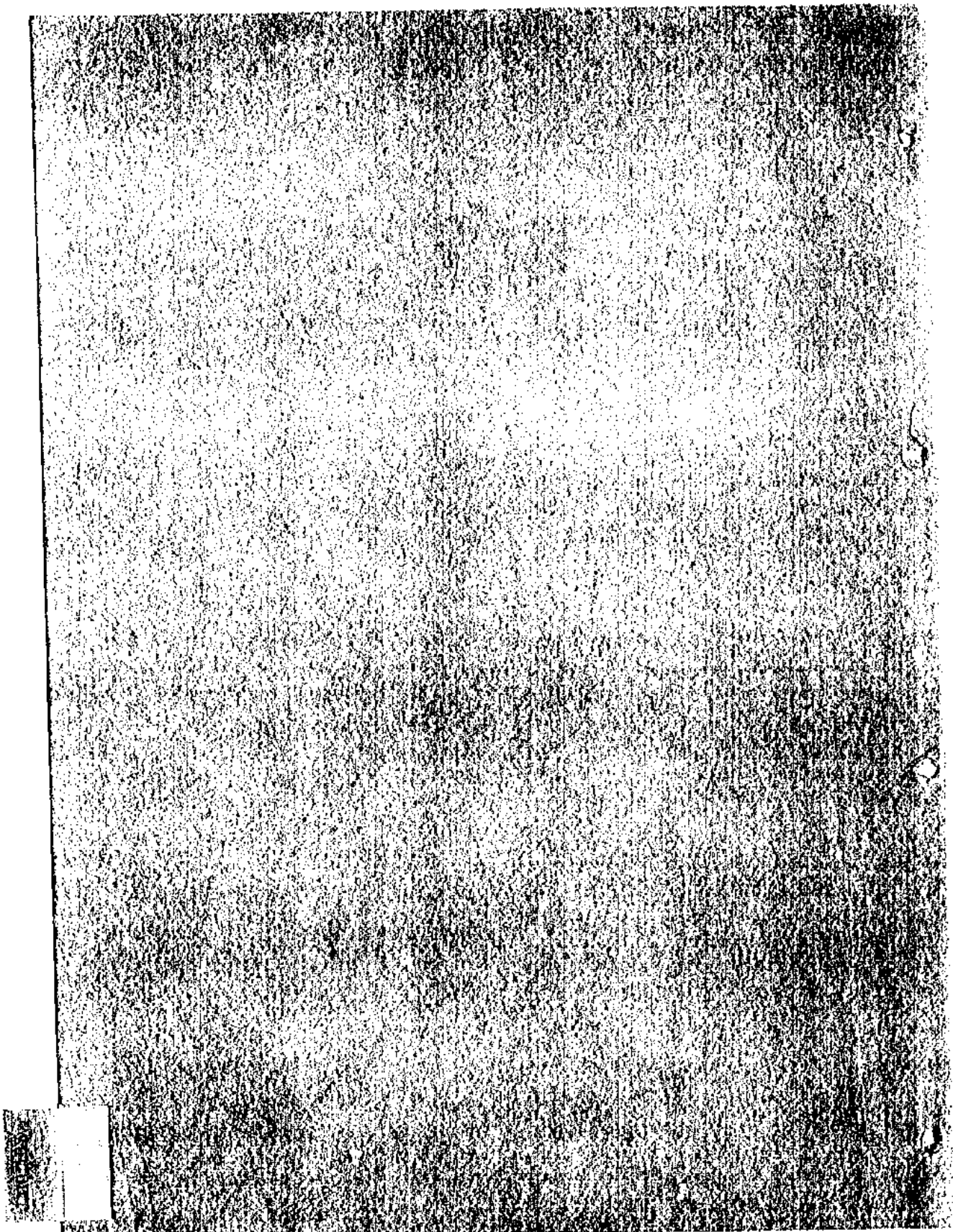


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01X01 0200328



AS BROADCAST

SUNDAY, JANUARY 7, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM.....BEN BERNIE

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco a winter carnival of fun and frolic.  
Coasting down melody lane are all the Lads and  
Lassies. On a pair of skiis, not letting his  
left foot know what his right foot is doing, is  
the Old Maestro, Ben Bernie, and up on the hill  
trying to give the snowman a hotfoot, is that  
frostbitten buffoon of the films, Movietone's  
lew Lehr.

ATK01 0200330

AS BROADCAST

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Lassies. On a pair of skiis, not letting his  
left foot know wht his right foot is doing, is  
the Old Maestro, Ben Bernie, and up on the hill  
trying to give the snowman a hotfoot, is that  
frostbitten buffoon of the films, Movietone's  
lew Lehr.

ATK01 0200331

SUNDAY, JAN. 7, 1940.

-2-

HARRY: And now, the Lads crack the ice with OH  
(CONT'D) JOHNNY OH.

L.....(ORCHESTRA ..... "OH JOHNNY OH")

HARRY: Those were the Half and Half Tobacco Lads  
playing OH JOHNNY OH. Well, ladies and gentle-  
men, last week the Old Maestro took a television  
test here in New York. And we're very happy to  
say that the Maestro passed the test, but it set  
television back ten years. Regardless, here he  
is-- the Old Maestro, Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Greetings, ladies and gentlemen, greetings,  
salutations, and a happy Sunday after New Years  
to youse all. This is Ben Bernie, the Old  
Maestro, still coming up to you on a coast to  
coast lightup. Yowsah, Harry, you are perfectly  
right. I did take my television test, and  
after seeing my acting, they're thinking of  
changing the name from television to smellelevision.

HARRY: Well, Maestro, I've never seen a television test.  
Just how do they do it?

ATX01 0200332

SBNDKY, JAN. 7, 1940.

BEN: Well, I'll be glad to tell you, Harry.  
First the engineer came in to put the camera together, then the make-up man came in...to put me together. I said to the fellow, "Do I have to make up with this camera?" He said, "Make up with it? You should apologize to it!"

HARRY: Well, Maestro, I take it television isn't technically perfect yet?

BEN: Well, not quite, Harry. While they were testing me they were also televising the fleet manoeuvres and somehow everything got mixed up.

HARRY: Mixed up?

BEN: Yeah, every time I opened my mouth a battleship came out.

HARRY: Well, must have been embarrassing, Maestro-- why did you take the test if you weren't sure it was going to turn out all right?

BEN: Well, they didn't do it the way I suggested. I wanted them to take a shot of me riding my race horse, but they refused.

HARRY: Why?

BEN: They said they had to have something that moved.

ATX01 0200333

SUNDAY, JAN. 7, 1940.

-4-

HARRY: Has your friend Winchell ever been tested for television?

BEN: Winchell, -yes, he has, Harry, just the other night. What a dramatic moment. They turned down the lights, and without hesitation they threw Winchell's picture on the screen...and without hesitation the screen threw it back! Oh deah, and now if you all had television sets, you'd see Buddy Clark stepping up to this here microphone with his tuxedo on--the color of which can best be described as a clothes-closet green. Buddy is going to sing the hit song from Jerry Kern's swell show VERY WARM FOR MAY. The title--oh, Myrna, I'm glad you asked me--ALL THE THINGS YOU ARE.

2.....(CLARK & ORCHESTRA....."ALL THE THINGS YOU ARE

(APPLAUSE)

ATK01 0200334

HALF AND HALF  
January 7, 1940

COMMERCIAL "A"

BERNIE: Guys and gals, here's a clippin' I cut out of an Old New England almanac a long time ago. It's a good tip on how to enjoy readin' a goods story. Listen....

There ain't a bit o' writin'  
That was ever set in type,  
That warn't a hull lot better  
For a-puffin' on your pipe.

Yowsah... and that's just as true today as it was then. Whenever you're readin' a good story..or perhaps listenin' to the radio, it's lots more enjoyable, if ya got your pipe between your teeth. And ya know sumpin', mistah? When your pipe's filled with fragrant, mellow Half and Half Tobacco, them puffs of smoke are even more pleasin' ...not only for you, but for all the folks around ya'. That grand, friendly aroma of Half and Half sure gives everybody a nice, heart-warmin' feelin', and adds a lot to the pleasure of any occasion. Why don't you light up a pipeful of Half and Half right now.....hummm? Everyone in the room...includin' your better half....will love the fragrance of Half and Half.

ATX01 0200335



HALF AND HALF  
January 7, 1940

COMMERCIAL "A" -2-

VON ZELL: Right, Maestro. And smokers, that delightful aroma of Half and Half Tobacco is mighty important. ....because it adds greatly to your smoking pleasure. You see, it's a scientific fact about tobacco that the finer the aroma, the finer the taste. That's why the makers of Half and Half.... in order to give you a tobacco that IS more aromatic...have perfected the famous HALF and Half blending process. By this new and exclusive process, a blend of fragrant, mellow Virginia tobaccos is combined with a blend, of rich, full-bodied Burleys. That's what makes Half and Half different...two finished blends..brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. That's why Half and Half is better balanced...more aromatic..more flavorful. Next time, get the tobacco that combines flavor and aroma....Half and Half Tobacco!

ATX01 0200336

SUNDAY, JANUARY 7, 1940

-7-

BEN: Harry, all I can add to what you say is quote, ditto, unquote. And now me and the Half and Half Lads are gonna play STOP, IT'S WONDERFUL. This number was arranged by Harry Bailey, our plow boy from the midwest. We call him the Mozart of the Ozarks. Gosh, you should have seen him New Year's Eve, all dressed up in top hat, white tie ... and shoes. All right, Lads, STOP, ITS' WONDERFUL.

3....(ORCHESTRA....."STOP, IT'S WONDERFUL")

BEN: That was me and the Half and Half Tobacco Lads playing STOP IT'S WONDERFUL.

MARY: Hello, Maestro.

BEN: Oh, hello, Mary Small.

MARY: I certainly enjoyed making that television test with you the other day.

BEN: I certainly enjoyed it too, Mary. I wonder how it turned out.

MARY: Oh, haven't you seen the report? Here it is.

BEN: Oh, no --- Oh, let me see it. Hrum, it's from Brooklyn. It says, "Television broadcast received. Dialogue good. Mary Small good. Bernie invisible ... very good!"

ATX01 0200337

SUNDAY, JANUARY 7, 1940

-8-

BEN: Hmna, Mary, you sing while I call up Fred Allen for  
(CONT'D)  
a funny answer. The song - FAITHFUL FOREVER.

4....(MARY SMALL & ORCHESTRA....."FAITHFUL FOREVER")

(APPLAUSE)

BEN: Well, here he comes now  
That scatter-brained quack  
He pokes fun at the world  
And the world laughs right back

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

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, you should be all excited.

LEW: Yeah.

BEN: Absolutely. Why soon people all over the country will  
be seeing your face by means of television.

LEW: You mean this face is going to be in every home!

BEN: That's right. What do you think of that?

LEW: (LAUGH) It's a dirty trick!

BEN: Lew, I don't want to hurt your feelings but I suppose  
you realize - you must realize - that your own personal  
appearance is a very important thing in television,  
and besides, you are going---

ATX01 0200338

SUNDAY, JANUARY 7, 1940

-9-

LEW: All right, maybe I ain't exactly pretty ... I ain't no Tyrone Power and Hedy LaMarr wouldn't adopt me but you must admit there's one thing about me that makes up for all the rest.

BEN: What's that?

LEW: (LAUGH) I'm cute.

BEN: You're adorable, you little rascal. Lew, I understand you sent to the opera this week.

LEW: Oh yeah - and I took my whole family. It was wonderful.

BEN: Of course you went to the Opera House in style.

LEW: Did we go in style! We drove up in a brand new Packard sedan - er - a Hispano - Suiz - er a Rolls Roy - Rolls Roy - (LAUGH) An ice wagon.

BEN: Lew, I read in the papers that all the ladies at the opera wore ermine and mink.

LEW: Yeah, but not my wife. She wore a neckpiece made out of genuine seal.

BEN: How did you know it was genuine seal?

LEW: (LAUGH) It still had a fish in its mouth.

BEN: Well, Lew - tell us more about the opera.

LEW: Well, when the curtain went up a big argument started right away. A man in the orchestra pit was shaking a stick at the people on the stage and they was yelling back at him.

ATK01 0200339

SUNDAY, JANUARY 7, 1940

-10-

BEN: Lew - I'm surprised at you. That was the opera.

LEW: Yeah.

BEN: How did you like the cast?

LEW: Well - there was one lady there - they called her the primma donkey. What a big momma! She wore a bright green dress and every time she opened her mouth (LAUGH) it looked like the side pocket in a pool table. Once when she wanted to hit a high note she took such a deep breath (GRUNT) she inhaled the toupees right off the piccolo player.

BEN: Lew, what opera did you see? Was it Mozart's "Don Giovanni"?

LEW: Er - no, but it was about love.

BEN: Aha, well was it "Cavalleria Rusticana"?

LEW: -No, but - wait a minute - I got it (LAUGH)  
"Frankie & Johnny"

BEN: "Frankie & Johnny"?

LEW: Yeah.

BEN: Well you probably mean "Romeo & Juliet".

LEW: Yeah, "Romeo and Juliet" ... And it was so sad. First Juliet took poison and then Romeo took poison. And then they both started to sing.

BEN: And then --

LEW: Then I took poison!

ATK01 0200340

SUNDAY, JANUARY 7, 1940

-11-

BEN: I'm surprised at you, Lew. Evidently you don't like the opera.

LEW: No, I think it's swell. I believe that every husband should take opera lessons.

BEN: Why should every husband take opera lessons?

LEW: Because (GRUNT) it's the only way you can yell at your wife without getting a sock in the puss!!

(APPLAUSE)

(ORCH: LEHR PLAY OFF MUSIC)

BEN: Nice stuff, Lew, nice stuff. Oh, deah. And now's my chance to use the joke Fred Allen just gave me when I called him. You know I saw Lew take his television test. As soon as Lew came on the set the camera got up and walked out. Hmmm - that's the last time I'll ask Fred for a joke! And now me and the Half and Half Lads are gonna play AT THE BALALAIKA. A balalaika, my good friends, is sort of a gypsy guitar that's gone Hollywood, a Balalaika with a heart of accent. If you please, professor, the cue.

5....(ORCHESTRA....."AT THE BALALAIKA")

BEN: That was the Lads playing AT THE BALALAIKA for good old Half and Half Smoking Tobacco. It don't scan, folks, but I just thought it was cute.

ATK01 0200341

SUNDAY, JANUARY 7, 1940

-12-

BEN: And now me and the Bailey gals are gonna do the  
(CONT'D) LITTLE RED FOX, from Kay Kyser's swell picture,  
"That's Right, You're Wrong". Aha, children, glad to  
see you children. This is the story about a little fox  
who managed to get away from the hunters, and thus  
spent the rest of his life hanging around the woods  
instead of around some debutante's neck. THE  
LITTLE RED FOX. Tallyho, Lads.

6....(BEN, BAILEYS, & ORCHESTRA....."LITTLE RED FOX")

(APPLAUSE)

ATX01 0200342

HALF AND HALF  
January 7, 1940

COMMERCIAL "B"

BERNIE: (CONFIDENTIALLY) And now I got a little matter I'd like to take up with youse guys. (NORMAL) All youse kids will kindly pretend you ain't listenin'. (CONFIDENTIALLY) You know how it is mǎstah when junior asks ya to fix his toy milk truck or his dancin' Pinnochio or sumpin' like that. It looks easy ... so ya say sure you'll fix it. Ya give a confident poke here and a cocksure jab there ... and presto! ... (PAUSE) ... it still don't work! Ya swipe a look out of the corner of your eye at junior ... and ya get a sneakin' feelin' he's laughin' at ya inside. So you're peeved, and ya start maulin' that pesky toy ... gettin' sorer every second ... and the harder ya jab, the worse it gets. Oh, deah ... but don't let it lick ya, Don't go a-makin' a scene in front of junior. Just light up your pipe and relax a bit. Then, I betche you'll fix that gadget O.K. It's the same way in life, lots of times. When ya run smack into a tough problem, don't get all nervous and upset. Just fill up your trusty briar with Half and Half Tobacco and ... Smoke a pipe - to cǎlm you down!

ATX01 0200343



HALF AND HALF  
January 7, 1940

COMMERCIAL "B" -2-

VON ZELL: Very good advice, Maestro. Smokers, your pipe certainly is a great comfort when you're feeling nervous or up in the air. Yes ... and whenever you fill your pipe ... you'll find it's a lot easier if you fill it with Half and Half Smoking Tobacco ... from the patented telescope tin. This convenient telescope tin gets smaller and smaller as you use your tobacco. You just slide the top half down inside the bottom half ... and thus keep every pipeful of Half and Half right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. That's why Half and Half Tobacco stays in better condition ... fresher ... in swell shape to give you a cool, smooth smoke. The telescope tin is an exclusive, patented feature, and like the exclusive Half and Half blend, it is something that no other tobacco can offer. Next time ... be sure to get Half and Half Tobacco ... in the convenient telescope tin!

ATK01 0200344

7....(ORCHESTRA..... "ROBERT E. LEE" ..... HIT AND FADE)

BEN: Hear what the Lads are playing. Good old ROBERT E. LEE. You know this song is about a steamboat. My father used to own a steamboat. It was so slow it used to race islands. That joke incidentally was written by a pretty fair gag writer, good old Mark Twain.

(ORCHESTRA UP AND FINISH)

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

BEN: Well, folks, that about winds up our winter carnival. But before we all go in the house, take off our mittens, and throw another log on the fire, I just want to remind you that we'll all be back again at the same time next Sunday. And in the meantime, don't forget the words of that old weather prophet, Freezy McZero:

Three pals for a winter's evening,  
What more could one desire?  
A book, a pipeful of Half and Half  
And a cozy, cheery fire.

And now, the time has come to ...

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

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

January 5, 1940

Mr. F. Vog Hartsfeldt  
Young & Rubicam  
285 Madison Avenue  
New York, New York

Gentlemen:

This note constitutes your permission to use the name  
"Packard" on the Ben Bernie program for January 7th, 1940  
in the following connection:

LEW: Did we go in style! We drove up in a brand  
new Packard - er - a Hispano - Suiz - er -  
a Rolls Roy - Rolls Roy - (LAUGH) An ice  
Wagon.

Yours very truly,

John Reeder  
for the Packard Motor Company

FVR:gmt

OK

ATX01 0200346

January 4, 1940

Mr. Rodney Bush  
20th Century Fox Film Corp.  
444 West 56th Street  
New York City

Dear Mr. Bush:

In the Ben Bernie script for Sunday, January 7th, Tyrone Power's name is mentioned in the following manner:

LEN: ... Well, I ain't exactly pretty ... I ain't no Tyrone Power and Hedy Lamarr wouldn't adopt me but you must admit there's one thing about me that makes up for all the rest.

BER: What's that?

LEN: (LAUGH) I'm cute.

In order that we may have a written copy of your approval for our files, would you please sign this letter and return it to me. Thank you very much for your cooperation in this matter.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED:

C.S.

ATX01 0200347

January 4, 1940

Mr. Milton Weiss  
Metro Goldwyn Picture Corp.  
1540 Broadway  
New York City

Dear Mr. Weiss:

In the Ben Bernie script for Sunday, January 7th, Hedy  
LaMarr's name is mentioned in the following manner:

LEW: ... Well, I ain't exactly pretty ... I ain't no  
Tyrone Power and Hedy LaMarr wouldn't adopt  
me, but you must admit there's some thing about  
me that makes up for all the rest.

BEN: What's that?

LEW: (LAUGH) I'm cute.

In order that we may have a written copy of your approval  
for our files, would you please sign this letter and return it  
to me. Thank you very much for your cooperation in this matter.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED:

ATX01 0200348

December 21, 1939

Mr. Beck  
Selsnick International Pictures, Inc.  
630 Fifth Avenue  
New York City

Dear Mr. Beck:

In the Ben Bernie script for Sunday, December 24th, "Gone With The Wind" is used in the following routine:

BEN: (EXCITEDLY) Harry, it's finally happened, after all these years of waiting, I wouldn't believe it but I saw it with my own eyes!

Harry: (EXCITEDLY) What, Maestro?

BEN: (IN NORMAL VOICE) GONE WITH THE WIND.

In order that we may have a written copy of your approval for our files, would you please sign this letter and return it to me. Thank you very much for your cooperation.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED:

O.K.

ATK01 0200349

REBROADCAST

MONDAY, JANUARY 7, 1940

12:30 P.M.

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM..... BEN BERNIE

SABC

5:30 - 6:00 P.M.

12:00 - 12:30 P.M. ✓

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(PAUSE WITH SMILES)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco a winter carnival of fun and frolic.  
Counting down wily line are all the Lads and  
Ladies. On a pair of skis, not lettin' his  
left foot know what his right foot is doin', is  
the Old Maestro, Ben Bernie, and up on the hill  
tryin' to give the sawyer a cutfoot, is that  
Swastika Su' son of the Wind, Moviehouse's  
lew Lehr.

ATK01 0200350

SUNDAY, JAN. 7, 1940.

-2-

HARRY: And now, the Lads crack the ice with OH  
(CONT'D) JOHNNY OH.

1. .... (ORCHESTRA) ..... "OH JOHNNY OH"

HARRY: Those were the Half and Half Tobacco Lads  
playing OH JOHNNY OH. <sup>Thank you very much ladies and</sup> Well, ladies and gentle-  
men, last week the Old Maestro took a television  
test here in New York. And we're very happy to  
say that the Maestro passed the test, but it set  
television back ten years. Regardless, here he  
is-- the Old Maestro, Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Greetings, ladies and gentlemen, greetings,  
salutations, and a happy Sunday after New Years  
to youse all. This is Ben Bernie, the Old  
Maestro, still coming up to you on a coast to  
coast lightup. Yowsah, Harry, you are perfectly  
right. I did take my television test, and  
after seeing my acting, they're thinking of  
changing the name from television to smellelevision.

HARRY: Well, Maestro, I've never seen a television test.  
Just how do they do it?

ATK01 0200351



SUNDAY, JAN. 7, 1970.

BEN: Well, I'll be <sup>(out 2nd)</sup> ~~had to~~ tell you, Harry,  
 First the engineer came in to put the camera  
 together, then the make-up man came in...to  
 put g together. I said to the fellow, "Do I  
 have to make up with this camera?" He said,  
 "Make up with it? You should make up to it!"

HARRY: Well, Maestro, I take it television isn't  
 technically perfect yet?

BEN: <sup>Not exactly -- not the same. You know.</sup>  
 Well, not quite, Harry. While they were  
 testing me they were also televising the  
 fleet manoeuvres and somehow everything got  
 mixed up.

HARRY: Mixed up?

BEN: Yeah, every time I opened my mouth a battleship  
 came out.

HARRY: Well, must have been embarrassing, Maestro--  
 why did you take the test if you weren't sure  
 it was going to turn out all right?

BEN: Well, they didn't do it the way I suggested. I  
 wanted them to take a shot of me riding my race  
 horse, but they refused.

HARRY: Why?

BEN: They said they had to have so ethan that moved.

ATK01 0200352

MONDAY, JAN. 7, 1940.

-4-

HARRY: Tell me this maestro  
/ Has your friend Winchell ever been tested for  
television?

BOB: Winchell, -yes, he has, Harry, just the other  
night. What dramatic moment. They turned  
down the lights, and without hesitation they  
threw Winchell's picture on the screen...and  
without hesitation the screen threw it back!  
I hope he's listening, too.  
Oh dear, and now if you all had television  
sets, you'd see Buddy Clark stepping up to this  
here microphone with his tuxedo on--the color  
of which can best be described as a clothes-  
closet green. Buddy is going to sing the hit  
song from Jerry Kern's swell show VERY BARE  
FOR RAY. The title--oh, Myrna, I'm glad you  
asked me--ALL THE THINGS YOU ARE.

.....(CLARK & ORCHESTRA..... ALL THE THINGS YOU ARE

(APPLAUSE)

ATX01 0200353

HALF AND HALF  
January 7, 1940

COMMERCIAL "A"

ANNOUNCES:

Gys and gals, here's a tip for you. I cut out of an  
Old New England almanac a long time a go. It's a  
good tip on how to enjoy readin' a good story.  
Listen....

There ain't a bit o' writin'  
That was ever set in type,  
That wasn't a hull lot better  
For a-cuffin' on your pipe.

Yessah... and that's just as true today as it was  
then. Whenever you're readin' a good story...or  
perhaps listenin' to the radio, it's lots more  
enjoyable, if ya got your pipe between your teeth.  
And ya know sumbin', nistah? When your pipe's  
filled with fragrant, mellow Half and Half Tobacco,  
them wuffs of smoke are even more leasin' ...not  
only for you, but for all the folks around ya.  
That grand, friendly aroma of Half and Half sure  
gives everybody a nice, heart-warmin' feelin', and  
adds a lot to the pleasure of any occasion. Why  
don't you light up a pipeful of Half and Half right  
now.....huhuhuh? Everyone in the room...includin'  
your better half....will love the fragrance of  
Half and Half.

ATX01 0200354

HALF AND HALF  
January 7, 1949

COMMERCIAL "A" -2-

VON ELL: Right, Maestro. And smokers, that delightful aroma of Half and Half Tobacco is mighty important. ....because it adds greatly to your smoking pleasure. You see, it's a scientific fact about tobacco that the finer the aroma, the finer the taste. That's why the makers of Half and Half.... in order to give you a tobacco that IS more aromatic...have perfected the famous HALF and Half blending process. By this new and exclusive process, a blend of fragrant, mellow Virginia tobaccos is combined with a blend, of rich, full-bodied Burleys. That's what makes Half and Half different...two finished blends..brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. That's why Half and Half is better balanced...more aromatic...more flavorful. Next time, get the tobacco that combines flavor and aroma....Half and Half Tobacco!

ATX01 0200355

SENDAY, JANUARY 7, 1940

-7-

BEN: Harry, all I can add to what you say is quote, ditto, unquote. And now we and the Half and Half Lads are gonna play STOP, IT'S WONDERFUL. This number was arranged by Harry Bailey, our plow boy from the midwest. We call him the Mozart of the Ozarks. Gosh, you should have seen him New Year's Eve, all dressed up in top hat, white tie ... and shoes. All right, Lads, STOP, IT'S WONDERFUL.

3....(ORCHESTRA....."STOP, IT'S WONDERFUL")

BEN: That was we and the Half and Half Tobacco Lads playing STOP IT'S WONDERFUL.

MARY: Hello, Maestro.

BEN: Oh, hello, Mary Small.

MARY: I certainly enjoyed making that television test with you the other day.

BEN: I certainly enjoyed it too, Mary. I wonder how it turned out.

MARY: Oh, haven't you seen the report? Here it is.

BEN: Oh, no --- Oh, let me see it. Huzz, it's from Brooklyn. It says, "Television broadcast received. Dialogue good. Mary Small good. Bernie invisible ... very good!"

ATK01 0200356

SUNDAY, JANUARY 7, 1940

-8-

BEN: Hmm, Mary, you sing while I call up Fred Allen for  
(CO'T'D)  
a funny answer. The song - FAITHFUL FOREVER.

.....(MARY SMALL & ORCHESTRA....."FAITHFUL FOREVER")

(APPLAUSE)

BEN: Well, here he comes now  
That scatter-brained quack  
He pokes fun at the world  
And the world laughs right back

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

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, you should be all excited.

LEW: Yeah.

BEN: Absolutely. Why soon people all over the country will  
be seeing your face by means of television.

LEW: You mean this face is going to be in every home!

BEN: That's right. What do you think of that?

LEW: (LAUGH) It's a dirty trick!

BEN: Lew, I don't want to hurt your feelings but I suppose  
you realize - you must realize - that your own personal  
appearance is a very important thing in television,  
and besides, you are going---

ATX01 0200357

SUNDAY, JANUARY 7, 1940

-9-

LEW: All right, maybe I ain't exactly pretty ... I ain't no Tyrone Power and Hedy Lamarr wouldn't adopt me but you must admit there's one thing about me that takes up for all the rest.

BEN: What's that?

LEW: (LAUGH) I'm cute.

BEN: You're adorable, you little rascal. Lew, I understand you went to the opera this week.

LEW: Oh yeah - and I took my whole family. It was wonderful.

BEN: Of course you went to the Opera House in style.

LEW: Did we go in style? We drove up in a brand new Packard sedan - er - a Hispano - Suiz - er a Rolls Roy - Rolls Roy - (LAUGH) An ice wagon.

BEN: Lew, I read in the papers that all the ladies at the opera wore ermine and mink.

LEW: Yeah, but not my wife. She wore a neckpiece made out of genuine seal.

BEN: How did you know it was genuine seal?

LEW: (LAUGH) It still had a fish in its mouth.

BEN: Well, Lew - tell us more about the opera.

LEW: Well, when the curtain went up a big argument started right away. A man in the orchestra pit was shaking a stick at the people on the stage and they was yelling back at him.

ATK01 0200358

SUNDAY, JANUARY 7, 1940

-10-

BEN: Lew - I'm surprised at you. That was the opera.

LEW: Yeah.

BEN: How did you like the cast?

LEW: Well - there was one lady there - they called her the prima donkey. What a big noona! She wore a bright green dress and every time she opened her mouth (LAUGH) it looked like the side pocket in a pool table. Once when she wanted to hit a high note she took such a deep breath (GRUNT) she inhaled the toupsee right off the piccolo player.

BEN: Lew, what opera did you see? Was it Mozart's "Don Giovanni"?

LEW: Er - no, but it was about love.

BEN: Aha, well was it "Cavalleria Rusticana"?

LEW: -No, but - wait a minute - I got it (LAUGH)  
"Frankie & Johnny"

BEN: "Frankie & Johnny"?

LEW: Yeah.

BEN: Well you probably seen "Romeo & Juliet".

LEW: Yeah, "Romeo and Juliet" ... And it was so sad. First Juliet took poison and then Romeo took poison. And then they both started to sing.

BEN: And then --

LEW: Then I took poison!

ATX01 0200359



SUNDAY, JANUARY 7, 1940

-11-

BEN: I'm surprised at you, Lew. Evidently you don't like the opera.

LEW: No, I think it's swell. I believe that every husband should take opera lessons.

BEN: Why should every husband take opera lessons?

LEW: Because (GRUNT) it's the only way you can yell at your wife without getting a sock in the puss!!

(APPLAUSE)

(ORCH: LEW PLAY OFF MUSIC)

BEN: Nice stuff, Lew, nice stuff. Oh, dear. And now's my chance to use the joke Fred Allen just gave me when I called him. You know I saw Lew take his television test. As soon as Lew came on the set the camera got up and walked out. Hamm - that's the last time I'll ask Fred for a joke! And now we and the Half and Half Lads are gonna play AT THE BALALAIKA. A balalaika, my good friends, is sort of a gypsy guitar that's come Hollywood, a Balalaika with a heart of accent. If you please, professor, the cue.

5....(ORCHESTRA....."AT THE BALALAIKA")

BEN: That was the Lads playing AT THE BALALAIKA for good old Half and Half Smoking Tobacco. ~~XXXXXXXXXXXX~~  
~~XX~~

ATX01 0200360

SUNDAY, JANUARY 7, 1940

-12-

BEN: And now we and the Bailey gals are gonna do the  
(CONT'D) LITTLE RED FOX, from Kay Kyser's swell picture,  
"That's Right, You're Wrong". Ahs, children, glad to  
see you children. This is the story about a little fox  
who managed to get away from the hunters, and thus  
spent the rest of his life hanging around the woods  
instead of around some debutante's neck. THE  
LITTLE RED FOX. Tallyho, Lads.

6....(BEN, BAILEYS, & ORCHESTRA....."LITTLE RED FOX")

(APPLAUSE)

ATX01 0200361

HALF AND HALF  
January 7, 1940

COMMERCIAL "B"

BERNIE: (CONFIDENTIALLY) And now I got a little matter I'd like to take up with youse guys. (NORMAL) All youse kids will kindly pretend you ain't listenin'. (CONFIDENTIALLY) You know how it is wistah when junior asks ya to fix his toy milk truck or his fencin' Pinocchio or sumpin' like that. It looks easy ... so ya say sure you'll fix it. Ya give a confident poke here and a cocksure jab there ... and presto! ... (PAUSE) ... it still don't work! Ya swipe a look out of the corner of your eye at junior ... and ya get a sneakin' feelin' he's laughin' at ya inside. So you're peeved, and ya start maulin' that cosky toy ... gettin' sorer every second ... and the harder ya jab, the worse it gets. Oh, deah ... but don't let it lick ya. Don't go a-makin' a scene in front of junior. Just light up your pipe and relax a bit. Then, I betcha you'll fix that gadget O.K. It's the same way in life, lots of times. When ya run smack into a tough problem, don't get all nervous and upset. Just fill up yo'r trusty briar with Half and Half Tobacco and ... Smoke a pipe - to calm you down!

ATX01 0200362

HALF AND HALF  
January 7, 1940

COMMERCIAL "B" -2-

VON HELLS: Very good advice, Maestro. Smokers, your pipe certainly is a great comfort when you're feeling nervous or up in the air. Yes ... and whenever you fill your pipe ... you'll find it's a lot easier if you fill it with Half and Half Smoking Tobacco ... from the patented telescope tin. This convenient telescope tin gets smaller and smaller as you use your tobacco. You just slide the top half down inside the bottom half ... and thus keep every pipeful of Half and Half right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. That's why Half and Half Tobacco stays in better condition ...  fresher ... in swell shape to give you a cool, smooth smoke. The telescope tin is an exclusive, patented feature, and like the exclusive Half and Half blend, it is something that no other tobacco can offer. Next time ... be sure to get Half and Half Tobacco ... in the convenient telescope tin!

ATK01 0200363

SUNDAY, JANUARY 7, 1940

-15-

7....(ORCHESTRA..... "ROBERT E. LEE" ..... HIT AND FARE)

BEN: Hear what the Lads are playing. Good old ROBERT E. LEE.  
You know this song is about a steamboat. My father used  
to own a steamboat. It was so slow it used to race islands.  
That joke incidentally was written by a pretty fair gag  
writer, good old Mark Twain.

