah ... heah.
Deah, deah.

~~And now~~ And now, reluctantly, the time has come to say
au revoir ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, JUNE 11, 1939
(REVISED)

-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, Buddy Clark, Colonel Manny Prager and Lew Lehr.

Heard on this evening's program was "Song of the Metronome",
from Second Fiddle.
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0179817

REBROADCAST

"REBROADCAST"

SUNDAY, JUNE 11, 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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
 Tobacco, a half-hour carnival of music and laughter.
 At the main entrance taking tickets, is the Old
 Maestro, Ben Bernie. On the inside, taking the
 high notes, are All the Lads and All the Singers.
 And in the menagerie, taking peanuts from baby
 monkeys, is Movietone's madman, Lew Lehr.

("LONESOME OLD TOWN" - FADE OUT)

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HARRY: And now, let's listen to the lads, as they climb aboard the calliope and open the show with "Snug as a Bug in a Rug".

1. (ORCHESTRA "SNUG AS A BUG IN A RUG")

HARRY: That was the Half and Half Tobacco Lads playing "Snug as a Bug in a Rug".

(LONESOME OLD TOWN ... FADE IN)

HARRY: Thank you very much ladies and gentlemen. And now we bring you the man who last week delivered the commencement address at his old Alma Mater, and he himself received an honorary degree: B.S. ... Bookmaker's Sucker, the old Maestro, Ben Bernie!

(APPLAUSE)

BEN: Yowsah, yowsah. Greetings and salutations, boys and gals, and a happy June Sunday to youse all. This is the old maestro, Ben Bernie, comin' to yez on a coast to coast light up. And by gosh, it sure is hot here in New York. It's so hot, this morning I took a walk in the park and threw some nuts to the squirrels. But they refused them. They wanted popsicles. Oh, deah, this has sure been an exciting week-end. The King and Queen are thrilling us with their visit, their influence is already being felt. This morning my wife served me hash for breakfast and when I said "I Don't like hash" ... what do you think she said? She said ... "That are you kicking about. The King and Queen are eating hot dogs."

HARRY:

Well, Maestro, not to change the subject, but, how about that commencement address you told us you made this week?

BEN:

Oh, you mean at the old Alma Mater, eh? Oh, yes, I made the speech Dear Old Alma Mater. Ah ... you should have seen me in that bulging black gown they made me wear. I looked like an eight ball with wrinkles.

HARRY:

That must have been an inspiring sight. Tell me, maestro, what was the theme of your speech?

BEN:

Well, my subject was "Money isn't everything". A man with ten million can be just as happy as a man with eleven million.

HARRY:

Well ... yes ... but it would be a struggle.

BEN:

I said ... I said, "Graduates, remember ... good deeds are more important than dollars". Then I went out and put two good deeds on Seabiscuit.

MARY:

Maestro, was the commencement a very impressive ceremony?

BEN:

Ah yes, Mary, why indeed, and the most impressive moment of all was when we bared our heads and sang our beautiful Alma Mater ... ah, I can still hear them singing ...

(BEN AND THE LADS SING)

ALMA MATER, GREAT AND GRAND
FINEST COLLEGE IN THE LAND
BOOP-BOOP-DITTUM-DATTUM, WATTUM ... CHEW!
WE LOVE YOU! RAH!

BEN:
(CON'D)

Ah ... lovely, lovely. The old alma mater. But now let's continue the ceremonies, and call upon our Doctor of Music ... a bit of a surprise for you this evening, ladies and gentlemen, Buddy Clark. Welcome back to the program, Buddy.

CLARK:

Thank you, Ma's. I'm sure glad to be here.

BEN:

I'm glad to have you back. I hope you haven't got as many managers as you used to have. You know, folke, last time Buddy Clark played with us, he was paying commission to so many managers that every time he sang he lost eight dollars. And that's why he's gonna sing, "If I Didn't Care".

2..... (BUDDY CLARK AND ORCHESTRA "IF I DIDN'T CARE")

(APPLAUSE)

HALF AND HALF
June 11, 1939

COMMERCIAL "A"

BERNIE:

Well friends ... old weather prophet Bernie has been lookin' into that little silver globe on his thermometer, and he sees a heap more hot days ahead. And because of that heat, he sees folks getting irritable and nervous and losing their tempers and saying things they'll be sorry for. So ... here's a bit of advice to help you keep cool and collected. Just fill up yo' trusty briar with good old Half and Half Tobacco ... and smoke a pipe to calm you down.

VON ZELL:

Yes gentlemen, the old Maestro certainly does have a point there. A pipeful of Half and Half is a mighty comforting partner. You see ... Half and Half has a special advantage - a special fragrance or aroma that is finer, we believe, than that of any other tobacco. You sense this aroma yourself the instant you open the tin. You learn how much it adds to your smoking pleasure the instant you fill up your pipe. That's because it's a

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HALF AND HALF
June 11, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

recognized scientific fact that the taste of any tobacco depends chiefly on its aroma. The makers of Half and Half turn this fact to your advantage by carefully blending for you an exclusive mixture of Virginia and Burley tobaccos. This mixture does have a finer aroma - and therefore a finer taste. So next time ... be sure you buy the tobacco that combines flavor and aroma ... be sure you buy Half and Half Tobacco.

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BEN: Von Zellie, when the great truthful statements of Mankind are collected and published, them stirring words you have just uttered will have a complete chapter unto themselves. so 'elp me. My compliments ... heah, heah. And now, Heave Ho, my proud Half and Half Tobacco Lads ... Old Skipper Bernie is standin' at the helm and while I'm lightin' my trusty pipe, git ready to weigh anchor and let's shove off on that "Sailboat of Dreams".

3..... (ORCHESTRA "SAILBOAT OF DREAMS")

BEN: Thank you. That was me and the Half and Half Tobacco Lads playing "Sailboat of Dreams".

MARY: Maestro, I forgot to ask you bfore, but vere there any co-eds in that graduating class?

BEN: Oh, indeed there vere, Mary. And as each girl went past me I handed her a diploma and gave her a kiss.

MARY: You gave each girl a kiss?

BEN: Uh huh.

MARY: What did they say?

BEN: Education doesn't pay." But now, while I'm makin lamb broth out of my sheep skin, so it won't be a total loss, suppose you step up here and sing "Wishing".

4..... (MARY SMALL AND ORCHESTRA "WISHING")

(APPLAUSE)

BEN: WELL AND HERE HE COMES NOW
WHO CAN IT BE
WITH A FACE LIKE HIS HE
SHOULD LIVE IN A TREE!

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

LEW LEHR!

(ORCHESTRA ... LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) MONKEYS IS THE CRAZIEST PEOPLE.

BEN: LEW, TELL ME, DID YOU GO TO ANY COLLEGIATE COMMENCEMENTS
THIS WEEK?

LEW: OH, CERTAINLY. I WENT TO A SCHOOL WHERE THEY TEACH
LADIES HOW TO BE FIREMEN.

BEN: LADY FIREMEN?

LEW: YEAH.

BEN: WHY THAT'S QUITE AN ODDITY. LEW, I SUPPOSE THE LADY
FIREMEN LOOK BEAUTIFUL IN THEIR UNIFORMS.

LEW: LOOK BEAUTIFUL! WHY, THEY LOOK LIKE PARISIAN MANIKINS...
(LAUGH) TRUCK HORSES.

BEN: WELL, TELL ME, DO ALL THE LADIES GET THEIR DIPLOMAS?

LEW: YEAH! BUT BEFORE THEY GET THEIR DIPLOMAS, THEY MUST
PUT OUT A FIRE!

BEN: DID YOU SEE THEM AT WORK, LEW?

LEW: YEAH. A HOTEL CAUGHT ON FIRE BUT NONE OF THE GUESTS
WANTED TO LEAVE.

BEN: WHY WOULDN'T THEY LEAVE?

LEW: IT WAS THE FIRST TIME THE ROOMS WERE WARM! A GOOD NOVELTY.

BEN: MUST HAVE BEEN PLENTY OF EXCITEMENT.

LEW: YOU SAID IT. DOWN THE STREET CAME THE FIRE ENGINE WITH THE LADY FIRE CHIEF DRIVING. THE HOTEL WAS BLAZING BUT SHE KEPT DRIVING THE ENGINE AROUND THE BLOCK FOR TWO HOURS AND SHE WOULDN'T STOP.

BEN: WHY NOT?

LEW: (LAUGH) HER HUSBAND TOLD HER, NEVER TO PARK NEAR A FIRE PLOG. AND MR. BERNIE, YOU SHOULD HAVE SEEN THAT FIRE CHIEF. SHE HAD STORE TEETH, A GLASS EYE, ARTIFICIAL HAIR AND IMITATION EYELASHES. (LAUGH) SHE REALLY WAS A FALSE ALARM!

BEN: SAY, THAT'S QUITE A DESCRIPTION.

LEW: YEAH. HER HUSBAND USED TO BE WITH THE CIRCUS AND SHE ALWAYS BROUGHT HIM ALONG TO GET HIM A FREE MEAL.

BEN: A FREE MEAL? I DON'T UNDERSTOD.

LEW: (LAUGH) HE WAS A FIRE EATER!

BEN: WELL, WHAT ABOUT THE FIRE. DID THE LADY FIREWEN SAVE ANYBODY?

LEW: WELL, ONE WOMAN ON THE ROOF YELLED DOWN TO THE FIRE LADY "SAVE ME ... SAVE ME" ... BUT THE FIRE LADY WAS MAD AND WOULDN'T GO NEAR HER.

BEN: WHY NOT?

LEW: (LAUGH) THEY BOTH HAD ON THE SAME DRESS! BUT JUST THEN
A MAN CAME TO THE WINDOW, AND ALL THE FIRE LADIES HELD
OUT THE NET AND HOLLERED "JUMP".

BEN: DID HE JUMP?

LEW: YEAH ... BUT WHEN HE WAS HALFWAY DOWN, THE FIRE LADIES
THREW DOWN THE NET AND RAN DOWN THE STREET.

BEN: WELL, WHY DID THEY DO THAT?

LEW: (LAUGH) THEY HEARD THERE WAS A SALE AT KLEIN'S, BASEMENT.
ISN'T THAT JUST LIKE WOMEN?
YOU KNOW THESE FIRE LADIES GOT A FUNNY SYSTEM. EVERY TIME
THEY RESCUE A MAN THEY CAN KISS HIM.

BEN: THAT SEEMS FAIR.

LEW: YEAH. MY WIFE IS ONE OF THE FIRE LADIES, BUT SO FAR SHE
DIDN'T GET A KISS.

BEN: WHY? HASN'T SHE RESCUED ANY MAN?

LEW: NO. SOON AS THEY GET CLOSE ENOUGH TO SEE HER FACE ...
(GRUNT) THEY RUN BACK INTO THE FIRE.

BEN: BUT DID THEY FINALLY PUT THE FIRE OUT?

LEW: WELL, THEY TRIED EVERYTHING KNOWN TO SCIENCE, AND THEY
WAS JUST ABOUT GIVING UP ALL HOPE WHEN MY MOTHER IN LAW
CAME ALONG. SHE SAVED THE DAY.

BEN: YOUR MOTHER IN LAW? WHAT DID SHE DO?

LEW: (LAUGH) SHE OPENED UP HER BIG MOUTH AND BLEW OUT THE FIRE!

(LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Fine work, Lew, fine work. And now, me and the Half and Half Tobacco Lads are gonna play a number that my wife sings to me when I'm leaving town: "Don't Worry About Me ... I'll Get Along." P.S. Just leave your check book here ... Take it, Lads ... the big banking number ... "Don't Worry About Me".

5. (ORCHESTRA "DON'T WORRY ABOUT ME")

BEN: That was me and all the Lads doing the wasta of our besta for dear old Halfa and Halfa.

HARRY: Say, Maestro, excuse me, but awhile ago you told us about this commencement, but you haven't told us a thing about your own college days.

BEN: Well, I'll tell you, Harry. When I graduated, my class picked me as the man most likely to succeed ... and they still haven't given up hope. Matter of fact, though, I was elected class poet.

HARRY: Oh, really? Well, I don't like to say ... I was class prophet, you know.

BEN: No kidding?

HARRY: Yes. Say, what was your friend, Winchell?

BEN: Winchell?

HARRY: Yeah.

BEN: He was class magician.

HARRY: What?

BEN: For four years he made a jackass out of himself. Oh, but it's time for the old maestro to do a bit of bubbling .. aided and abetted by the Bailey glass ... and I'm going to do Irving Berlin's ... "Song of the Metronome". And what is the metronome? Well, when you see a pretty little thing a-zettin' on top of a piano ... keeping time to the music ... it it ain't Helen Morgan ... it's a metronome! Start tickin', Lads.

6. (ORK. BEN & BAILEY SISTERS "SONG OF THE METRONOME")

(APPLAUSE)

HALF AND HALF
June 11, 1939

COMMERCIAL "B"

BERNIE:

And now old philosopher Bernie would like to pass along a bit of a hint to youse married guys. When you come home after a hard day's work and see friend wife waitin' to greet you in her fresh new summer dress ... tell her how nice she looks - and how nice the house looks too. She's probably been fixin' up for you, and she'll appreciate a word of praise, she really will. Then ... when you settle down after supper and fill up your trusty pipe ... be sure you fill up with Half and Half. Friend wife will appreciate that too. Yowsah, take it from the Old Maestro ... your Better Half will love the fragrance of Half and Half!

VON ZELL:

Yes smokers - that's right. Just as the Old Maestro says, the aroma or fragrance of Half and Half is enjoyed by everyone in the room, as well as by the smoker. And here's another special advantage of Half and Half - an advantage that no

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HALF AND HALF
June 11, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

other tobacco can offer. Half and Half comes packed in a new and more convenient kind of tin - the patented telescope tin. This tin gets smaller and smaller as you use the tobacco. You just push the top part down inside the bottom part - and thus keep every pipeful of Half and Half always within easy reach. No scraped fingers - no digging around when you fill your pipe. And another thing - because you don't have to dig around, your tobacco stays in better smoking condition - fresher - in swell shape to pack into your pipe and to give you a smooth cool smoke! Yes ... for convenience and enjoyment both ... be sure you get Half and Half - the only tobacco that comes in the patented telescope tin!

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(ORCHESTRA "TIGER RAG" HIT AND FADE)

BEN: Well, the final exams are over ... college days are entering
~~xxxxxx~~ into the old summer vacation. What are the boys playin'
~~xxxxxx~~ it's "Tiger Rag".
~~xxxxxx~~

7.... (ORCHESTRA "TIGER RAG" 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: Consarn it all! Just when we're gettin' in the groove, too,
along comes the guy who checks on the fugitin' of tempus,
and tells us to move ^{right} on. But are we down-hearted? No!
We'll be back in these here parts again next Sunday. So
how's for listenin' then - hm? Meanwhile, all youse guys,
remember the poetical words of Walt Whitman Bernie, to wit:

"Trouble must git goin'

When Half and Half's a-glowin'." Heah ... heah.
Deah, deah.

~~xxxxxx~~ And now, reluctantly, the time has come to say

au revoir ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

SUNDAY, JUNE 11, 1939
(REVISED)

-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, Buddy Clark, Colonel Manny Prager and Lew Lehr. Heard on this evening's program was "Song of the Metronome", from Second Fiddle. Good night.
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0179833

AS BROADCAST

SUNDAY, JUNE 18, 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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, a picnic basket full of melody and nonsense. Sandwiched between the lettuce and the tomatoes is that good egg, Ben Bernie. Packed around him, ready to season each course with delicious melody, are all the salty Lads and all the peppery Singers. And hiding under his cabbage head, stuffing himself with stuffed olives and stuff, is that deviled ham of Movietone News, Lew Lehr!

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179834

HARRY: And now, with faces wreathed in smiles, the Half and Half tobacco Lads open the program by playing "Sing a Song of Sunbeams."

1.....(ORCHESTRA.....SING A SONG OF SUNBEAMS)

HARRY: Those were the Half and Half Tobacco Lads playing "Sing a Song of Sunbeams."

HARRY: And now, ladies and gentlemen, this being father's day, we bring you a man who is supporting one, son, six jockeys, twelve bookmakers, and forty broken down horses. The Old Maestro...BEN BERNIE.

(APPLAUSE)

BEN: Yowsah, Yowsah, Yowsah. Greetings and salutations, all youse fathers throughout the country. This is Papa Bernie, dear old Papa Bernie, hopin' your young uns have made this the pleasantest day of the year for all youse forgotten men. Ahhh This is the day for father ... when none money he can't spare comes back to him in ties he can't wear. But Harry, one nice thing about father's day is that you sure do get service. When I got home last night, there by the fire place I found my easy chair, my new smoking jacket and my slippers ... and my wife's brother was in all of them.

HARRY: Oh, well, anyway, Maestro, as one father to another, allow me to congratulate you.

BEN: Thanks, Harry. And the same to you. You know, this fatherhood is certainly a great thing. You have a son. It costs you \$2000 to send him through grammar school, \$3000 to send him through high school, \$5000 to send him through college. Then when he graduates, what have you got? A \$10,000 jitterbug!

MARY: Maestro, when you were a boy, did you always remember your father on this holiday?

BEN: Indeed I did, Mary. Every year I got him a pair of the softest slippers I could find.

MARY: Well, why did you insist on SOFT slippers?

BEN: 'Cause I knew I'd always get one of them in the end!

HARRY: Oh, by the way, while we're on the subject, what did your friend Winchell send his father?

BEN: Oh, the same telegram he sends him every year.

HARRY: What did he say?