(ORCHESTRA UP AND FINISH)

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

BEN: Well, folks, that about winds up our winter carnival. But  
before we all go in the house, take off our mittens, and  
throw another log on the fire, I just want to remind you  
that we'll all be back again at the same time next Sunday.  
And in the meantime, don't forget the words of that old  
weather prophet, Crazy McZero:

Three pills for a winter's evening,  
What more could one desire?  
A book, a pipeful of Half and Half  
And a cozy, cheery fire.

And now, the time has come to ...

(BEN & ORCHESTRA ... "AD REVOIR"... SECURE TO "LONELY OLD TOWN")

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

ATX01 0200364

AS BROADCAST

SUNDAY, JANUARY 14, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco a January clearance sale of timely tunes  
and homey humor. Offering the latest specials in  
melodies for just the price of your attention are  
all the Lads and Lassies. In the executive offices,  
taking inventory of the salesgirls telephone numbers  
is the Old Maestro, Ben Bernie. And in the mail  
order department, trying to get a vacuum cleaner

ATX01 0200365

SUNDAY, JANUARY 14, 1940  
(REVISED)

-2-

HARRY: Into an envelope is that punchy postman of the  
(CONT'D) pictures, Movietone's Lew Lehr! And now the Lads  
deliver the first special labelled: "YOU'RE LETTING  
THE GRASS GROW UNDER YOUR FEET."

1....(ORCHESTRA ...."YOU'RE LETTING THE GRASS GROW UNDER YOUR FEET")

HARRY: Those were the Half and Half Tobacco Lads playing  
"YOU'RE LETTING THE GRASS GROW UNDER YOUR FEET".  
Thank you very much, ladies and gentlemen. Now it is  
our pleasure to bring you a man who has spent the past  
week down in Florida slaving in the hot sun over a  
golf ball, while the rest of us have been up here  
comfortably shivering to death, that sun-kissed Old  
Maestro, Ben Bernie.

("LONESOME OLD TOWN")

(APPLAUSE)

BEN: Yowsah, yowsah, yowsah, oranges, tangerines, and  
grapefruits to youse all. This is the old lemon ...  
I mean the Old Maestro, Ben Bernie, waftin' yo way  
on a fragrant cloud of good Old Half and Half.

HARRY: You know something - Maestro, you certainly look  
swell with that tan. Did you have a good time this  
week in Florida?

BEN: I certainly did, Harry. And while I was down there  
I made a bit of a business investment. I acquired

ATX01 0200366

SUNDAY, JANUARY 14, 1940

-3-

BEN: a prize fighter.  
(CCNT'D)

HARRY: What! You own a prize fighter? What's his name?

BEN: They call him Sluggin' Sam, the Coney Island  
stumble-bum.

HARRY: Well, Maestro, where did this fighter stumble from?

BEN: I don't know, but I think he was formerly owned by  
Al Jolson.

HARRY: What makes you think that?

BEN: Because every time you see him in the ring he's down  
on one knee. Harry - I never saw a guy stop so many  
punches in all my life. He's number one on the  
Get Hit Parade.

HARRY: What kind of a fighting style does he have?

BEN: Well, lemme see, he jabs like Gene Tunney...he looks  
like Dempsey...He punches like Joe Louis...and when  
you hit him he sleeps like Rip van Winkle. What  
a fighter! He's spent more time on canvas than  
Whistler's Mother!

HARRY: Well I don't know...He doesn't sound like such a  
good fighter. I don't think he's much of a fighter  
from his record. What's his record?

BEN: Well, he told me he's won two fights, tied four, and  
was robbed one hundred and forty-eight times.

ATK01 0200367



SUNDAY, JANUARY 14, 1940

-4-

HARRY: Well, Maestro, I don't see why you'd want a fighter with a record like that!

BEN: Well, a lot of my friends own prize fighters. Besides, I like boxing, You know, I was a bit of a fighter myself. I was known as battling Bernie, the Pittsburgh Pushover. Every time my opponent threw a punch, I was the little man who was there. I'll never forget my first fight. My best girl was sitting in the very front row. I turned my head to smile at her. Just then my opponent started to swing. My girl caught my smile...and a second later she caught me. That was my last fight. Now... where's Mary Small?

MARY: Right here, Maestro.

BEN: Mary, my new prize fighter, sluggin' Sam, tells me he's tired of hearing the birdies sing, and for a change would like to hear you sing. What's it going to be?

MARY: Careless.

BEN: Hmmm, that's a perfect number for him. Sing, Mary.

2....(MARY SMALL & ORCHESTRA....."CARELESS")

(APPLAUSE)

ATX01 0200368

HALF AND HALF  
January 14, 1940  
(REVISED)

COMMERCIAL "A"

BERNIE: Thank ya, Mary. Thank you. That sure sounded mighty good. Kinda soothin' and peaceful like. And right now...what with nothin' left to remind us of Christmas and New Year's except a nice, warm memory and a lot of bills...well, we all of us need a bit of relaxin' to help settle back into the regular swing o' things again. So if you're sorta upset about how much coal you're a-burnin' in the furnace...and how that fella skidded into your car yesterday, bendin' your rear fender and then sayin' it was your fault...don't get all flustered and up in the air. Instead...pull out your trusty briar...fill 'er up with Half and Half Tobacco...and smoke a pipe - to calm you down!

VON ZELL: That's mighty good advice, Maestro. Yes gentlemen ...when you're feeling nervous or upset, your pipe certainly is comforting. And it's especially enjoyable when it's filled with Half and Half smoking Tobacco...because Half and Half has a delightful aroma that adds greatly to your smoking pleasure. You see, science tells us an interesting fact about all tobacco...that the finer the aroma, the finer

ATK01 0200369

HALF AND HALF  
January 14, 1940

COMMERCIAL "A" -2-

VON ZELL: the taste. That's why the makers of Half and Half  
(CONT'D) spend so much time and effort to give you a tobacco  
that IS more aromatic. They make Half and Half in  
a new and better way. They combine a finished blend  
of fragrant, mellow Virginia tobaccos with another  
finished blend of rich, full-bodied Burleys. Thus,  
two finished blends are brought together in exactly  
the right proportions. Just as two halves make a  
whole, the two fine blends in Half and Half add up  
to give you complete smoking enjoyment. So next  
time, buy the tobacco that is better balanced...  
more aromatic...more flavorful...Half and Half  
Tobacco!

ATX01 0200370

SUNDAY, JANUARY 14, 1940

-7-

BEN: Harry, all I can say is you have hit the nail right on the head. And now me and the Half and Half Lads are gonna play "In the Mood". You know the old Maestro is a bit of a tune tracer. Now, lemme see, the dominant strain of this number "In the Mood" was taken from Mozart's Fifth Symphony which in turn was taken from Bach's variations on a theme by Paganini, which was taken from an original composition by Ben Bernie, which was taken, by mistake, from the waste basket. All right, Lads..git in the mood.  
Git in the mood.

3.....(ORCHESTRA....."IN THE MOOD")

BEN: Heah! That was me and the Half and Half Tobacco Lads playing "In the Mood", with comparatively few errors.

BUDDY: H'ya Maes.

BEN: Hello, Buddy.

BUDDY: I heard you tell Harry you used to be a prize fighter.

BEN: Yes, Buddy, and in those days I used to be quite a singer, too. As a matter of fact, I used to sing while I was fighting.

BUDDY: What did you sing?

ATX01 0200371

SUNDAY, JANUARY 14, 1940

-8-

BEN: I got a feeling I'm falling. Now, Buddy, what are you going to sing?

BUDDY: I'm going to sing "Indian Summer".

BEN: Hmm, Indian Summer. Maybe we ought to be in a wigwam. Sing, Buddy.

4....(CLARK & ORCHESTRA....."INDIAN SUMMER")

(APPLAUSE)

BEN: That was your finest piece of work, so help me.

Well here he comes now  
Oh boy, what a sight  
He's the children's big moment  
And the old maid's delight.

So help me, it's the Half and Half wit of Movietone  
News... LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the cwaziest people.

BEN: Lew, listen here you scoundrel...we were just talking about the fighter I'm managing, but I suppose that wouldn't interest you.

LEW: What do you mean! I used to be a fighter myself. I'm a tough guy. I'll fight anybody on this program. Bring 'em on - bring 'em on. (GRUNT) Where's Mary Small?

BEN: No, really, Lew, were you actually a prize fighter?

ATK01 0200372

SUNDAY, JANUARY 14, 1940

-9-

LEW: Why, certainly. I'll never forget the time I fought the champion. I backed him in the corner and then I swung at him with all my might. And before he could duck, (GRUNT) I hit him right in the fist with my nose.

BEN: Well, champ, after looking you over, you certainly have a fine physique.

LEW: Oh, thank you. But this week I wasn't feeling so good, so I went to a chiropractor, for an examination.

BEN: And what did the chiropractor say after the examination?

LEW: He said what my body needed most was ironized vita... er ... potassium sulf - er - violet radia...radia... (LAUGH) A new face!

BEN: Well, Lew, what seems to be troubling you?

LEW: Well, Mister Bernie, every time I run through the house I get pains in my arms and legs.

BEN: Why do you have to run through the house?

LEW: Do you know any other way I could catch the maid? Another thing, whenever I pound myself on the chest, it always hurts.

BEN: Well, that's simple. Stop pounding yourself on the chest.

ATX01 0200373

SUNDAY, JANUARY 14, 1940

-10-

LEW: I can't. (LAUGH) I like to play Tarzan.

BEN: Well tell me Tarzan - just how did the doctor examine you?

LEW: Well, first he looked at X-ray pictures of me, and then he looked at an X-ray picture of my wife.

BEN: Your wife? Why did the doctor take a picture of her? Is she sick too?

LEW: No! (GRUNT) He likes double features. Then he took a picture of my brain. (BRAGGING) Would you believe it, Mr. Bernie, my brain has three hundred million cells (GRUNT) and not one of them is working.

BEN: A capitalist, eh?

LEW: Thank you. Then the doctor put me on a table and he started to twist my arms and legs. He said, "Mr. Lehr, every time I hurt you, just yell real loud and a pretty nurse will come and hold your hand."

BEN: Well, did the doctor hurt you?

LEW: No, (GRUNT) but have I got a sore throat!

BEN: Lew, maybe a chiropractor is just what I need. What kind of treatment did he give you?

LEW: Well, first he jumped on me, then he bent my arms back, then he twisted my neck, and then with both hands he pounded my back and slapped my face.

ATX01 0200374

SUNDAY, JANUARY 14, 1940

-11-

BEN: Gee...that sounds great.

LEW: Yeah...but I wouldn't pay him.

BEN: Why not?

LEW: (LAUGH) Why should I pay a guy for something my wife does for nothing?

(APPLAUSE)

(ORCHESTRA: LEHR PLAY OFF MUSIC)

BEN: Nice going, Lew, nice going. And now me and the Lads --and the Half and Half Tobacco Lads..of course, of course..are gonna play "Do I Love You", Cole Porter's hit song from the new musical comedy "Du Barry was a Lady". You know folks, madam Du Barry lived in the time of Louie the Thirteen Ninety Eight. Actually, he's known as Louie the Fourteenth but this is our January clearance sale and we've marked him down a little bit. Alright lads..."Do I Love You". That's a cue-y and not a question.

5.....(ORCHESTRA:....."DO I LOVE YOU")

BEN: That was "Do I Love You", played by all the Lads, for Half and Half, the favorite tobacco of all their Dads. And now me and the Bailey Gals, two California gals, are gonna do a little Chinese novelty number called "CONFUCIUS SAY". Confucius, my good people,

ATX01 0200375



SUNDAY, JANUARY 14, 1940

(REVISED)

-12-

BEN:  
(CONT'D)

is the great Chinese philosopher. I myself am a bit of a philosopher...Old Socrates Bernie they used to call me in the old pool room where I hung out. Certainly, you folks must have heard some of my philosophy; Early to bed and early to rise, and you make a darned good milkman. Yowsah, "CONFUCIUS SAY". I hope we don't lay an egg foo yung. Chop chop Lads, cue-y, cue-y.

6....(BEN, BAILEYS & ORCHESTRA....."CONFUCIUS SAY")

(APPLAUSE)

ATX01 0200376

Half And Half  
January 14, 1940

COMMERCIAL "B"

BERNIE:

You know ... I got to thinkin' last night about some famous pipe smokers of the past ... like old Bill Shakespeare and Alf Tennyson and Bobbie Louie Stevenson. I said THERE'S a great tribute to pipe smokin' ... to think how many of them guys got their best ideas while musin' and a-smokin' their trusty pipes. And then I kinda got to thinkin' about all youse boys. You know ... us fellas need a spot of inspiration too ... to help us carry on in life and do our jobs and take care of our families. So ... when you're feelin' discouraged or downhearted ... how's for takin' the Old Maestro's advice and lightin' up a comfortin' pipeful of pleasin', fragrant Half and Half Smokin' Tobacco? Yowsah, there's a heap of satisfyin' pleasure in the grand, heart-warmin' aroma of Half and Half. Not only you ... but everyone in the room ... includin' your better half ... will love the fragrance of Half and Half!

ATX01 0200377

HALF AND HALF  
January 14, 1940  
(REVISED)

COMMERCIAL "B" -2-

VON ZELL:

You're absolutely right, Maestro. And smokers, here's another point about Half and Half Tobacco. You'll find it's a lot easier to fill your pipe with Half and Half ... from the patented telescope tin. This telescope tin just shows you how the makers of Half and Half follow through when it comes to giving you more service ... more convenience ... more all around smoking pleasure. They not only give you a blend with a distinctive aroma ... they also have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just the way it should be to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something no other tobacco can offer. Next time ... be sure you buy Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0200378

SUNDAY, JANUARY 14, 1940

-15-

7....(ORCHESTRA....."GOODY GOODBYE.....HIT AND FADE)

BEN: Ah the boys are playing Goody Goodbye..Goody Goodbye..  
I hope my hair is listening in.

(ORCHESTRA UP AND FINISH)

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

BEN: Well, folks, that about winds up our January clearance  
sale. But before we put the stock back on the shelves  
and punch the time clock on our way out, we want to  
remind you that we'll open up our shop again next  
Sunday at the same time. But in the meantime, don't  
forget the words of our crack salesman, Commission  
Q. McBonus:

After a troublesome, weary day,

I smoke Half and Half and my cares float away.

And now ...

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

HARRY: Half and Half Smoking Tobacco invites you to listen  
in again at this same time next Sunday. For another  
half hour with Ben Bonus and all the ads, Mary,  
Smack, Buddy, Clark and Lew. See you.

ATK01 0200379

January 10, 1939

Miss McCormick  
27 Wendover Road  
Forest Hill, Long Island

Dear Miss McCormick:

In the Ben Bernie script for Sunday, January 14,  
Dale Carnegie's name is mentioned in the following manner:

Ben: And now we and the Bailey Gals are gonna  
do a little Chinese novelty number called  
CONFUCIUS SAY. You folks all know who  
Confucius was. He told people how to  
live and what to do, sort of a Chinese  
Dale Carnegie. .....

In order that we may have a written copy of your  
approval for our files, would you please sign this letter and  
return it to me.

Thank you very much for your cooperation in this  
matter.

Very truly yours,

YOUNG & AMERICAN, INC.

APPROVED:

ATX01 0200380

January 19, 1940

Mr. Rodney Bush  
20th Century Fox Film Corp.  
444 West 56th Street  
New York City

Dear Mr. Bush:

In the Ben Bernie script for Sunday, January 14,  
Al Jolson's name is mentioned in the following manner:

Harry: Well, Maestro, where did this fighter  
come from?

Ben: I don't know, but I think he was  
formerly owned by Al Jolson.

In order that we may have a written copy of your  
approval for our files, would you please sign this letter and  
return it to me. Thank you very much for your cooperation in  
this matter.

Very truly yours,

YOUNG & RUBICAM, INC.

APPROVED:

O.K.

ATXQ1 0200381

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CHECK SERVICE DESIRED OTHERWISE MESSAGE WILL BE SENT AT FULL RATE	
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RESERVATION	NIGHT LETTER
TOUR-RATE	SHIP RADIO

# Postal Telegraph

Wachay Radio  
Commercial Cables



All America Cables  
Canadian Pacific Telegraphs

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

Send the following message, subject to the Company's rules, regulations and rates set forth in its tariffs and on file with regulatory authorities. Form 3-C

Mr. Jack Dempsey  
Eight Ave. & 50th Street  
New York City

In Ben Bernie script for January 14th your name is used in the following manner:

Bernie: Well, he jabs like Gene Tunney, he looks like Jack Dempsey, he punches like Joe Louis ...

Would you please wire collect whether or not we may have your permission to use it. Thank you for your cooperation.

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

*granted*

CHARGE TO THE ACCOUNT OF

CHECK SERVICE DESIRED OTHERWISE MESSAGE WILL BE SENT AT FULL RATE

DOMESTIC		FOREIGN	
FULL RATE	1/2	FULL RATE	1/2
DAY LETTER	1/2	COE RATE	1/2
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SERIAL	1/2	DEFERRED	1/2
RESERVATION	1/2	NIGHT LETTER	1/2
TOUR RATE	1/2	SHIP RADIO	1/2

# Postal Telegraph

Mackay Radio  
Commercial Cables



All America Cables  
Canadian Pacific Telegraphs

CHARGE TO ACCOUNT NUMBER	
CASH PAID	TOLLS
CHECK	
TIME FILED	STANDARD TIME

Send the following message, subject to the Company's rules, regulations and rates set forth in its tariffs and on file with regulatory authorities Form 3-C

Mr. Gene Tunney  
Dearborn Inn  
Dearborn, Mich.

In Ben Bernie script for January 14th your name is used in the following manner:

Bernie: Well he jabs like Gene Tunney, he looks like Jack Dempsey, he punches like Joe Louis ...

Could you please wire collect whether or not we may have your permission to use it. Thank you for your cooperation.

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

granted



CHARGE TO THE ACCOUNT OF

CHECK SERVICE DESIRED. OTHERWISE MESSAGE WILL BE SENT AT FULL RATE	
DOMESTIC	FOREIGN
FULL RATE	FULL RATE
DAY LETTER	CDE RATE
NIGHT LETTER	URGENT
SERIAL	DEFERRED
RESERVATION	NIGHT LETTER
TOUR-RATE	SHIP RADIO

# Postal Telegraph

Mackay Radio  
Commercial Cables



All America Cables  
Canadian Pacific Telegraphs

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

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

Form 2-C

Mr. John Roxborough  
235 Holbrook Street  
Detroit, Mich.

In Ben Bernie script for January 14th Joe Louis's name is used in the following manner:

Bernie: Well, he jabs like Gene Tunney, he looks like Jack Dempsey, he punches like Joe Louis ...

Would you please wire collect whether or not we may have your permission to use it.  
Thank you for your cooperation.

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

granted

NY 101 0200384

REBROADCAST

SUNDAY, JANUARY 14, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WAPC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco a January clearance sale of wily tunes  
and honey honey. Offering the latest specials in  
melodies for just the price of your attention are  
all the Lads and Lassies. In the executive office,  
taking inventory of the salesgirls telephone numbers  
is the Old Maestro, Ben Bernie. And in the mail  
order department, trying to get a vacuum cleaner

ATX01 0200385

SUNDAY, JANUARY 14, 1940  
(REVISED)

-2-

HARRY: (CONF'D) Into an envelope is that punchy postman of the pictures, Movietone's Lew Lehr! And now the Lads deliver the first special labelled: "YOU'RE LETTING THE GRASS GROW UNDER YOUR FEET."

1....(ORCHESTRA ...."YOU'RE LETTING THE GRASS GROW UNDER YOUR FEET")

HARRY: These were the Half and Half Tobacco Lads playing "YOU'RE LETTING THE GRASS GROW UNDER YOUR FEET". Thank you very much, ladies and gentlemen. Now it is our pleasure to bring you a man who has spent the past week down in Florida slaving in the hot sun over a golf ball, while the rest of us have been up here comfortably shivering to death, that sun-kissed Old Maestro, Ben Bernie.

(MUSICAL OLD YORSAH)

(APPLAUSE)

BEN: Yorsah, yorsah, yorsah, oranges, tangerines, and grapefruits to youse all. This is the old lesson ... I mean the Old Maestro, Ben Bernie, raffin' yo way on a fragrant cloud of cool Old Half and Half.

HARRY: You know something - Maestro, you certainly look swell with that tan. Did you have a good time this week in Florida?

BEN: I certainly did, Harry. And while I was down there I made a bit of a business investment. I acquired

ATK01 0200386

SUNDAY, JANUARY 14, 1940

-3-

BEN: a prize fighter.  
(CONT'D)

HARRY: What! You own a prize fighter? What's his name?

BEN: They call him Sluggin' Sam, the Coney Island  
stumble-bum.

HARRY: Well, Maestro, where did this fighter stumble from?

BEN: I don't know, but I think he was formerly owned by  
Al Jolson.

HARRY: What makes you think that?

BEN: Because every time you see him in the ring he's down  
on one knee. Harry - I never saw a guy stop so many  
punches in all my life. He's number one on the  
Get Hit Parade.

HARRY: What kind of a fighting style does he have?

BEN: Well, leave see, he jabs like Gene Tunney...he looks  
like Dempsey...he punches like Joe Louis...and when  
you hit him he sleeps like Tip van Winkle. What  
a fighter! He's spent more time on canvas than  
Whistler's Mother!

HARRY: Well I don't know...He doesn't sound like such a  
good fighter. I don't think he's such of a fighter  
from his record. What's his record?

BEN: Well, he told me he's won two fights, tied four, and  
was robbed one hundred and forty-eight times.

ATK01 0200387

SUNDAY, JANUARY 14, 1940

-2-

MARY: Well, Maestro, I don't see why you'd want a fighter with a record like that!

BOB: Well, a lot of my friends own prize fighters. Besides, I like boxing. You know, I was a bit of a fighter myself. I was known as battling Bernie, the Pittsburgh Pushover. Every time my opponent threw a punch, I was the little man who was there. I'll never forget my first fight. My best girl was sitting in the very front row. I turned my head to smile at her. Just then my opponent started to swing. My girl caught my smile...and a second later she caught me. That was my last fight. Now... where's Mary Small?

MARY: Right here, Maestro.

BOB: Mary, my new prize fighter, sluggin' Sam, tells me he's tired of hearing the bimbie sing, and for a change would like to hear you sing. What's it going to be?

MARY: Careless.

BOB: Hmm, that's a perfect number for him. Sing, Mary.

2....(MARY SMALL & ORCHESTRA....."CARELESS")

(APPLAUSE)

ATX01 02003BB

HALF AND HALF  
January 14, 1941  
(REVISED)

COMMERCIAL "A"

BERNIE: Thank ya, Mary. Thank you. That sure sounds mighty good. Kinds soothin' and peaceful like. And right now...what with nothin' left to remind us of Christmas and New Year's except a nice, warm scenery and a lot of bills...well, we all of us need a bit of relaxin' to help settle back into the regular swing o' things again. So if you're sorta upset about how much coal you're a-burnin' in the furnace...and how that fell skidded into your car yesterday, bendin' your rear fender and then sayin' it was your fault...don't get all flustered and up in the air. Instead...pull out your trusty briar...fill 'er up with Half and Half Tobacco...and smoke a pipe - to calm you down!

VON ZEN: That's mighty good advice, Maestro. Yes gentlemen...when you're feeling nervous or upset, your pipe certainly is comforting. And it's especially enjoyable when it's filled with Half and Half Smoking Tobacco...because Half and Half has a delightful aroma that adds greatly to your smoking pleasure. You see, science tells us an interesting fact about all tobacco...that the finer the aroma, the finer

ATK01 0200389

HALF AND HALF  
January 14, 1946

COMMERCIAL "A" -2-

YOH ZELL:  
(CONT'D)

the taste. That's why the makers of Half and Half spend so much time and effort to give you a tobacco that IS more aromatic. They make Half and Half in a new and better way. They combine a finished blend of fragrant, yellow Virginia tobaccos with another finished blend of rich, full-bodied Burleys. Thus, two finished blends are brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. So next time, buy the tobacco that is better balanced... more aromatic... more flavorful... Half and Half Tobacco!

ATX01 0200390

TUESDAY, JANUARY 14, 1942

-7-

REN: Harry, all I can say is you have hit the nail right on the head. And now me and the Half and Half Lads are gonna play "In the Mood". You know the old Maestro is a bit of a tune tracer. Now, lemme see, the dominant strain of this number "In the Mood" was taken from Mozart's Fifth Symphony which in turn was taken from Bech's variations on a theme by Paganini, which was taken from an original composition by Ben Bernie, which was taken, by mistake, from the waste basket. All right, Lads. Sit in the mood. Sit in the mood.

3.....'OPERA.....'IN THE MOOD'

REN: Yeah! That was me and the Half and Half Tobacco Lads playing "In the Mood", with comparatively few errors.

WEDDY: W'ya Maes.

REN: Hello, Buddy.

WEDDY: I heard you tell Harry you used to be a prize fighter.

REN: Yes, Buddy, and in those days I used to be quite a singer, too. As a matter of fact, I used to sing while I was fighting.

WEDDY: What did you sing?

ATK01 0200391



SUNDAY, JANUARY 11, 1940

-2-

BOB: I got a feeling I'm falling. Now, Buddy, what are you going to sing?

BUDDY: I'm going to sing "Indian Summer".

BOB: Yeah, Indian Summer. Maybe we ought to be in a tavern. Sing, Buddy.

4.... (CLARE & ORCHESTRA..... "INDIAN SUMMER")

(APPLAUSE)

BOB: That was your finest piece of work, so help me.

Well here he comes now  
Oh boy, what a sight  
He's the children's big moment  
And the old maid's delight.

So help me, it's the Half and Half bit of Movietone  
News... LET LEHR!

(ORCH: LEHR PLAY OR MUSIC)

(APPLAUSE)

BOB: (LAUGH) Monkeys is the craziest people.

LEH: Lev, listen here you scoundrel... we were just talking about the fighter I'm mentioning, but I suppose that wouldn't interest you.

BOB: What do you mean! I used to be a fighter myself. I'm a tough guy. I'll fight anybody on this program. Bring 'em on - bring 'em on. (GRUNT) Where's Mary Small?

BOB: No, really, Lev, were you actually a prize fighter?

ATK01 0200392

SUNDAY, JANUARY 17, 1940

-9-

LEW: Why, certainly. I'll never forget the time I fought the champion. I backed him in the corner and then I swung at him with all my might. And before he could duck, (GRUNT) I hit him right in the fist with my nose.

BEN: Well, champ, after looking you over, you certainly have a fine physique.

LEW: Oh, thank you. But this week I wasn't feeling so good, so I went to a chiropractor, for an examination.

BEN: And what did the chiropractor say after the examination?

LEW: He said what my body needed most was ironized vita... er ... potassium sulf - er - violet radia...radia... (LAWNS) A new face!

BEN: Well, Lew, what seems to be troubling you?

LEW: Well, Mister Bernie, every time I run through the house I get pains in my arms and legs.

BEN: Why do you have to run through the house?

LEW: Do you know any other way I could catch the raid? Another thing, whenever I pound myself on the chest, it always hurts.

BEN: Well, that's simple. Stop pounding yourself on the chest.

ATX01 0200393

SUNDAY, JANUARY 17, 1943

-10-

LEW: I can't. (GROANS) I like to play Tarzan.

BEN: Well tell me Tarzan - just how did the doctor examine you?

LEW: Well, first he looked at Y-ray pictures of me, and then he looked at an X-ray picture of my wife.

BEN: Your wife? Why did the doctor take a picture of her? Is she sick too?

LEW: No! (GRUNT) He likes double features. Then he took a picture of my brain. (BRAGGING) Would you believe it, Mr. Bernie, my brain has three hundred million cells (GRUNT) and not one of them is working.

BEN: A capitalist, eh?

LEW: Thank you. Then the doctor put me on a table and he started to twist my arms and legs. He said, "Mr. Lehr, every time I hurt you, just yell real loud and a pretty nurse will come and hold your hand."

BEN: Well, did the doctor hurt you?

LEW: No, (GRUNT) but have I got a sore throat!

BEN: Lew, maybe a chiropractor is just what I need. What kind of treatment did he give you?

LEW: Well, first he jumped on me, then he bent my arms back, then he twisted my neck, and then with both hands he pounded my back and slapped my face.

ATX01 0200394

SUNDAY, JANUARY 14, 1940

-11-

BEN: Gee...that sounds great.

LEE: Yeah...but I wouldn't pay him.

BEN: Why not?

LEE: (LAUGH) Why should I pay a guy for something my wife does for nothing?

(APPLAUSE)

(ORCHESTRA: LEHR PLAY OFF MUSIC)

BEN: Nice going, Lew, nice going. And now me and the Lads --and the Half and Half Tobacco Lads..of course, of course..are gonna play "Do I Love You", Cole Porter's hit song from the new musical comedy "Du Barry was a Lady". You know folks, wadas Du Barry lived in the time of Louis the Thirteen Ninety Eight. Actually, he's known as Louis the Fourteenth but this is our January clearance sale and we've marked him down a little bit. Alright lads..."Do I Love You". That's a cue-y and not a question.

5.....(ORCHESTRA:....."DO I LOVE YOU")

BEN: That was "Do I Love You", played by all the Lads, for Half and Half, the favorite tobacco of all their Dads. And now me and the Bailey Gals, two California gals, are gonna do a little Chinese novelty number called "CONFUCIUS SAY". Confucius, my good people,

ATK01 0200395

SUNDAY, JANUARY 14, 1944

(REVISED)

- 1 -

SON:  
(CONT'D)

is the great Chinese philosopher. I myself am a  
bit of a philosopher...Old Socrates Bernie they  
used to call me in the old cool room where I hung  
out. Certainly, you folks must have heard some of  
my philosophy: Early to bed and early to rise,  
and you make a darned good silkman. Yowsah,  
"CONFUCIUS SAY". I hope we don't lay an egg foo  
yung. Chop chop Lads, cue-y, cue-y.

5....(SON, BALLEYS & ORCHESTRA....."CONFUCIUS SAY")

(APPLAUSE)

ATHO1 0200396

Half and Half  
January 14, 1940

COMMERCIAL "B"

BERNIE:

You know ... I got to thinkin' last night about some famous pipe smokers of the past ... like old Bill Shakespeare and Alf Tennyson and Bobbie Louie Stevenson. I said THERE'S a great tribute to pipe smokin' ... to think how many of them guys got their best ideas while musin' and a-smokin' their trusty pipes. And then I kinda got to thinkin' about all youse boys. You know ... us fellas need a spot of inspiration too ... to help us carry on in life and do our jobs and take care of our families. So ... when you're feelin' discouraged or downhearted ... how's for takin' the Old Maestro's advice and lightin' up a comfortin' pineful of pleasin', fragrant Half and Half Smokin' Tobacco? Yowsah, there's a heap of satisfyin' pleasure in the grand, heart-warmin' aroma of Half and Half. Not only you ... but everyone in the room ... includin' your better half ... will love the fragrance of Half and Half!

ATK01 0200397

HALF AND HALF  
January 14, 1940  
(REVISED)

COMMERCIAL "B" -2-

VON ZELL:

You're absolutely right, Maestro. And smokers, here's another point about Half and Half Tobacco. You'll find it's a lot easier to fill your pipe with Half and Half ... from the patented telescope tin. This telescope tin just shows you how the makers of Half and Half follow through when it comes to giving you more service ... more convenience ... more all around smoking pleasure. They not only give you a blend with a distinctive aroma ... they also have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just the way it should be to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something no other tobacco can offer. Next time ... be sure you buy Half and Half Tobacco ... in the convenient telescope tin!

ATK01 0200398

7....(ORCHESTRA....."GODDY GOODBYE".....HIT AND BADE)

REX: Ah the boys are playing Goddy Goodbye.. Goddy Goodbye..  
I hope my hair is listening in.

(ORCHESTRA UP AND FINISH)

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

REN: Well, folks, that about winds up our January clearance  
sale. But before we put the stock back on the shelves,  
and punch the time clock on our way out, we want to  
remind you that we'll open up our shop again next  
Sunday at the same time. But in the meantime, don't  
forget the words of our crack salesman, Commissioner  
G. McBonus:

After a troublesome, weary day,

I smoke Half and Half and my cares float away.

And now ...

(OWN 2 ORCHESTRA... "AN RESVOIR"....GOLF TO "LONGER OLD JOHN")

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, Vary  
Swall, Puddy Clark and Lew Lehr.



COLUMBIA BROADCASTING SYSTEM

SUNDAY, JANUARY 21, 1940

THE AMERICAN TOBACCO COMPANY

AS BROADCAST

HALF AND HALF PROGRAM ... BEN BERNIE

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

CUE: (COLUMBIA BROADCASTING SYSTEM)  
(..... 30 seconds .....) )

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco a half hour of fun and melody. Ready to  
salute you with all the latest songs are all the  
Lads and Lassies. Waiting to greet you with a  
salvo of silly sayings and crazy comments is that  
jolly jester of the films, Movietone's Lew Lehr.  
And just in from Florida, pinch hitting for the  
Old Maestro, who is waging a winning battle with  
Kid Appendicitis, is that grandest personality,  
that star of stars, your favorite and mine..Al Jolson.

(APPLAUSE)

ATX01 0200400

HALF AND HALF  
January 14, 1960

COMMERCIAL "A" -2-

VON ZELL:  
(CONT'D)

the taste. That's why the makers of Half and Half spend so much time and effort to give you a tobacco that IS more aromatic. They make Half and Half in a new and better way. They combine a finished blend of fragrant, mellow Virginia tobaccos with another finished blend of rich, full-bodied Burleys. Thus, two finished blends are brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. So next time, buy the tobacco that is better balanced... more aromatic... more flavorful... Half and Half Tobacco!

ATK01 0200401

WEDNESDAY, JANUARY 14, 1949

-7-

RFN: Harry, all I can say is you have hit the nail right on the head. And now we and the Half and Half Lads are gonna play "In the Mood". You know the old Maestro is a bit of a tune tracer. Now, lemme see, the dominant strain of this number "In the Mood" was taken from Mozart's Fifth Symphony which in turn was taken from Bach's variations on a theme by Paganini, which was taken from an original composition by Ben Bernie, which was taken, by mistake, from the waste basket. All right, Lads...sit in the mood. Sit in the mood.