BEN: "How happy, dear father, you must be, to have given the world a genius like me." And he sent it collect, too. Well, now let's see. I guess it's time to call on Paps Clark's favorite son, Buddy. Buddy, come here you rascal. This bein' father's day, I want to ask you a question. Are you a good boy?

BUDDY: Sure, Pop.

BEN: Do you stay out late at night?

BUDDY: No, Pop.

BEN: Do you go to parties?

BUDDY: No, Pop.

BEN: Don't you ever kiss the girls?

BUDDY: Absolutely not.

BEN: Well, haven't you any faults?

BUDDY: Yeah. I'm an awful liar.

BEN: Say, he read that pretty well, didn't he? Now, Buddy, suppose you sing "East Side of Heaven", and when you get done, I'll be waitin' for you in the wood-shed.

.....(ORCHESTRA & BUDDY CLARK....."EAST SIDE OF HEAVEN")

(APPLAUSE)

BERNIE: You know, that was a fine hunk o' singing, Buddy. When the Old Maestro was a wee bit of a lad... as friends... he spent many a June afternoon holdin' his bamboo fishpo o over a quiet pond and waitin' for the cork to make little circles in the water. Deah, deah ... such peace ... such contentment. Would that we could keep some of that peace and contentment all through life. And you can friends, you can! Yowsah ... when you start gettin' flustered or up in the air ... just fill up yo' trusty briar with Half and Half Tobacco ... and smoke a pipe to calm you down!

VON ZELL: Smokers ... here's the reason behind what the Old Maestro says. Half and Half Tobacco makes a specialty comforting smoke because it makes a specialty enjoyable smoke. You've

VON ZELLIE: probably noticed the aroma of Half and Half yourself ... an
 (CONT'D) aroma that is finer, we believe, than that of any other ~~10/11~~
 tobacco. Well now ... this finer aroma is most important
 to your smoking pleasure ... because it's a recognized
 scientific fact that the taste of any tobacco depends chiefly
 on its aroma. Half and Half has turned this fact to your
 advantage by blending for you an exclusive mixture of Y
 Virginia and Burley tobaccos - a mixture with a finer aroma
 and therefore a finer taste! Next time ... be sure you
 get full smoking pleasure ... the pleasure that comes from
 taste and aroma combined. Be sure you get Half and Half
 Tobacco!

BEN: Von Zellie, thy words of wisdom have floated into millions
 of listening ears. And I sure hope thousands of you fathers
 have received your father's day gift of Half and Half ...
 and are joyously puffin' away on a pipeful right now.
 Meanwhile, me and the Lads are gonna play the sequel to the
 "Stein Song". It's called "Beer Barrel Polka". The Beer
 Barrel Polka was written in thirty-two bars. Git it? All
 right Lads ... Draw one.

~~..... (ORCHESTRA) "BEER BARREL POLKA"~~

BEN: That was me and the Half and Half Tobacco Lads playin' "Beer
 Barrel Polka".

HARRY: Maestro.

BEN: Yes, Mary.

MARY: You know, I was just thinking, I wish I'd seen you when your son was a baby. I'll bet you were a very devoted father.

BEN: Oh, I sure was, Mary. Every time he cried I used to sing him a lullaby. Would you like to hear it?

MARY: I'd love to!

BEN: (SINGS) "Rockaby baby, dry the tears from your face...
You don't get no milk 'cause my horse lost the race."
Now Mary, suppose you make this old happy pappy happy by singing that swell new ballad "Strange Enchantment."
Heeh, heeh.

4. (ORCHESTRA AND MARY SING "STRANGE ENCHANTMENT")

BEN: Thank you Mary, thank you very much, Mary.

Well -
And here he comes now
If he's human I doubt it
His head's in the sky
But his mind's a bit clouded!

Yowah -- it's ~~LEM~~ that Half and Half Wit of Movietone News -

LEM LEHR!

(ORCHESTRA: LEHR SAYS ON MUSIC)

(APPLAUSE)

LEM: (LAUGH) Monkeys is the craziest people.

BEN: Hello, Lem - yo rascal, what's new? What have you been doing all week.

LEM: Oh, this week we had a class reunion and I went to it.

BEN: A class reunion? Did you go to college, Lem?

LEW: Did I go to college. I spent four years in the University of Mississi - er - The University of Pennsylv - er - the Massachusetts Institute of Technolog - er - Technolog
(LAUGH) Sing, Sing! !!

BEN: Well, you know college is a wonderful thing. Confidentially, Lew, I'm a Harvard man.

LEW: No foolin', you don't said it.

BEN: As a matter of fact, yes. And whatever I am today, I owe to dear old Harvard.

LEW: You do? Why don't you sue 'em?

BEN: Well, never mind me, Lew. I bet you had an awful lot of fun when you went to school.

LEW: Oh, no, Mr. Bernie, just the opposite. When I was in grammar school I was awful lonesome 'cause I didn't know anybody.

BEN: Oh, that's too bad.

LEW: Yeah, But in high school I wasn't so lonely. (LAUGH) My grandchildren was in the same class with me. Was I dumb. Then after that I went to the University of Michigan.

BEN: Michigan? Dear old Michigan. That's a fine university.

LEW: You said it - only they got a funny way of arrangeing the students.

BEN: What do you mean?

LEW: Well, the smartest ones sit in the first row. The next smartest ones sit in the second row and so on and so on.

BEN: Well, where were you sitting?

LEW: (LAUGH) In Texas.

BEN: I might have known that.

LEW: Fey back. My worst subject was arithmetic. One day the teacher asked me this question. If Central Park is 4 miles long and a half mile wide and a man can walk six miles an hour, how long will it take him to walk around the park fifty times?

BEN: Well, did you figure it out?

LEW: Oh sure, (LAUGH) but, was my feet tired?

BEN: Well, Lew, at this class reunion you went to, was there any entertainment?

LEW: Yeah - all the wives of the graduates put on a Maypole dance.

BEN: Did the wives know how to dance around the Maypole?

LEW: Why not? They had plenty of practice. All their lives they've been giving their husbands the run-around. ~~Y/II/~~

BEN: Well, what were you men doing while your wives were dancing around the maypole?

LEW: While the wives was dancing around the Maypole (LAUGH), the husbands was staggering around the lamp-post.

BEN: Well, tell me, did your wife take part in the Maypole Dance?

LEW: Oh, sure. And she kept leaping up and down - and jumping over all the other women. Leaping and jumping, leaping and jumping. We couldn't stop her.

BEN: (LAUGH) She had frog legs for lunch! But the most

LEW: beautiful part of the dance was when all the ladies asked me
(CONT'D) to dance with them.

BEN: Why, Lew - can you dance?

LEW: Can I dance.... what a question. Mr. Bernie, did you ever hear
of the graceful leaps of Hijinski ...

BEN: Yes.

LEW: And did you ever see the beautiful toe dancing of Pavlova?

BEN: Sure.

LEW: Well -- (LAUGH) I fell flat on my pueal!

(ORCHESTRA: LEW PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice goin', nice goin', Lew And now it's time for me and
the Half and Half Tobacco Lads to play "Tears From My Inkwell."
This is one of the most popular numbers, my good friends,
most popular numbers being played at the New York World's Fair.
Incidentally, while the King and Queen were here they ate hot
dogs. And it's caused an awful commotion at the Fair. The hot
dogs out there are now makin' the hamburgers curtsy to them.
Okay, Lads, a downbeat.

S.....(ORCHESTRA:....."TEARS FROM MY INKVELL"

BEN: That was me and the Lads playin' "Tears From My Inkwell", with
a vivace and a gusto for the tobacco you can always trust -
hood old Half and Half.

HARRY: Say, Maestro, excuse my butting in here, but I wanted to ask
you, as one father to another, did you find fatherhood an

HARRY: arduous strain?

(CONT'D)

BEN: Yes, Harry, it was quite an ordeal. But thank goodness, I've kept my figure.

HARRY: I didn't mean that, I mean did you have much trouble disciplining your son?

BEN: No. My wife always took care of that. She used to say: "Jason, if you're not a good boy, I'll make you stay up and listen to your father's program."

HARRY: Well, my son's always asking me to help him with his homework. Were you put on the same spot?

BEN: Yes. One time my son had to submit an English composition. So I gave him one of my radio scripts to take to school.

HARRY: Well, what happened?

BEN: He came home wearing a dunce-cap ... I wouldn't get Lew Lehr's laugh in it. But now I'm going to be joined by those two cute belles from Belleville - the Bailey Sisters. And the three of us are going to gather 'round and sing Irving Berlin's swell new number: "The Song of the Metronome."

HARRY: And what, prithee, Mr. Bernie, is the metronome?

BEN: Well, if you see something cute and pretty sitting on the piano keeping time to the music, if it ain't Helen Morgan, it's a metronome.

6.....(BEN BERNIE & BAILEY SISTERS "SONG OF THE METRONOME")

(APPLAUSE)

COMMERCIAL "B"

BERNIE: Well youse guys ... it's already time to start pushin' the lawn-mower around the front yard and doin' other little odd jobs to help friend wife. But along toward dusk ... that's the time to knock off and settle down in your easy chair for a peaceful pipeful of Half and Half Smoking Tobacco. Friend wife will be pleased to see you sittin' there relaxed and happy, she really will. And she'll be pleased with the delightful aroma that's driftin' from yo r trusty pipe. Yowsah ... take it from the Old Maestro - Your Better Half will love the fragrance of Half and Half.

VON ZELL: Yes, gentlemen ... taht's right. Just as the Maestro says, everyone in the room enjoys the aroma of Half and Half Tobacco. That's one of the first things you find out when you smoke Half and Half. And another thing you learn is that Half and Half comes in a new more convenient kind of tin... the patented telescope tin. This tin makes it a lot easier to fill your pipe, because it gets smaller and smaller as you use the tobacco. You just push the top half down inside the bottom half - and thus keep very pipeful of Half and Half within easy reach. What's more - because of the telescope tin - you get a better smoke as well as a more convenient smoke. You see ... you don't have to dig around when you fill up ... and for that reason your tobacco stays in better smoking condition ... fresher ... in swell shape to pack into your pipe and to give you a smooth coal smoke. So for smoking

VON ZELL: convenience and smoking pleasure use BOTH ... be sure you
(CONT'D) buy Half and Half Tobacco ... in the Patented telescope tin.

.....(ORCHESTRA)....."I'LL SEE YOU IN MY DREAMS"...

...HIT AND FADE)

BEN: You hear that sweet tune? It's dedicated to the necktie
my son sent me: "I'll See You In My Dreams"... I'm afraid.

7.....(ORCHESTRA.....I'LLSEE YOU IN MY DREAMS"....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: Right you be, Harry. And remember, all youse guys, the
stirring works of the poet

"When the Mrs. craves a brank new gown,
Just smoke a pipe to calm you down!"

Believe me, I know whereof I speak. And now regretfully,
the time has come to say au revoir...

(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, Buddy Clark,
and Lew Lehr.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

AS REBROADCAST

SONDAY, JUNE 18, 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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco, a picnic basket full of melody and nonsense. Sandwiched between the lettuce and the tomatoes is that good egg, Ben Bernie. Packed around him, ready to season each course with delicious melody, are all the salty Lads and all the peppery Singers. And hiding under his cabbage head, stuffing himself with stuffed olives and stuff, is that deviled ham of Movietone News, Lew Lehr!

("LONESOME OLD TOWN" - FADE OUT)

ATX01 0179846

HARRY: And now, with faces wreathed in smiles, the Half and Half tobacco Lads open the program by playing "Sing a Song of Sunbeams."

1.....(ORCHESTRA.....SING A SONG OF SUNBEAMS)

HARRY: Those were the Half and Half Tobacco Lads playing "SING A SONG OF SONBEAMS."

HARRY: And now, ladies and gentlemen, this being father's day, we bring you a man who is supporting one son, six jockeys, twelve bookmakers and forty broken down horses. The Old Maestro ... BEN BERNIE.

(APPLAUSE)

BEN: Yowsah, Mowsah, Yowsah. Greetings and salutations, all youse fathers throughout the country. This is Papa Bernie, dear old Papa Bernie, hopin' your young uns have made this the pleasantest day of the year for all youse forgotten men. Ahhh....This is the day for father ... when money he can't spare comes back to him in ties he can't wear. But Harry, one nice thing about father's day is that you sure do get service. When I got home last hight, there by the fire place I found my easy chair, my new smoking jacket and my slippers ... and my wife's brother was in all of them.

HARRY: Oh, well, anyway, Maestro, as one father to another, allow me to congratulate you.

BEN: Thanks, Harry. And the same to you. You know, this fatherhood is certainly a great thing. You have a son. It costs you \$2000 to send him through grammar school, \$3000 to send him through high school, \$5000 to send him through college. Then when he graduates, what have you got? A \$10,000 jitterbut!

MARY: Maestro, when you were a boy, did you always remember your father on this holiday?

BEN: Indeed I did, Mary. Every year I got him a pair of the softest slippers I could find.

MARY: Well, why did you insist on SOFT slippers?

BEN: 'Cause I knew I'd always get one of them in the end!

HARRY: Oh, by the way, while we're on the subject, what did your friend Winchell send his father?

BEN: Oh, the same telegram he sends him every year.

HARRY: What did he say?

BEN: "How happy, dear father, you must, be, to have given the world a genius like me." And he sent it collect, too. Wal, now let's see. I guess it's time to call on Papa Clark's favorite son, Buddy. Buddy, come here you rascal. This bein' father's day, I want to ask you a

BEN:(CONT'D) question. Are you a good boy?

BUDDY: Sure, Pop.

BEN: Do you stay out late at night?

BUDDY: No, Pop.

BEN: Do you go to parties?

BUDDY: No, Pop.

BEN: Don't you ever kiss the girls?

BUDDY: Absolutely not.

BEN: Well, haven't you any faults?

BUDDY: Yeah. I'm an awful liar.

BEN: Say, he read that pretty well, didn't he? Now, Buddy, suppose you sing "East Side of Heaven", and when you get done, I'll be waitin' for you in the wood-shed.

2(ORCHESTRA & BUDDY CLARK "EAST SIDE OF HEAVEN")

(APPLAUSE)

COMMERCIAL "A"

BERNIE:

You know, that was a fine hunk o' singing, Buddy. When the Old Maestor was a wee bit of a lad ... ma friends ... he spent many a June afternoon holdin' his bamboo fishpole over a quiet pond and waitin' for the cork to make little circles in the water. Deah, deah ... such peace ... such contentment. Would that we could keep some of that peace and contentment all through life. And you can friends, you can! Yowsah... when you start gettin' flustered or up in the air ... just fill up yo' trusty briar with Half and Half Tobacco ... and smoke a pipe to calm you down!

VON ZELL:

Smokers ... here's the reason behind what the Old Maestro says. Half and Half Tobacco makes a specially comforting smoke because it makes a specially enjoyable smoke. You've probably noticed the aroma of Half and Half yourself ... an aroma that is finer, we believe, than that of any other tobacco. Well now ... this finer aroma is most important to your smoking pleasure ... because it's a recognized scientific fact that the taste of any tobacco depends chiefly on its aroma. Half

VON ZELL:
(CONT'D)

and Half has turned this fact to your advantage by blending for you an exclusive mixture of Virginia and Burley tobaccos - a mixture with a finer aroma and therefore a finer taste! Next time ... be sure you get full smoking pleasure ... the pleasure that comes from taste and aroma combined. Be sure you get Half and Half Tobacco!

BEN:

VOn Zellie, thy words of wisdom have floated into millions of listening ears. And I sure hope thousands of you fathers have received your father's day gift of Half and Half ... and are joyously puffin' away on a pipeful right now. Meanwhile, me and Lads are gonna play the sequel to the "Stein Song". ~~It's~~ It's called "Beer Barrel Polka". The Beer Barrel Polka was written in thirty-two bars. Git it? All right Lads... Draw one.

3.....(ORCHESTRE....."BEER BARREL POLKA")

BEN: That was me and the Half and Half Tobacco Lads playin' "BeerBarrel Polka".

MARY: Maestro.

BEN: Yes, Mary.

MARY: You know, I was just thinking, I wish I'd seen you when your son was a baby. I'll bet you were a very devoted father.

BEN: Oh, I sure was, Mary. Every time he cried I used to sing him a lullaby. Would you like to hear it?

MARY: I'd love to.

BEN: (SINGS) "Rockaby baby, dry the tears from your face...
You don't get no milk 'cause my horse lost the race."
Now, Mary, suppose you make this old happy pappy happy
by singing that new ballad "Strang Enchantment."
Heah, heah.

4 (ORCHESTRA AND MARY SMALL "STRANGE ENCHANTMENT")

BEN: Thank you Mary, thank you very much, Mary.

Well-
And here he comes now
If he's human I doubt it
His head's in the sky
But his mind's a bit clouded!

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

LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Hello, Lew - you rascal, what's new? What have you been doing all week.

LEW: Oh, this week we had a class reunion and I went to it.

BEN: A class reunion? Did you go to college, Lew?

LEW: Did I go to college. I spent four years in the University

LEW: of Mississipi - er - The University of Pennsylv - er -
(CONT'D) the Massachusetts Institute of Technolog - er - Technolog
(LAUGH) Sing, Sing!!

BEN: Well, you know college is a wonderful thing.
Confidentially , Lew, I'm a Harvard man.

LEW: No foolin', you don't said it.

BEN: As a matter of fact, yes. And whatever I am today, I
owe to dear old Harvard.

LEW: You do? Why don't you sue 'em?

BEN: Well, never mind me, Lew. I bet you had an awful lot
of fun when you went to school.