3.....'OBSCENTRA.....'IN THE MOOD')

BEL: Gee! That was no end the Half and Half Tobacco Lads playing "In the Mood", with comparatively few errors.

MOODY: Mya Maes.

RFN: Hello, Buddy.

BUDBY: I heard you tell Harry you used to be a prize fighter.

RFN: Yes, Buddy, and in those days I used to be quite a singer, too. As a matter of fact, I used to sing while I was fighting.

MOODY: What did you sing?

ATX01 0200402

SUNDAY, JANUARY 17, 1943

-15-

LEW: I can't. (GROANS) I like to play Tarzan.

BEN: Well tell me Tarzan - just how did the doctor examine you?

LEW: Well, first he looked at Y-ray pictures of me, and then he looked at an X-ray picture of my wife.

BEN: Your wife? Why did the doctor take a picture of her? Is she sick too?

LEW: No! (GRUNT) He likes double features. Then he took a picture of my brain. (BRAGGING) Would you believe it, Mr. Bernie, my brain has three hundred million cells (GRUNT) and not one of them is working.

BEN: A capitalist, eh?

LEW: Thank you. Then the doctor put me on a table and he started to twist my arms and legs. He said, "Mr. Lehr, every time I hurt you, just yell real loud and a pretty nurse will come and hold your hand."

BEN: Well, did the doctor hurt you?

LEW: No, (GRUNT) but have I got a sore throat!

BEN: Lew, maybe a chiropractor is just what I need. What kind of treatment did he give you?

LEW: Well, first he jumped on me, then he bent my arms back, then he twisted my neck, and then with both hands he pounded my back and slapped my face.

ATK01 0200403

SUNDAY, JANUARY 21, 1940

-2-

1....(JOLSON & ORCHESTRA.....OH, JOHNNY, OH)

(APPLAUSE)

AL: (ALA BERNIE) Yowsah, yowsah, yowsah ... (ALA JOLSON)  
Good evening, Friends.

HARRY: Well welcome to the Half and Half program Al. Gee -  
it's really swell of you to come up here from Florida  
and carry on for the old Maestro.

AL: Harry, it's a genuine pleasure to do this for Ben,  
even though it wasn't so easy tearing myself away  
from dear old Miami. Boy what a spot! Something  
going on every minute. And get this. I went to the  
opening of a night club, and Harry you never saw  
anything like it. Every celebrity in town was there.  
And what a wonderful floor show - a chorus of over  
fifty.

HARRY: A chorus of over fifty?

AL: Of course the leading lady was a little younger.

HARRY: Tell me Al, have you been over to see the maestro yet?

AL: You bet I have. As soon as I got off the plane I  
rushed right over to the hospital, and I want to tell  
everybody listening in that as far as Ben's concerned  
there's nothing to worry about. It was so easy -  
so easy that Ben sang all through the operation.  
And everybody said his singing sounded better under

ATK01 0200404

SUNDAY, JANUARY 21, 1940

-3-

AL: the ether than over the ether.  
(CONT'D)  
HARRY: Well it certainly sounds like the maestro's his old self again.

AL: I'll say he is, Harry. You know what he's doing?  
HARRY: What Al?  
AL: Wait till I turn this page over and I'll tell you. Even I can make a mistake. He's giving everybody in the hospital tips on the horses. And it sure looks cute to see those pretty nurses walking around with a temperature chart in one hand and a racing form in the other. You ought to see them - really!

HARRY: Well Al, wait a minute. You mean Ben's got the hospital horse conscious?  
AL: Has he! You know in most hospitals over that amplifier you hear, "Calling Doctor Kildare". "Calling Doctor Kildare".  
HARRY: Yeah.  
AL: But not where Ben is. Over there all you hear is, "Come on Seabiscuit, come on something". Well honestly Harry the joint is like a poolroom. When you walk up to the information desk and ask to see somebody, they say, "What race is he in?" Now wait a minute, all kidding aside. I'm a stranger on this show. What comes next?

ATX01 0200405

SUNDAY, JANUARY 21, 1940

-4-

HARRY: Well let's see -- next -- I'll figure it out in a minute.

MARY: Can I introduce myself, Mr. Jolson? I'm Mary Small.

AL: I don't have to tell you who I am. I know who you are Mary dear. And let me tell you something, the Maestro was talking to me about you.

MARY: Gosh, is he going to cut my salary again?

AL: No, he wanted me to thank you for the flowers you sent, and to tell you that he's getting the best of attention.

MARY: Does he have a pretty nurse?

AL: Mary, for your information, she's gorgeous.

MARY: What does she look like?

AL: Well she looks like Ben won't be out of the hospital for six years. Now, Mary, what are you going to sing?

MARY: IN AN OLD DUTCH GARDEN. (SOTTO) And I hope you like it, Maestro.

AL: I know he will.

2....(MARY SMALL & ORCHESTRA....."IN AN OLD DUTCH GARDEN")

(APPLAUSE)

ATK01 0200406

SUNDAY, JANUARY 21, 1940

-5-

COMMERCIAL "A"

JOLSON: Ah, Mary...that was beautifully sung. I betcha the old Maestro liked it too. I can just see him up there at the hospital with his ear glued to the radio listenin' to the program, hoping I don't get any laughs. Can you hear me Ben? (SEVERE) Look, Ben, do me a favor...will you put down that nurse and pay a little attention! (REASONS WITH HIM) Listen, Benny Boy ... at a time like this you mustn't let yourself get excited about anything. Take it easy ... lie back ... relax. Why don't you do what you're always telling us guys to do when we have troubles of any kind and get all worked up over something ... Smoke a pipe - to calm you down! Right, Harry?

VON ZELL: Right, Al. And Maestro, that goes for me too. A pipe sure can be a great comfort. Yes, gentlemen... and your pipe is especially enjoyable when you pack it with Half and Half Smoking Tobacco. As you'll notice yourself ... Half and Half has a distinctive and very delightful aroma, and this aroma adds greatly to your smoking pleasure ... because it's a scientific fact about all tobacco ... that the

ATX01 0200407



SUNDAY, JANUARY 21, 1940

-6-

COMMERCIAL "A" - Cont'd

VON ZELL: finer the aroma, the finer the taste. That's why  
(CONT'D) the makers of Half and Half ... in order to give  
you a tobacco that IS more aromatic ... have  
devised the famous Half and Half blending process.  
By this new and exclusive process, a blend of  
fragrant, mellow Virginia tobaccos is combined  
with a blend of rich, full-bodied Burleys. That's  
what makes Half and Half different ... two fine  
blends brought together in exactly the right  
proportions. Just as two halves make a whole, the  
two finished blends in Half and Half add up to  
give you complete smoking enjoyment. So next time,  
be sure you buy the tobacco that is better balanced  
... more aromatic ... more flavorful ... Half and  
Half Tobacco!

ATX01 0200408

SUNDAY, JANUARY 21, 1940

-7-

AL: Thank you, Harry, thank you very much. And now the Half and Half Tobacco Lads, without the handicap of the Maestro's violin playing, are going to play IT'S A HAP-HAP-HAPPY DAY. And this is a spot folks where Ben usually tells a joke about his hair. (CONFIDENTIAL) But confidentially - I want to let you in on something. Do you know for the last fifteen years he's been shaving the top of his head so he can tell jokes about being bald headed. But don't get me wrong, folks, Ben's really a wonderful fellow. Okay, Lads, the music.

3....(ORCHESTRA ..... "HAP-HAP-HAPPY DAY")

(APPLAUSE)

AL: Those were the Half and Half Tobacco Lads playing IT'S A HAP-HAP-HAPPY DAY.

BUDDY: Hi, there, Al.

AL: Well, hello, there, chop chop chop - glad to see you ... who are you?

BUDDY: Why I'm Buddy Clark. Didn't the Maestro tell you about me?

AL: Oh, yes, Buddy, he told me all about you, and before you ask, I'm a little broke myself.

ATX01 0200408

SUNDAY, JANUARY 21, 1940

-8-

BUDDY: Oh, no, Mr. Jolson, I wouldn't hit you for a touch.  
I'm a great admirer of yours, and so's my whole  
family.

AL: Well, thank you, Buddy, thank you.

BUDDY: As a matter of fact, I've got an uncle who for  
years has been trying to imitate your singing  
style.

AL: Really - well has he had any luck?

BUDDY: Not much. So far all he's got is housemaid's knee.

AL: Hmm, Come back, Ben, all is forgiven. Sing, Buddy.

4....(BUDDY CLARK & ORCHESTRA....."AT THE BALALATKA")

(APPLAUSE)

ATX01 0200410

SUNDAY, JANUARY 21, 1940

-9-

AL: Nicely sung, Buddy, nicely sung. Well -  
Here he comes now  
So hale and so hearty  
He's no Elsa Maxwell  
But he's the life of the party.  
Yes, sir, it's that Half and Half wit of Movietone -  
Lew Lehr.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people - Oh, Mr. Bernie  
- you're not looking so good tonite.

AL: I'm not Bernie - I get a full salary - he just took a cut.  
I'm Jolson - Al Jolson.

LEW: Oh, sure - I know you - you're Jolson, from Jolson and  
Johnson.

AL: No. No - I'm Al Jolson - you know - (SINGS) Mammy mammy.

LEW: What's the matter, Little Boy.

AL: Well, this certainly is an experience. So you're Lew  
Lehr.

LEW: (PROUDLY) Oh, certainly.

AL: Do you mean to tell me that Ben has to stand here week  
after week and look at you.

LEW: Sure.

AL: Move over, Ben. I'll be right over.

LEW: Mr. Jolson - where is Mr. Bernie?

AL: Haven't you been reading the papers? He's in the  
hospital.

ATX01 0200411

SUNDAY, JANUARY 21, 1940

-10-

LEW: The hospital. Oh, my goodness - what was it - a boy or girl?

AL: No. Listen Lew - Ben is perfectly all right and I'm sure he's waiting to hear you tell us about the newsreel you made this week.

LEW: Well, this week I made a newsreel of a cruise I took.

AL: A cruise. Getting a vacation at this time of the year? Say, your boss must appreciate your services.

LEW: Does he appreciate my services! Right before I left, he said, "Lew, you're indispensable - you're industrious - er - you're irreplaceable - irreplaceable - (LAUGH) You're fired!"

AL: So you decided to take a cruise. By the way - during this cruise, did you take your wife along?

LEW: Oh, certainly. I take her wherever I go.

AL: Why?

LEW: (LAUGH) So I won't have to kiss her goodbye. What a trip. Soon as we went to get on the boat my wife slipped off the gangplank and fell kerplunk into the river. I screamed and I cried.

AL: Oh, that was awful.

LEW: Yeah. (LAUGH) She had the tickets.

AL: What kind of accommodations did you have, Lew?

LEW: Terrible - Our room was right over the hot boilers.

AL: Over the boilers? How were you travelling?

ATX01 0200412

SUNDAY, JANUARY 21, 1940

-11-

LEW: (LAUGH) Medium rare!

AL: Well, tell us about some of the places you visited, Lew.

LEW: Well, the first place we visited was a quaint old town in South America where all the girls still wear veils.

AL: Veils. How intriguing!

LEW: Yeah - I took a walk with one.

AL: Go on.

LEW: We walked down to the banks of the Amazon. The moon was shining.

AL: The moon was shining.

LEW: We sat down on a rock.

AL: On a rock.

LEW: I lifted her veil and whispered those three little words I was dying to say.

AL: What were they?

LEW: Peek a boo!

AL: Lew, what gave you the biggest kick of the whole trip?

LEW: Why, a costume ball in Havana. Everybody came dressed to represent some night club. One fellow came dressed as an angel.

AL: As an angel?

LEW: He represented the Paradise.

AL: That's clever. That's clever

LEW: Yeah- another guy came dressed as a bird.

ATX01 0200413

SUNDAY, JANUARY 21, 1940

-12-

AL: As a bird?

LEW: He represented the Stork Club.

AL: That's fine.

LEW: Then I walked in wearing my best suit and I won first prize.

AL: Really? Well, tell me what cabaret did the judges think you represented?

LEW: (LAUGH) Sloppy Joe's!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

AL: Nice cruising, Lew, nice cruising. And now the Half and Half Lads still without benefit of Bernie's barberous violin are gonna play SCATTERBRAIN. You know, folks, I used to be a scatterbrain myself, but I took a course in memory training, and now my memory is wonderful. So if any of you folks would like to take this course in memory training, the professor that taught me - his name is ... er - uh, well, his office is at ... uh, let me see, what was I talking about? Oh yes, the Royal Canadians will now play Dinah ... no, I mean the Lads will now play SCATTERBRAIN. Play, Don, play Don.

5.....(ORCHESTRA ..... "SCATTERBRAIN")

ATX01 0200414

SUNDAY, JANUARY 21, 1940

-13-

(APPLAUSE)

AL: Thank you. I hoped you'd like it, boys and gals, as the Maestro would say, and speaking of Ben .. that reminds me ... Isn't this when he usually gives out with some of his homespun philosophy Harry? Harry tell me what he does 'cause I'm a stranger on this show.

HARRY: Well you just go ahead and philosophize.

AL: And then tell us about the grand aroma of tobacco, isn't that it?

HARRY: Well, I'll tell that in just a little while, Al. I think we'd like to hear a little tune out of this bunch here.

AL: You'd like to hear a little tune?

HARRY: Yeah.

AL: Well, what would you like to hear?

HARRY: Well now, for instance, let's get back here on page uh - uh ..

AL: Fifteen? Well then, I'll tell you what that little tune was. That was Scatterbrain - played right -- I ought to be alongside Ben -- in the groov-a for Half and Halfa - the tobacco that you'll approve. And now, folks, I'm going to sing a song and I'm going to try to sing it the way Bernie never does ... I'm going to try to sing it on Key. Come on Lads, you all know April Showers. (SINGS FEW BARS) Come on, what are we waiting for.

6.....(JOLSON & ORCHESTRA ..... "APRIL SHOWERS"

(APPLAUSE)

ATX01 0200415



SUNDAY, JANUARY 21, 1940

-14-

COMMERCIAL "B"

JOLSON: Thank you very much. I'm sorry that we made you take that number back up again, but we'd never in the world let you get on with this program today without singing April Showers.

HARRY: And now I'm going to give you that philosophy that you spoke of a minute ago. Here's when the Old Maestro tells about the grand aroma of Half and Half Tobacco, and how there's a roomful of pleasure for everyone in a pipeful of Half and Half. Yes, Al. That's right. Half and Half sure does leave a mighty pleasing and fragrant aroma. It's enjoyed by everybody in the room. And smokers, here's another advantage of Half and Half Tobacco. It's a lot easier to fill your pipe with Half and Half ... from the patented telescope tin. This telescope tin is just another example of how the makers of Half and Half follow through when it comes to giving you more service ... more convenience ... and more all-around smoking pleasure. They not only give you a blend with a distinctive aroma ... but they also have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on the top where it's easy to get at. You don't have to dig around ... and what's

ATK01 0200416

SUNDAY, JANUARY 21, 1940

-15-

COMMERCIAL "B" (CONTINUED)

HARRY: more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just the way it should be to give you a smooth, cool smoke.

The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer. Next time ... be sure to buy Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0200417

SUNDAY, JANUARY 21, 1940

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

(ORCHESTRA UP TO FINISH)

(APPLAUSE)

HARRY: Ladies and gentlemen, I'm sorry to interrupt this rendition of HALLELUJAH - but the time has come to remind you men that if you roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

AL: Well, that about winds up the show for today. But before we leave I want to say it's been a pleasure being a stand in for Ben - and ...

HARRY: Oh, sorry Al. Excuse me.

AL: What is it, Harry?

HARRY: There's a wire here from the Maestro.

AL: Let me see it. Quote. A Million thanks, Al, from the bottom of my heart s'help me. You did a swell job. Remember me to the whole Half and Half gang and tell them I'll write them all a nice long letter as soon as I let go of the nurse's hand. And Al this being the end of the program I'd like you to convey this message to everybody .....

(JOLSON & ORCH..... "AU REVOIR"

AL: (SPOKEN AS BEN DOES IT) Au revoir, pleasant dreams  
think of us when requesting your themes,

SUNDAY, JANUARY 21, 1940

-17-

AL:  
(CONT'D)

Until next Sunday when, possibly you all may tune in again,  
Keep the Old Maestro always in your schemes, yowsah  
Au revoir, ladies and gentlemen, this is Al Jolson  
speaking for Ben Bernie, and wishing that good luck and  
happiness attend your dreams.  
Well, we're coming to the end, don't forget that good  
old Half and Half blend,  
Au revoir, toodle oo, a fond cheerio, God bless you,  
and pleasant dreams.

(APPLAUSE)

(ORCHESTRA

"LONESOME OLD TOWN")

VON ZELL:

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

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM.

ATX01 0200419

January 18, 1940

Mr. Chick Farmer  
c/o Stork Club  
3 East 53rd Street  
New York City

Dear Mr. Farmer:

This letter is to confirm your verbal permission to use the name of the Stork Club in the Ben Bernie script in the following ways:

LEA: ..... One fellow cosplayed as an angel. He represented the Paradise. .... Another guy came dressed as a bird. He represented the Stork Club.

In order that we may have a written copy of your approval for our files, would you be kind enough to sign this letter and return it to me immediately.

We would appreciate your cooperation in this matter.

Very truly yours,

YOUNG & RUBICAM, INC.

Barbara Boyle

APPROVED:

---

ATK01 0200420

TELET: 1/19/40

NS FROM B BOYLE

PLS CLEAR ELSA MAXWELL BERNIE SCRIPT SEN

BEN: WELL, HERE HE COMES NOW

SO HALE AND HEARTY

HE'S NO ELSA MAXWELL

BUT HE'S THE LIFE OF THE PARTY

YOWSAH, IT'S THAT HALF & HALF WIT .. LEW LEHR!

CAN REACH MAXWELL 280 CAROLWOOD DR., HOLMSBY HILLS, L A.

TELET: 1/19/40

B BOYLE FROM NS

MAXWELL GAG OK

ATX01 0200421

COLUMBIA BROADCASTING SYSTEM

TUESDAY, JANUARY 21, 1946

THE AMERICAN TOBACCO COMPANY

AS BROADCAST

HALF AND HALF HOUR ... BEN BERNIE

REBROADCAST

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

CUE: (COLUMBIA BROADCASTING SYSTEM)  
(..... 30 seconds .....)

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

BARRY: Half Swing!

MUSIC: ("I KNOW SOME OLD TOON" IN SWING TEMPO)

BARRY: Half Sweet!

MUSIC: ("I KNOW SOME OLD TOON" IN SWEET TEMPO)

(FADE TOON UNDER)

BARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco a half hour of fun and melody. Ready to  
salute you with all the latest songs are all the  
Lads and Lassies. Waiting to greet you with a  
salvo of silly sayings and crazy comments is that  
jolly jester of the films, Movietone's Lew Lehr.  
And just in from Florida, pinch hitting for the  
Old Maestro, who is waging a winning battle with  
Kid Incontinitis, is that grandest personality,  
that star of stars, your favorite and mine.. Al Jolson.

(20 LAUSE)

ATK01 0200422

SUNDAY, JANUARY 21, 1940

-2-

1.....(JOHN & ORCHESTRA).....G. JOHNNY, G. J.

(AMMUSE)

JO: (MRS FRANK) Yousee, yousee, yousee ... (MRS JOHNNY)  
Good evening, friends.

ABBY: Well welcome to the Half and Half two real 'L. See -  
It's really swell of you to come up here from Florida  
and carry on for the old Maestro.

JO: believe me -  
Harry, /it's a genuine pleasure to do this for Ben,  
if  
even ~~xxxxx~~ it wasn't so easy tearing myself away  
from dear old Miami. Boy what a spot! Something  
going on every minute. ~~and~~ get this. I went to the  
opening of a night club, and Harry you never saw  
anything like it. Every celebrity in town was there.  
And what a wonderful floor show <sup>get this -</sup> a chorus of over  
fifty.

XXXXXX ~~xxxxxxxxxxxxxxxxxxxx~~

JO: Of course the leading lady was a little younger.  
That's pretty good!

ABBY: / ~~xxxxxxxx~~, have you been over to see the Maestro yet?  
Harry,

JO: You bet ~~xxxxx~~. As soon as I got off the plane I  
rushed right over to the hospital, and I want to tell  
everybody listening in that as far as Ben's concerned  
there's nothing to worry about. It was so easy -  
~~xxxxxxx~~ that Ben sang all through the operation.  
And everybody said his singing sounded better under

ATX01 0200423



TUESDAY, JANUARY 21, 1970

-2-

AL: the other than over the ether.  
(over 'D) to me  
HARRY: well it certainly sounds/like the maestro's his old  
self again.  
AL: I'll say he is, Harry. You know what he's doing?  
HARRY: ~~xxxxxxx~~ What's he doing?  
AL: Wait till I turn this page over ~~xxxxxxxxxxxxxxxx~~.  
Even I can make a mistake. So's giving everybody  
in the hospital tips on the horses. And it sure  
looks out to see those pretty nurses walking around  
with a temperature chart in one hand and a racing  
form in the other. You ought to see them - really!  
HARRY: Well Al, wait a minute. You mean Ben's got the  
hospital horses conscious?  
AL: Was he! You know in most hospitals over that  
amplifier you hear, "Calling Doctor Hildare".  
"Calling Doctor Hildare".  
HARRY: Yeah. I know.  
AL: But not where Ben is. Over there all you hear is,  
"Come on Sealiscuit, come on something". Well  
honestly Harry the joint is like a schoolroom. When  
you walk up to the information desk and ask to see  
somebody, they say, "That race is 'e in?" ~~xxxxxxxxxx~~  
~~xxxxxxxxxxxxxxxxxxxxxxxx~~ Say Harry here  
~~xxxxxxxxxxxxxxxxxxxxxxxx~~ I'm a stranger/~~xxxxxxxx~~  
goes  
~~xxxxx~~ What ~~xxxxx~~ next?

-1-

SUNDAY, JANUARY 21, 1945

~~xxxx~~:      ~~xx~~  
                 ~~xxxxxxxx~~.  
                 This is the place where I come in, Mr. Jolson. Allow me  
MARY: / ~~xxxx~~ introduce myself, ~~xxxxxxxxxxxx~~ I'm Mary ~~xxxx~~.  
                 to / I'm Ethel Hilda Jolson - that's my aunt's name  
AL:        ~~xx~~  
                 in Montreal. Oh, hello, Mary.  
                 ~~xxxxxxxxxxxx~~ ~~xx~~ the  
                 Maestro was talking to me about you.  
MARY:      Cosh, is he going to cut my salary again?  
AL:        No, he wanted me to thank you for the flowers you  
                 sent, and to tell you that he's getting the best  
                 of attention.  
MARY:      Does he have a pretty nurse?  
                 Pretty? Mary, I saw her and  
AL:        ~~xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~, she's gorgeous.  
MARY:      What does she look like?  
AL:        Well she looks like Ben won't be out of the hospital  
                 eleven  
                 for ~~xix~~ years. Now, Mary, what are you going to sing?  
MARY:      IN AN OLD DUTCH GARDEN. (SOTTO) And I hope you like  
                 it, Maestro.  
AL:        ~~xxxxxxxxxxxxxxxx~~ I hope so too, Maestro.

C....(MARY SHALL & ORCHESTRA..... "IN AN OLD DUTCH GARDEN")

(MUSIC)

ATX01 0200425

SUNDAY, JANUARY 21, 1945

-2-

COMMERCIAL

WILLSON: Ah, Mary...that was beautifully sung. I betcha the old Maestro liked it too. I can just see him up there at the hospital with his ear glued to the radio listenin' to the program, hoping I don't get any <sup>big</sup> laughs. Can you hear me Ben? (SMUGGLE) Look, Ben, do me a favor...will you cut down that nurse and pay a little attention! (SMUGGLE) Listen, Benny Boy ... at a time like this you gotta't let yourself get excited about anything. Take it easy ... lie back ... relax. Why don't you do what you're always telling us guys to do when we have troubles of any kind and get all worked up over something ... Smoke a pipe - to calm you down! Right, Harry?

WILLSON: Right, Al. <sup>that certainly</sup> And ~~xxxxxxxx~~ ~~xxxxx~~ see for me too. A pipe sure can be a great comfort. Yes, gentlemen... and your pipe is especially enjoyable when you back it with Half and Half Smoking Tobacco. As you'll notice yo'rselves ... Half and Half has a distinctive and very delightful aroma, and this aroma adds greatly to your smoking pleasure... because it's a scientific fact about all tobacco ... that the

ATK01 0200426

SUNDAY, JANUARY 21, 1940

COMMERCIAL "A" - Cont'd

VIN CHAM:  
(CONT'D)

finer the aroma, the finer the taste. That's why  
the makers of Half and Half ... in order to give  
you a tobacco that IS more aromatic ... have  
revised the famous Half and Half blending process.  
By this new and exclusive process, a blend of  
fragrant, velvety Virginia tobacco is combined  
with a blend of rich, full-bodied Burleys. That's  
what makes Half and Half different ... two fine  
blends brought together in exactly the right  
proportions. Just as two halves make a whole, the  
two finished blends in Half and Half add up to  
give you complete satisfaction. So next time,  
be sure you buy the tobacco that is better and new  
... more aromatic ... more flavorful ... Half and  
Half Tobacco!

ATK01 0200427

WEDNESDAY, JANUARY 21, 1970

-7-

Thank you, Jerry, thank you very much. And now the  
 Half and Half Tobacco Lads, with the assistance  
 of Bernie's  
 of ~~XXXXXXXXXXXX~~ violin playing, are going to play  
 1970 HAPPY-NEW-YEAR DAY. And this is a spot for ~~XXXX~~ ladies  
 and gentlemen  
 where Ben usually tells a joke about his hair.  
 folks  
 XXXXXXXXXXXXXXXX But confidentially/- I want to let  
 a little He's got a racket. (CONFIDENTIAL)  
 you in on something./ Do you know for the last  
 fifteen years he's been shaving the top of his head  
 so he can tell jokes about being bald headed.  
 (NATURAL VOICE)  
 /But don't get me wrong, folks, Ben's really a  
 Play Play  
 wonderful fellow. Okay, Lads, ~~XXXXXXXXXXXX~~

3....(ORCHESTRA .....(HAPPY-NEW-YEAR DAY))

(APPLAUSE)

AL: Yessir -  
 /Those were the Half and Half Tobacco Lads playing  
 1970 HAPPY-NEW-YEAR DAY.  
 WEDDY: Hi, there, Al.  
 AL: Well, hello, there, ~~XXXXXXXXXXXXXXXXXXXX~~ - glad to see  
 you ... who are you?  
 WEDDY: Why I'm Buddy Clark. Didn't the "entire tell you  
 about me?  
 AL: Oh the laryngitis kid - but  
 /Oh, yes, buddy, he told me all about you, ~~xxxx~~ before  
 you ask, I'm a little broke type f.

BOBBY: Oh, no, Mr. Johnson, I couldn't hit you for a touch.  
I'm a great admirer of yours, and so's my whole  
family.

AL: Well, thank you, <sup>son,</sup> ~~Kraddy~~, thank you.

BOBBY: As a matter of fact, I've got an uncle who for  
years has been trying to imitate your singing  
style.

AL: Really - well has he had any luck?

BOBBY: Not much. So far all he's got is housemaid's knee.

AL: Ben Go ahead -  
See, /Come back, Ben, all is forgiven. /Sing, Puddy.

A....(BOBBY CLARK & ORCHESTRA.....SING THE BALALAYKA\*)

(APPLAUSE)

SUNDAY, JANUARY 21, 1940

-9-

AL: Nicely sung, Buddy, nicely sung. Well -

Here he comes now  
So hale and so hearty  
He's no Elsa Maxwell  
But he's the life of the party.

Yes, sir, it's that Half and Half wit of Movietone -

Low Lehr.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people - Oh, Mr. Bernie  
- you're not looking so good tonite.

AL: I'm not Bernie <sup>I'm Jolson</sup> / I get a full salary - <sup>Bernie gets a cut</sup> ~~he just looks a cut~~  
~~I'm Jolson~~ - Al Jolson. - you know me

LEW: Oh, sure - I know you - you're Jolson, from Jolson and  
Johnson.

AL: I guess I'll have to straighten you out. You remember me. You  
No/ No ~~is Al Jolson - you know~~ (SINGS) Hanny wanny. must  
LEW: What's the matter, Little Boy. <sup>have seen me</sup>  
<sup>before</sup>

AL: Well, this certainly is an experience. So you're Low  
Lehr.

LEW: (PROUDLY) <sup>Sure</sup> ~~Oh certainly.~~

AL: Do you mean to tell me that Ben has to stand here week  
after week and look at you.

LEW: Sure.

AL: Move over, Ben. I'll be right over.

LEW: Mr. Jolson - where is Mr. Bernie?

AL: <sup>Don't</sup> ~~Never~~ you been reading the papers? He's in the  
~~xxxxxx~~  
hospital.

ATX01 0200430

LEW: The hospital. Oh, my goodness - what was it - a boy or girl?

AL: No. Listen Lew - Ben is perfectly all right and I'm sure he's waiting to hear you tell us <sup>all</sup> about the newsreel you made this week.

LEW: Well, this week I made a newsreel of a cruise I took.

AL: I hope I don't go back to Miami with this dialect A cruise. / Getting a vacation at this time of the year?

Say, your boss must appreciate your services.

LEW: Does he appreciate my services? Right before I left, he said, "Lew, you're indispensabl - you're industriou - er - you're irreplaceabl - irreplaceabl - (LAUGH) You're

fired!"

AL: Don't be the leader, I'm your straight man. Now look ~~By the way -~~ <sup>Now tell me</sup> / So you decided to take a cruise. ~~By the way -~~ <sup>something - on</sup> / ~~going~~ / this cruise, did you take your wife along?

LEW: Oh, certainly. I take her wherever I go.

AL: Why?

LEW: (LAUGH) So I won't have to kiss her goodbye. What a trip. Soon as we went to get on the boat my wife slipped off the gangplank and fell kerplunk into the river. I screamed and I cried.

AL: Oh, that was awful.

LEW: Yeah. <sup>Why?</sup> (LAUGH) She had the tickets.

AL: What kind of accommodations did you have, Lew?

LEW: <sup>Oh</sup> / Terrible - Our room was right over the hot boilers.

AL: Over the boilers? How were you travelling?



SUNDAY, JANUARY 21, 1940

-11-

LEW: (LAUGH) Medium rare!  
Lew

AL: WeYY, tell us about some of the places you visited, xww.

LEW: WeYY, the first place we visited was a quaint old town  
in South America where all the girls still wear veils.

AL: Veils. How intriguing!

LEW: Yeah - I took a walk with one.

AL: Go on.

LEW: He walked down to the banks of the Amazon. The moon was  
shining.

AL: The moon was shining.

LEW: He sat down on a rock.

AL: On a rock.

LEW: I lifted her veil and whispered those three little words  
I was dying to say.

AL: What were they?

LEW: Peek a boof  
Tell me something

AL: /Lew, what gave you the biggest kick of the whole trip?

LEW: Why, a costume ball in Havana. Everybody came dressed  
to represent some night club. One fellow came dressed  
as an angel.

AL: ~~xxxxxxxangelx~~

LEW: He represented the Paradise.  
The Paradise

AL: ~~That's clever~~ That's clever

LEW: Yeah. another guy came dressed as a bird.

ATX01 0200432

SUNDAY, JANUARY 21, 1940

-12-

AL: ~~XXXXXXXXXX~~

LEW: He represented the Stork Club.

AL: ~~That's right.~~ The Stork Club! Wonderful!

LEW: Then I walked in wearing my best suit and I won first prize.

AL: /You won first prize! Well  
~~Really?~~ Well, tell me what cabaret did the judges think you represented?

LEW: (LAUGH) Sloppy Joe's!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

AL: ~~Nice cruising, Lew, nice cruising. And now the Half and Half Lads still without benefit of Bernie's barberous violin are gonna play SCATTERBRAIN. You know, folks, I used to be a scatterbrain myself, but I took a course in memory training, and now my memory is wonderful. So if any of you folks would like to take this course in memory training, the professor that taught me - his name is ... er - uh, well, his office is at ... Uh, let me see, what was I talking about? Oh yes, the Royal Canadians will now play Dinah ... no, I mean the Lads will now play SCATTERBRAIN. Play, Don, play Don.~~

.....(ORCHESTRA ..... "SCATTERBRAIN")

ATK01 0200433

SUNDAY, JANUARY 21, 1940

-13-

(APPLAUSE)

AL: That was Scatterbrain - played right in the groov-a  
for dear old Half and Halfa - the tobacco that you'll  
all approva. And now, folks, I'm going to sing a song  
and I'm going to sing the way Bernie never does ... I'm  
going to sing it on key. Come on Lads, you all know  
April Showers. (SINGS FEW BARS) What are you waiting  
for.

6.....(JOLSON & ORCH....."APRIL SHOWERS"

ATX01 0200434

COMMERCIAL "B"

JOLSON: Thank you, I hope you liked it, guys and gals, as the Old Maestro would say...and speaking of Ben, that reminds me  
isn't this where he usually gives out with some of his home-spun philosophy, Harry?

VON ZELL: Yes, Al, this is the place.

JOLSON: And then he tells about the grand aroma of Half and Half Tobacco?

VON ZELL: Correct.

JOLSON: And how there's a roomful of pleasure for everyone in a pipeful of Half and Half? That's right, isn't it Harry?

VON ZELL: Yes, Al. That's right. Half and Half sure does leave a mighty pleasing and fragrant aroma. It's enjoyed by everybody in the room. And smokers, here's another advantage of Half and Half Tobacco. It's a lot easier to fill your pipe with Half and Half...from the patented telescope tin. This telescope tin is just another example of how the makers of Half and Half follow through when it comes to giving you more service...more convenience...more all-around smoking pleasure. They not only give you a blend with a distinctive aroma...they also have a special way of packing Half and Half...in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on the top where it's easy to get at. You don't have to dig around ... and what's

SUNDAY, JANUARY 21, 1940

-15-

COMMERCIAL "B" (CONTINUED)

HARRY:

more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ...  fresher ... just the way it should be to give you a smooth, cool smoke.

The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer. Next time ... be sure to buy Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0200436

SUNDAY, JANUARY 21, 1940

-16-

7..... ORCHESTRA..... "HALLELUJAH"..... HIT AND FADE)

AL: The Lads are playing "Hallelujah" - I always sing Hallelujah on my way to the race track. Of course - coming back - I always sing "Hallelujah - I'm a bum."

(ORCHESTRA UP TO FINISH)

HARRY: Ladies & gentlemen - it's regrettable to have to interrupt the Lads in this beautiful rendition of "Hallelujah" but the time has come to remind you that if you roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

AL: Well, that about winds up the show for today. But before we leave I want to say it's been a pleasure being a stand in for Ben - and ...

HARRY: Oh, Al.

AL: What is it, Harry?

HARRY: Here's a wire from the Maestro.

AL: Let me see it. Quote. A Million thanks, Al, from the bottom of my heart s'help me. You did a swell job. Remember me to the whole Half and Half gang and tell them I'll write them all a nice long letter as soon as I let go of the nurse's hand. And Al this being the end of the program I'd like <sup>to have</sup> you convey this message to everybody...

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

AL: (SPOKEN AS BEN DOES IT) Au Revoir, pleasant dreams think of us when requesting your themes,

ATX01 0200437

SUNDAY, JANUARY 21, 1940

-17-

AL:  
(CONT'D)

Until next Sunday when, possibly you will say tune in again,  
Keep the Old Maestro always in your schemes, yowsah  
Au revoir, ladies and gentlemen, this is Al Jolson  
speaking for Ben Bernie, and wishing that good luck and  
happiness attend your dreams.

Well, we're coming to the end, don't forget that good  
old Half and Half blend,

Au revoir, toodle oo, a fond cheerio, God bless you,  
and pleasant dreams.

(APPLAUSE)

(ORCHESTRA

"LONESOME OLD TOM")

VON ZELL:

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

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM.

ATK01 020043B

AS BROADCAST

AS BROADCAST

SONDAY, JANUARY 28, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC:           (FIRST TWO NOTES OF SIGNATURE)

HARRY:           Half Swing!

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

HARRY:           Half Sweet!

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

(FADE DOWN UNDER)

HARRY:           Bringing you on behalf of Half and Half Smoking  
                  Tobacco a welcome home party to the Old Maestro.  
                  Ready to serenade him with the latest songs are  
                  all the Lads and Lassies. Waiting to hand him  
                  a chuckle or two with his crazy antics is that  
                  comical cut-up of the cinema, Movietone's Lew  
                  Lehr. And now the Lads get the program under  
                  way on a cheery note by playing BLUEBIRDS IN  
                  THE MOONLIGHT.

1.....(ORCHESTRA ..... "BLUEBIRDS IN THE MOONLIGHT")

ATX01 0200439



SUNDAY, JANUARY 28, 1940

-2-

HARRY: Those were the Half and Half Tobacco Lads playing BLUEBIRDS IN THE MOONLIGHT. Now, ladies and gentlemen, as you all know, Ben Bernie was just discharged from the hospital. So, although we are not in the meat packing business, we take great pleasure in bringing you that cured ham, the Old Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOWN")

NURSE: Yowsah, yowsah, yowsah, this is Henrietta Quigley, the Old Maestro's nurse, coming to you on a coast-to-coast light up for Half and Half Smoking Tobacco. I am here this evening, ladies and gentlemen, to make certain that Mr. Bernie does not exert himself. You may speak now, Mr. Bernie.

BEN: Good evening, guys and gals. I want to ...

NURSE: (INTERRUPTS) That is sufficient, Mr. Bernie, you may go back to bed now.

HARRY: Miss Quigley, isn't the Maestro in condition to broadcast?

ATX01 0200440

SUNDAY, JANUARY 28, 1940

-3-

NURSE: No, he should have stayed in bed a day or two longer. But he heard Mr. Jolson on this program last Sunday, and he recovered awfully fast.

BEN: (DERISIVELY) Jolson! Why, I didn't even hear the program. I slept through the whole thing. I don't even know what he did.

HARRY: Oh, Maestro, Jolson was wonderful. He sang three songs.

BEN: (EMPHATICALLY) He sang two songs!

HARRY: Oh, you didn't hear the program? You did hear it.

BEN: I didn't.

NURSE: You certainly did! Every time Mr. Jolson got a laugh your temperature jumped two points. Why, by the time the program was over you looked like a grilled outlet. In fact, your heart was beating so fast, your pulse felt like an outboard motor.

BEN: Read it right! That's motor.

NURSE: Mr. Bernie, I'm a nurse ... not an actress.

ATK01 0200441

SUNDAY, JANUARY 28, 1940

-4-

BEN: Well, anyway, I was asleep during the whole program.

NURSE: Well, if you were asleep, why did you hiss every time Mr. Jolson told a joke?

BEN: I wasn't hissing ... I was snoring through my teeth!

HARRY: Well, Maestro - tell me this - did you have a good doctor at the hospital?

BEN: Well, I don't know, Harry. When I was wheeled into the surgery I said "I'm nervous, Doc ... this is my recond operation." And the doctor said "You're nervous, this is my first!" And all through the operation I didn't like the way the doctor was talking.

HARRY: Why ... what was he saying?

BEN: Knit one ... drop one ... purl two!

MARY: Hello, Maestro! It's wonderful to have you back.

ATX01 0200442

SUNDAY, JANUARY 28, 1940

-5-

BEN: Thank you, Mary. You don't know what I've been through.

MARY: Oh, I can imagine. Did you take ether or gas?

BEN: Neither one, Mary.

MARY: Well, how did they put you to sleep?

BEN: They tuned in Winchell's program! But let me tell you about it. Mary, my operation was a very unusual, the doctor said ...

NURSE: (INTERRUPTS) You've talked enough now, Mr. Bernie. Come away and let Mary sing. All right, Lads, swing it.

2....(MARY SMALL & ORCHESTRA ..... "FAITHFUL FOREVER")

(APPLAUSE)

ATX01 0200443

HALF AND HALF  
January 28, 1940

COMMERCIAL "A"

BERNIE: Nicely done, Mary - nicely sung, Mary. And it's good to hear you again, too. By gosh it's mighty nice to be back again. You know, after bein' flat on my back so long it was a great sensation gettin' up and bein' flat on my feet once again. Yowsah ... and it was swell gettin' home with a pipe in my teeth instead of a thermometer. It all seemed so wonderful the first day home that I wrote me a little poem about it and dedicated it to myself. Listen will you ...

Farewell to thee, appendix,  
Goodbye dear hospital staffa;  
Old Maestro Bernie is back from his journey  
At peace with his Halfa and Halfa.

And take it from me, mistah ... it really does sumpin' powerful heart-warmin' and cheery to ya ... just sittin' back and watchin' them curly blue ribbons of Half and Half a-weavin' through the air ... givin' out with that pleasin', fragrant aroma. Half and Half makes for a heap of enjoyment and what's more, everyone in the room ... includin' your better half ... will love the fragrance of Half and Half.

ATX01 0200444

HALF AND HALF  
January 28, 1940

COMMERCIAL "A" -2-

VON ZELL: Right, Maestro. Yes, gentlemen ... and you'll notice that grand aroma of Half and Half yourself .. the instant you open the tin, or the moment you walk into a room where Half and Half is being smoked. You'll find too that this aroma adds a lot to your smoking pleasure ... because science tells us this fact about all tobacco ... that the finer the aroma, the finer the taste. That's why the makers of Half and Half put in so much time and effort to give you a tobacco that IS more aromatic. They make Half and Half in a new and better way. They combine a finished blend of fragrant, mellow Virginia tobaccos with another finished blend of rich, full-bodied Burleys. Thus, two finished blends are brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. So next time, buy the tobacco that is better balanced ... more aromatic ... more flavorful ... Half and Half Tobacco!

ATX01 0200445

SUNDAY, JANUARY 28, 1940

-8-

BEN: Well spoken, Harry me boy - well spoken. Now me and the Half and Half Tobacco Lads are gonna play MAKE WITH THE KISSES. I sang this song to the nurses yesterday as I was getting ready to leave the hospital.

Make with the kisses,  
Make with the thrill,  
Then the doctor walked in and said,  
"Bernie, make with the bill!"

Now I know you folks want to hear about my operation. Well, as soon as they got me on the table.

3....(ORCHESTRA ..... "MAKE WITH THE KISSES")

BEN: That was me and the Half and Half Tobacco Lads playing MAKE WITH THE KISSES.

BUDDY: Hy'a Maes, sure glad to see you back.

BEN: Thank you, Buddy.

BUDDY: Say, Maes, who was that new singer you tried out on the program last week.

BEN: Oh, some new kid named Jolson.

BUDDY: Gee, I was afraid maybe he was going to take my place.

ATX01 0200446

SUNDAY, JANUARY 28, 1940

-9-

BEN: Buddy, there's no use for both of us to worry about the same thing. And besides, Buddy, you don't know what I've been through. I'm lucky to be alive. Have you ever had appendicitis?

BUDDY: No, but my grandfather had an appendicitis operation last night.

BEN: Last night? How's he feeling today?

BUDDY: Well, I haven't had a chance to talk to him ... he's out dancing at the Roseland.

BEN: Hmm, no sympathy nowhere. Buddy, sing ALL THE THINGS YOU ARE, and I wish I could tell you.

4....(BUDDY CLARK & ORCHESTRA ..... "ALL THE THINGS YOU ARE")

(APPLAUSE)

BEN: Nicely done, Buddy, nicely done. I will say one thing - Jolson certainly improved your voice.

Humpty Dumpty sat on a wall  
Humpty Dumpty had a great fall  
He fell 'cause he had a terrible fright  
Never had he seen such an awful sight.

What did he see? So help me, he saw that Half and  
Half wit of Movietone News, LEW LEHR.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

ATK01 0200447



SUNDAY, JANUARY 28, 1940

-10-

LEW: (LAUGH) Monkeys is the craziest people. Oh, Mr. Jolson, (LAUGH) what happened to all your hair?

BEN: Now look here, Lew, I'm not Al Jolson. I'm Ben Bernie, remember the Old Maestro, I just got out of the hospital.

LEW: Oh yes, Mr. Bernie, and I'm mad at you. We're supposed to be such good friends, and you didn't even call me when you went to the hospital. I wanted to ride in the ambulance with me.

BEN: Why did you want to ride in the ambulance with me. To comfort and console me?

LEW: No (GRUNT) I wanted to ring the bell.

BEN: Well, anyway, Lew, I'm glad to be back, and you have no idea what I went through. It was awful.

LEW: Yeah, we was talking about it. Mr. Bernie did they give you oxygen last Sunday?

BEN: Oxygen? No, why?

LEW: Well, after Mr. Jolson finished the program, everybody said (LAUGH) They're gonna give Bernie the air.

ATK01 0200448

SUNDAY, JANUARY 28, 1940

-11-

BEN: Hmmm, what did Jolson do to all you people?

LEW: (GRUNT) He made us laugh. But I sympathize with you, Mr. Bernie. I was in the hospital once myself. I swallowed a nickel.

BEN: You swallowed a nickel? Did you have an operation.

LEW: No, I didn't bother (LAUGH) It was only a slug. But what an examination that doctor gave me. He said "open your mouth, wider, wider, wider." Then he shook his head.

BEN: What did he say?

LEW: (GRUNT) "You got a big mouth." Then he told me with a hammer to cross my legs and he tapped me on the knee/to test my reflex?

BEN: Did it work?

LEW: Sort of I kicked his teeth out. Who is that young lady standing over there.

BEN: Why that's my nurse, Miss Quigley, isn't she nice?

LEW: Oh boy, if I get sick, will she take care of me?

ATX01 0200449

SUNDAY, JANUARY 28, 1940

-12-

BEN: Lew, she's a nurse, not a veterinarian. Besides, Miss Quigley gets ten dollars a day.

LEW: Ten dollars a day? What kind of a nurse is she?

BEN: Private.

LEW: I'll give her a dollar a day (GRUNT) I'm a buck private.

BEN: A buck private? Well, Lew, I'm sure you'll be impressed when I tell you about Miss Quigley's background. She's a graduate in materia medica and comparative morphology.

LEW: Oh, that's remarkable!

BEN: She also has degrees in vertebrate physiology, and is a specialist in analytical metabolism.

LEW: Is that so, that's wonderful.

BEN: And finally, she is an authority on microscopic pituitary hyperactivity ... now, is there any other question?

LEW: Yeah (LAUGH) Does she neck?

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATX01 0200450

SUNDAY, JANUARY 28, 1940

-13-

BEN: Nice stuff, Lew, nice work. Now, my good friends  
my nurse's  
with/permission, me and the Half and Half Lads are  
gonna play INDIAN SUMMER. Incidentally, we could  
stand a little Indian Summer throughout the country.  
By gosh they tell me it's so cold down in Florida  
right now that the boys are selling orange juice  
on a stick. Ah Indian Summer. Even the poor  
robins are bewildered.

5.... (ORCHESTRA ..... "INDIAN SUMMER")

BEN: That was INDIAN SUMMER, just played by all the  
Lads for the Alma Mater, dear old Half and Half.  
And now, my good people, we've had many requests  
to repeat that novelty number of the moment,  
The Little Red Fox. In the number you will hear  
the voices of the Bailey gals and the voice of  
Wee Bonnie Bernie. Come over here, Gals. Tell  
me did you miss me?

BAILEYS: We sure did, Maestro.

SUE: Were you well treated in the hospital?

BEN: Well I was, but I had a very embarrassing  
experience. My son Jason flew in from Florida  
to visit me.

ATK01 0200451

SUNDAY, JANUARY 28, 1940

-14-

JUNE: What's embarrassing about that?

BEN: The papers all said, BEN BERNIE IN HOSPITAL  
EXPECTING ARRIVAL OF SON. The LITTLE RED FOX,  
Lads, tallyho.

6....(BEN, BAILEYS & OCH ..... "LITTLE RED FOX")

(APPLAUSE)

ATX01 0200452

HALF AND HALF  
January 28, 1940

COMMERCIAL "B"

BERNIE: And now I'd like ... (INTERRUPTS HIMSELF) Say  
Buddy, whatsa matter? You're lookin' all upset  
and fidgety. You're not worried about me, are ya?

CLARK: No, Maestro ... that's not it. It's just that  
everything's going wrong. My girl got sore at me  
last night ... and ... well there was a spat ...  
and ... well, everything's wrong.

BERNIE: Aha. You had words, eh?

CLARK: Yeah ... I had words ... but she didn't give me a  
chance to use 'em.

BERNIE: Well, Buddy my boy, don't let it get ya down. The  
Old Maestro's got a bit of advice for ya ... the  
same advice he gives all guys whenever they're  
feelin' kinda upset or discouraged about anything.  
I say ... (TO AUDIENCE) Guys ... don't let yo'  
selves get broken up and go all to pieces when  
things start goin' wrong. Instead, just take out  
your trusty brier ... fill 'er up with Half and  
Half Tobacco ... and smoke a pipe - to calm you  
down! Ain't that right, Harry?

ATK01 0200453

HALF AND HALF  
January 28, 1940

COMMERCIAL "B" -2-

VON ZELL: That's right, Maestro. Yes, gentlemen ... your pipe sure is mighty comforting. And you'll find your pipe is a lot easier to fill ... when you pack it with Half and Half Tobacco ... from the patented telescope tin. This telescope tin is just another example of what the makers of Half and Half do in order to give you more service, more convenience, more all-around smoking pleasure. They not only give you a blend with a distinctive aroma but they even have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top, where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresh ... just the way it should be to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something no other tobacco can offer. Next time ... be sure you buy Half and Half Tobacco in the patented telescope tin!

ATK01 0200454

SUNDAY, JANUARY 28, 1940

-17-

7....(ORCHESTRA ..... "DRUMS IN MY HEART" ... HIT AND FADE)

BEN: The Lads are now playing Drums In My Heart.

(CONFIDENTIALLY) And now while they're playing nice and soft, folks, is a good chance for me to tell you all about my operation. Well, the first thing that happened ...

(ORCHESTRA UP TRIPLE FORTE AND DROWN BEN OUT)

(ORCHESTRA TO FINISH)

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

BEN: Well, folks, that's just about all we have time for today. But before we leave, I want to thank all youse guys and gals for the many messages and telegrams you sent me while I was in the hospital. It was really swell of you, and I certainly appreciate it. And now, lest you forget, may I give you a bit of quatrain I just dashed off ...

Here's a mathematical tip that the wise smoker employs

Add Half and Half to your trusty pipe  
It will multiply your joys.

And now the time has come ...

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

ATX01 0200455



SUNDAY, JANUARY 28, 1940

-18-

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

BEN: Well, folks, now I'd like to tell you about my operation ...

VON ZELL: (BREAKING IN) THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0200456

January 26, 1920

Mr. Hockett  
Music Corporation of America  
745 Fifth Avenue  
New York City

Dear Mr. Hockett:

Your signature on this letter will confirm your verbal approval and permission to use Al Jolson's name in the Ben Bernie script for Sunday, January 28th.

Very truly yours,

YOUNG & RUBICAN, INC.

Barbara Boyle

APPROVED:

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ATX01 0200457

AS BROADCAST

REBROADCAST  
AS BROADCAST

FRIDAY, JANUARY 28, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC:           (FIRST TWO NOTES OF SIGNATURE)

HARRY:           Half Swing!

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

HARRY:           Half Sweet!

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

(FADE DOWN UNDER)

HARRY:           Bringing you on behalf of Half and Half Smoking  
                  Tobacco a welcome home party to the Old Maestro.  
                  Ready to serenade him with the latest songs are  
                  all the Lads and Lassies. Waiting to hand him  
                  a chuckle or two with his crazy antics is that  
                  comical cut-up of the cinema, Movietone's Lew  
                  Lehr. And now the Lads get the program under  
                  way on a cheery note by playing BLUEBIRDS IN  
                  THE MOONLIGHT.

1.....(ORCHESTRA ..... "BLUEBIRDS IN THE MOONLIGHT")

ATX01 0200458

SUNDAY, JANUARY 28, 1940

-2-

HARRY: Those were the Half and Half Tobacco Lads playing BLUEBIRDS IN THE MOONLIGHT. Now, ladies and gentlemen, as you all know, Ben Bernie was just discharged from the hospital. So, although we are not in the meat packing business, we take great pleasure in bringing you that cured ham, the Old Maestro, Ben Bernie!

(APPLAUSE)

("LONESOME OLD TOBY")

NURSE: Yowsh, yowsh, yowsh, this is Henrietta Quigley, the Old Maestro's nurse, coming to you on a coast-to-coast light up for Half and Half Smoking Tobacco. I am here this evening, ladies and gentlemen, to make certain that Mr. Bernie does not exert himself. You may speak now, Mr. Bernie.

BEN: Good evening, guys and gals. I want to ...

NURSE: (INTERROPTS) That is sufficient, Mr. Bernie, you may go back to bed now.

HARRY: Miss Quigley, isn't the Maestro in condition to broadcast?

ATK01 0200459

SUNDAY, JANUARY 26, 1940

-3-

NURSE: No, he should have stayed in bed a day or two longer. But he heard Mr. Jolson on this program last Sunday, and he recovered awfully fast.

BEN: (DERISIVELY) Jolson! Why, I didn't even hear the program. I slept through the whole thing. I don't even know what he did.

HARRY: Oh, Maestro, Jolson was wonderful. He sang three songs.

BEN: (EMPHATICALLY) He sang two songs!

HARRY: Oh, you didn't hear the program? You did hear it.

BEN: I didn't.

NURSE: You certainly did! Every time Mr. Jolson got a laugh your temperature jumped two points. Why, by the time the program was over you looked like a grilled outlet. In fact, your heart was beating so fast, your pulse felt like an outboard motor.

BEN: Read it right! That's motor.

NURSE: Mr. Bernie, I'm a nurse ... not an actress.

ATK01 0200460

SUNDAY, JANUARY 26, 1940

-4-

BEN: Well, anyway, I was asleep during the whole program.

NORSE: Well, if you were asleep, why did you hiss every time Mr. Jolson told a joke?

BEN: I wasn't hissing ... I was snoring through my teeth!

HARRY: Well, Maestro - tell me this - did you have a good doctor at the hospital?

BEN: Well, I don't know, Harry. When I was wheeled into the surgery I said "I'm nervous, Doc ... this is my second operation." And the doctor said "You're nervous, this is my first!" And all through the operation I didn't like the way the doctor was talking.

HARRY: Why ... what was he saying?

BEN: Knit one ... drop one ... purl two!

MARY: Hello, Maestro! It's wonderful to have you back.

ATX01 0200461

SUNDAY, JANUARY 28, 1940

-5-

BEN: Thank you, Mary. You don't know what I've been through.

MARY: Oh, I can imagine. Did you take ether or gas?

BEN: Neither one, Mary.

MARY: Well, how did they put you to sleep?

BEN: They tuned in Winchell's program! But let me tell you about it. Mary, my operation was a very unusual, the doctor said ...

NURSE: (INTERROPTS) You've talked enough now, Mr. Bernie. Come away and let Mary sing. All right, Lads, swing it.

2....(MARY SMALL & ORCHESTRA ..... "FAITHFUL FOREVER")

(APPLAUSE)

ATK01 0200462

HALF AND HALF  
January 28, 1940

COMMERCIAL "A"

BERNIE: Nicely done, Mary - nicely sung, Mary. And it's good to hear you again, too. By gosh it's mighty nice to be back again. You know, after bein' flat on my back so long it was a great sensation gettin' up and bein' flat on my feet once again. Yowah ... and it was swell gettin' home with a pipe in my teeth instead of a thermometer. It all seemed so wonderful the first day home that I wrote me a little poem about it and dedicated it to myself.  
won't 'cha  
Listen will you ...

Farewell to thee, appendix,  
Goodbye dear hospital staff;  
Old Maestro Bernie is back from his journey  
At peace with his Halfa and Halfa.

And take it from me, mistah ... it really does sumpin' powerful heart-warmin' and cheery to ya ... just sittin' back and watchin' them curly blue ribbons of Half and Half a-weavin' through the air ... givin' out with that pleasin', fragrant aroma. Half and Half makes for a heap of enjoyment and what's more, everyone 'in the room ... includin' your better half ... will love the fragrance of Half and Half.

ATK01 0200463



HALF AND HALF  
January 28, 1940

COMMERCIAL "A" -2-

VON ZELL: Right, Maestro. Yes, gentlemen ... and you'll notice that grand aroma of Half and Half yourself .. the instant you open the tin, or the moment you walk into a room where Half and Half is being smoked. You'll find too that this aroma adds a lot to your smoking pleasure ... because science tells us this fact about all tobacco ... that the finer the aroma, the finer the taste. That's why the makers of Half and Half put in so much time and effort to give you a tobacco that IS more aromatic. They make Half and Half in a new and better way. They combine a finished blend of fragrant, mellow Virginia tobaccos with another finished blend of rich, full-bodied Burleys. Thus, two finished blends are brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. So next time, buy the tobacco that is better balanced ... more aromatic ... more flavorful ... Half and Half Tobacco!

ATK01 0200464

SONDAY, JANUARY 28, 1940

-8-

BEN: Well spoken, Harry me boy - well spoken. Now me and the Half and Half Tobacco Lads are gonna play MAKE WITH THE KISSES. I sang this song to the nurses yesterday as I was getting ready to leave the hospital.

Make with the kisses,  
Make with the thrill,  
Then the doctor walked in and said,  
"Bernie, make with the bill!"

Now I know you folks want to hear about my operation. Well, as soon as they got me on the table.

3. (ORCHESTRA ..... "MAKE WITH THE KISSES")

BEN: That was me and the Half and Half Tobacco Lads playing MAKE WITH THE KISSES.

BUDDY: Hy'a Maes, sure glad to see you back.

BEN: Thank you, Buddy.

BUDDY: Say, Maes, who was that new singer you tried out on the program last week.

BEN: Oh, some new kid named Jolson.

BUDDY: Gee, I was afraid maybe he was going to take my place.

ATX01 0200465

SUNDAY, JANUARY 28, 1940

-9-

BEN: Buddy, there's no use for both of us to worry about the same thing. And besides, Buddy, you don't know what I've been through. I'm lucky to be alive. Have you ever had appendicitis?

BUDDY: No, but my grandfather had an appendicitis operation last night.

BEN: Last night? How's he feeling today?

BUDDY: Well, I haven't had a chance to talk to him ... he's out dancing at the Roseland.

BEN: Hasm, no sympathy nothere. Buddy, sing ALL THE THINGS YOU ARE, and I wish I could tell you.

.....(BUDDY CLARK & ORCHESTRA ..... "ALL THE THINGS YOU ARE")

(APPLAUSE)

BEN: Nicely done, Buddy, nicely done. I will say one thing - Jolson certainly improved your voice.

Humpty Dumpty sat on a wall  
Humpty Dumpty had a great fall  
He fell 'cause he had a terrible fright  
Never had he seen such an awful sight.

What did he see? So help us, he saw that Half and  
Half wit of Movietone News, LEM LEHR.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

ATX01 0200466

SONDAY, JANUARY 26, 1940

-10-

LEW: (LAUGH) Monkeys is the craziest people. Oh, Mr. Jolson, (LAUGH) what happened to all your hair?

BEN: Now look here, Lew, I'm not Al Jolson. I'm Ben Bernie, remember the Old Maestro, I just got out of the hospital.

LEW: Oh yes, Mr. Bernie, and I'm mad at you. You're supposed to be such good friends, and you didn't even call me when you went to the hospital. I wanted to ride in the ambulance with me.

BEN: Why did you want to ride in the ambulance with me. To comfort and console me?

LEW: No (GROAN) I wanted to ring the bell.

BEN: Well, anyway, Lew, I'm glad to be back, and you have no idea what I went through. It was awful.

LEW: Yeah, we was talking about it. Mr. Bernie did they give you oxygen last Sunday?

BEN: Oxygen? No, why?

LEW: Well, after Mr. Jolson finished the program, everybody said (LAUGH) They're gonna give Bernie the air.

ATK01 0200467

SUNDAY, JANUARY 28, 1940

-11-

BEN: Hanz, what did Jolson do to all you people?

LEW: (GRONT) He made us laugh. But I sympathize with you, Mr. Bernie. I was in the hospital once myself. I swallowed a nickel.

BEN: You swallowed a nickel? Did you have an operation.

LEW: No, I didn't bother (LAUGH) It was only a slug. But what an examination that doctor gave me. He said "open your mouth, wider, wider, wider." Then he shook his head.

BEN: What did he say?

LEW: (GRONT) "You got a big mouth." Then he told me to cross my legs and he tapped me on the knee/with a hammer to test my reflex?

BEN: Did it work?

LEW: Sort of I kicked his teeth out. Who is that young lady standing over there.

BEN: Why that's my nurse, Miss Quigley, isn't she nice?

LEW: Oh boy, if I get sick, will she take care of me?

ATK01 0200468

SUNDAY, JANUARY 28, 1940

-12-

BEN: Lew, she's a nurse, not a veterinarian. / Besides, Miss Quigley gets ten dollars a day. Jolson, eh!

LEW: Ten dollars a day? What kind of a nurse is she?

BEN: Private.

LEW: I'll give her a dollar a day (ORNT) I'm a buck private.

BEN: A buck private? Well, Lew, I'm sure you'll be impressed when I tell you about Miss Quigley's background. She's a graduate in materia medica and comparative morphology.

LEW: Oh, that's remarkable!

BEN: She also has degrees in vertebrate physiology, and is a specialist in analytical metabolism.

LEW: Is that so, that's wonderful.

BEN: And finally, she is an authority on microscopic pituitary hyperactivity ... now, is there any other question?

LEW: Yeah (LAUGH) Does she neck?

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATK01 0200469

SUNDAY, JANUARY 28, 1940

-13-

BEN: Nice stuff, Lew, nice work. Now, by good friends  
with my nurse's permission, me and the Half and Half Lads are  
gonna play INDIAN SUMMER. Incidentally, we could  
stand a little Indian Summer throughout the country.  
By gosh they tell me it's so cold down in Florida  
right now that the boys are selling orange juice  
on a stick. Ah Indian Summer. Even the poor  
robins are bewildered.

5. (ORCHESTRA ..... "INDIAN SUMMER")

BEN: That was INDIAN SUMMER, just played by all the  
Lads for the Alma Mater, dear old Half and Half.  
And now, my good people, we've had many requests  
to repeat that novelty number of the moment,  
The Little Red Fox. In the number you will hear  
the voices of the Bailey gals and the voice of  
Wee Bonnie Bernie. Come over here, Gals. Tell  
me did you miss me?

BAILEYS: We sure did, Maestro.

FOE: Were you well treated in the hospital?

BEN: Well I was, but I had a very embarrassing  
experience. My son Jason flew in from <sup>California</sup> Florida  
to visit me.

ATX01 0200470

SUNDAY, JANUARY 26, 1940

-14-

JONE: What's embarrassing about that?

B/R: The papers all said, BEN BERNIE IN HOSPITAL  
EXPECTING ARRIVAL OF SON. The LITTLE RED FOX.  
Lads, tallyho.

6....(BEN, BAILEYS & OCH ..... "LITTLE RED FOX")

(APPLAUSE)

ATX01 0200471



HALF AND HALF  
January 28, 1940

COMMERCIAL, "B"

BERNIE: And now I'd like ... (INTERRUPTS HIMSELF) Say  
Buddy, whassa matter? You're lookin' all upset  
and fidgety. You're not worried about me, are ya?

CLARK: No, Maestro ... that's not it. It's just that  
everything's going wrong. My girl got sore at me  
last night ... and ... well there was a spat ...  
and ... well, everything's wrong.

BERNIE: Aha. You had words, eh?

CLARK: Yeah ... I had words ... but she didn't give me a  
chance to use 'em.

BERNIE: Well, Buddy my boy, don't let it get ya down. The  
Old Maestro's got a bit of advice for ya ... the  
same advice he gives all guys whenever they're  
feelin' kinda upset or discouraged about anything.  
I say ... (TO AUDIENCE) Guys ... don't let yo'  
selves get broken up and go all to pieces when  
things start goin' wrong. Instead, just take out  
your trusty briar ... fill 'er up with Half and  
Half Tobacco ... and smoke a pipe - to calm you  
down! Ain't that right, Harry?

ATK01 0200472

HALF AND HALF  
January 28, 1940

COMMERCIAL "B" -2-

VON ZELL: That's right, Maestro. Yes, gentlemen ... your pipe sure is mighty comforting. And you'll find your pipe is a lot easier to fill ... when you pack it with Half and Half Tobacco ... from the patented telescope tin. This telescope tin is just another example of what the makers of Half and Half do in order to give you more service, more convenience, more all-around smoking pleasure. They not only give you a blend with a distinctive aroma but they even have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top, where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just the way it should be to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something no other tobacco can offer. Next time ... be sure you buy Half and Half Tobacco in the patented telescope tin!

ATX01 0200473

TUESDAY, JANUARY 28, 1940

-17-

7....(ORCHESTRA ..... "DROSS IN MY HEART" ... HIT AND FADE)

BEN: The Lads are now playing Dross In My Heart.

(CONFIDENTIALLY) And now while they're playing nice and soft, folks, is a good chance for me to tell you all about my operation. Well, the first thing that happened ...

(ORCHESTRA UP TRIPLE FORTE AND DROWN BEN OUT)

(ORCHESTRA TO FINISH)

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

BEN: Well, folks, that's just about all we have time for today. But before we leave, I want to thank all youse guys and gals for the many messages and telegrams you sent me while I was in the hospital. It was really swell of you, and I certainly appreciate it. And now, lest you forget, may I give you a bit of quatrain I just dashed off ...

Here's a mathematical tip that the wise smoker  
employs

Add Half and Half to your trusty pipe  
It will multiply your joys.

And now the time has come ...