LEW: Oh, no, Mr. Bernie, just the opposite. When I was in
grammar school I was awful lonesome 'cause I didn't
know anybody.

BEN: Oh, that's too bad.

LEW: Yeah, But in high school I wasn't so lonely. (LAUGH)
My grandchildren was in the same class with me. Was
I dumb. Then after that I went to the University of
Michigan.

BEN: Michigan? Dear old Michigan. That's a fine university.

LEW: You said it - only they got a funny way of arranging the
students.

BEN: What do you mean?

LEW: Well, the smartest ones sit in the first row. The next smartest ones sit in the second row and so on and so on.

BEN: Well, where were you sitting?

LEW: (LAUGH) In Texas.

BEN: I might have known that.

LEW: Way back. My worst subject was arithmetic. One day the teacher asked me this question. If Central Park is 4 miles long and a half mile wide and a man can walk six miles an hour, how long will it take him to walk around the park fifty times?

BEN: Well, did you figure it out?

LEW: Oh sure, (LAUGH) but, was my feet tired!

BEN: Well, Lew, at this class reunion you went to, was there any entertainment?

LEW: Yeah - all the wives of the graduates put on a Maypole Dance.

BEN: Did the wives know how to dance around the Maypole?

LEW: Why not? they had plenty of practice. All their lives they've been giving their husbands the run-around.

BEN: Well, what were you men doing while your wives were dancing around the maypole.

LEW: Whiel the wives was dancing around the Maypole (LAUGH)
The husbands was staggering around the lamp-post.

BEN: Well, tell me, did your wife take part in the Maypole Dance?

LEW: Oh, sure. And she kept leaping up and down - and jumping over all the other women. Leaping and jumping, leaping and jumping. We couldn't stop her.

BEN: What was the trouble?

LEW: (LAUGH) She had frog legs for lunch! But the most beautiful part of the dance was when all the ladies asked me to dance with them.

BEN: Why, Lew - can you dance?

LEW: Can I dance ... what a question. Mr. Bernie, did you ever hear of the graceful leaps of Nijinski ...

BEN: Yes.

LEW: And did you ever see the beautiful toe dancing of Pavlowa?

BEN: Sure.

LEW: Well -- (LAUGH) I fell flat on my puss!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice goin', nice goin', Lew.... And now it's time for me and the Half and Half Tobacco Lads to play "Tears From My Inkwell." This is one of the most popular numbers, my good friends, most popular numbers being

BEN: PLAYED at the New York World's Fair. Incidentally, while
(CONT'D) the King and Queen were here they ate hot dogs. And it's
caused an awful commotion at the Fair. The hot dogs
out there are now makin' the hamburgers curtsy to them.
Okay, Lads, a downbeat.

5.....(ORCHESTRA....."TEARS FROM MY INKWELL")

BEN: That was me and ~~Lads~~. the Lads playin' "Tears From My Inkwell",
with a vavace and a gusto for the tobacco you can always
trusto - good old Half and Half.

HARRY: Say, Maestro, excuse my butting in here, but I wanted to ask
you, as one father to another, did you find fatherhood an
arduous strain?

BEN: Yes, Harry, it was quite an ordeal. But thank goodness,
I've kept my figure.

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ing your son?

BEN: No. My wife always took care of that. She used to say:
"Jason, if you're not a good boy, I'll make you stay up and
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HARRY: Well, My son's always asking me to help him with his
homework. Were you ~~put~~/ put on the same spot?

BEN: Yes. One time my son had to submit an English composition.
So I gave him one of my radio scripts to take to school.

HARRY: Well, what happened?

BEN: He came home wearing a dunce-cap... I wouldn't get Lew Lehr's laugh in it. But now I'm going to be joined by those two cute belles from Belleville - the Bailey Sisters. And the three of us are going to gather 'round and sing Irving Berlin's swell new number: "The Song of the Metronome."

HARRY: And what, prithee, Mrw. Bernie, is the metronome?

BEN: Well, if you see something cute and pretty sitting on the piano keeping time to the music, if it ain't Helen Morgan, it's a metronome.

6.....(BEN BERNIE & BAILEY SISTERS "SONG OF THE METRONOME")

(APPLAUSE)

COMMERCIAL "B"

BERNIE: Well youse guys ... it's already time to start pushin' the lawn-mower around the front yard and doin' other little odd jobs fo help friend wife. But along toward dusk ... that's the time to knock off and settle down in your easy chair for a peaceful pipeful of Half and Half Smoking Tobacco. Friend wife will be pleased to see you sittin' there relaxed and happy, she really will. And she'll be pleased with the delightful aroma that's driftin' from your trusty pipe. Yowsah ... take it from the Old Maestro - Your Better Half will love the fragrance of Half and Half.

VON ZELL: Yes, gentlemen ... that's right. Just as the Maestro says, everyone in the room enjoys the aroma of Half and Half

YON ZELL: Tobacco. That's one of the first things you find out when you
(CONT'D) smoke Half and Half. And another thing you learn is that
Half and Half comes in a new More convenient kind of tin ... the
patented telescope tin. This tin makes it a lot easier to
fill your pipe, because it gets smaller and smaller as you
use the tobacco. You just push the top half down inside the
bottom half - and thus keep every pipeful of Half and Half
within easy reach. What's more - because of the telescope
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smoke. You see ... you don't have to dig around when you fill
up... and for that reason your tobacco stays in better smoking
condition ... fresher ... in swell shape to pack into your
pipe and to give you a smooth cool smoke. So for smoking
convenience and smoking pleasure BOTH ... be sure you buy
Half and Half Tobacco ... in the patented telescope tin.

X... (ORCHESTRA)..... "I'LL SEE YOU IN MY DREAMS" ... HIT AND FADE)

BEN: You hear that sweet tune? It's dedicated to the necktie my son
sent me: "I'll See You In My Dreams" ... I'm afraid.

Z... (ORCHESTRA)..... "I'LL SEE YOU IN MY DREAMS" ... 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: Right you be, Harry. And remember, all youse guys, the
stirring words of the poet

"When the Mrs. craves a brand new gown,
Just smoke a pipe to calm you down."

BEN: Believe/ me, I know whereof I speak. And now regretfully,
(CONT'D) the time has come to say au revoir ...

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

(SEGUE TO)

(ORCHESTRA....."DONESOME OLD TOWN")

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

THIS IS THE COLUMBIA BROADCASTING SYSTEM

BROADCAST

SUNDAY, JUNE 25, 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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
 Tobacco, a half hour cruise over the airwaves. Up
 on the bridge, his pipe clenched between his teeth
 is old Skipper Bernie. Down in the salon, ready
 to entertain are All the Lads and All the Singers.
 And over in the brig, with his square head caught
 in a round port-hole is that silly stowaway of
 Movietone News, Lew Lehr ...

("LONESOME OLD TOWN" - FADE OUT)

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SUNDAY, JUNE 25, 1939

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HARRY: Well, passengers, that's the program, and as the Half and Half Tobacco Lads are about to say - "It's All Yours."

1....(ORCHESTRA "IT'S ALL YOURS")

HARRY: Those were the Half and Half Tobacco Lads playing "It's All Yours."

("LONESOME OLD TOWN" - FADE IN)

HARRY: ^{Thank you} ~~Well~~, ladies and gentlemen, ^{well} this is our last program until ^{all get} October, so let's ~~go~~ down to the pier and meet the man who has been cutting our salaries all year so he can go away on a vacation ... the old cheapski -- er -- the old Maestro, Ben Bernie!

(APPLAUSE)

BEN: ^{yowsah} Yowsah, yowsah./ Greetings and salutations, boys and gals, ^{Harry was right, vacation time is start-} and a bon voyage to me. ^{This is old landlubber Bernie} ^{ing me in the face. My boss is afraid that if I don't} waiting at the foot of the gangplank to shove off on a bit ^{before a great big audience will have a nervous breakdown!} of a summer cruise. By gosh, I hope this boat is better than the one I sailed on last summer. That tub leaked so much, that when I went to the dining room and ordered fish, the waiter said, "Sit down and grab the one you want when it swims by your table." Harry, ^{my cabin was so full of} ~~WHAT DID THE GOODNESS WAS~~ so ^{I had to have three mermaids make up my bed.} ~~fully of water, the busboys had to have scubbed the~~

HARRY: ^{Well, say} / Maestro, is that your trunk over there?

BEN: Yeah, that's it, Harry.

ATX01 0179861

SUNDAY, JUNE 25, 1939

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HARRY: Well, I must say you've packed it very carelessly. Look at those two shoes sticking out of it.

BEN: Two shoes? My goodness - I locked the bellboy in it.

HARRY: Well
~~Go~~ - shall I let him out?

BEN: ^{Don't let him out.}
No - I'll have to tip him ... Oh, hello, Mary. Good thing you came around. Two jokes just laid there.

MARY: Bon voyage, Maestro.

BEN: Thanks.

MARY: What's this in your pocket - a present for a child?

BEN: What ~~is~~ do you mean?