(BEN & ORCHESTRA.. "AD BEVOIR".. SQUEE TO "LOBESOME OLD TOBE")

ATX01 0200474

SUNDAY, JANUARY 28, 1940

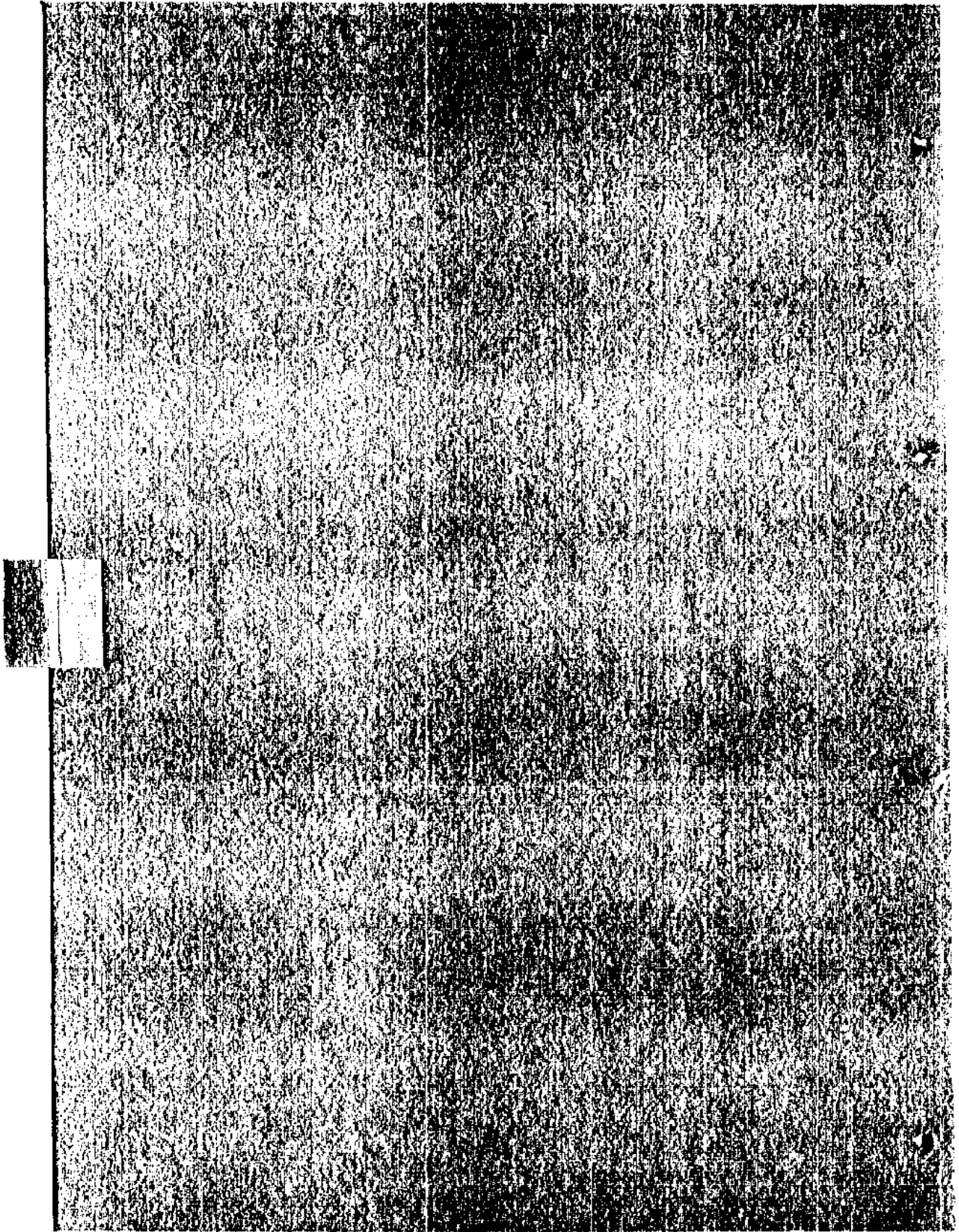
-18-

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

BER: Well, folks, now I'd like to tell you about my operation ...

VON ZELL: (BREAKING IN) THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0200475



SUNDAY, FEBRUARY 4, 1940

THE AMERICAN TOBACCO COMPANY (AS BROADCAST)

HALF AND HALF PROGRAM... BEN BERNIE

WABC

5:30 - 6:00 P.M.

12:00 - 12:30 A.M.

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco our weekly budget of tuneful tunes and  
mirthful assets. Lined up on the credit side of  
the ledger ready to report on the latest songs are  
all the Lads and Laddies. Reading his financial  
statement and wearing dark glasses to make the red  
ink look black, is the Old Maestro, Ben Bernie. And  
over in the corner, trying to balance the books on  
one knee and his secretary on the other, is that no  
account accountant of the films, Movietone's Lew Lehr.  
And now the Lads start our financial report, with "BILLY".

ATX01 0200477

SUNDAY, FEBRUARY 4, 1940

-2-

1. . . . . (ORCHESTRA. . . . . "BILLY")

HARRY: Those were the Half and Half Tobacco Lads playing "BILLY". And now, Ladies and Gentlemen, as you all know, the Old Maestro recently acquired a prize fighter ...so today we bring you a man who now has a race horse that doesn't run, and a prize fighter who does...here he is...that perplexed promoter, the Old Maestro, Ben Bernie!

("LONESOME OLD TOWN")

(APPLAUSE)

BEN: Yowsah, yowsah, yowsah. Greetings, Ladies and Gentlemen. Greetings, salutations, and a happy 317 days before Christmas to youse all. This is Ben Bernie, the Old Maestro, coming to you on a coast to coast light up for dear old Halfa and Halfa. Well, folks, Harry was right. I've still got my prize fighter...and what a prize fighter. I've nicknamed him Kid Accordion, because every time you hit him he folds up.

HARRY: Well, Maestro, tell me, who's your fighter's sparring partner?

BEN: I am.

HARRY: You're a sparring partner? (LAUGH)

ATK01 0200478

SUNDAY, FEBRUARY 4, 1940

-3-

BEN: Sure, Harry. I told you once, I used to be a fighter.

HARRY: I know.

BEN: They called me the Bald Bomber. Boy...what a right I had. I used to bring it clear up from the floor, because that's where I was most of the time. My Father had great plans for me as a fighter...and in the first round of my first fight he saw his plans being carried out. (CONFIDENTIAL) But Harry, this new fighter that I've been telling you about is gonna make a lot of money for me...and to show you I'm a right guy, I'm gonna let you buy a piece of him.

HARRY: You will, Maestro? Gee...wait till I rush home and get my piggy bank. But before I do, tell me some more about your fighter.

BEN: Well, when you first see him fight, you get a little discouraged. The crowd gives him such a cold reception we have to put smudge pots around the ring to keep him from freezing.

HARRY: (NAIVELY) I see.

BEN: And another thing...He's very temperamental. He hates the sound of the gong, because it interrupts him.

HARRY: The gong interrupts him?

BEN: Yeah...between rounds he knits!

ATX01 0200479



SUNDAY, FEBRUARY 4, 1940

-4-

HARRY: Well now, Maestro, before I empty my piggy bank, I'd like to know if this fighter is really good.

BEN: Good! Why Ted Husing announced his last fight.

HARRY: (IMPRESSED) Ted Husing! I can't believe that!

BEN: Yes he did Harry...and I can remember everything Ted said about the fight. Every word of it was about my fighter.

HARRY: It was? What did he say?

BEN: Good evening folks, there's the bell for the first round...he's down..he's out, Goodnight, folks!

HARRY: Well, Maestro - I think I'll keep my piggy bank.

BEN: Well, Okay Harry...that's your loss.

HARRY: Well, Maes, here's Buddy Clark.

BEN: Hm, that's my loss.

BUDDY: Hyah, Maes.

BEN: (ANGRILY) Buddy, I'm burned up at you. I asked you to spar with my fighter, but you didn't have to knock him out! It seems like I can't trust anyone. Gee whiz, every time I turn around, someone knocks my fighter out. Sing, Kayo Clark! Go ahead and sing.

2....(CLARK & ORCHESTRA. . . . . "THIS CHANGING WORLD")

(APPLAUSE)

ATX01 0200480

HALF AND HALF  
SUNDAY, FEBRUARY 4, 1940

COMMERCIAL "A"

BERNIE: Thank you Buddy, beautifully sung... Comes this time of year, and old Professor Bernie likes to put on his cap and gown and hand out a bit of advice to his friends, the college lads. Lads... I know how it is with most of ya these days. Ya either got mid-year exams starin' at ya from around them cloistered halls... or else you've just taken them exams and ya got the unpleasant sensation that mebbe you messed up this question and you went all haywire on that one, and in general you ain't feelin' none too happy about any of 'em. Well, laddies, don't let them things get ya down. You'll find that life is full of lots of vexin' uncertainties ... just the way we oldtimers often find it. So why don't ya take the advice that I'm a-handin' out to all guys... whenever the goin' gets a little tough... and ya feel nervous or up in the air about anything, just pull out yo' trusty briar... fill 'er up with Half and and Half Tobacco... and Smoke a pipe - to calm you down!

ATX01 0200481

HALF AND HALF  
SUNDAY, FEBRUARY 4, 1940

COMMERCIAL "A" -2-

VON ZELL: That's mighty good advice, Maestro. Yes, gentlemen, you'll find a pipe can certainly be a great comfort. And you'll also find that your pipe is lots more enjoyable when it's filled with Half and Half Smoking Tobacco. You'll sense the reason why...the instant you open the tin, or the moment you walk into a room where Half and Half is being smoked. The reason is Half and Half's distinctive and very delightful aroma. You see, it's a scientific fact about all tobacco, that the finer the aroma, the finer the taste. That's why the makers of Half and Half...in order to give you a tobacco that IS more aromatic...perfected the famous Half and Half blending process. By this new and exclusive process, a finished blend of fragrant, mellow Virginia tobaccos is combined with another finished blend of rich, full-bodied Burleys. That's what makes Half and Half different...two fine blends brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. So next time, be sure you buy the tobacco that is better balanced...more aromatic...more flavorful...Half and Half Tobacco!

ATX01 0200482

SUNDAY, FEBRUARY 4, 1940

-7-

BEN: Harry, thou hast elucidated brilliantly. You have expressed my sentiments perfectly. And now me and the Lads are gonna play "BLUEBIRDS IN THE MOONLIGHT." Ah, Bluebirds in the Moonlight. A Bluebird brings happiness ... happiness brings love ... love brings a wife ... and a wife, my friends, brings a mother-in-law. Bluebirds stay 'way from my door! Start twittering, Lads! Start twittering.

3. (ORCHESTRA ..... "BLUEBIRDS IN THE MOONLIGHT")

BEN: That was me and the Half and Half Tobacco Lads playing Bluebirds In The Moonlight. And now, Mary Small, come out, come out wherever you are.

MARY: Hello, Maestro. I read in the Woman's Home Companion that you are managing a prize fighter.

BEN: You read a hunk of pure unadulterated truth, Mary. Do you approve of the art of fisticuffs?

MARY: Well, no, Maestro, I don't. I think it's too unrefined. (TOUGH) But do you really think your slap-happy palooka can stay vertical long enough to plant a haymaker on some gorilla's kisser, or will he fold up like a four bit umbrella? What do you hear from the mob?

BEN: Mary, I am positively surprised. Listen here, gal, you get right back into yo' sweet self again and sing yo' song.

What's it gonna be?

ATX01 0200483

SUNDAY, FEBRUARY 4, 1940

-8-

MARY: "CARELESS".

BEN: All right, Lads, play "CARELESS" - and remember, that's merely the title.

4....(MARY SMALL & ORCHESTRA ..... "CARELESS")

(APPLAUSE)

BEN: Well, little Miss Muffet sat on a tuffet  
Eating her curds and whey  
Was it a spider that sat down beside her?  
And frightened Miss Muffet away?

No - no, it was that Half and Half wit of Movietone News...

LEW LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is der craziest people!

BEN: Lew, you old rascal - you just got here in time. I've been trying to sell my fighter. Would you like a piece of him?

LEW: Okay...Give me his ear! (LAUGH) I like cauliflower!

BEN: No...I mean would you like to buy an interest in him?

LEW: No. I saw him box in the gymnasium. I don't like him!

BEN: What are you talking about? He's a great pugilist.

LEW: A what?

BEN: A pugilist! Pugilist...I'll spell it for you. P - U...

LEW: P...U...? That's what I thought! Besides, I ain't got no time for fighters. I'm too busy making newsreels.

ATX01 0200484

SUNDAY, FEBRUARY 4, 1940

-9-

BEN: Oh, I can understand that. Lew, what newsreel did you make this week?

LEW: This week I made a newsreel on a dude ranch in Arizona.

BEN: Ah...a dude ranch. That must be great fun.

LEW: Ah...Mr. Bernie...You don't know what it is...climbing mountains all day! Sleeping all night on the cold ground, and every morning diving into an icy lake. You don't know what it is!

BEN: That's right, Lew...I don't.

LEW: (LAUGH) Neither do I! Mr. Bernie, life on a ranch is awful tough. I rode horseback for three days, but I couldn't stand it.

BEN: Ah...a tender foot?

LEW: Tender foot! (GRUNT) Mr. Bernie, I wasn't standing on the saddle!

BEN: Lew, I'm surprised. Did you take your wife with you?

LEW: Oh certainly. My wife is a true daughter of der west. Would you believe it, her great great grandfather was one of the Boones.

BEN: The Daniel Boones?

LEW: No. (GRUNT) The Bab-Boones!

BEN: Lew...you certainly exaggerate. Tell me...did your wife enjoy the trip?

LEW: Yeah...she sure did! At night we would all sit around

ATX01 0200485

SUNDAY, FEBRUARY 4, 1940

-10-

LEW: the camp fires...and she would sing "WAGON WHEELS".  
(CONT'D)

BEN: How did it sound, Lew?

LEW: (LAUGH) Like the wheels needed grease. Mr. Bernie,  
did you ever see a cattle stampede?

BEN: No, I haven't!

LEW: Oh, Mr. Bernie, what a sight! Hundreds of cows and  
steers running wild in all directions. (LAUGH) It  
looked like a bargain day in Klein's basement!

BEN: But ~~hell~~, you got out alive, ~~xxxx~~.

LEW: Yeah! And before I left the ranch, I had a very tender  
experience with a cow girl.

BEN: Ah, romance.

LEW: Yeah! We went walking in the moonlight. We both sat  
down...and I made love to her. She was deeply touched!

BEN: Deeply touched? By your flattery?

LEW: ~~Yeah!~~ (LAUGH) She sat on a cactus!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice dude ranching, pardner, nice dude ranching. And  
now me and the Half and Half Lads are gonna play that  
song that Winchell always sings to Winchell. "DO I  
LOVE YOU". A downbeat, Lads.

5....(ORCHESTRA....."DO I LOVE YOU")

ATX01 0200486

SUNDAY, FEBRUARY 4, 1940

-11-

BEN: That was "DO I LOVE YOU", played with an allegro in every measure, for Half and Half, the tobacco that's sure to give you pleasure ... Now me and the Bailey Gals are gonna do "CONFUCIUS SAY". This is a novelty number. I sang it a couple of weeks ago and we've had many requests to sing it again. When I get requests to sing a number again - that's a novelty.

Play, Lads, play.

6....(BEN, BAILEYS & ORCH....."CONFUCIUS SAY")

(APPLAUSE)

ATX01 0200487



HALF AND HALF  
February 4, 1940

COMMERCIAL "B"

BERNIE: Guys and gals, you should have seen the nice-lookin' couple I saw this afternoon, ridin' around in a little red coupe. Ya could have spotted 'em for honeymooners, even if there wasn't any rice on the runnin' board and a sign on back sayin' ... "Just Married ... Pass at your own Risk." Fo'give me, but sentimental old Bernie would like to send 'em his best wishes right now by way of their automobile radio. (TO COUPLE) Blessin's on ya, brand new Mr. and Mrs. ... wherever you're drivin'. She's a sweet gal, fella ... so see to it you're deservin' of her. Be considerate. Bring her some flowers now and then. And hang up your hat and coat when ya come home, instead of drapin' 'em all over the furniture. And here's another tip ... for all new grooms and for you old ones, too. When ya light up your pipe ... make sure it's filled with Half and Half Smokin' Tobacco ... 'cause Half and Half's got a swell, pleasin' aroma that everybody enjoys. Yowsah ... your better half will love the fragrance of Half and Half.

ATX01 0200488

HALF AND HALF  
February 4, 1940

COMMERCIAL "B" -2-

VON ZELL: That's very true, Maestro. Half and Half does have a grand aroma. Yes gentlemen, and here's another good point about Half and Half. You'll find it's lots easier to fill your pipe when you use Half and Half Tobacco ... from the patented telescope tin. This telescope tin just shows you how the makers of Half and Half follow through when it comes to giving you more service ... more convenience ... more all-round smoking pleasure. They not only give you a blend with a distinctive aroma ... but they even have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher... in swell shape to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something no other tobacco can offer. Next time ... be sure you buy Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0200489

SUNDAY, FEBRUARY 4, 1940

-14-

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

BEN: The Lads are now playing Vincent Youman's "HALLELUJAH."  
This number was arranged by my barber. My barber took up arranging so he'd have something to do while cutting my hair.

(ORCHESTRA UP AND FINISH)

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

BEN: Well, folks, our weekly budget message is just about over, and we sure hope it totaled up to a pleasant half-hour for you. And until we open the ledger again next Sunday at the same time, don't forget the words of our old trusty book-keeper, Profit McLoss ...

When I'm bothered by inventories, debits and taxes,  
I smokes Half and Half - that's how I relaxes.

And now ...

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

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday for another half hour with Ben Bernie and all the Lads, Mary Small, Buddy Clark and Lew Lehr. The selection "DO I LOVE YOU" is from "Du Barry Was A Lady".

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0200490

February 2, 1940

Mr. Howard Taylor  
Columbia Broadcasting System  
485 Madison Avenue  
New York City

Dear Mr. Taylor:

This letter will confirm your verbal permission to use Ted Husing's name in the Bernie script for Sunday, February 4th, in the following way:

BEN: And to show you how important my fighter is, Ted Husing announced his last fight.

HARRY: Ted Husing! I can't believe it.

BEN: Yes, and I can remember everything Ted said about the fight. Every word of it was about my fighter.

HARRY: It was? What did he say?

BEN: (A LA HUSING) "Good evening, folks. There 's the bell for the first round ... he's down ... he's out ..... good night, folks."

Will you please sign this letter and return to me immediately.

Very truly yours,

YOUNG & RUBICAM, INC.

Barbara Boyle

APPROVED:

&  
\_\_\_\_\_

ATX01 0200491

February 1, 1940

Mr. Shufro  
S. Klein  
Union Square  
New York City

Dear Mr. Shufro:

This letter is to confirm your verbal permission to us the name of your store in the Ben Bernie script for Sunday, February 4th, in the following manner:

LEW: ...I tried to ride a wild steer, but it kept bucking up and down ... and I got arrested.

BEN: Arrested? What for?

Flying without a license! All the steers looked at me.

BEN: What happened?

LEW: A stampede! Hundreds of steers running wildly in all directions. It looked like bargain day in Klein's Basement!

In order that we may have your written approval for our files, would you please sign this letter and return it to me immediately.

We would appreciate your cooperation in this matter.

Very truly yours,

YOUNG & RUBICAM, INC.

Barbara Boyle

APPROVED:

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ATX01 0200492

February 1, 1940

Mr. Richard Shaplin  
Crowell-Collier Publishing Company  
250 Park Avenue  
New York City

Dear Mr. Shaplin:

Since we were not able to use the release you signed for WOMAN'S HOME COMPANION in the Ben Bernie script of January 21st, would you be kind enough to sign this letter permitting the use of the name in the Bernie script for this Sunday, February 4th, in the following manner:

MARY: Hello, Maestro. I read in the WOMAN'S HOME COMPANION that you are managing a prize fighter.

BEN: You read a hunk of pure unadulterated truth, Mary. Do you approve of the art of fisti-cuffs?

We would appreciate your cooperation again in this matter and your returning this letter to me by Friday noon, February 2nd.

Very truly yours,

YOUNG & RUBICAM, INC.

Barbara Boyle

APPROVED:  

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ATX01 0200493

SUNDAY, FEBRUARY 4, 1949

THE AMERICAN TOBACCO COMPANY (AM BROADCAST)  
HALF AND HALF PROGRAM.... BEN BERNIE (REBROADCAST)

YABC

5:30 - 6:30 P.M.  
12:30 - 1:30 A.M.

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

MUSIC: ("LONESOME OLD TOBY" IN SWING TEMPO)

HARRY: Half Sweet!

MUSIC: ("LONESOME OLD TOBY" IN SWEET TEMPO)

(PADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco our weekly budget of tuneful tunes and  
airthful assets. Lined up on the credit side of  
the ledger ready to report on the latest conge are  
all the Lads and Laddies. Peeking his financial  
statement and wearing dark glasses to make the red  
ink look black, is the Old Maestro, Ben Bernie. And  
over in the corner, trying to balance the books on  
one knee and his secretary on the other, is that no  
account accountant of the films, Movietone's Lsr Lehr.  
And now the Lads start our financial report, with "HILLY".

ATX01 0200494

SUNDAY, FEBRUARY 7, 1960

-2-

1. . . . . (COCOA) . . . . . (BILLY)

HARRY: These were the Half and Half Tobacco Lads playing  
Thank you, ladies and as you all know  
"BILLY". / And now, Ladies and Gentlemen, xxxxxxxxxd  
gentlemen,  
xxxxx, the Old Maestro recently acquired a prize fighter  
...so today we bring you a ran who now has a race horse  
that doesn't run, and a prize fighter who does...here  
he is...that perplexed promoter, the Old Maestro,  
Ben Bernie!

("LOVECOME OLD TORR")

(APPLAUSE)

SEN: Yowsah, yowsah, yowsah. Greetings, Ladies and  
Gentlemen. Greetings, salutations, and a happy 317  
days before Christmas to youse all. This is Ben  
Bernie, the Old Maestro, coming to you on a coast to  
coast light up for dear old Hafia and Hafia. Well,  
folks, Harry was right. I've still got my prize  
fighter...and what a prize fighter. I've nicknamed  
his Kid Accordion, because every time you hit his he  
folds up.

HARRY: Well, Maestro, tell me, who's your fighter's sparring  
partner?

SEN: I an.

HARRY: You're a sparring partner? (LAUGH)

ATX01 0200495



MONDAY, FEBRUARY 4, 1942

-2-

HEN: Sure, Harry. I told you once, I used to be a fighter.

HARRY: I see.

HEN: They called me the Bald Barber. Boy/..what a right  
I had. I used to bring it clear up from the floor,  
because that's where I was most of the time. My  
father had great plans for me as a fighter...and in  
the first round of my first fight he saw his plans  
being carried out. (CONFIDENTIAL) But Harry, this  
new fighter that I've been telling you about is gonna  
take a lot of money/~~xxxxx~~...and to show you I's a  
right guy, I's gonna let you buy a piece of his.

HARRY: You will, Maestro? Gee...wait till I rush home and  
get my piggy bank. But before I do, tell me some more  
about your fighter.

HEN: Well, when you first see his fight, you get a little  
discouraged. The crowd gives him such a cold reception  
we have to put saudge pots around <sup>place</sup> the rings to keep  
him from freezing.

HARRY: (NAIVELY) I see.

HEN: And another thing...He's very temperamental. He hates  
the sound of the gong, because it interrupts him.

HARRY: The gong interrupts him?

HEN: Yeah...between rounds he snits!

ATX01 0200496

SUNDAY, FEBRUARY 4, 1940

-4-

HARRY: Well now, Maestro, before I empty my piggy bank, I'd like to know if this fighter is really good.

BEN: Good! Why Ted Husing announced his last fight.

HARRY: (IMPRESSED) Ted Husing! I can't believe that!

BEN: Yes he did Harry...and I can remember everything Ted said about <sup>my fighter.</sup> the fight. Every word of it was about my fighter.

HARRY: It was? What did he say?

BEN: Good evening folks, there's the bell for the first round...he's down...he's out. Goodnight, folks!

HARRY: Well, Maestro - I think I'll keep my piggy bank.

BEN: Well, Okay Harry...that's your loss.

HARRY: Well, Maes, here's Buddy Clark.

BEN: Ha, that's my loss.

BOBBY: Yeah, Maes.

BEN: (ANGRILY) Buddy, I'm burned up at you. I asked you to spar with my fighter, but you didn't have to knock him out! It seems like I can't trust anyone. See whiz, every time I turn around, someone knocks my fighter out. Sing, Kayo Clark! Go ahead and sing.

3....(CLARK & ORCHESTRA. . . . . "THIS CHANGING WORLD")

(APPLAUSE)

ATX01 0200497

HALF AND HALF  
SUNDAY, FEBRUARY 4, 1940

COMMERCIAL "A"

PEPPIE: Thank you Buddy, beautiful song... Covers this time of year, and old Professor Berale likes to put on his cap and gown and hand out a bit of advice to his friends, the college lads. Lads... I know how it is with most of ya these days. Ya either got mid-year exams starin' at ya from around them cloistered halls... or else you've just taken them exams and ya got the unpleasant sensation that sebbo you messed up this question and you went all haywire on that one, and in general you ain't feelin' none too happy about any of 'em. Well, laddies, don't let them things get ya down. You'll find that life is full of lots of vexin' uncertainties ... just the way we oldtimers often find it. So why don't ya take the advice that I'm a-bandin' out to all guys... whenever the goin' gets a little tough... and ya feel nervous or up in the air about anything, just pull out yo' trusty briar... fill 'er up with Half and sn' Half Tobacco... and smoke a pipe - to calm you down!

ATX01 0200498

HALF AND HALF  
MONDAY, FEBRUARY 4, 1940

COMMERCIAL "A" -2-

MR. BILL: That is mighty good advice, Maestro. Yes, gentlemen, you'll find a pipe can certainly be a great comfort. And you'll also find that your pipe is lots more enjoyable when it's filled with Half and Half Smoking Tobacco. You'll sense the reason why...the instant you open the tin, or the moment you walk into a room where Half and Half is being smoked. The reason is Half and Half's distinctive and very delightful aroma. You see, it's a scientific fact about all tobacco, that the finer the aroma, the finer the taste. That's why the makers of Half and Half...in order to give you a tobacco that IS more aromatic...perfected the famous Half and Half blending process. By this new and exclusive process, a finished blend of fragrant, mellow Virginia tobaccos is combined with another finished blend of rich, full-bodied Burleys. That's what makes Half and Half different...two fine blends brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. So next time, be sure you buy the tobacco that is better balanced...more aromatic...more flavorful...Half and Half Tobacco!

ATK01 0200499

SUNDAY, FEBRUARY 4, 1940

-7-

BEN: Harry, thou hast elucidated brilliantly. You have expressed my sentiments perfectly. And now me and the Lads are gonna play "BLUEBIRDS IN THE MOONLIGHT." Ah, Bluebirds in the Moonlight. A Bluebird brings happiness ... happiness brings love ... love brings a wife ... and a wife, my friends, brings a mother-in-law. Bluebirds stay 'way from my door! Start twittering, Lads! Start twittering.

3. (ORCHESTRA ~~XXXXXXXXXXXXXXXXXXXX~~ "BLUEBIRDS IN THE MOONLIGHT")

BEN: That was me and the Half and Half Tobacco Lads playing Bluebirds In The Moonlight. And now, Mary Scaall, come out, come out wherever you are.

MARY: Hello, Maestro. I read in the Woman's Home Companion that you are managing a prize fighter.

BEN: You read a hunk of pure unadulterated truth, Mary. Do you approve of the art of fisticuffs?

MARY: Well, no, Maestro, I don't. I think it's too unrefined. (TOUGH) But do you really think your slap-happy palooka can stay vertical long enough to plant a haymaker on some gorilla's kisser, or will he fold up like a four bit umbrella? What do you hear from the mob?  
you is                      astounding me!

BEN: Mary, ~~xxxx~~ positively ~~xxxxxxx~~. Listen here, gal, you get right back into yo' sweet self again and sing yo' song.  
What's it gonna be?

ATK01 0200500

SUNDAY, FEBRUARY 4, 1940

-8-

MARY: "CARELESS".

SEN: All right, Lads, play "CARELESS" - and remember, that's merely the title.

4.... (MARY SMALL & ORCHESTRA ..... "CARELESS")

(APPLAUSE)

SEN: Well, little Miss Muffet sat on a tuffet  
Eating her curds and whey  
Was it a spider that sat down beside her?  
And frightened Miss Muffet away?

No - no, it was that Half and Half wit of Movietone News...

LEF LEHR!

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEF: Monkey is der craziest people!

SEN: Lee, you old rascal - you just got here in time. I've been trying to sell my fighter. Would you like a piece of him?

LEF: Okay... Give me his ear! (LAUGH) I like cauliflower!

SEN: No... I mean would you like to buy an interest in him?

LEF: No. I saw him box in the gymnasium. I don't like him!

SEN: What are you talking about? He's a great pugilist.

LEF: What?

SEN: A pugilist! Pugilist... I'll sell it for you. P - H...

LEF: P...H...? That's what I thought! Besides, I ain't got no time for fighters. I'm too busy making newsreels.

ATX01 0200501

SUNDAY, FEBRUARY 4, 1940

-2-

BEN: Oh, I can understand that. Lew, what newreel did you make this week?

LEW: This week I made a newreel on a dude ranch in Arizona.

BEN: Ah...a dude ranch. That must be great fun.

LEW: Ah...Mr. Bernie...You don't know what it is...climbing mountains all day! Sleeping all night on the cold ground, and every morning diving into an icy lake. You don't know what it is!

BEN: That's right, Lew...I don't.

LEW: (LAUGH) Neither do I! Mr. Bernie, life on a ranch is awful tough. I rode horseback for three days, but I couldn't stand it.

BEN: Ah...a tender foot?

LEW: Tender foot! (GROAN) Mr. Bernie, I wasn't standing on the saddle!

BEN: Lew, I'm surprised. Did you take your wife with you?

LEW: Oh certainly. My wife is a true daughter of her west. Would you believe it, her great great grandfather was one of the Boones.

BEN: The Daniel Boones?

LEW: No. (GROAN) The Bab-Boones!

BEN: Lew...you certainly exaggerate. Tell me...did your wife enjoy the trip?

LEW: Yeah...she sure did! At night we would all sit around

ATK01 0200502

SUNDAY, FEBRUARY 4, 1940

-10-

LEW: the camp fires...and she would sing "WAGON WHEELS".  
(CONT'D)  
BEN: How did it sound, Lew?  
LEW: (LAUGH) Like the wheels needed grease. Mr. Bernie,  
did you ever see a cattle stampede?  
BEN: No, I haven't!  
LEW: Oh, Mr. Bernie, what a sight! Hundreds of cows and  
steers running wild in all directions. (LAUGH) It  
looked like a bargain day in Klein's basement!  
BEN: But tell me, you got out alive, I see.  
LEW: Yeah! And before I left the ranch, I had a very tender  
experience with a cow girl.  
BEN: Ah, romance.  
LEW: Yeah! We went walking in the moonlight. We both sat  
down...and I made love to her. She was deeply touched!  
BEN: Deeply touched? By your flattery?  
LEW: Yeah! (LAUGH) She sat on a cactus!  
(ORCHESTRA: LEW PLAY OFF MUSIC)  
(APPLAUSE)  
BEN: Nice dude ranching, pardner, nice dude ranching. And  
now me and the Half and Half Lads are gonna play that  
song that Winchell always sings to Winchell. "DO I  
LOVE YOU". A doonest, Lads.

.....(ORCHESTRA....."DO I LOVE YOU")

ATX01 0200503



SUNDAY, FEBRUARY 4, 1940

-11-

SON: That was "DO I LOVE YOU", played with an allegro in every measure, for Half and Half, the tobacco that's sure to give you pleasure ... Now me and the Bailey Gals are gonna do "CONFUCIUS SAY". This is a novelty number. I sang it a couple of weeks ago and we've had many requests to sing it again. When I get requests to sing a number again - that's a novelty.

Play, lads, play.

6. (SON, BAILEYS & ORCH. .... "CONFUCIUS SAY")

(ASPLAISE)

ATX01 0200504

HALF AND HALF  
February 4, 1940

COMMERCIAL "B"

BERNIE: Guys and gals, you should have seen the nice-lookin' couple I saw this afternoon, ridin' around in a little red coupe. Ya could have spotted 'em for honeysmoons, even if there wasn't any rice on the runnin' board and a sign on back sayin' ... "Just Married ... Pass at your own Risk." Fo'give me, but sentimental old Bernie would like to send 'em his best wishes right now by way of their automobile radio. / <sup>Maybe they're listenin' in.</sup> (TO COUPLES) Blessin's on ya, brand new Mr. and Mrs. ... wherever you're drivin'. She's a sweet gal, fella ... so see to it you're deservin' of her. Be considerate. Bring her some flowers now and then. And hang up your hat and coat when ya come home, instead of drapin' 'em all over the furniture. And here's another tip ... for all new grooms and for you old ones, too. When ya light up your pipe ... make sure it's filled with Half and Half Smokin' Tobacco ... 'cause Half and Half's got a swell, pleasin' aroma that everybody enjoys. Yowah ... your better half will love the fragrance of Half and Half.

ATX01 0200505

HALF AND HALF  
February 4, 1940

COMMERCIAL "R" -2-

VON ZILL: That's very true, Maestro. Half and Half does have a grand aroma. Yes gentlemen, and here's another good point about Half and Half. You'll find it's lots easier to fill your pipe when you use Half and Half Tobacco ... from the patented telescope tin. This telescope tin just shows you how the makers of Half and Half follow through when it comes to giving you more service ... more convenience ... more all-round smoking pleasure. They not only give you a blend with a distinctive aroma ... but they even have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher... in great shape to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something no other tobacco can offer. Next time ... be sure you buy Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0200506

SUNDAY, FEBRUARY 4, 1940

-14-

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

BEN: The Lads are now playing ~~Vincent Youmans~~ "HALLELUJAH,"  
composed by Vincent Youmans in 1928. I  
This number was ~~arranged by my barber~~. My barber ~~once~~  
sang it in 1939 and decomposed it. Send me, lads ...  
~~arranging so he'd have something to do while getting~~

~~my hair~~

(ORCHESTRA UP AND FINISH)

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

BEN: Well, folks, our weekly budget message is just about over,  
and we sure hope it totaled up to a pleasant half-hour for  
you. And until we open the ledger again next Sunday at the  
same time, don't forget the words of our old trusty book-  
keeper, Profit McLoss ...

When I'm bothered by inventories, debits and taxes,  
I smoke Half and Half - that's how I relaxes.

And now ...

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

HARRY: Half and Half Smoking Tobacco invites you to listen in  
again at this same time next Sunday for another half hour  
with Ben Bernie and all the Lads, Mary Small, Buddy Clark  
and Lew Lehr. The selection "DO I LOVE YOU" is from  
"Du Barry Was A Lady".

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0200507

SUNDAY, FEBRUARY 11, 1940  
(AS BROADCAST)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM . . . . BEN BERNIE

WABC

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

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

MUSIC:           (FIRST TWO NOTES OF SIGNATURE)

HARRY:           Half Swing!

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

HARRY:           Half Sweet!

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

(FADE DOWN UNDER)

HARRY:           Bringing you on behalf of Half and Half Smoking  
                  Tobacco a half hour merry-go-round of mirth and  
                  music. Ready to start the calliope with the  
                  latest songs are all the Lads and Lassies.  
                  Running around placing bets on the wooden  
                  horses is the Old Maestro, Ben Bernie. And,  
                  standing in the corner looking on and making  
                  the merry-go-round dizzy is that nitwit of the  
                  newsreels, Movietone's Lew Lehr. Now, hop  
                  aboard, folks, as the Lads get things under way  
                  with MA, HE'S MAKIN' EYES AT ME.