MARY: This little book with a picture of a hyena in it.

BEN: A hyena? Let me see ... Here - gimme that! It's my passport!

HARRY: ^{Well, say}
Maestro, is Winchell coming down to see you off?

BEN: Yes, Harry. As a matter of fact, he's sailing on the same boat. He's going to London on a command visit to the King and Queen.

HARRY: Winchell ^{is} visiting the King and Queen? Why?

ATX01 0179862

SUNDAY, JUNE 25, 1939

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BEN: Well, they liked American hot dogs so well, now they want a sample of American baloney.

BUDDY: Hey, Maes. Glad I made it before you sailed. Bon voyage.

BEN: Thanks, Buddy.

BUDDY: Will you do me a favor when you get to Paris?

BEN: Why Sure. What do you want?

BUDDY: Well You know those little side streets where they sell postal cards?

BEN: Yes?

BUDDY: Will you
~~Well~~, buy me a picture of the Eiffel Tower.

BEN: I sure will, Buddy. And now while I'm looking through the French dictionary to see what "bon voyage" means, suppose you sing "New Moon And An Old Serenade."

2....(BUDDY CLARK & ORCHESTRA "NEW MOON AND AN OLD SERENADE")

(APPLAUSE)

ATX01 0179863

HALF AND HALF
June 25, 1939

COMMERCIAL "A"

BERNIE: Nice stuff Buddy, nice stuff.
Well youse guys ... here's the good old month of
July peekin at us from around the end of the week.
Yowsah ... vacation time is here again and I sure
hope you'll get your share of fun and loafing. And
when you're sitting at ease lookin' at the sunlight
drifting through the green leaves ... or when you're
out in a boat waitin' for the fish to come and take
a nibble at your bait ... take it from the old
Maestro ... there's a heap more peace and contentment
waitin' for you if you make your pipe your partner ...
and if you make your pipe tobacco Half and Half
Tobacco.

VON ZELL: Friends ... the Maestro certainly has said a pipeful!
Your trusty briar is a good companion for you -- and
Half and Half is a good companion for your pipe.
Naturally enough -- because Half and Half has a
special advantage -- a distinctive fragrance or
aroma that is finer, we believe, than that of any
other tobacco. You enjoy this aroma as soon as

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HALF AND HALF
June 25, 1939

COMMERCIAL "A" -2-

VON ZHLL:
(CONT'D)

you open the tin. And when you light up ... you enjoy it even more -- and so does everyone in the room. Yes - the aroma of Half and Half adds greatly to your smoking pleasure ... because it's a recognized scientific fact that the taste of any tobacco depends chiefly on its aroma. Therefore the finer aroma of Half and Half does give it a finer taste! So from now on ... why not make your tobacco Half and Half. You get an exclusive and more aromatic mixture of Virginia and Burley tobaccos ... you get the advantage of flavor and aroma combined ... when you get Half and Half Smoking Tobacco!

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BEN: Von Zellie - you have summed up the situation clearly and concisely. And I sho hope our friends will prove the truth of what you say in a friendly pipeful of Half and Half. Now me and the Half and Half Tobacco Lads are gonna play "The Lady's In Love." Ah, me. If the lady lets you spend ten dollars she cares a lot. If she lets you spend fifty dollars she cares a little. But if she pays her own carfare - my friend - "The Lady's In Love."

3....(ORCHESTRA "THE LADY'S IN LOVE")

BEN: That was me and the Half and Half Tobacco Lads playing "The Lady's In Love."

MARY: Gee, Maestro, I'm certainly ~~sorry to see you leave~~ ^{going to miss you this summer}

BEN: Oh Thanks, Mary. But look, while I'm away I want you to be a good little girl./ Now don't you kiss any boys, 'cause you know how your mother worries.

MARY: Oh, I wouldn't let my mother worry.

BEN: That's fine.

MARY: I'll let the boys kiss me. Let their mothers worry ... In short, Maestro - "Don't Worry About Me."

BEN: And that, Mary, is your cue-y. "Don't Worry About Me."

4....(MARY SMALL & ORCHESTRA "DON'T WORRY ABOUT ME")

(APPLAUSE)

BEN: Nice warbling Mary
 Well, here he comes now
 That lovable clown
 Though he's with us in person
 His brain's out of town -
 So help me
 Yawsah - it's that Half and Half Wit of Movietone News -

LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Oh dear Well, Lew, ^{you old rascal, do you know} this is our last program of the season.

LEW: (SOBS) please Mr. Bernie
 Oh, /don't said it.

BEN: This is the time when you and I must part.

LEW: (SOBS) Oh, it's terrible.

BEN: Well, You won't see me again until next October.

LEW: (SOBS) (CHANGE TO LAUGH TAKE) Who cares!

BEN: Lew, ~~when you go away~~

LEW: ~~where are you going?~~

BEN: Well, I'm taking a trip ~~around the world~~ I want to see
~~the babies of Africa, the children of China and the sea~~
~~of the world.~~

SUNDAY, JUNE 25, 1939

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LEW: Three thousand dollars? (LAUGH) Give me a buck and I'll let you look at my mother-in-law.

BEN: Why You know, Lew, I've just been thinking that all the time we've worked together I've never actually seen you make a newsreel.

LEW: Well, this is your lucky day because I really came here to take pictures of Gwendolyn Heartburn. She's sailing on the same boat with you.

BEN: ~~Oh, XXXXXX~~ Gwendolyn Heartburn ^{say I know her} / the great authority on love - She wrote that book "How To Make Your Marriage Successful?"

LEW: Yeah. That's the one. ~~My expect how any minute~~ She's coming from the dentist. (LAUGH) Her husband knocked her teeth out.

BEN: Well, are you all ready? Have you got your camera set up?

LEW: Yep.

BEN: Is the little birdie all ready to come out?

LEW: With her I don't use a little birdie. I use catnip.
(LAUGH) Wait until you see that puss.

ATX01 0179868

SUNDAY, JUNE 25, 1939

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BEN: Sssh - Lew - I think that's Gwendolyn coming now. Yes, it is.

GWEN: Oh, Mr. Bernie, what a pleasant surprise.

BEN: How do you do, Miss Heartburn - this is Lew Lehr of Fox Movietone News.

GWEN: Oh, isn't he adorable - isn't he fascinating? Where did you get those blue eyes?

LEW: (GIGGLE) They came with the face.

GWEN: Are you ready to take my picture?

LEW: Yeah, wait
~~Yes~~. Hold it a minute, please. ~~Would you mind pulling in your ears?~~ (LAUGH) You look like you're playing Ping Pong.

GWEN: ~~Will you take my picture like that?~~

LEW: ~~Oh, you've played a dirty trick like that on me!~~

GWEN: Oh, Mr. Lehr, will ~~of course~~ my picture ~~will~~ appear in a high class publication.

LEW: Will your picture be in a high class publication? It will be in the Women's Home Companion - er Pictori - er - Delineat - Delineat - (LAUGH) Whiz Bang!

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BRN: Miss Heartburn, Lew has been telling me that he has a problem with his wife. Since you're an authority, perhaps you could help him.

GWEN: Oh My little man, I'll gladly help you. ~~What seems to be~~
Now, tell me, are ~~wrong between~~ you and your wife? very affectionate?

LEW: ~~I don't know everything you say in the book. I~~
~~bring her to work every day. I hold her coat for her.~~
~~I always help her up and down the steps, but still she~~
~~complains.~~

GWEN: Well, are you sure you haven't overlooked anything?

LEW: ~~Maybe I did.~~ (LAUGH) ~~I don't give her anything~~
~~to eat.~~

GWEN: ~~Oh, I am sure you've written the book.~~ Tell me, are you and
your wife very affectionate?

LEW: No, I don't like to kiss her but she always ~~gets me to do~~ tricks me into ~~do~~ it.
ing it, anyhow.

GWEN: If you don't want to kiss your wife how does she make you
do it?

LEW: (LAUGH) She dresses up like the maid.

ful, idyllic little tone poem, is Rumpel-stilts-kin.

6....(BAILEY SISTERS & BERNIE "RUMPEL-STILTS-KIN")
(APPLAUSE)

SUNDAY, JUNE 25, 1939
(REVISED)

#124

BEN: Well, Lew, I'm surprised at you. I'm sorry but it's time to break up the interview. You know the boat's sailing soon. Lew, where are you going on your vacation?

LEW: Well, I've been working very hard and the doctor says I must go some place where it's quiet and peaceful, a place where I can be alone and get away from it all.

BEN: Well, where are you going?

LEW: (LAUGH) Coney Island!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice going, Lew, nice going ... you know, folks, I saw Lew on the beach at Coney Island yesterday. He was on the third layer from the top ... Wal, now me and the Half and Half Tobacco Lads are gonna play a little number dedicated to our opening at the Hotel Astor Roof, July 3. "I'm Happy About The Whole Thing."