1. . . . (ORCHESTRA . . . . . "MA, HE'S MAKIN' EYES AT ME")

ATX01 0200508

SUNDAY, FEBRUARY 11, 1940

HARRY: Those were the Half and Half Tobacco Lads playing "Ma, He's Making Eyes At Me." Now, ladies and gentlemen, you know, it is getting close to Valentine's Day ... when love sends a little gift of roses. Unfortunately we couldn't get any roses, so instead we bring you a century plant ... the Old Maestro, Ben Bernie.

(APPLAUSE ... AND THEME BY ORCHESTRA)

BEN: Yowsah, yowsah, yowsah ... heart throbs, romance, and a bit of lovey dovey to youse all. This is old stupid ... I mean cupid Bernie wishin' a happy Valentine Day to all youse guys and gals. Ah ... good old romance. When you're single you can't eat from thinking how your sweetheart looks ... then when you get married you can't eat from thinking how your wife cooks.

HARRY: I don't know, Maestro, it seems like everybody has the romantic spirit.

BEN: Yes, Harry, love is in the air. You know, today a fellow stopped me on the street and said, "Buddy can you spare two dollars and five cents?"

HARRY: What'd he want two dollars and five cents for?

SUNDAY, FEBRUARY 11, 1940

-3-

BEN: A cup of coffee and a marriage license. Even the traffic cops have caught the spirit of Valentine. I got a ticket this morning, and honestly I'd like to read it to you. It says:

Greetings to you, citizen dear  
You parked too near a plug  
For which you'll pay five dollars fine  
or we'll throw you in the jug.

(Signed)

Love,  
Commissioner Valentine

HARRY: Maestro, before we go any farther, I want to tell you that we're playing host to three hundred newsboys from Washington, D. C. who have voted you their favorite radio performer.

BEN: Three hundred newsboys? Well, welcome, lads, welcome to our broadcast. (HARRY GIVES APPLAUSE CUE)  
This warms the cockles of the Old Maestro's heart, so 'elp me ... the favorite radio performer!  
That's marvelous! That's wonderful! And it must be on the level, folks ... a man can't have that many relatives. You know, lads, I used to sell papers myself. Then somebody heard me play the violing and said: "You should become a

ATX01 0200510

SUNDAY, FEBRUARY 11, 1940

-4-

BEN:  
(CONT'D)

violinist." So I became a violinist. And now,  
when people hear me play the violin, they say:  
"You should sell newspapers." Now, as one  
Newspaper man to another, I'd like you all  
to meet our Girl Friday ... Mary Small.  
What are you gonna sing for the boys, Mary?

MARY:

"In An Old Dutch Garden."

BEN:

Okay Mary ... while you zing in an old Dutch  
garden, I'll go over to the Zuider Zee and  
zee if I can get some zuider.

2.....(MARY SMALL & ORCHESTRA .....IN AN OLD DUTCH GARDEN)

(APPLAUSE)

ATX01 0200511



HALF AND HALF  
Feb. 11, 1940  
(REVISED)

COMMERCIAL "A"

BERNIE:

Well, guys and gals, I'd like to read ya another page from the diary of my Uncle Benjamin Baltimore Bernie ... old Ben Balt. Listen, won't you?

"Did have all-around bad day today. Started off by gettin' my fresh-pressed trousers and gaiters spattered with mud when one of them dare-devils whizzed by on a bicycle. Spent two hours in office workin' on sumpin' that turned out to be wrong in first place, and was sumpin' I wasn't supposed to do at all in the second place. And comin' home tonight I waited 20 minutes on wrong corner for horse-car, which didn't stop ... with everybody inside appearin' to be leerin' and laughin' at me. Ah ... what a day!" Yowsah, that's what old Ben Balt wrote. And it kinda hits home today too ... Lots of youse guys have times when everything seems to be conspirin' against ya, ain't that true. But ya mustn 't let 'em get the best of ya. Instead of frettin' and gettin' all upset when the goin' gets bumpy, just whip out yo' trusty briar, fill 'er up with Half and Half Tobacco ... and Smoke a pipe to calm you down!

ATX01 0200512

HALF AND HALF  
FEB. 11, 1940

COMMERCIAL, "A"-2-

VON ZELL: Good advice, maestro. Yes gentlemen, when you're feeling nervous or upset, your pipe is mighty comforting. And you'll find your pipe especially enjoyable when it's filled with Half and Half Smoking Tobacco ... because Half and Half has a delightful aroma that adds greatly to your smoking pleasure. You see, science tells us this fact about all tobacco ... that the finer the aroma, the finer the taste. That's why the makers of Half and Half spend so much time and effort to give you a tobacco that IS more aromatic. They make Half and Half in a new and better way. They combine a finished blend of fragrant, mellow Virginia tobaccos with another finished blend of rich, full-bodied Burleys. Thus, two finished blends are brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. So next time buy the tobacco that is better balanced ... more aromatic ... more flavorful ... Half and Half Tobacco!

ATX01 0200513

SUNDAY, FEBRUARY 11, 1940

-7-

BEN: Harry, I was just thinkin' exactly the same thing. As a matter of fact, you took the words right out of my mouth. Now me and the Half and Half Tobacco Lads are gonna play HOLY SMOKE, CAN'T YOU TAKE A JOKE. By the way, I promised the Lads a raise last week, and now they're getting narrow-minded and demanding it. Lads, holy smoke, can't you take a joke? That is your cue-y.

3....(ORCHESTRA ..... "HOLY SMOKE")

BEN: That was me and the Half and Half Tobacco Lads playing HOLY SMOKE.

BUDDY: H'ya, Maes.

BEN: Well, Buddy Clark! Valentine greetings to you. Have you been bitten by the spirit of l'amour toujours, l'amour?

BUDDY: Yes, Maes, this love business has got me all upset. I had quite a talk with my girls parents last night.

BEN: Yeah? What about?

BUDDY: Well, they said a young man needs companionship, it isn't right to go through life living alone. And I agreed with them.

ATX01 0200514

SUNDAY, FEBRUARY 11, 1940

-8-

BEN: Well, what did you do about it?

BUDDY: I took a room at the Y. M. C. A.

BEN: Hmama, now you see, you newsboys, what happens when you quit school in the second grade? What are you gonna sing, Buddy?

BUDDY: Darn That Dream.

BEN: Darn that dream? Say, that's just how I feel. Honestly that's a great, appropriate title for the way I feel right now. You know, last night I dreamed I was thett Butler, and Scarlett O'Hara was running thru her hands - or rather running her hands right thru my hair. When I woke up, Scarlett was gone ... and so was my hair. Sing, Buddy! Sing!

A....(BUDDY CLARK & ORCHESTRA ..... "DARN THAT DREAM")

(APPLAUSE)

ATX01 0200515

SUNDAY, FEBRUARY 11, 1940

-9-

BEN: Well Hickory, Dickory Dock,  
The mouse ran up the clock,  
The clock struck 5:45,  
And that's the time each week when we say:

Here he comes now - it's that Half and Half wit of  
Movietone News - LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Lew, by gosh, look at you! You're beaming with joy.  
What's the big occasion?

LEW: Why, Mr. Bernie, didn't you know ... today's my  
birthday.

BEN: Your birthday. Well, congratulations - how old are you?

LEW: Five years old.

BEN: Five years old?

LEW: Oh, excuse me. (GRUNT) That's what I tell them on the  
trolley car.

BEN: Well, Lew, since this is your birthday and you're the  
hero of all the children ...

ATX01 0200516

SUNDAY, FEBRUARY 11, 1940

-10-

LEW: (COYLY) Oh, Mr. Bernie - you're exaggerating ...

BEN: And the idol of all the men ...

LEW: (COYLY) Oh, Mr. Bernie, you're embarrassing ...

BEN: And the dream man of all the women ...

LEW: Oh, Mr. Bernie (GRUNT) You're nuts.

BEN: Well, Lew, we have 300 Washington newsboys here who think a lot of you and I'm sure they would like to hear the highlights of your life.

LEW: Oh, dank you. Shall I start when I was born?

BEN: That's early enough. I suppose your father was very happy when you came into the world?

LEW: Was he happy? - He turned somersaul - er - he opened up champagn - er - he threw a celebrat - celebrat - (LAUGH) He shot the doctor!

BEN: Well, Lew - I suppose then you grew up and went to school.

LEW: Yeah - And my parents was very poor. Every day for eight years I had to walk ten miles to school and ten miles home again.

ATK01 0200517

SUNDAY, FEBRUARY 11, 1940

-11-

BEN: Well, my! How did you graduate - with honors?

LEW: No (LAUGH) with corns. You know, Mr. Bernie, I also was a newsboy.

BEN: You were?

LEW: Yeah, I delivered papers until I got to the fifth grade - then I had to give it up.

BEN: Why?

LEW: (LAUGH) My wife got tired of pulling the wagon.

BEN: Well, Lew, I must say that you've had a very interesting life and I suppose you've celebrated your birthday today in a fitting manner.

LEW: Oh, sure - we had a party, but what I liked best was the beautiful poem my little son Sycamore wrote about me. Here, I'll read it to you.

"I have no birthday present for you, Father  
And you don't know how awfully sad I've been  
I shopped in big department stores, all morning  
But they just won't sell a kid a Mickey Finn."  
Ain't that tender?

BEN: It's divine. What did your wife give you for your birthday?

ATX01 020051B

SUNDAY, FEBRUARY 11, 1949

-12-

LEW: My wife insisted on giving me a kiss for every year  
of my life. Forty kisses.

BEN: Forty kisses?

LEW: Yep - and all the time she was kissing me I was singing.

BEN: What were you singing?

LEW: (LAUGH) Why was I born?

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice birthdaying, Lew, and many happy returns of the  
day. Now me and the Half and Half Lads are gonna play  
AT THE BALALAIKA. The dear old Balalaika ...

5....(ORCHESTRA ..... "AT THE BALALAIKA")

BEN: That was AT THE BALALAIKA, played by me and all the  
Lads with a vivace and a crescendo, for Half and Half,  
the tobacco that gives you pleasure without end-o. Now  
me and the Bailey Gals are gonna sing a little ditty  
called MONSTRO THE WHALE. You folks all know what a  
whale is. When a man goes fishin', the one that got  
away was a whale. The old Monstro by the Old Maestro.  
Thar she blows, me Lads.

6....(BEN, BAILEYS & ORCH ..... "MONSTRO THE WHALE")

(APPLAUSE)

ATX01 0200519



HALF AND HALF  
February 11, 1940

COMMERCIAL "B"

BERNIE: And now youse guys ... with St. Valentine's Day so near at hand, old Dan Cupid Bernie would like to give out with a sentimental thought concernin' domestic bliss. You know that time before yo' supper when the kids come a-climbin' up on ya ... tellin' ya what they been doin' at school ... and rubbin' that nice, new shine off your shoes? They call that the children's hour ... and I guess there isn't a daddy in the whole world would give it up. And there's another hour, too ... AFTER supper ... when you're settled down in your easy chair, and friend wife tells you what SHE'S been doin'. That's HER hour ... when she can kinda take stock of things with ya ... and asks a bit of advice about this and that. Yowsah ... my good friends - and while you're talkin' things over with the little woman ... how about lighting up a pipeful of Half and Half Smoking Tobacco? That pleasin' fragrant aroma of Half and Half will sure add a lot of coziness to your livin' room ... and do sumpin' mighty nice and heart-warmin' to ya both. Just wait and see, mistah ... your Better Half will love the fragrance of Half and Half.

ATX01 0200520

HALF AND HALF  
February 11, 1940

COMMERCIAL "B" -2-

VON ZELL: Well, that's very true, Maestro. Half and Half does have a grand aroma. Yes gentlemen, and here's another good point about Half and Half. You'll find it's a lot easier to fill your pipe when you use Half and Half Tobacco ... from the patented telescope tin. This telescope tin is just one more example of the way the makers of Half and Half follow through to give you more service ... more convenience ... more all-around smoking pleasure. They not only give you a blend with a distinctive aroma ... but they even have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just the way it should be to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something no other tobacco can offer. Next time ... be sure you buy Half and Half Tobacco ... in the convenient telescope tin!

ATX01 0200521

SUNDAY, FEBRUARY 11, 1940

-15-

7....(ORCHESTRA ..... "OLD MAN RIVER" ..... HIT AND FADE)

BEN: Hear what the Lads are playin'? Ole Man River, that song about the Mississippi. The Mississippi separates the east from the west ... and me from Myrna, darn that stream.

(ORCHESTRA UP AND FINISH)

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

BEN: Well, folks the old merry-go-round is slowin' down, and in a minute it will come to a full stop. But before it does, I want to tell you all we'll be back again next Sunday at the same time to give you another ride. And it's really been a great pleasure having you newsboys from Washington with us, and I hope you're having a swell time seeing the sights of dear old Manhattan. And to all you pipe smokers listenin' don't forget the words of that old merry-go-round man, Brassie McRing.

I gets a kick hearin' kiddies laugh  
And I gets real pleasure from Half and Half.

And now the time has come to ...

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

ATX01 0200522

SUNDAY, FEBRUARY 11, 1940

-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 and Lew Lehr.

"Old Man River" is from "Show Boat"

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0200523

SUNDAY, FEBRUARY 11, 1940  
(AS BROADCAST)  
(REBROADCAST)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

DABC

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

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

MUSIC:           (FIRST TWO NOTES OF SIGNATURE)

HARRY:           Half Swing!

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

HARRY:           Half Sweet!

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

(FADE DOWN UNDER)

HARRY:           Bringing you on behalf of Half and Half Smoking  
Tobacco a half hour merry-go-round of mirth and  
music. Ready to start the collieps with the  
latest songs are all the Lads and Lassies.  
Running around placing bets on the wooden  
horses is the Old Maestro, Ben Bernie. And,  
standing in the corner looking on and making  
the merry-go-round dizzy is that nitwit of the  
newsreels, Movietone's Lew Lehr. Now, hop  
aboard, folks, as the Lads get things under way  
with MA, HE'S MAKIN' EYES AT ME.

1. (ORCHESTRA ..... "MA, HE'S MAKIN' EYES AT ME")

ATX01 0200524

HARRY: Those were the Half and Half Tobacco Lads playing "Ma, He's Making Eyes At Me." Now, ladies and gentlemen, you know, it is getting close to Valentine's Day ... when love sends a little gift of roses. Unfortunately we couldn't get any roses, so instead we bring you a century plant ... the Old Maestro, Ben Bernie.

(APPLAUSE ... AND THEME BY ORCHESTRA)

BEN: Yowah, yowah, yowah ... heart throbs, romance, and a bit of lovey dovey to youse all. This is old stupid ... I mean cupid Bernie wishin' a happy Valentine Day to all youse guys and gals. Ah ... good old romance. When you're single you can't eat from thinking how your sweetheart looks ... then when you get married you can't eat from thinking how your wife cooks.

HARRY: I don't know, Maestro, it seems like everybody has the romantic spirit.

BEN: Yes, Harry, love is in the air. You know, today a fellow stopped me on the street and said, "Buddy can you spare two dollars and five cents?"

HARRY: What'd he want two dollars and five cents for?

SUNDAY, FEBRUARY 11, 1940

-3-

BEN: A cup of coffee and a zarringe license. Even the traffic cops have caught the spirit of Valentine. I got a ticket this morning, and honestly I'd like to read it to you. It says:

Greetings to you, citizen dear  
You parked too near a plug  
For which you'll pay five dollars fine  
or we'll throw you in the jug.

(Signed)

Love,  
Commissioner Valentine

HARRY: Maestro, before we go any farther, I want to tell you that we're playing host to three hundred newsboys from Washington, D. C. who have voted you their favorite radio performer.

BEN: Three hundred newsboys? Well, welcome, lads, welcome to our broadcast. (HARRY GIVES APPLAUSE CUE)  
This was the cockles of the Old Maestro's heart, so 'elp me ... the favorite radio performer! That's marvelous! That's wonderful! And it must be on the level, folks ... a man can't have that many relatives. You know, lads, I used to sell papers myself. Then somebody heard me play the violing and said: "You should become a ..."

ATX01 0200526

SUNDAY, FEBRUARY 11, 1940

-4-

BEN:  
(CONT'D)

violinist.\* So I became a violinist. And now,  
when people hear me play the violin, they say:  
"You should call newspapers." Now, as one  
Newspaper man to another, I'd like you all  
to meet our Girl Friday ... Mary Small.  
What are you gonna sing for the boys, Mary?

MARY:

"In An Old Dutch Garden."

BEN:

Okay Mary ... while you sing in an old Dutch  
garden, I'll go over to the Zuider Zee and  
see if I can get some zudder.

2..... (MARY SMALL & ORCHESTRA ..... IN AN OLD DUTCH GARDEN)

(APPLAUSE)

ATK01 0200527



HALF AND HALF  
Feb. 11, 1940  
(REVISED)

COMMERCIAL "A"

BERNIE:

Well, guys and gals, I'd like to read ya another page from the diary of my Uncle Benjamin Baltimore Bernie ... old Ben Balt. Listen, won't you?  
"Did have all-around bad day today. Started off by gettin' my fresh-pressed trousers and gaiters splattered with mud when one of them dare-devils whizzed by on a bicycle. Spent two hours in office workin' on sumpin' that turned out to be wrong in first place, and was sumpin' I wasn't supposed to do at all in the second place. And comin' home tonight I waited 20 minutes on wrong corner for horse-car, which didn't stop ... with everybody inside appearin' to be leerin' and laughin' at me. Ah ... what a day!" Yowah, that's what old Ben Balt wrote. And it kinda hits home today too ... Lots of youse guys have times when everything seems to be conspirin' against ya, ain't that true. But ya mustn't let 'em get the best of ya. Instead of frettin' and gettin' all upset when the goin' gets bumpy, just whip out yo' trusty briar, fill 'er up with Half and Half Tobacco ... and Smoke a pipe to calm you down!

ATK01 0200528

HALF AND HALF  
FEB. 11, 1940

COMMERCIAL #1-2-

VON ZELL: Good advice, maestro. Yes gentlemen, when you're feeling nervous or upset, your pipe is mighty comforting. And you'll find your pipe especially enjoyable when it's filled with Half and Half Smoking Tobacco ... because Half and Half has a delightful aroma that adds greatly to your smoking pleasure. You see, science tells us this fact about all tobacco ... that the finer the aroma, the finer the taste. That's why the makers of Half and Half spend so much time and effort to give you a tobacco that IS more aromatic. They make Half and Half in a new and better way. They combine a finished blend of fragrant, mellow Virginia tobaccos with another finished blend of rich, full-bodied Burleys. Thus, two finished blends are brought together in exactly the right proportions. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. So next time buy the tobacco that is better balanced ... more aromatic ... more flavorful ... Half and Half Tobacco!

ATX01 0200529

SUNDAY, FEBRUARY 11, 1940

-7-

BEN: Harry, I was just thinkin' exactly the same thing. As a matter of fact, you took the words right out of my mouth. Now me and the Half and Half Tobacco Lads are gonna play HOLY SMOKE, CAN'T YOU TAKE A JOKE. By the way, I promised the Lads a raise last week, and now they're getting narrow-minded and demanding it. Lads, holy smoke, can't you take a joke? That is your cue-y.

~~3. (ORCHESTRA) HOLY SMOKE~~

BEN: That was me and the Half and Half Tobacco Lads playing HOLY SMOKE.

BUDDY: H'ya, Mass.

BEN: Well, Buddy Clark! Valentine greetings to you. Have you been bitten by the spirit of l'amour toujours, l'amour?

BUDDY: Yes, Mass, this love business has got me all upset. I had quite a talk with my girl's parents last night.

BEN: Yeah? What about?

BUDDY: Well, they said a young man needs companionship, it isn't right to go through life living alone. And I agreed with them.

ATX01 0200530

SUNDAY, FEBRUARY 11, 1940

-E-

BEN: Well, what did you do about it?

BUDDY: I took a room at the Y. M. C. A.

BEN: Hahaha, now you see, you newsboys, what happens when you quit school in the second grade? What are you gonna sing, Buddy?

BUDDY: Darn That Dream.

BEN: Darn that dream? Say, that's just how I feel. Honestly that's a great, appropriate title for the way I feel right now. You know, last night I dreamed I was thett Butler, and Scarlett O'Hara was running thru her hands - or rather running her hands right thru my hair. When I woke up, Scarlett was gone ... and so was my hair. Sing, Buddy! Sing!

.....(BUDDY CLARK & ORCHESTRA ..... "DARN THAT DREAM")

(APPLAUSE)

ATX01 0200531

SONDAY, FEBRUARY 11, 1940

-9-

BEN: Well Hickory, Dickory Dock,  
The mouse ran up the clock,  
The clock struck 5:45,  
And that's the time each week when we say:

Here he comes now - it's that Half and Half wit of

Novietone News - LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Lew, by gosh, look at you! You're beaming with joy.  
What's the big occasion?

LEW: Why, Mr. Bernie, didn't you know ... today's my  
birthday.

BEN: Your birthday. Well, congratulations - how old are you?

LEW: Five years old.

BEN: Five years old?

LEW: Oh, excuse me. (GRUNT) That's what I tell them on the  
trolley car.

BEN: Well, Lew, since this is your birthday and you're the  
hero of all the children ...

ATX01 0200532

SUNDAY, FEBRUARY 11, 1940

-10-

LEW: (COVLY) Oh, Mr. Bernie - you're exaggerating ...

BEN: And the idol of all the men ...

LEW: (COVLY) Oh, Mr. Bernie, you're embarrassing ...

BEN: And the dream man of all the women ...

LEW: Oh, Mr. Bernie (GRUNT) You're nuts.

BEN: Well, Lew, we have 300 Washington newsboys here who think a lot of you and I'm sure they would like to hear the highlights of your life.

LEW: Oh, dank you. Shall I start when I was born?

BEN: That's early enough. I suppose your father was very happy when you came into the world?

LEW: Was he happy? - He turned somersaul - er - he opened up champagne - er - he threw a celebrat - celebrat - (LAUGH) He shot the doctor!

BEN: Well, Lew - I suppose then you grew up and went to school.

LEW: Yeah - And my parents was very poor. Every day for eight years I had to walk ten miles to school and ten miles home again.

ATK01 0200533

SUNDAY, FEBRUARY 11, 1940

-11-

BEN: Well, my! How did you graduate - with honors?

LEW: No (LAUGH) with corns. You know, Mr. Bernie, I also was a newsboy.

BEN: You were?

LEW: Yeah, I delivered papers until I got to the fifth grade - then I had to give it up.

BEN: Why?

LEW: (LAUGH) My wife got tired of pulling the wagon.

BEN: Well, Lew, I must say that you've had a very interesting life and I suppose you've celebrated your birthday today in a fitting manner.

LEW: Oh, sure - we had a party, but what I liked best was the beautiful poem my little son Sycamore wrote about me. Here, I'll read it to you.

"I have no birthday present for you, Father  
And you don't know how awfully sad I've been  
I shopped in big department stores, all morning  
But they just won't sell a kid a Mickey Finn."

Ain't that tender?

BEN: It's divine. What did your wife give you for your birthday?

ATX01 0200534

MONDAY, FEBRUARY 11, 1940

-12-

LEW: My wife insisted on giving me a kiss for every year of my life. Forty kisses.

BEN: Forty kisses?

LEW: Yep - and all the time she was kissing me I was singing.

BEN: What were you singing?

LEW: (LAUGH) Why was I born?

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice birthdaying, Lew, and many happy returns of the day. Now me and the Half and Half Lads are gonna play AT THE BALALAIKA. The dear old Balalaika ...

5....(ORCHESTRA ..... "AT THE BALALAIKA")

BEN: That was AT THE BALALAIKA, played by me and all the Lads with a vivace and a crescendo, for Half and Half, the tobacco that gives you pleasure without end-o. Now me and the Bailey Gals are gonna sing a little ditty called MONSTRO THE WHALE. You folks all know what a whale is. When a man goes fishin', the one that got away was a whale. The old Monstro by the Old Maestro. Thar she blows, me Lads.

6....(BEN, BAILEYS & ORCH ..... "MONSTRO THE WHALE")

(APPLAUSE)

ATX01 0200535



HALF AND HALF  
February 11, 1940

COMMERCIAL "B"

BERNIE: And now youse guys ... with St. Valentine's Day so near at hand, old Dan Cupid Bernie would like to give out with a sentimental thought concernin' domestic bliss. You know that time before yo' supper when the kids cose a-cliabn' up on ya ... tellin' ya what they been doin' at school ... and rubbin' that nice, new shine off your shoes? They call that the children's hour ... and I guess there isn't a daddy in the whole world would give it up. And there's another hour, too ... AFTER supper ... when you're settled down in your easy chair, and friend wife tells you what SHE'S been doin'. That's HER hour ... when she can kinda take stock of things with ya ... and asks a bit of advice about this and that. Yovseh ... by good friends - and while you're talkin' things over with the little woman ... how about lighting up a pipeful of Half and Half Smoking Tobacco? That pleasin' fragrant aroma of Half and Half will sure add a lot of coziness to your livin' room ... and do suspin' mighty nice and heart-warvin' to ya both. Just wait and see, mistah ... your Better Half will love the fragrance of Half and Half.

ATK01 0200536

HALF AND HALF  
February 11, 1940

COMMERCIAL "B" -2-

VON ZELL: Well, that's very true, Maestro. Half and Half does have a grand aroma. Yes gentlemen, and here's another good point about Half and Half. You'll find it's a lot easier to fill your pipe when you use Half and Half Tobacco ... from the patented telescope tin. This telescope tin is just one more example of the way the makers of Half and Half follow through to give you more service ... more convenience ... more all-around smoking pleasure. They not only give you a blend with a distinctive aroma ... but they even have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ...  fresher ... just the way it should be to give you a smooth, cool smoke. The telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something no other tobacco can offer. Next time ... be sure you buy Half and Half Tobacco ... in the convenient telescope tin!

ATK01 0200537

SUNDAY, FEBRUARY 11, 1940

-15-

7.....(ORCHESTRA ..... "OLD MAN RIVER" ..... SIT AND FADE)

BEN: Hear what the Lads are playin'?' Ole Man River, that song about the Mississippi. The Mississippi separates the east from the west ... and so from Myrna, darn that stream.

(ORCHESTRA UP AND FINISH)

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

BEN: Well, folks the old merry-go-round is slowin' down, and in a minute it will come to a full stop. But before it does, I want to tell you all we'll be back again next Sunday at the same time to give you another ride. And it's really been a great pleasure having you newsboys from Washington with us, and I hope you're having a swell time seeing the sights of dear old Manhattan. And to all you pipe smokers listenin' don't forget the words of that old merry-go-round man, Brassie McRing.

I gets a kick hearin' kiddies laugh  
And I gets real pleasure from Half and Half.

And now the time has come to ...

(BEN & ORCH ..... "AD REVOIR" .. SIBBE TO "LONESOME OLD TOWN")

ATX01 0200538

SUNDAY, FEBRUARY 11, 1940

-16-

BARRY: 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  
Seall, Buddy Clark and Lew Lehr.

"Old Man River" is from "Show Boat"

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0200539

AS BROADCAST

SUNDAY, FEBRUARY 18, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC:           (FIRST TWO NOTES OF SIGNATURE)

HARRY:           Half Swing!

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

HARRY:           Half Sweet!

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

(FADE DOWN UNDER)

HARRY:           Bringing you on behalf of Half and Half Smoking  
                  Tobacco a February festival of fun and frivolity.  
                  Sliding down melody lane on a bobsled and singing  
                  the latest songs are all the Lads and Lassies.  
                  Trying out his latest jokes on the snowmen is  
                  the Old Maestro, Ben Bernie. And behind an  
                  igloo, trying to put his pants on over his skis  
                  is that frostbitten funster of the films,  
                  Movietone's Lew Lehr. Well now Lads, take off  
                  your mittens and STRIKE UP THE BAND.

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

ATX01 0200540

SUNDAY, FEBRUARY 18, 1940

-2-

HARRY: Those were the Half and Half Tobacco Lads STRIKING UP THE BAND. Thank you very much, ladies and gentlemen. Now we bring you the spirit of winter. His voilin playing will give you the shivers, his vocal ability is below zero, and his jokes will leave you cold -- the cold Maestro, Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yowsah, yowsah, yowsah, this is the Old Maestro, Ben Bernie, coming to youse all on a coast-to-coast lightup, for dear old Half and Half. Harry, I'm glad you called me the Spirit of Winter, because every year I just can't wait for winter to come. As soon as it gets cold I get out my ski suit, my skis, and my ice skates, pack them all in a trunk, send the trunk to Lake Placid ... then I go to Florida.

HARRY: Now wait a minute, Maestro, do you mean to tell us you don't go in for winter sports?

BEN: As a matter of fact, Harry, I do a bit of ice skating. I don't want to brag, but I'm known as a symphony on ice. I start out with the grace of Brahms, the beauty of Beethoven, and end up flat on my Bach.

ATK01 0200541

SUNDAY, FEBRUARY 18, 1940

-3-

HARRY: Seriously, Maes, where do you generally do your skating?

BEN: Up at Bear Mountain. It's really very informal up there. Last week while I was out on the ice, skating, I met Cobina Wright, Junior.

HARRY: Ah ... the beautiful Cobina? What did she say?

BEN: "Pleased to meet you, Mr. Bernie. Don't bother getting up." By the way, Harry, here's a picture of me skating.

HARRY: Oh say, that's a very fine picture.

BEN: Well, it ought to be. It took me fifteen sittings to get it. I'm going back again next year. Maybe I can get one standing up.

HARRY: Well, Maestro, maybe you'd have better luck on skis.

BEN: No, Harry, I tried that too. But I was disillusioned. I always thought my feet were very good friends, but they let a tree come between them. One ski went east, the other went west, and I lit south of the border.

ATX01 0200542

SUNDAY, FEBRUARY 18, 1940

-4-

HARRY: Well, Maestro, you ought to take lessons from experts!

BEN: Why, Harry, I've been taught by the best. I want you to know - Sonja Henie taught me ice skating ... Alice Marble taught me tennis ... Eleanore Holm taught me swimming ... and Myrna Loy ... Ah, Myrna.

HARRY: What did she teach you?

BEN: (COOLY) Post office. And now, here's a little gal who taught me a thing or two about singing - Little Mary Small. What mesmerizing melody are you going to murmur mellifluously today, Mary?

MARY: Huh?

BEN: That means what are you gonna sing?

MARY: IT'S A BLUE WORLD.

BEN: It's a blue world, ah me, and when I go ice skating, it's a black and blue world. Melodize, Mary.

2.... (MARY SMALL & ORCHESTRA ..... "IT'S A BLUE WORLD")

(APPLAUSE)

ATX01 0200543



HALF AND HALF  
February 18, 1940

COMMERCIAL "A"

BEPNIE: Thank ya, Mary, thank ya. 'Twas a moment of sweet restfulness from the cares of a troubled world to hear you sing, Mary. Yowsah, and them moments of restfulness do us a lot of good, too. You know ... when things are upset around ya, lots of times they kinda get you upset inside. And that's why it helps us a heck of a lot to take time out every once in a while and relax a bit. So whenever you find yourself gettin' up in the air ... and feelin' out of sorts, don't let it get the best of ya. Instead ... give yourself a moment of restfulness. Just pull out your trusty briar ... fill it up with good old Half and Half Smokin' Tobacco ... and Smoke a pipe - to calm you down.

VON ZELL: Maestro ... that's a good idea. Because gentlemen ... a pipe is one of the most comforting partners a man can have -- especially if it's filled with Half and Half Smoking Tobacco. You sense the reason why Half and Half is so good the instant you open the tin. You see ... Half and Half has

ATK01 0200544

HALF AND HALF  
February 18, 1940

COMMERCIAL "A" -2-

VON ZELL:  
(CONT'D)

a distinctive and very delightful aroma - and it's a scientific fact that the finer the aroma of a tobacco ... the finer its taste. Now, the makers of Half and Half turn this fact to your advantage by giving you a tobacco that IS more aromatic - because it's blended by a special, exclusive process. In this process a finished blend of fragrant, mellow Virginia tobaccos is combined with another finished blend of rich, full-bodied Burleys. That's what makes Half and Half different ... two fine blends, brought together in exactly the right proportions. Just as two halves make a whole, these two blends add up to give you complete smoking enjoyment. So next time be sure you buy the tobacco that is more flavorful because it's more aromatic ...  
Half and Half Tobacco!

ATK01 0200545

SUNDAY, FEBRUARY 18, 1940

-7-

BEN: Harry, I heard every word you said, and I agree with it fully, totally and completely. Now let's see - what's next? Where are me specs? And now me and the Half and Half Tobacco Lads are gonna play "BLUEBIRDS IN THE MOONLIGHT." Ah, romantic moonlight. I'll never forget the night I serenaded my first girl in the moonlight. I stood beneath her window and sang my heart out ... than she opened the window ... and threw her shoe out. Ah, romance. Play, Lads.

3....(ORCHESTRA ..... "BLUEBIRDS IN THE MOONLIGHT)

BEN: That was me and the Half and Half Tobacco Lads playin' "BLUEBIRDS IN THE MOONLIGHT".

BUDDY: Hy'a Maes.

BEN: Well, if it isn't Buddy Clark, our vocal boy who made good.

BUDDY: Say, Maes, what's this I hear about you going skiing?

BEN: You heard right, Buddy ... and I want to tell you I had a horrible experience up there.

BUDDY: Tell us about it, Maes.

ATX01 0200546

SUNDAY, FEBRUARY 18, 1940

-8-

BEN: Well, I was up in the north woods, skiing all by myself, when suddenly I spied a big timber wolf coming towards me. He jumped at me. I ducked, and he went right over me. Again he jumped ... and again I ducked ... and again he jumped right over me. Five times I ducked, Buddy, and five times he jumped right over me ... and then he jumped over a hedge.

BUDDY: My goodness, and then what happened?

BEN: Well, I tiptoed over to the hedge and looked over ... and would you believe it, Buddy ... there was the wolf ... practicing shorter jumps! Buddy, I told you that story wasn't going to get a laugh. Why do you give me those things? And now suppose you jump right into Cole Porter's new number "I've got my eyes on You."