5....(ORCHESTRA!"I'M HAPPY ABOUT THE WHOLE THING")

BEN: That was me and the Lads playin' a few bright notes in a serenade to our Alma Mater, dear old Half and Half Smoking Tobacco and now let's see ... the Bailey gals, Col. Manney Prager and the old Maestro are going to do a little number based on one of Grimm's fairy tales and after you hear me, you'll know it's Grimm. The title of this little tone poem, and it's a beauti-

ATX01 0179872

HALF AND HALF
June 25, 1939
(REVISED)

COMMERCIAL "B"

BERNIE: And now ... just a parting word of advice. This summer ... when you're planning your vacation and thinkin' how you can get a bit of a rest from your job and yo' troubles ... don't forget to consider friend wife. She has a job too ... the job of taking care of the family. So plan your holiday so that she can get a bit of a change too. And in the evening, when you're talking over your plans with her ... consider her when you fill up your pipe-- and fill up with Half and Half. Because take it from the Old Maestro ... your Better Half will love the fragrance of Half and Half ...

VON ZEIL: Gentlemen ... that's right! Half and Half does have a grand aroma! And here's another advantage ... Half and Half also comes packed in a new and more convenient kind of tin ... the patented telescope tin that no other tobacco can use. This tin gets smaller and smaller 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 within easy reach. You don't

ATX01 0179873

HALF AND HALF
June 25, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

have to scrape your fingers. You don't have to dig around when you fill your pipe ... and because you don't have to ^{dig} dig around, your tobacco stays in better smoking condition ... fresher ... in swell shape to pack into your pipe and to give you a smooth cool smoke. So you see ... you get more smoking pleasure ... as well as greater convenience ... if you're sure to get Half and Half Tobacco ... in the patented telescope tin.

RTX01 0179874

SUNDAY, JUNE 25, 1939

(REVISED)

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(ORCHESTRA "AND THE ANGELS SING" HIT AND FADE)

BEN: Listen to what them Lads're playin' ... It's the last number of this here series, and deservedly one of the most popular songs of the day ... "And The Angels Sing."

7....(ORCHESTRA "AND THE ANGELS SING" 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 - boys and gals, for thirty-nine weeks I've been moanin' and groanin' about time slippin' away so doggone fast. And now, gosh dern it, we've got to say an honest-to-goodness goodbye for the whole summer. All I can say is - you've been mighty/swell listeners, for which me and the whole Half and Half Tobacco gang thank yez from the bottom of our hearts and we'll be back/^{again} on these ~~some~~ kilocylces once again on October 8th, for the beloved Alma Mater, dear old Halfa and Halfa. Will ya be listenin'? Hm-m-m? I hope so ... Meanwhile, if youse people are gonna be in New York this summer for the World's Fair, don't forget to come up to the roof of the Astor Hotel where me and the Lads will be playin'. ^{starting July third. Make the hotel Astor} And here's a final reminder for all you ^{you all} men folks set forth in the unforgettable words of the poet --

ATX01 0179875

BEN: To wit ...
(CONT'D)

Should summer troubles make you frown,

Just smoke a pipe to calm you down!

Yowsah - And now, very, very reluctantly, the time has
come to say au revoir ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

VON ZELL: The makers of Half and Half Smoking Tobacco wish to thank
their listeners for the grand way in which they received
the program for the past season, and wish to remind you
that Ben Bernie and all the Lads and Lew Lehr will return
again on October 8th. ~~Remember that date October 8th~~ This
is Harry Von Zell saying goodbye for the makers of Half
and Half Smoking Tobacco, and reminding you to listen in
again next Fall. Good night.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

SUNDAY, JUNE 25, 1939

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" - IN SWEET TEMPO)

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking
Tobacco, a half hour cruise over the airwaves. Up
on the bridge, his pipe clenched between his teeth
is old Skipper Bernie. Down in the salon, ready
to entertain are All the Lads and All the Singers.
And over in the brig, with his square head caught
in a round port-hole is that silly stowaway of
Mevietone News, Lew Lehr ...

("LONESOME OLD TOWN" - FADE OUT)

RTX01 0179877

SUNDAY, JUNE 25, 1939

-2-

HARRY: Well, passengers, that's the program, and as the Half and Half Tobacco Lads are about to say - "It's All Yours."

1.... (ORCHESTRA "IT'S ALL YOURS")

HARRY: Those were the Half and Half Tobacco Lads playing "It's All Yours."

("LONESOME OLD TOWN" - FADE IN)

HARRY: Thank you Well WXXY, ladies and gentlemen, / this is our last program until all get October, so let's go down to the pier and meet the man who has been cutting our salaries all year so he can go away on a vacation ... the old cheapski -- er -- the old Maestro, Ben Bernie!

(APPLAUSE)

BEN: Yowsah, yowsah. / Greetings and salutations, boys and gals, and a bon voyage to me. / Harry was right. vacation time is 'staring me in the face. My boss is afraid that if I don't wait at the foot of the gangplank to shove off on a bit take a rest my audience will have a nervous breakdown! of a summer cruise. By gosh, I hope this boat is better than the one I sailed on last summer. That tub leaked so much, that when I went to the dining room and ordered fish, the waiter said, "Sit down and grab the one you want when it swims by your table." Harry, my cabin was so full of water, my stewards had web feet.

HARRY: well say / Maestro, is that your trunk over there?

BEN: Yeah, that's it, Harry.

ATX01 0179878

SUNDAY, JUNE 25, 1939

-3-

HARRY: Well, I must say you've packed it very carelessly. Look at those two shoes sticking out of it.

BEN: Two shoes? My goodness - I locked the bellboy in it.

HARRY: Well
~~QXSM~~ - shall I let him out?

BEN: No, / I'll have to tip him ... Oh, hello, Mary. Good thing you came around. Two jokes just laid there.

MARY: Bon voyage, Maestro.

BEN: Thanks.

MARY: What's this in your pocket - a present for a child?

BEN: What ~~xxxxx~~ do you mean?

MARY: This little book with a picture of a hyena in it.

BEN: A hyena? Let me see ... Here - gimme that! It's my passport!

HARRY: Well say
Maestro, is Winchell coming down to see you off?

BEN: Yes, Harry. As a matter of fact, he's sailing on the same boat. He's going to London on a command visit to the King and Queen.

HARRY: Winchell/^{is} visiting the King and Queen? Why?

ATX01 0179879

SUNDAY, JUNE 25, 1939

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BEN: Well, they liked American hot dogs so well, now they want a sample of American baloney.

BUDDY: Hey, Maes. Glad I made it before you sailed. Bon voyage.

BEN: Thanks, Buddy. You nearly lost your place, didn't you.

PODDY: Found it now, Maestro.
Will you do me a favor when you get to Paris?

BEN: Why Sure. What do you want?

BUDDY: Well You know those little side streets where they sell postal cards?

BEN: Yes?

BUDDY: Will you
~~Will~~ buy me a picture of the Eiffel Tower.

BEN: I sure will, Buddy. And now while I'm looking through the French dictionary to see what "bon voyage" means, suppose you sing "New Moon And An Old Serenade."

2....(BUDDY CLARK & ORCHESTRA "NEW MOON AND AN OLD SERENADE")

(APPLAUSE)

ATX01 0179880

HALF AND HALF
June 25, 1939

COMMERCIAL "A"

BERNIE:

Nice stuff Buddy, nice stuff
Well youse guys ... here's the good old month of
July peekin at us from around the end of the week.
^q
Yowsah ... vacation time is here again and I sure
hope you'll get your share of fun and loafing. And
when you're sitting at ease lookin' at the sunlight
drifting through the green leaves ... or when you're
out in a boat waitin' for the fish to come and take
a nibble at your bait ... take it from the old
Maestro ... there's a heap more peace and contentment
waitin' for you if you make your pipe your partner ...
and if you make your pipe tobacco Half and Half
Tobacco.

VON ZELL:

Friends ... the Maestro certainly has said a pipeful!
Your trusty briar is a good companion for you -- and
Half and Half is a good companion for your pipe.
Naturally enough -- because Half and Half has a
special advantage -- a distinctive fragrance or
aroma that is finer, we believe, than that of any
other tobacco. You enjoy this aroma as soon as

ATX01 0179881

HALF AND HALF
June 25, 1939

COMMERCIAL "A" -2-

VON ZELL:
(CONT'D)

you open the tin. And when you light up ... you enjoy it even more -- and so does everyone in the room. Yes - the aroma of Half and Half adds greatly to your smoking pleasure ... because it's a recognized scientific fact that the taste of any tobacco depends chiefly on its aroma. Therefore the finer aroma of Half and Half does give it a finer taste! So from now on ... why not make your tobacco Half and Half. You get an exclusive and more aromatic mixture of Virginia and Burley tobaccos ... you get the advantage of flavor and aroma combined ... when you get Half and Half Smoking Tobacco!