L....(ORCHESTRA & BUDDY CLARK ... "I'VE GOT MY EYES ON YOU")

(APPLAUSE)

BEN: Well sung, Buddy, well sung.

Now all of you ladies  
Please hold your hearts  
For here comes our Cupid  
With his bow and his darts

Yowsah, it's our own comic Valentine ... that Half and  
Half wit of Movietone News ... LEW LEHR.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

ATX01 0200547

SUNDAY, FEBRUARY 18, 1940

-9-

LEW: (LAUGH) Monkeys is the craziest people. (SINGS)  
I Love You ... I Love You ... is all that I ...

BEN: Well, Lew, just a minute I hate to interrupt this  
outburst, but you certainly are filled with that  
Valentine spirit.

LEW: Yeah ... I'm in love with love. Take marriage. To  
me marriage is a happy union ... it's a noble exper-  
ience ... er ... an ideal existence ... existe ...  
(LAUGH) It's a dog's life!

BEN: Aw, Lew, you don't know what love is. What gives you  
that funny feeling inside of you ... what are you  
always hungry for ... what is the first thing on your  
mind in the morning?

LEW: Ham and Eggs!

BEN: No ... You don't even know the meaning of love!

LEW: Who don't? Love!

L stands for Lew Lehr, a guy who got married.  
O stands for the observation ward, where I will be  
carried.  
V stands for vows ... I took them for life.  
E stands for elephant ... the shape of my wife!

(LAUGH) Ain't that beautiful!.

ATX01 0200548

SUNDAY, FEBRUARY 18, 1940

-10-

BEN: I would call it very tender. That would have been a fine poem for Valentine's day. But seriously, Lew, Didn't you compose anything more romantic than that?

LEW: Oh sure ... here's a tender Valentine I sent the little wife. Er ...

Wife dear, you wanted to know  
What made me marry you perchance  
It wasn't cupid's arrow in my heart  
It was your father's bullet in my pants!

BEN: Lew - that touched me deeply - you shouldn't talk that way about your wife. You know you love her.

LEW: Sure I do! I call her my "Queen of Hearts".

BEN: Queen of Hearts? Why do you call her that?

LEW: (LAUGH) I won her in a poker game. I'll never forget it, Mr. Bernie ... all the time we wuz engaged I had to stroke her head.

BEN: Why that's silly! Why did you have to stroke her head?

LEW: Because! (LAUGH) Every time she looked at my face, her hair stood up!

BEN: I wish my hair would stand up! Lew ... tell me, did you write any other Valentines?

ATK01 0200549

SUNDAY, FEBRUARY 18, 1940

-11-

LEW: Oh sure ... I sent one to my mother-in-law.

BEN: I just can't wait until I hear this one.

LEW: Oh mother-in-law of mother-in-laws  
Why don't you leave my house  
There's only one word to describe you  
You're nothing but a ... Mr. Bernie, what rhymes  
with house?

BEN: I've often wondered. Well, Lew, tell me, just how  
did you celebrate Valentine's day this year?

LEW: Er ... I got all undressed up as cupid ... and went  
into Central Park. The first person I met was a  
policeman. I pulled back my bow and shot him with  
an arrow. Den I said "I have won your heart."

BEN: And what did the policeman do?

LEW: (LAUGH) He trumped me with his club!!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice Valentining, Lew, nice Valentining. Now my good  
friends, me and the Half and Half Tobacco Lads are  
gonna play DO I LOVE YOU from "Du Barry Was A Lady."  
This number was arranged by Nick, our piano player.  
We gave him five dollars for it, and he was so happy

ATX01 0200550

BEN: he said, "Oh goody, now I can take piano lessons!"  
(CONT'D) Play, Nick, and if you play real good I won't stop  
the check.

5....(ORCHESTRA ..... "DO I LOVE YOU")

BEN: That was DO I LOVE YOU played with zip-a and zest-a,  
for Half and Half Tobacco, the mosta of the besta.  
Now, this being the season for winter sports, our  
whole troupey is gonna collaborate in a little ditty  
called IGLOO. This is the story about two eskimos.  
One of them's from the north pole, the other's from  
the south pole. They meet. The one from the north  
pole says, "Glub, glub, glub." The one from the  
south pole says, "glub, glub, glub ... you all."  
All right, Lads, start de-frosting.

6....(BEN, BAILEYS, HARRY, LEW & ORCH ..... "IGLOO")

(APPLAUSE)



HALF AND HALF  
February 18, 1940

COMMERCIAL "B"

BERNIE: Oh dear - I've been readin' a lot lately ... I've been readin' a lot lately by them guys who tell ya to keep pluggin' hard at your work and gettin' in there and pushin' and all that sort of thing. Well, that's all okay, but what goes on after workin' hours is mighty important, too. So, instead of talkin' about how to apply yourselves to your job and puttin' your shoulder to the wheel, I want to say a word about applyin' yourself to your easy chair and puttin' your ... well, puttin' your shoulder where it feels the best. Yowsah, guys, make the most of them evenin's at home ... and them happy times with your folks ... 'cause that's what you're really workin' for, ain't it? And mistah, while you're a-settin' there, enjoyin' yourself ... here's a swell tip. Light up a pipeful of Half and Half Smokin' Tobacco. You'll sure like that pleasin', fragrant aroma of Half and Half ... and so will all the folks around ya. Yowsah, everyone in the room ... includin' your better half ... will love the fragrance of Half and Half.

VON ZELL: You're absolutely right, Maestro. Half and Half has a mighty fine aroma. Yes gentlemen, and here's another

ATX01 0200552

HALF AND HALF  
February 18, 1940

COMMERCIAL "B" -2-

VON ZELL: advantage of Half and Half. You'll find it's a lot  
(CONT'D)  
easier to fill your pipe when you use Half and Half  
Tobacco ... from the patented telescope tin. This  
telescope tin just shows you how the makers of Half  
and Half follow through when it comes to giving you  
more service ... more convenience ... more all-around  
smoking pleasure. They not only give you a blend with  
a distinctive aroma ... but they even pack Half and Half  
in a special way ... in the telescope tin. This tin  
gets smaller and smaller as you use your tobacco ...  
so that every pipeful of Half and Half is always right up  
on top where it's easy to reach. You don't have to dig  
around ... and what's more, BECAUSE you don't, your  
tobacco doesn't get all broken up and crumbled. It  
stays in better condition ... fresher ... just the way  
it should be to give you a cool, smooth smoke. The  
telescope tin is an exclusive patented feature ... and  
like the exclusive Half and Half blend, it's something  
no other tobacco can offer. So next time, be sure you  
buy Half and Half Tobacco ... in the convenient  
telescope tin.

ATX01 0200553

SUNDAY, FEBRUARY 18, 1940

-15-

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

BEN: Hear what the Lads are playing? It's I KNOW THAT YOU KNOW - or, as Winchell sings it, I know what you know.

(ORCHESTRA UP AND FINISH)

HARRY: Sorry to interrupt the Maestro and the Lads, but the time has come to say that - if you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

BEN: Well, folks, the ice is melting, and before the spring thaw gets here we'd better bring this February festival to an end. But we'll be back again next Sunday at the same time. And in the meanwhile, don't forget the words of that famous winter sportsman, Skatey McFall:

When you men go out a-skatin'  
In the cold crisp winter air,  
Light up a pipeful of Half and Half,  
Brother, you got something there.

And now, the time has come ...

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

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

ATX01 0200554

Charge to the account of

YOUNG & RUBICAM, INC. 285 Madison Ave.

CLASS OF SERVICE		CLASS OF CABLE	
TELETYPE	DAY	DAY	NIGHT
TELETYPE	DAY	DAY	NIGHT
TELETYPE	DAY	DAY	NIGHT
TELETYPE	DAY	DAY	NIGHT
TELETYPE	DAY	DAY	NIGHT

Please check class of service and class of cable to be used on the message to be transmitted and indicate in the space provided.

# WESTERN UNION

FORM B

CHECK
ACCOUNTING INFORMATION
TIME FILED

R. B. WHITE  
PRESIDENT

NEWCOMB CARLTON  
CHAIRMAN OF THE BOARD

J. O. WILLEVER  
FIRST VICE-PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

2/16/40  
12:15 P.M.

Eleanor Tennat  
8536 Sunset Blvd.  
Hollywood, California

REQUEST CLEARANCE MENTION ALICE MARBLE'S NAME IN BFW BERNIE SCRIPT FOR  
FEBRUARY 18 IN FOLLOWING WAY:

HARRY: YOU OUGHT TO TAKE LESSONS FROM EXPERTS.

HEN: I'VE BEEN TAUGHT BY THE BEST. SONJA HENIE TAUGHT ME ICE SKATING

ALICE MARBLE TAUGHT ME TENNIS ... ETC.

PLEASE WIRE COLLECT TO: BARBARA BOYLE, YOUNG & RUBICAM, 285 MADISON  
AVENUE, NEW YORK CITY.

(COPY'd by wire)

February 16, 1940

Miss Gloria Saffier  
Press Department  
Billy Rose's Diamond Horseshoe  
Hotel Paramount  
46th St. West

Dear Miss Saffier:

This letter is to confirm your verbal permission to use Eleanor Holm's name in the Ben Bernie script for February 13 in the following way:

HARRY: Maestro, you ought to take lessons from experts.

BEN: Why Harry, I've been taught by the best. Sonia Henie taught me ice skating...Eleanor Holm taught me swimming ... etc...

In order that we may have your written approval, will you please sign this letter and return to me immediately?

Very truly yours,

YOUNG & RUBICAM, INC.

Barbara Boyle

APPROVED:

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ATX01 0200556

February 16, 1940

Twentieth Century Fox  
444 West 56th Street  
New York City

Attention: Mr. Wingert

Dear Mr. Wingert:

This letter is to confirm your verbal permission to use  
Sonia Henie's name in the Ben Hurale script for February 18  
in the following way:

HARRY: Maestro, you ought to take lessons from experts.

BEN: Why Harry, I've been taught by the best. Sonja  
Henie taught me ice skating...Alice Marble taught  
me tennis ... etc..etc.

In order that we may have your written approval, will you  
please sign this letter and return it to me immediately?

Very truly yours,

YOUNG & RUBICAM, INC.

Barbara Boyle

APPROVED:

4

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ATX01 0200557

February 16, 1940

Music Corporation of America  
765 Fifth Avenue  
New York City

Attention: Miss Kayser

Gentlemen:

This letter is to confirm your verbal permission to use  
Cobina Wright's name in the Ben Bernie script for February 18  
in the following way:

HARRY: Where do you skate, Maestro?

BEN: Up at Bear Mountain....Last week while I was out  
on the ice, skating, I met Cobina Wright.

HARRY: You did? What did she say?

BEN: "Pleased to meet you, Mr. Bernie. Don't bother  
getting up."

In order that we may have your written approval, will you  
please sign this letter and return to me immediately.

Very truly yours,

Barbara Boyle

LONG & RUBICAM, INC.

APPROVED:

*Approved by Cobina Wright*

ATX01 0200558

AE BROADCAST

REBROADCAST

SONDAY, FEBRUARY 18, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco a February festival of fun and frivolity.  
Sliding down melody lane on a bobbed and singing  
the latest songs are all the Lads and Lassies.  
Trying out his latest jokes on the snowman is  
the Old Maestro, Ben Bernie. And behind an  
igloo, trying to put his pants on over his skis  
is that frostbitten funster of the films,  
Movietone's Lew Lehr. Well now Lads, take off  
your mittens and STRIKE UP THE BAND.

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

ATX01 0200559



SUNDAY, FEBRUARY 18, 1940

-2-

HARRY: Those were the Half and Half Tobacco Lads STRIKING UP THE BAND. Thank you very much, ladies and gentlemen. Now we bring you the spirit of winter. His violin playing will give you the shivers, his vocal ability is below zero, and his jokes will leave you cold -- the cold Maestro, Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOBY")

BEN: Yowsah, yowsah, yowsah, this is the Old Maestro, Ben Bernie, coming to youse all on a coast-to-coast lightup, for dear old Half and Half. Harry, I'm glad you called me the Spirit of Winter, because every year I just can't wait for winter to come. As soon as it gets cold I get out my ski suit, my skis, and my ice skates, pack them all in a trunk, send the trunk <sup>up north</sup> to Lake Placid ... then I go to Florida.

HARRY: Now wait a minute, Maestro, do you mean to tell us you don't go in for winter sports?

BEN: As a matter of fact, Harry, I do a bit of ice skating. I don't want to brag, but I'm known as a symphony on ice. I start out with the grace of Brahms, the beauty of Beethoven, and end up flat on my Bach.

ATX01 0200560

SUNDAY, FEBRUARY 13, 1940

-3-

HARRY: Seriously, Maes, where do you generally do your skating?

BEN: <sup>It's a beautiful place --</sup>  
Do at Bear Mountain. / It's really very informal up there. Last week while I was out on the ice, skating, I met Cobina Wright, Junior.

HARRY: Ah ... the beautiful Cobina? What did she say?

BEN: "Pleased to meet you, Mr. Bernie. Don't bother getting up." By the way, Harry, here's a picture of me skating.

HARRY: Oh say, that's a very fine picture.

BEN: Well, it ought to be. It took me fifteen sittings to get it. ~~It's a good one, but it's not a very good one. Maybe I can get one standing up.~~

HARRY: Well, Maestro, maybe you'd have better luck on skis.

BEN: No, Harry, I tried that too. But I was disillusioned. I always thought my feet were very good friends, but they let a tree come between them. One ski went east, the other went west, and I lit south of the border.

ATX01 0200561

SUNDAY, FEBRUARY 18, 1949

-4-

HARRY: Well, Maestro, you ought to take lessons from experts!

BEN: Why, Harry, I've been taught by the best. I want you to know - Sonja Henie taught me ice skating ... Alice Marble taught me tennis ... Eleanore Holm taught me swimming ... and Myrna Loy ... Ah, Myrna.

HARRY: What did she teach you?

BEN: (COOPLY) Post office. And now, here's a little gal who taught me a thing or two about singing - Little Mary Small. What mesmerizing melody are you going to murmur mellifluously today, Mary?

MARY: Huh?

BEN: That means what are you gonna sing?

MARY: IT'S A BLUE WORLD.

BEN: Ah, that's a beautiful song -  
It's a blue world, /ah me, and when I go ice skating,  
it's a black and blue world. Melodize, Mary.

2....(MARY SMALL & ORCHESTRA ..... "IT'S A BLUE WORLD")

(APPLAUSE)

ATX01 0200562

HALF AND HALF  
February 18, 1940

COMMERCIAL "A"

BERRIE: Thank ya, Mary, thank ya. 'Twas a moment of sweet restfulness from the cares of a troubled world. ~~to~~ ~~hear~~ ~~you~~ ~~sing~~ ~~Mary~~. Yowsah, and them moments of restfulness do us a lot of good, too. You know ... when things are upset around ya, lots of times they kinda get you upset inside. And that's why it helps us a heck of a lot to take time out every once in a while and relax a bit. So whenever you find yourself gettin' up in the air ... and feelin' out of sorts, don't let it get the best of ya. Instead ... give yourself a moment of restfulness. Just pull out your trusty briar ... fill it up with good old Half and Half Smokin' Tobacco ... and Smoke a pipe - to calm you down.

VON ZILL: Maestro ... that's a good idea. Because gentlemen ... a pipe is one of the most comforting partners a man can have -- especially if it's filled with Half and Half Smoking Tobacco. You sense the reason why Half and Half is so good the instant you open the tin. You see ... Half and Half has

ATK01 0200563

HALF AND HALF  
February 18, 1940

COMMERCIAL "A" -2-

VOH ZELL:  
(CONT'D)

a distinctive and very delightful aroma - and it's a scientific fact that the finer the aroma of a tobacco ... the finer its taste. Now, the makers of Half and Half turn this fact to your advantage by giving you a tobacco that IS more aromatic - because it's blended by a special, exclusive process. In this process a finished blend of fragrant, mellow Virginia tobaccos is combined with another finished blend of rich, full-bodied Burleys. That's what makes Half and Half different ... two fine blends, brought together in exactly the right proportions. Just as two halves make a whole, these two blends add up to give you complete smoking enjoyment. So next time be sure you buy the tobacco that is more flavorful because it's more aromatic ... Half and Half Tobacco!

ATX01 0200564

SUNDAY, FEBRUARY 18, 1940

-7-

BEN: Harry, I heard every word you said, and I agree with it fully, totally and completely. Now let's see - what's next? Where are we specs? And now we and the Half and Half Tobacco Lads are gonna play "BLUEBIRDS IN THE MOONLIGHT." Ah, romantic moonlight. I'll never forget the night I serenaded my first girl in the moonlight. / I stood beneath her window and sang my heart out ... then she opened the window ... and threw her shoe out. Ah, romance. Play, Lads.

2....(ORCHESTRA ..... "BLUEBIRDS IN THE MOONLIGHT")

BEN: That was we and the Half and Half Tobacco Lads playin' "BLUEBIRDS IN THE MOONLIGHT".

BUDDY: Hy'a Maes.

BEN: Well, if it isn't Buddy Clark, our vocal boy who made good.

RODDY: Say, Maes, what's this I hear about you going skiing?

BEN: You heard right, Buddy ... and I want to tell you I had a horrible experience up there.

BUDDY: Tell us about it, Maes.

ATX01 0200565

SUNDAY, FEBRUARY 18, 1940

-8-

BEN: Well, I was up in the north woods, skiing all by myself, when suddenly I spied a big timber wolf coming towards me. He jumped at me. I ducked, and he went right over me. Again he jumped ... and again I ducked ... and again he jumped right over me. Five times I ducked, Buddy, and five times he jumped right over me ... and then he jumped over a hedge.

BODDY: My goodness, and then what happened?

BEN: Well, I tiptoed over to the hedge and looked over ... and would you believe it, Buddy ... there was the wolf ... practicing shorter jumps! Buddy, I told you that story wasn't going to get a laugh. Why do you give me those things? And now suppose you jump right into Cole Porter's new number "I've got my eyes on You."

4....(ORCHESTRA & BODDY, CLARK ... "I'VE GOT MY EYES ON YOU")

(APPLAUSE)

BEN: Well sunz, Boddy, well sung.

Now all of you ladies  
Please hold your hearts  
For here comes our Cupid  
With his bow and his darts

Yoweah, it's our own cosmic Valentine ... that Half and  
Half wit of Movietone News ... LEW LEHR.

(ORCH: LEHR PLAY OR MUSIC)

(APPLAUSE)

ATX01 0200566

SUNDAY, FEBRUARY 18, 1940

-9-

LEW: (LAUGH) Monkey is the craziest people. (SINGS)

I Love You ... I Love You ... is all that I ...

BEN: Well, Lew, <sup>you astound me</sup> just a minute I hate to interrupt this outburst, but you certainly are filled with that Valentine spirit.

LEW: Yeah ... I'm in love with love. Take marriage. To me marriage is a happy union ... it's a noble experience ... er ... an ideal existence ... existe ...

(LAUGH) It's a dog's life!

BEN: Aw, Lew, you don't know what love is. What gives you that funny feeling inside of you ... what are you always hungry for ... what is the first thing on your mind in the morning?

LEW: Ham and Eggs!

BEN: No ... You don't even know the meaning of love!

LEW: Who don't? Love!

L stands for Lew Lehr, a guy who got married.  
O stands for the observation ward, where I will be carried.

V stands for vows ... I took them for life.

E stands for elephant ... the shape of my wife!

(LAUGH) Ain't that beautiful!

ATK01 0200567



SUNDAY, FEBRUARY 18, 1940

-10-

BEN: I would call it very tender. That would have been a fine poem for Valentine's day. But seriously, Lew, Didn't you compose anything more romantic than that?

LEW: Oh sure ... here's a tender Valentine I sent the little wife. Er ...

Wife dear, you wanted to know  
What made me marry you perchance  
It wasn't cupid's arrow in my heart  
It was your father's bullet in my pants!

BEN: Lew - that touched me deeply - you shouldn't talk that way about your wife. You know you love her.

LEW: Sure I do! I call her my "Queen of Hearts".

BEN: Queen of Hearts? Why do you call her that?

LEW: (LAUGH) I won her in a poker game. I'll never forget it, Mr. Bernie ... all the time we wuz engaged I had to stroke her head.

BEN: Why that's silly! Why did you have to stroke her head?

LEW: Because! (LAUGH) Every time she looked at my face, her hair stood up!

BEN: I wish my hair would stand up! Lew ... tell me, did you write any other Valentines?

ATK01 0200568

SUNDAY, FEBRUARY 18, 1940

-11-

LEW: Oh sure ... I sent one to my mother-in-law.

BEN: I just can't wait until I hear this one.

LEW: Oh mother-in-law of mother-in-laws  
Why don't you leave my house  
There's only one word to describe you  
You're nothing but a ... Mr. Bernie, what rhymes  
with house?

BEN: You're not going to catch me on that one.  
~~xxxxxxx~~ Well, Lew, tell me, just how  
did you celebrate Valentine's day this year?

LEW: Er ... I got all undressed up as cupid ... and went  
into Central Park. The first person I met was a  
policeman. I pulled back my bow and shot him with  
an arrow. Den I said "I have won your heart."

BEN: And what did the policeman do?

LEW: (LAUGH) He trumped me with his club!!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice Valentining, Lew, nice Valentining. Now my good  
friends, me and the Half and Half Tobacco Lads are  
gonna play DO I LOVE YOU from "Du Barry Was A Lady."  
Lincoln, Neb. papers please copy.  
This number was arranged by Nick, our piano player.  
We gave him five dollars for it, and he was so happy

ATK01 0200569

SUNDAY, FEBRUARY 18, 1940

-12-

BEN: he said, "Oh goody, now I can take piano lessons!"  
(CONT'D) Play, Rick, and if you play real good I won't stop  
the check.

5....(ORCHESTRA ..... "DO I LOVE YOU")

BEN: That was DO I LOVE YOU played with zip-a and zest-a,  
for Half and Half Tobacco, the mosts of the besta.  
Now, this being the season for winter sports, our  
whole troupey is gonna collaborate in a little ditty  
called IGLOO. This is the story about two eskimos.  
One of them's from the north pole, the other's from  
the south pole. They meet. The one from the north  
pole says, "Glub, glub, glub." The one from the  
south pole says, "glub, glub, glub ... you all."  
Harry Von Zell gave it to me.  
/ All right, Lads, start de-frosting.

6....(BEN, BAILEYE, HARRY, LEN & ORCH ..... "IGLOO")

(APPLAUSE)

ATX01 0200570

HALF AND HALF  
February 18, 1940

COMMERCIAL "B"

BRENNE: Oh dear - I've been readin' a lot lately ... I've been readin' a lot lately by these guys who tell ya to keep pluggin' hard at your work and gettin' in there and pushin' and all that sort of thing. Well, that's all okay, but what goes on after workin' hours is mighty important, too. So, instead of talkin' about how to apply yourselves to your job and puttin' your shoulder to the wheel, I want to say a word about applyin' yourself to your easy chair and puttin' your ... well, puttin' your shoulder where it feels the best. Yowah, guys, make the most of them evenin's at home ... and them happy times with your folks ... 'cause that's what you're really workin' for, ain't it? And wistah, while you're a-settin' there, enjoyin' yourself ... here's a swell tip. Light up a pipeful of Half and Half Smokin' Tobacco. You'll sure like that pleasin', fragrant aroma of Half and Half ... and so will all the folks around ya. Yowah, everyone in the room ... includin' your better half ... will love the fragrance of Half and Half.

VON ZELL: You're absolutely right, Maestro. Half and Half has a mighty fine aroma. Yes gentlaxen, and here's another

ATK01 0200571

HALF AND HALF  
February 18, 1940

COMMERCIAL "B" -2-

VON ZELL: advantage of Half and Half. You'll find it's a lot  
(CONT'D) easier to fill your pipe when you use Half and Half  
Tobacco ... from the patented telescope tin. This  
telescope tin just shows you how the makers of Half  
and Half follow through when it comes to giving you  
more service ... more convenience ... more all-around  
smoking pleasure. They not only give you a blend with  
a distinctive aroma ... but they even pack Half and Half  
in a special way ... in the telescope tin. This tin  
gets smaller and smaller as you use your tobacco ...  
so that every pipeful of Half and Half is always right up  
on top where it's easy to reach. You don't have to dig  
around ... and what's more, BECAUSE you don't, your  
tobacco doesn't get all broken up and crumbled. It  
stays in better condition ... fresher ... just the way  
it should be to give you a cool, smooth smoke. The  
telescope tin is an exclusive patented feature ... and  
like the exclusive Half and Half blend, it's something  
no other tobacco can offer. So next time, be sure you  
buy Half and Half Tobacco ... in the convenient  
telescope tin.

ATX01 0200572

SUNDAY, FEBRUARY 18, 1940

-15-

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

BEN: Hear what the Lads are playing? It's I KNOW THAT YOU  
KNOW - or, as Winchell sings it, I know what you know.

(ORCHESTRA UP AND FINISH)

HARRY: Sorry to interrupt the Maestro and the Lads, but the  
time has come to say that - if you men roll your own  
cigarettes, try Half and Half Tobacco. It rolls easily,  
burns evenly and makes a swell, smooth cigarette.

BEN: Well, folks, the ice is melting, and before the spring  
thaw gets here we'd better bring this February festival  
to an end. But we'll be back again next Sunday at the  
same time. And in the meanwhile, don't forget the words  
of that famous winter sportsman, Skatey McFall:

Then you men go out a-skatin'  
In the cold crisp winter air,  
Light up a pipeful of Half and Half,  
Brother, you got something there.

And now, the time has come ...

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

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 Esall,  
Buddy Clark and Lew Lehr. Goodnight.  
This Is The Columbia Broadcasting System.

ATX01 0200573

AS BROADCAST

SUNDAY, FEBRUARY 25, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC:           (FIRST TWO NOTES OF SIGNATURE)

HARRY:           Half Swing!

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

HARRY:           Half Sweet!

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

(FADE DOWN UNDER)

HARRY:           Bringing you on behalf of Half and Half  
                  Smoking Tobacco a tropical fiesta of gaiety  
                  and music. Seated on the bandstand in the  
                  patio, ready to serenade you with the latest  
                  tunes are all the Lads and Lassies. Dressed  
                  up as a gaucho, and looking like an over-  
                  stuffed couche-o is the Old Maestro, Ben  
                  Bernie. And up in a palm tree, throwing  
                  coconuts down at the monkeys is that silly  
                  Senor of the Cinema, Movietone's Lew Lehr.

ATX01 0200574

HARRY: Well. Now, Lads, how about starting these fiesta  
(CONT'D) festivities with FINE AND DANDY.

1....(ORCHESTRA ..... "FINE AND DANDY")

HARRY: Those were the Half and Half Tobacco Lads playing  
FINE AND DANDY. You know, ladies and gentlemen,  
last Wednesday the city of Havana, Cuba, proclaimed  
Ben Bernie day, in honor of the Old Maestro. And  
what a reception he got. The citizens took him to  
their hearts, the señoritas took him into their  
arms, and the horses just took him ... but here he  
is, that gay caballero, Señor Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Si, si, si, rhumbas, siestas, and hot tamales to youse  
all. This is Pancho Gaucho El Rancho Grande-o  
Benjamano Bernie-o, which in English means "Toots,"  
bringing you a bit of a fiesta for Half and Half,  
the mosta of the besta. Yes, my friends, last week  
Havana honored the Old Maestro by naming a horse race  
after me, but that isn't the first time I've been  
honored. The Republic of Mexico named a dog after  
me ... the Mexican hairless.

HARRY: Well, Maestro, Cuba is really an exciting place, isn't  
it?



SUNDAY, FEBRUARY 25, 1940

-3-

BEN: Ah yes, Harry, yes. Indeedy, indeedy .. them  
Senoritas!

HARRY: Yes ... they are lovely, aren't they?

BEN: Harry, you wouldn't believe this, but every time those  
Senoritas saw me they said "Don Juan".

HARRY: Don Juan?

BEN: Yes. "Don Juan to have a thing to do with you!"

HARRY: Well, tell me, Maes, did you have any better luck at  
the Havana race track than you do at our tracks?

BEN: No, Harry ... and it's amazing! Out of two million  
horses in Latin America, I had to pick one that never  
heard of the good neighbor policy. Oh deah, the  
horse I bet on was way out in front, when suddenly  
he looked up and saw that beautiful cuban sky. He  
turned around to the other horses and said, "It's  
such a lovely day ... I think I'll walk!"

HARRY: How about the language, Maes, did you have any  
trouble with the language?

BEN: Well Harry, my Spanish ain't what it should be. I  
wanted the bell boy to get me some tickets for the

ATK01 0200576

SUNDAY, FEBRUARY 25, 1940

-4-

BEN: bull fight, but I couldn't make him understand ... so  
(CONT'D) I drew a picture, showed it to him, and said "Bull!  
Bull!" He looked at it and said "Si, si, si" ...  
and in five minutes he came back ... dragging Winchell!

HARRY: As a bell boy he certainly was a swell critic!

MARY: Como esta, Senor Bernie?

BEN: Ah, Senorita Mary Small.

MARY: Did you do much rhumba dancing in Cuba, Maestro?

BEN: Ah, I sure did, Mary!

All night long we danced the rhumba  
There were thrills in every turn  
When she wasn't standing on my feet  
I was a-standing on her'n.

Chanteuse, Senorita Small, chanteusie.

2.....(MARY SMALL & ORCHESTRA ..... "FAITHFUL FOREVER")

(APPLAUSE)

ATX01 0200577

SUNDAY, FEBRUARY 25, 1940

-10-

BEN: It certainly is, Lew.

LEW: Never told a lie? Hahaha. And he was married?

BEN: Yes, Lew, Washington was married, and he was a great man.

LEW: You said it. My whole life has been influenced by him and my mother-in-law.

BEN: What do you mean your whole life was influenced by Washington and your mother-in-law?

LEW: Er ... Washington gave me my independence, and (LAUGH) and she took it away!

BEN: Well, Lew, tell me how did you celebrate Washington's birthday?

LEW: Oh we had lots of fun. My wife gave me one of those little red hatchets filled with cherries.

BEN: Ah, how did you like it?

LEW: Oh, der cherries was wonderful (GRUNT) But the hatchet gave me indigestion.

BEN: Tell me Lew. Indigestion. How did your little son  
his birthday  
Sycamore celebrate the holiday?

ATK01 020057B

SUNDAY, FEBRUARY 25, 1940

-11-

LEW: Oh, Sycamore had a wonderful time, too. I gave him a real hatchet ... and I told him how George Washington chopped down the cherry tree.

BEN: That must have made a great impression on him!

LEW: It certainly did. (LAUGH) Er ... Mister Bernie ... would you like to buy a piano with no legs?

BEN: Oh dersh, Lew, now I'm convinced that you don't know a thing about American history.

LEW: Mr. Bernie, that's an insult! Dat's a fine way to talk to a veteran. Mr. Bernie, I fought in the Spanish American War!

BEN: You did?

LEW: Certainly ... I was with Dewey when he took Manila.

BEN: What did you do?

LEW: (LAUGH) I took chocolate!

(LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice work, Lew, nice work indeed. Now me and the Half and Half Tobacco lads are gonna play the number one

ATX01 0200579

SUNDAY, FEBRUARY 24, 1940

-12-

BEN:  
(CONT'D) song of the country "INDIAN SUMMER." Oh ... well,  
we're playing this number because we've had a big  
request for it. Our trombone player requested it.  
Indian Summer -- without icicles

5.....(ORCHESTRA ..... "INDIAN SUMMER")

SUNDAY, FEBRUARY 25, 1940

-13-

V  
BEN:

That was Indian Summer,  
The favorite days of the fall,  
Played for Half and Half Tobacco,  
The favorite of youse all.

And now let's see. Ah, yeah, the Bailey gals and the  
shy voice of Hee Bonnie Bernie are gonna do a little  
song from the picture "Pinocchio" called GIVE A  
LITTLE WHISTLE. And incidentally, the Bailey gals  
do this number very well, on account for the past  
four weeks they've been whistling for their salary.  
All you lads start whistling, too.

6.... (BEN. BAILEYS & ORCHESTRA ..... "GIVE A LITTLE WHISTLE"

(APPLAUSE)

ATK01 0200581

SUNDAY, FEBRUARY 25, 1940

HALF AND HALF

COMMERCIAL "B"

BERNIE: Thank you, ladies and gentlemen, thank you. Well, before another Sunday rolls around, we're gonna be smack into it ... yowah, smack bang into the month o' March ... <sup>dear old March,</sup> with all its wind and its fury. Good old March ... it comes in like a lion and almost blows you out like a lamp. Ah, guys, but how much cozier your livin' room seems on them nights, when you nuzzle yourself into that old easy chair, when the elements are doin' a war dance outside. And how much sweeter your trusty briar tastes on them nights, too ... when it's packed with pleasin', fragrant Half and Half Smokin' Tobacco. Oh, deah, ... if it's contentment you're a-seekin', mistah ... in March or any other month of the year ... just wait till your pipe gets a load of Half and Half. And what's more, everyone in the room ... includin' your better half ... will love the fragrance of Half and Half.

VON ZELL: Right, Maestro. Yes gentlemen ... Half and Half certainly has a fine aroma. And here's another good point about Half and Half, too. You'll find it's a lot easier to fill your pipe when you use Half and

ATK01 0200582

SUNDAY, FEBRUARY 25, 1940

HALF AND HALF

COMMERCIAL "B" -2-

VON ZELL:  
(CONT'D)

Half Tobacco ... from the patented telescope tin. This telescope tin is just another example of what the makers of Half and Half do in order to give you more convenience ... more service ... more all-around smoking pleasure. They not only blend Half and Half a distinctive way ... but they even have a special way of packing Half and Half ... in the telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ...  fresher ... in small shares to give you a smooth, cool smoke. The Half and Half telescope tin is an exclusive patented feature ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer. So next time, be sure you buy Half and Half Tobacco ... in the convenient telescope tin.