ATX01 0179882

BEN: Von Zellie - you have summed up the situation clearly and concisely. And I sho hope our friends will prove the truth of what you say in a friendly pipeful of Half and Half. A swell tune written by a swell California lady, Ethel Deth-
 / Now me and the ~~Half and Half Tobacco~~ Lads are gonna play enidge.
 "The Lady's In Love." Ah, me. If the lady lets you spend ten dollârs she cares a lot. If she lets you spend fifty dollârs she cares a little. But if she pays her own carfare - my friend - "The Lady's In Love."

3....(ORCHESTRA "THE LADY'S IN LOVE")

BEN: That was me and the Half and Half Tobacco Lads playing "The Lady's In Love."

MARY: Gee, Maestro, I'm certainly ~~sorry to see you leave~~ going to miss you this summer.

BEN: Oh Thanks, Mary. But look, while I'm away I want you to be a good little girl./ Now don't you kiss any boys, ^{Stay away from the saxophone players} cause you know how your mother worries.

MARY: Oh, I wouldn't let my mother worry.

BEN: That's fine.

MARY: I'll let the boys kiss me. Let their mothers worry ... In short, Maestro - "Don't Worry About Me."

BEN: And that, Mary, is your cue-y. "Don't Worry About Me."

4....(MARY SMALL & ORCHESTRA "DON'T WORRY ABOUT ME")

(APPLAUSE)

SUNDAY, JUNE 25, 1939

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LEW: Three thousand dollars? (LAUGH) Give me a buck and I'll let you look at my mother-in-law.

BEN: Why You know, Lew, I've just been thinking ^{all the time you cared} / that all the time we've worked together I've never actually seen you make a newsreel!

LEW: Well, this is your lucky day because I really came here to take pictures of Gwendolyn Heartburn. She's sailing on the same boat with you.

BEN: ~~Oh, I know~~ Gwendolyn Heartburn ^{say I know her} / the great authority on love - She wrote that book "How To Make Your Marriage Successful?"

LEW: Yeah. That's the one. ~~I expect her any minute.~~ She's coming from the dentist. (LAUGH) Her husband knocked her teeth out.

BEN: Well, are you all ready? Have you got your camera set up?

LEW: Yep.

BEN: Is the little birdie all ready to come out?

LEW: With her I don't use a little birdie. I use catnip.
(LAUGH) Wait until you see that puss.

ATX01 0179885

SUNDAY, JUNE 25, 1939

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BEN: Sssh - Lew - I think that's Gwendolyn coming now. Yes, it is.

GWEN: Oh, Mr. Bernie, what a pleasant surprise.

BEN: How do you do, Miss Heartburn - this is Lew Lehr of Fox Movietone News.

GWEN: Oh, isn't he adorable - isn't he fascinating? Where did you get those blue eyes?

LEW: (GIGGLE) They came with the face.

GWEN: Are you ready to take my picture?

LEW: yeah, wait
~~Yes:~~ Hold it a minute, please. ~~Would you mind publishing in your ears~~ (LAUGH) You look like you're playing Ping Pong.

GWEN: ~~Will the picture appear in a high class~~

LEW: ~~Oh, no. It could be played dirty trick like that you know~~

GWEN: Oh, Mr. Lehr, will ~~Of course~~ my picture will appear in a high class publication.

LEW: Will your picture be in a high class publication? It will be in the Women's Home Compan - er Pictori - er - Delineat - Delineat - (LAUGH) Whiz Bang!

ATX01 0179886

BEN: Miss Heartburn, Lew has been telling me that he has a problem with his wife. Since you're an authority, perhaps you could help him.

GWEN: Oh My little man, I'll gladly help you. ~~What's the problem?~~
Now tell me are ~~you and your wife?~~
~~very affectionate?~~
wrong between you and your wife? very affectionate?

LEW: ~~I bring her flowers every day. I hold her hand for her. I always help her up and down the steps but she's~~
~~very stubborn.~~

GWEN: ~~Why, what's the matter? You haven't overlooked anything?~~

LEW: ~~Maybe she's a little bit of a~~ (LAUGH) ~~but I don't give her anything~~
~~special.~~

GWEN: ~~Oh, I'll have to read her book. I'll be sure to read~~
~~your wife very affectionate.~~

LEW: No, I don't like to kiss her but she always ^{tricks me in} ~~gets me to~~ ^{do it} ~~doing it~~ ^{in the}

GWEN: If you don't want to kiss your wife how does she make you do it?

LEW: (LAUGH) She dresses up like the maid.

BEN: Well, Lew I'm surprized at you. I'm sorry but it's time to break up the interview. You know the boat's sailing soon, Lew, where are you going on your vacation?

LEW: Well, I've been working very hard and the doctor says I must go some place where it's quiet and peaceful, a place where I can be alone and get away from it all.

BEN: Well, where are you going?

LEW: (LAUGH) Coney Island!

(ORCHESTRA: LEW PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice going, Lew, nice going ... you know, folks, I saw Lew on the beach at Coney Island yesterday. He was on the third layer from the top ... Well, now we and the Half and Half Tobacco Lads are gonna play a little number dedicated to our opening at the Hotel Aster Roof, July 3. "I'm Happy About The Whole Thing."

5. (ORCHESTRA: "I'M HAPPY ABOUT THE WHOLE THING")

BEN: That was we and the Band playin' a few bright notes in a serenade to our Alma Mater, dear old Half and Half Smoking Tobacco, and now let's see ... the Bailey gals, Col. Manney Prager and the old Maestro are going to do a little number based on one of Grimm's fairy tales and after you hear us, you'll know it's Grimm. The title of this little tone poem, and it's a beauti-

ful, idyllic little tone poem, is Rumpel-stilts-kin.

6....(BAILEY SISTERS & BERNIE "RUMPEL-STILTS-KIN")
(APPLAUSE)

HALF AND HALF
June 25, 1939
(REVISED)

COMMERCIAL "B"

BERNIE: And now ... just a parting word of advice. This summer ... when you're planning your vacation and thinkin' how you can get a bit of a rest from your job and yo' troubles ... don't forget to consider friend wife. She has a job too ... the job of taking care of the family. So plan your holiday so that she can get a bit of a change too. And in the evening, when you're talking over your plans with her ... consider her when you fill up your pipe-- and fill up with Half and Half. Because take it from the Old Maestro ... your Better Half will love the fragrance of Half and Half ...

VON ZELL: Gentlemen ... that's right! Half and Half does have a grand aroma! And here's another advantage ... Half and Half also comes packed in a new and more convenient kind of tin ... the patented telescope tin that no other tobacco can use. This tin gets smaller and smaller 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 within easy reach. You don't

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HALF AND HALF
June 25, 1939

COMMERCIAL "B" -2-

VON ZELL:
(CONT'D)

have to scrape your fingers. You don't have to dig around when you fill your pipe ... and because you don't have to dig around, your tobacco stays in better smoking condition ... fresher ... in swell shape to pack into your pipe and to give you a smooth cool smoke. So you see ... you get more smoking pleasure ... as well as greater convenience ... if you're sure to get Half and Half Tobacco ... in the patented telescope tin.

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(ORCHESTRA "AND THE ANGELS SING" HIT AND FADE)

BEN: Listen to what them Lads're playin' ... It's the last number of this here series, and deservedly one of the most popular songs of the day ... "And The Angels Sing."

7....(ORCHESTRA "AND THE ANGELS SING" 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 - boys and gals, for thirty-nine weeks I've been moanin' and groanin' about time slippin' away so doggone fast. And now, gosh dern it, we've got to say an honest-to-goodness goodbye for the whole summer. All I can say is - you've been mighty ^{mighty} swell listeners, for which me and the whole Half and Half Tobacco gang ^{and Harry Von Zell} thank yez from the bottom ^{again} of our hearts and we'll be back ^{on} these ~~some~~ kilocycles once again on October 8th, for the beloved Alma Mater, dear old Halfa and Halfa. Will ^{you all} ya be listenin'? Hm-m-m? I hope so ... ~~Meanwhile, if youse people are gonna be in New York this summer for the World's Fair, don't forget to come up to the roof of the Astor Hotel where me and the Lads will be playin'.~~ And here's a final reminder for all you men folks set forth in the unforgettable words of the poet --

BEN: To wit ...
(CONT'D)

Should summer troubles make you frown,

Just smoke a pipe to calm you down!

Yowsah - And now, very, very reluctantly, the time has
come to say au revoir ...

(BEN & ORCHESTRA "AU REVOIR")

(SEGUE TO)

(ORCHESTRA "LONESOME OLD TOWN")

VON ZELL: The makers of Half and Half Smoking Tobacco wish to thank
their listeners for the grand way in which they received
the program for the past season, and wish to remind you
that Ben Bernie and all the Lads and Lew Lehr will return
again on October 8th. ~~Remember that date, October 8th.~~ ^{This}
is Harry Von Zell saying goodbye for the makers of Half
and Half Smoking Tobacco, and reminding you to listen in
again next Fall. Good night.

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