ATK01 02005B3



SUNDAY, FEBRUARY 25, 1940

-16-

(ORCHESTRA ..... "PINCH ME" ..... HIT AND FADE)

BEN: The Lads are now playing the song that a size 11  
foot sings to a size 9 shoe. "Pinch Me."

(ORCHESTRA UP AND FINISH)

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

BEN: Right, Harry, right!  
/Well, folks, our fiesta is just about over, but before  
we have to get our costumes back to the guy we rented  
them from, I want to remind you that we'll be back  
again at the same time next Sunday, <sup>and we want to thank</sup> And meanwhile,  
youse all for being so nice tonight. S'elp me, it warms  
remember the words of that wise old traveler,  
the Old Maestros heart.  
Hitchhike McThumb:

Wherever you may travel  
Be it east or be it west,  
It's unanimous with everyone  
That Half and Half's the best

And now the time has come ...

(BEN & ORCHESTRA ..... "AU REVOIR" ..... SEQUE TO "LONESOME OLD TOE"

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

"I've Got My Eyes On You" is from the picture "Broadway  
Melody of 1940".

ATK01 0200584

(AS BROADCAST)

SUNDAY, MARCH 3, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM . . . . BEN BERNIE

WABC

5:30 - 6:00 P.M.

12:00 - 12:30 A.M.

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

MUSIC:           (FIRST TWO NOTES OF SIGNATURE)

HARRY:           Half Swing!

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

HARRY:           Half Sweet!

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

(FADE DOWN UNDER)

HARRY:           Bringing you on behalf of Half and Half  
                    Smoking Tobacco a March medley of mirth  
                    and music. Blowing your way on a March  
                    wind are the latest tunes by all the Lads  
                    and Lassies. Coming in like a lion to hand  
                    out that same old line is the Old Maestro,  
                    Ben Bernie; and standing over in the corner  
                    acting as gentle as a lamb is that mutton-  
                    head of the movies, Movietone's Lew Lehr.  
                    Well, now, Lads, before that March wind blows  
                    the music away, let's get the program started  
                    with I'VE GOT MY EYES ON YOU.

ATK01 0200585

SUNDAY, MARCH 3, 1940

-2-

1....(ORCHESTRA ..... "I'VE GOT MY EYES ON YOU"

HARRY: Those were the Half and Half Tobacco Lads playing I'VE GOT MY EYES ON YOU. Well, you know, ladies and gentlemen, the Florida season is just about over and the birds are starting north, so we take great pleasure in bringing you the first to arrive .. that old bald eagle, Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yowsah, yowsah, my friends, greetings and salutations. And if Sea Biscuit is listening -- Congratulations. This is Ben Bernie, the old March hare-less, comin' to you on a coast to coast light up for good old Half and Half Smoking Tobacco (SHORT PAUSE) Well, go on, Harry, you're supposed to ask me what I've been doing this week.

HARRY: (PETULANTLY) Aw, Maes, I don't wanna.

BEN: But, Harry, it's in the script.

HARRY: Well I know it is, but you make me ask you that question of ya every week, week after week, (WITH MOUNTING VOICE) What ya been doin', who

ATK01 0200586

SUNDAY, MARCH 3, 1940

-3-

HARRY:  
(CONT'D)

ya been seein', where ya been goin' what ya  
been doin' week after week and I'm getting  
tired of it!

BEN:

(FIRMLY) Harry, I insist that you ask me what  
I've been doing this week.

HARRY:

(RESIGNEDLY) Oh, all right, it's a living,  
folks. (PROPERLY) Tell me, Maestro, what  
have you been doing this week?

BEN:

By gosh, I've been waiting so darned long  
for you to ask me I forget ... Oh, yes, I  
went to a debutante's party in Miami.

HARRY:

I glad I asked you. I read about that, I saw  
the headline in the newspaper. Debutante of  
1940 meets playboy of 1904. (LAUGH)

BEN:

Why did I start this? Harry, I was not the  
playboy of 1904 ... I came out in 1906 ... and  
my hair came out in 1908.

HARRY:

Well anyway, I thought that was a stunning  
picture of you and the debutante on the society  
page, Maestro.

ATK01 0200587

SUNDAY, MARCH 3, 1940

-4-

BEN: Yes, Harry, the picture was all right, but I didn't like what it said underneath ... Deb meets Dope.

HARRY: According to the papers, it was a very swanky party.

BEN: Yes, as a matter of fact it was quite ultra, ultra. I called for the young lady at eight o'clock, and as we rode to the party I presented her with a corsage of orchids. She was so surprised, Harry, she almost fell off the handlebars.

HARRY: Well, what sort of a function was this?

BEN: It was a costume party, Harry and they certainly did it up in style. The butler stood at the head of the stairs and announced each guest and his costume as he arrived. First he said, "Lord Bixby, in King Richard's armor." Then he said, "Count Duzanni in Robin Hood's cloak." Then I came in.

HARRY: What'd he say?

ATX01 0200588

SUNDAY, MARCH 3, 1940

-5-

BEN: "Ben Bernie in Phil Baker's pants." And now this being the season of coming out parties right now we're going to bring out our little debutante of Melody Lane, Mary Small. Mary is going to sing IT'S A RED WORLD.

MARY: No, Maestro, it's a blue world.

BEN: Mary, I just finished making out my income tax, and everything looks red. Sing, Mary.

2.... (MARY SMALL & ORCHESTRA ..... "IT'S A BLUE WORLD")

(APPLAUSE)

ATX01 0200589

HALF AND HALF  
March 3, 1940  
(REVISED)

COMMERCIAL "A"

BERNIE: Deah, deah ... did the Old Maestro have a nightmare last night! He dreamt that all you good men were cast adrift on an uncharted sea, lost in a pea-soup fog, tryin' to navigate a cranky old ship called "Income Tax Return." Ah, it was terrible! Mistah, YOU were up in the crow's nest, swingin' down by one arm, yellin': "Hey, where's Schedule H, item 13?"... And the fella who lives next door to ya was jumpin' up and down like a madman, with a harpoon ... tryin' to spear himself a couple personal exemptions. Gosh it sure was bedlam. And then suddenly your uncle certain appeared in that dream ... spoke just seven magic words ... and pretty soon all was peace and quiet. Here are them seven words ... "Smoke a pipe-- to calm you down." Yowsah ... and that's mighty good advice for all youse guys ... whether it's income tax returns that are botherin' ya ... or any of the dozens of annoyin' things that are always comin' at ya in life. Don't let yourself go all to pieces. No sir. Instead ... just whip out your trusty briar ... fill it up with Half and Half Tobacco ... and Smoke a pipe - to calm you down.

ATX01 0200590

HALF AND HALF  
March 3, 1940

COMMERCIAL "A" -2-

VON ZELL: Well spoken, Maestro. Yes gentlemen ... your pipe certainly can help smooth out your troubles. And you'll find you'll enjoy your pipe lots more when you fill it with Half and Half Smoking Tobacco. It's the fine aroma of Half and Half that adds such a great deal to your smoking pleasure. You see, science tells us that aroma is chiefly responsible for flavor. And that's just why the makers of Half and Half perfected the famous Half and Half blending process ... in order to give you a tobacco that IS more aromatic. By this new and exclusive process a blend of fragrant, mellow Virginia tobaccos is combined with another blend of rich, full-bodied Burleys. It is these two fine blends ... brought together in exactly the right proportions ... that make Half and Half such a grand flavorful smoke. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time buy the tobacco that is better balanced ... more aromatic ... and therefore more flavorful ...  
Half and Half Tobacco.

ATK01 0200591



SUNDAY, MARCH 3, 1940

-8-

BEN: Harry, you've just uttered my own opinion to a T, so 'elp me ... so 'elp me ... Now me and the Lads are gonna play OOH WHAT YOU SAID, from the musical comedy THREE AFTER THREE, starring Simone Simon. By the way, I made a picture with Simone Simon, and that famous actor Walter Winchell. No really, it was a combination comedy and tragedy. In the first scene Winchell tried to act; that was comedy. And in the last scene Winchell did act, that, my friends, was tragedy. Play Lads.

3.....(ORCHESTRA ..... "OOH WHAT YOU SAID")

BEN: That was me and the Half and Half Tobacco Lads playing OOH WHAT YOU SAID.

BUDDY: H'ya, Maes.

BEN: Buddy, it seems every Sunday you come on here and always say H'ya Maes. Don't you know any other greeting?

BUDDY: Oh, yeah. I thought of a swell one for next week. I ain't gonna say H'ya Maes.

BEN: What are you going to say?

BUDDY: Maes, H'ya!

ATX01 0200592

SUNDAY, MARCH 3, 1940

-9-

BEN: Well, let's have done with this silly banter.  
How about singing the Gaucho Serenade?

BUDDY: The Gaucho Serenade?

BEN: Oh, The Gaucho Serenade. Would that I were a  
Gaucho.

BUDDY: Aren't you a Gaucho?

BEN: Naw ... I didn't bet on Sea Biscuit ... I'm a  
Groucho!

4....(BUDDY CLARK & ORCHESTRA ..... "THE GAUCHO SERENADE")

(APPLAUSE)

BEN: Here he comes now  
Sailing on a breeze  
There are many more like him  
But they all live in trees.  
Yowsah, it's that Half and Half wit of Movietone  
News .... Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

ATX01 0200593

SUNDAY, MARCH 3, 1940

-10-

LEW: Monkeys is der craziest people. (CRIES) Oh, Mr. Bernie...I can't stand it...It's simply awful!

BEN: Why Lew...You're crying. What in the world is the matter!

LEW: (CRY) I didn't win the academy award!

BEN: No...Lew...They gave the award to Miss Vivien Leigh.

LEW: (CRY) Yeah...and as soon as I saw that, I knew it must be true.

BEN: What?

LEW: (CRY) I ain't pretty!

BEN: Lew...speaking of your beauty, when audiences see your face on the screen, what is their reaction?

LEW: Er...cat and the canary!

BEN: What do you mean, cat and canary?

LEW: (CRY) My puss gets the bird!

BEN: Well, Lew, we really think you look marvelous in pictures. We always watch you in the newsreels... so tell us what newsreel you made this week.

LEW: Well, this week I went to a leap year party, and I

ATX01 0200594

SUNDAY, MARCH 3, 1940

-11-

LEW: made a newsreel of that!  
(CONT'D)

BEN: A Leap Year Party? You mean where the old maids  
go to get husbands?

LEW: Yeah...and you should have seen those babies...What  
faces! Dere was one fat mamma there...she had so  
many chins (GRUNT) she looked like she was peepin  
over a stack of wheat cakes. There was another mamma  
there...her teeth was so far apart dat when she  
smiled (LAUGH) it looked like a picket fence.

BEN: Lew...that's hard to believe.

LEW: Yeah...und I felt so sorry for the poor girl...she  
was broken hearted, because one night her boy friend  
went out for a ride, and never came back to her!

BEN: Who was he?

LEW: (LAUGH) Paul Revere!

BEN: Tell me Lew...Do these damsels use any feminine wiles  
to capture the elusive bachelor?

LEW: Oh sure...did you get a raise? I told one of the  
girls "Show a man you're a good cook, if you want him  
to run away with you! So she baked a wonderful cake,  
and showed it to a bachelor.

ATK01 0200595

SUNDAY, MARCH 3, 1940

-12-

BEN: And what happened?

LEW: He took one look at her...and ran away with the cake!  
There was another old maid there...she had a picture  
of Clark Gable tatooed on her adam's apple!

BEN: Clark Gable on her adam's apple? Why?

LEW: So every time she swallowed (LAUGH) He tickled her  
under the chin!

BEN: Lew, tell me, was your wife at this party with you?

LEW: Sure...and I wanted to show all the old maids and  
bachelors how wonderful marriage is...so I kept  
kissing and huggin' my wife all night...and I got  
arrested!

BEN: What for?

LEW: (LAUGH) Spreading false propaganda! You know, Mr.  
Bernie, my aunt Tillie was there. She's an old maid.  
She was engaged, but the guy packed out, and she got  
fifty thousand dollars for her broken heart.

BEN: Fifty thousand dollars for a broken heart? Oh, yes,  
you told me about her.

ATX01 0200596

SUNDAY, MARCH 3, 1940

-13-

LEW: Certainly. Well coming home from the party, she was in an auto accident, and she got fifty dollars for three broken ribs.

BEN: Only fifty dollars for three broken ribs...

LEW: Yeah...and from all that I learned a big lesson.

BEN: What lesson did you learn, Lew?

LEW: Never fool around with a woman's heart... (LAUGH)  
Kick her in the ribs!

(ORCH.....LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice matchmaking, Lew. And now me and the Half and Half Tobacco Lads are gonna play SAY SI SI. Si in Spanish means yes...and yes is the most wonderful word in the English language. When a fellow's proposin' to his girl, she says yes. Then they get married, and for the rest of his life he says "yes".  
Si, si, my lads.

5.....(ORCHESTRA.....SAY SI SI)

BEN: That was SI SI, played by me and all the Lads for the dear old Alma Mater, Half and Half Smoking Tobacco.

ATX01 0200597

SUNDAY, MARCH 3, 1940

-14-

BEN: Well, my old colleague Kay Kayser has introduced  
CONT'D) a swell spelling song called "Sing a Spell" and I  
figure if it's good enough for K.K. it's good enough  
for B.B.....yowsah...so gather around 'cause old  
school teacher Bernie is gonna call the class together  
and "Sing a Spell". June and Sue Bailey!

BAILLEYS: Here, Teacher!

BEN: Harry Von Zell!

HARRY: Here, Teacher!

BEN: Mary Small.

MARY: Here Teacher!

BEN: Buddy Clark.

BUDDY: (HIGH VOICE) Here teacher.

BEN: Hmum. Your voice is changing. Ben Bernie...Ben  
Bernie. Now where in the world is he, probably  
playing hookey at the race track. Start the lesson,  
Lads.

6.....(ENTIRE CAST & ORCH....."SING A SPELL")

ATX01 0200598

HALF AND HALF  
March 3, 1940

COMMERCIAL "B"

BERNIE: And now, here's a little poem ... written by some  
fella called Anonymous. I don't know him, but he  
sure sounds like a nice guy. Listen ...

I got no yacht, no limousine ... ain't even got my hat  
I got no more than a two-by-four for me and my folks  
But I got their love and I got my pipe and I got my <sup>to share,</sup>  
<sup>easy chair ...</sup>  
They're things to prize - so step up you guys - and  
shake hands with a millionaire.

Deah, deah ... there's lots of us guys could take a  
tip from that fellow. When you're a-settin' back in  
your livin' room, with your tootsies in your slippers  
and your trusty briar 'twixt your teeth, your life's  
a heck of a lot sweeter than that of any old king,  
perched up stiff on a straight-back throne. Yowsah,  
my friends, and that pipe you're a-puffin' is a heck  
of a lot sweeter, too ... when it's filled with  
pleasin' fragrant Half and Half Tobacco. Good old  
Half and Half ... why, everyone in the room ...  
includin' your better half ... will love the fragrance  
of Half and Half.

ATX01 0200599



HALF AND HALF  
March 3, 1940

COMMERCIAL "B" -2-

VON ZELL: You're absolutely right, Maestro. Yes smokers, you'll find that that grand aroma of Half and Half makes you pipe lots more enjoyable. And you'll also find that your pipe will be lots easier to fill, too ... when you use Half and Half Tobacco...from the patented telescope tin. This telescope tin just goes to show you how the makers of Half and Half follow through when it comes to giving you more convenience...more service ... more all-around smoking pleasure. They not only blend Half and Half in a distinctive way ... but they even have a special way of packing Half and Half...in the telescope tin. This tin gets smaller and smaller as you use your tobacco...so that every pipeful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't your tobacco doesn't get all broken up and crumbled. It stays in better condition...fresher...just the way it should be to give you a cool, smooth smoke. The Half and Half telescope tin is an exclusive, patented feature...and like the exclusive Half and Half blend, it's something that no other tobacco can offer. So next time, be sure you buy Half and Half tobacco ... in the convenient telescope tin.

ATK01 0200600

SUNDAY, MARCH 3, 1940

-17-

7....(ORCHESTRA..... "OLD MAN RIVER" ..... HIT AND FADE)

BEN: The Lads are now playing OLD MAN RIVER...And by the way, all you folks up and down the Missis&ippi, if you're figurin' on comin' in to New York, don't forget to drop in and say hello to the Old Maestro at the Taft Hotel where we start our engagement this week. Yowsah.

(ORCHESTRA UP AND FINISH)

HARRY: Sorry to interrupt you, Maes and all the Lads but as fast as you are going, you can't beat Father Time. It's time to tell if you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

BEN: Well, folks, that about winds up our March shindig, and in the meantime, don't forget the words of that old playboy, Goodtime McCharlie:

At every party, when pipes are lit,  
Half and Half sure makes a hit.

AND NOW THE TIME HAS COME ETC.

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

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday.

ATX01 0200601

YOUNG & RUBICAM, INC.  
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 265 Madison Avenue

February 28, 1940

Mr. Harry Ommerle  
Wm. Morris Agency  
1270 Sixth Avenue  
New York, N.Y.

Dear Mr. Ommerle:

This letter is to confirm your verbal permission to use Phil Baker's name in the Ben Bernie script for March 3, in the following way:

BEN: The Butler stood at the head of the stairs and announced each guest and his costume as he arrived. Then I came in.

HARRY: What'd he say?

BEN: "Mr. Ben Bernie in Phil Baker's tuxedo."

In order that we may have your written approval, will you please sign this letter and return to me immediately. We shall appreciate your cooperation in this matter.

Very truly yours,

*Dorothy Regan*  
YOUNG & RUBICAM, INC.

Dorothy Regan

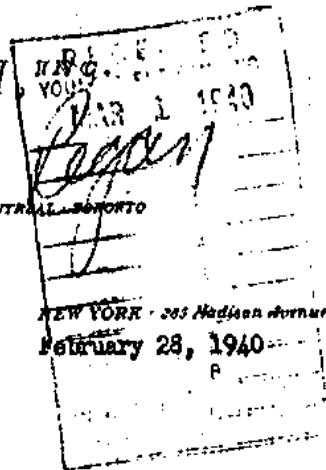
APPROVED:

*Phil Baker by*  
*Harry P. Ommerle*

ATK01 0200602

YOUNG & RUBICAM  
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO



Mr. Lee Shubert  
225 West 44th Street  
New York, N.Y.

Dear Mr. Shubert:

This letter is to confirm your verbal permission to use Simone Simon's name in the Ben Bernie script for March 3rd, in the following way:

BEN: Now me and the Half and Half tobacco Lads are gonna play OOH WHAT YOU SAID, from the musical comedy THREE AFTER THREE, starring Simone Simon. By the way, I made a picture with Simone Simon, and that famous actor Walter Winchell.

In order that we may have your written approval, will you please sign this letter and return to me immediately. We shall appreciate your cooperation in this matter.

Very truly yours,

*Dorothy Regan*  
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

A handwritten signature, likely of Lee Shubert, written over a horizontal line. The signature is in cursive and appears to be "L. Shubert".

ATK01 0200603

YOUNG & RUBICAM, INC.  
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 287 Madison Avenue

February 29, 1940

Mr. Milton Weiss  
Metro Goldwyn Mayer  
1540 Broadway  
New York, N.Y.

Dear Mr. Weiss:

This letter is to confirm your verbal permission to use Clark Gable's name in the Ben Bernie script for March 3rd, in the following way:

LEW: There was another old maid there - would you believe it - she had a picture of Clark Gable tattooed on her Adam's apple.

BEN: What was the idea?

LEW: Every time she swallowed Gable tickled her under the chin.

In order that we may have your written approval, will you please sign this letter and return to me immediately. We shall appreciate your cooperation in this matter.

Very truly yours,

*Dorothy Regan*

YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

*[Signature]*

ATX01 0200604

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

# WESTERN UNION

R. B. WHITE  
PRESIDENT

NEWCOMB GARLTON  
CHAIRMAN OF THE BOARD

J. G. WILLEVER  
FIRST VICE-PRESIDENT

SYMBOLS

DL - Day Letter
NL - Night Letter
LC - Deferred Cable
NLT - Cable Night Letter
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The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

AB97 43 WUX TDS CULVERCITY CALIF 2 1228P

N BERNIE

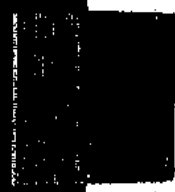
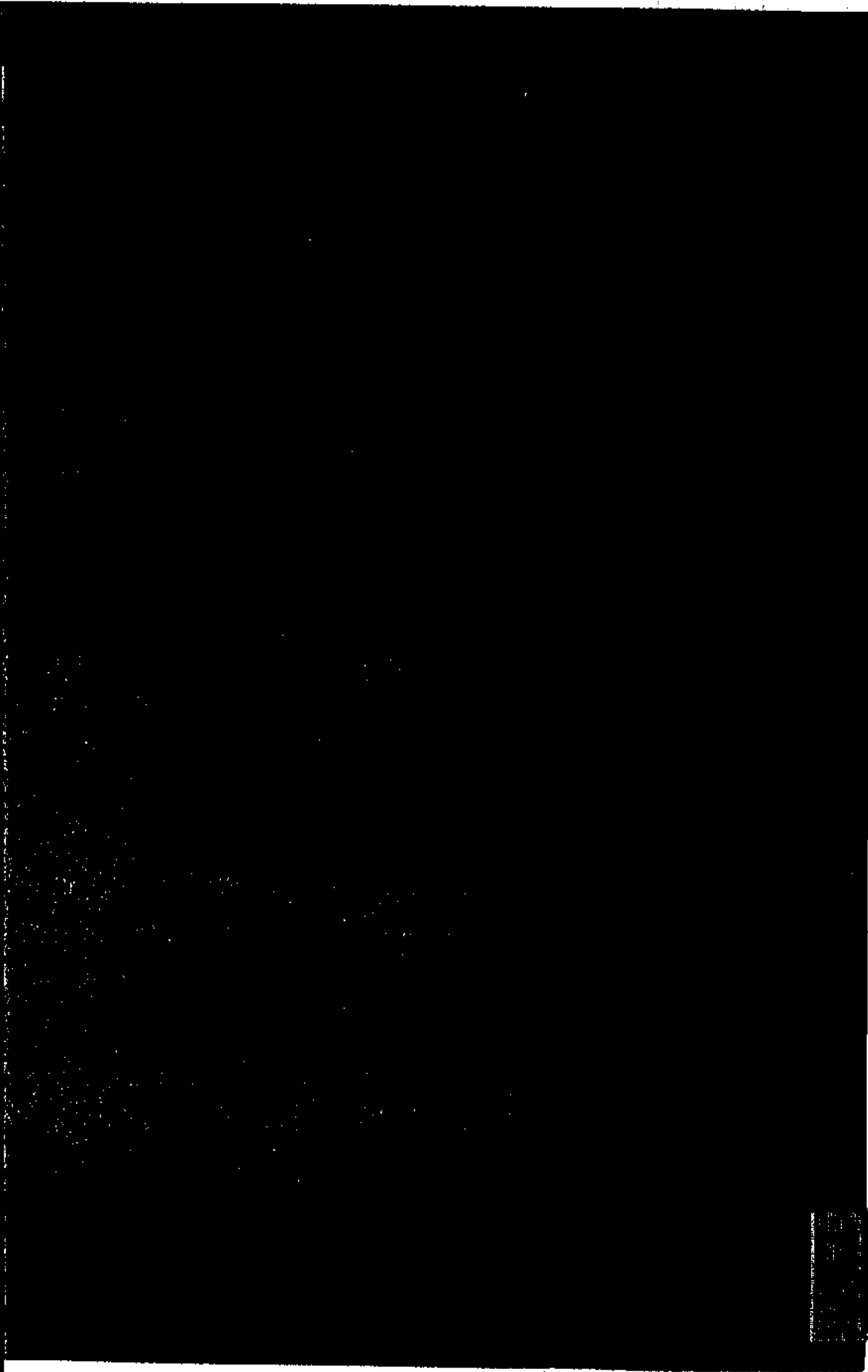
COLUMBIA PLAYHOUSE NUMBER TWO

AR BEN OBVIOUSLY WHAT YOU HAVE WIRED ME LEADS UP TO SOME  
AG NATURE OF WHICH I OF COURSE CANNOT DETERMINE. HOWEVER,  
ASSUMING THAT I CAN COUNT UPON YOUR FRIENDLINESS AND GOOD  
TASTE IN THIS CONNECTION CONSIDER THIS THE RELEASE YOU NEED.  
CORDIALLY

DAVID SELZNICK

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

ATX01 0200605



ATK01 0200606

(AS BROADCAST)  
(REBROADCAST)

SUNDAY, MARCH 3, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN ORDER)

HARRY: Bringing you on behalf of Half and Half  
Smoking Tobacco a March medley of mirth  
and music. Blowing your way on a March  
wind are the latest tunes by all the Lads  
and Lassies. Coming in like a lion to hand  
out that same old line is the Old Maestro,  
Ben Bernie; and standing over in the corner  
acting as gentle as a lamb is that mutton-  
head of the movies, Movietone's Lev Lehr.  
Well, now, Lads, before that March wind blows  
the music away, let's get the program started  
with I'VE GOT MY EYES ON YOU.

ATX01 0200607



SUNDAY, MARCH 3, 1940

-2-

.....(ORCHESTRA)....."I'VE GOT MY EYES ON YOU

HARRY: These were the Half and Half Tobacco Lads playing I'VE GOT MY EYES ON YOU. Well, you know, ladies and gentlemen, the Florida season is just about over and the birds are starting north, so we take great pleasure in bringing you the first <sup>bird</sup> to arrive .. that old bald eagle, Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yowsah, yowsah, my friends, greetings and salutations. And if Sea Biscuit is listening -- Congratulations. This is Ben Bernie, the old March hare-less, coain' to you on a coast to coast light up for good old Half and Half Smoking Tobacco (SHORT PAUSE) Well, go on, Harry, you're supposed to ask me what I've been doing this week.

HARRY: (PETULANTLY) Aw, Maes, I don't wanna.

BEN: But, Harry, it's in the script.

HARRY: Well I know it is, but you make me ask you that question of ya every week, week after week, (WITH MOUNTING VOICE) What ya been doin', who

ATX01 0200608

SUNDAY, MARCH 3, 1940

-3-

HARRY:  
(CONT'D)

ya been seein', where ya been goin' what ya been doin' week after week and I'm getting tired of it!

BEN:

(FIRMLY) Harry, I insist that you ask me what I've been doing this week.

HARRY:

(RESIGNEDLY) Oh, all right, it's a living, folks. (PROPERLY) Tell me, Maestro, what have you been doing this week?

BEN:

By gosh, I've been waiting so darned long for you to ask me I forget ... Oh, yes, I went to a debutante's party in Miami.

HARRY:

I glad I asked you. I read about that, I saw the headline in the newspaper. Debutante of 1940 meets playboy of 1904. (LAUGH)

BEN:

~~Why did I start this?~~ Harry, I was not the playboy of 1904 ... I came out in 1906 ... and my hair came out in 1908.

HARRY:

Well anyway, I thought that was a stunning picture of you and the debutante on the society page, Maestro.

ATK01 0200609

SUNDAY, MARCH 3, 1940

-4-

BEN:                    fine  
                  Yes, Harry, the picture was all right, but  
                  I didn't like what it said underneath ...  
                  Deb meets Dope.

HARRY:               Well, I don't know  
                  /According to the papers, it was a very swanky  
                  party.

BEN:                   Yes, as a matter of fact it was quite ultra,  
                  ultra. I called for the young lady at eight  
                  o'clock, and as we rode to the party I  
                  presented her with a corsage of orchids. She  
                  was so surprised, Harry, she almost fell off  
                  the handlebars.

HARRY:               Well, what sort of a function was this?

BEN:                   It was a costume party, Harry and they certainly  
                  did it up in style. The butler stood at the  
                  head of the stairs and announced each guest  
                  and his costume as he arrived. First he said,  
                  "Lord Bixby, in King Richard's armor." Then  
                  he said, "Count Duzanni in Robin Hood's cloak."  
                  Then I came in.

HARRY:               What'd he say?

ATK01 0200610

SUNDAY, MARCH 3, 1940

-5-

BEN: "Ben Bernie in Phil Baker's pants." And now this being the season of coming out parties right now we're going to bring out our <sup>OWN</sup> little debutante of Melody Lane, Mary Small. Mary is going to sing IT'S A RED WORLD.

MARY: No, Maestro, it's a blue world.

BEN: Mary, I just finished making out my income tax, and everything looks red. Sing, Mary.

2....(MARY SMALL & ORCHESTRA ..... "IT'S A BLUE WORLD")

(APPLAUSE)

ATX01 0200611

HALF AND HALF  
March 3, 1940  
(REVISED)

COMMERICAL "A"

BERNIE: Deah, deah ... did the Old Maestro have a nightmare last night! He dreamt that all you good men were cast adrift on an uncharted sea, lost in a pea-soup fog, tryin' to navigste a cranky old ship called "Income Tax Return." Ah, it was terrible! Mistah, YOU were up in the crow's nest, swingin' down by one arm, yellin': "Hey, where's Schedule H, item 13?"... And the fella who lives next door to ya was jumpin' up and down like a madman, with a harpoon ... tryin' to spear himself a couple personal exemptions. Gosh it sure was bedlam. And then suddenly your uncle certain appeared in that dream ... spoke just seven magic words ... and pretty soon all was peace and quiet. Here are them seven words ... "Smoke a pipe-- to calm you down." Yowsah ... and that's mighty good advice for all youse guys ... whether it's income tax returns that are botherin' ya ... or any of the dozens of annoyin' things that are always comin' at ya in life. Don't let yourself go all to pieces. No sir. Instead ... just whip out your trusty briar ... fill it up with Half and Half Tobacco ... and Smoke a pipe - to calm you down.

ATX01 0200612

HALF AND HALF  
March 3, 1940

COMMERCIAL "A" -2-

VON ZELL: Well spoken, Maestro. Yes gentlemen ... your pipe certainly can help smooth out your troubles. And you'll find you'll enjoy your pipe lots more when you fill it with Half and Half Smoking Tobacco. It's the fine aroma of Half and Half that adds such a great deal to your smoking pleasure. You see, science tells us that aroma is chiefly responsible for flavor. And that's just why the makers of Half and Half perfected the famous Half and Half blending process ... in order to give you a tobacco that IS more aromatic. By this new and exclusive process a blend of fragrant, golden Virginia tobaccos is combined with another blend of rich, full-bodied Burleys. It is these two fine blends ... brought together in exactly the right proportions ... that make Half and Half such a grand flavorful smoke. Just as two halves make a whole, the two fine blends in Half and Half add up to give you complete smoking enjoyment. Next time buy the tobacco that is better balanced ... more aromatic ... and therefore more flavorful ... Half and Half Tobacco.

ATX01 0200613

SUNDAY, MARCH 3, 1940

-8-

**BEN:** Harry, you've just uttered my own opinion to a T, so 'elp me ... so 'elp me ... Now me and the Lads are gonna play OOH WHAT YOU SAID, from the musical comedy THREE AFTER THREE, starring Simone Simon. By the way, I made a picture with Simone Simon, and that famous actor Walter Winchell. No really, it was a combination comedy and tragedy. In the first scene Winchell tried to act; that was comedy. And in the last scene Winchell did act, that, my friends, was tragedy. Play Lads.

3. (ORCHESTRA ..... "OOH WHAT YOU SAID")

**BEN:** That was me and the Half and Half Tobacco Lads playing OOH WHAT YOU SAID.

**BUDDY:** H'ya, Maes.

**BEN:** Buddy, it seems every Sunday you come on here and always say H'ya Maes. Don't you know any other greeting?

**BUDDY:** Oh, yeah. I thought of a swell one for next week. I ain't gonna say H'ya Maes.

**BEN:** What are you going to say?

**BUDDY:** Maes, H'ya!

ATK01 0200614

SUNDAY, MARCH 3, 1940

-9-

BEN: Well, let's have done with this silly banter.  
How about singing the Gaucho Serenade?

BUDDY: The Gaucho Serenade?

BEN: Oh, The Gaucho Serenade. Would that I were a  
Gaucho.

BUDDY: Aren't you a Gaucho?

BEN: Naw ... I didn't bet on Sea Biscuit ... I'm a  
Grocho!

..... (BUDDY CLARK & ORCHESTRA) ..... "THE GAUCHO SERENADE"

(APPLAUSE)

BEN: Lovely, Buddy, lovely. That was Buddy Clark.

BEN: Here he comes now

Sailing on a breeze

There are many more like him

But they all live in trees.

Yowah, it's that Half and Half wit of Movietone

News .... Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

ATK01 0200615



SUNDAY, MARCH 7, 1940

-10-

LEV: Monkeys is der oratziest people. (CRYES) Oh, Mr. Bernie...I can't stand it...It's simply awful!

BEN: Why Lev...You're crying. What in the world is the matter!

LEV: (CRY) I didn't win the academy award!

BEN: No...Lev...They gave the award to Miss Vivien Leigh.

LEV: (CRY) Yeah...and as soon as I saw that, I know it must be true.

BEN: What?

LEV: (CRY) I ain't pretty!

BEN: Lev...speaking of your beauty, when audiences see your face on the screen, what is their reaction?

LEV: Er...cat and the canary!

BEN: What do you mean, cat and canary?

LEV: (CRY) My puss gets the bird!

BEN: Well, Lev, we really think you look marvelous in pictures. We always watch you in the newsreels... so tell us what newsreel you made this week.

LEV: Well, this week I went to a leap year party, and I

ATX01 0200616

SUNDAY, MARCH 3, 1940

-11-

LEW: made a newsreel of that!  
(CONT'D)

BEN: A Leap Year Party? You mean where the old maids  
go to get husbands?

LEW: Yeah...and you should have seen those babies...what  
faces! Dere was one fat nanna there...she had so  
many chins (GRUNT) she looked like she was peopin  
over a stack of wheat cakes. There was another nanna  
there...her teeth was so far apart dat when she  
smiled (LAUGH) it looked like a picket fence.

BEN: Lew...that's hard to believe.

LEW: Yeah...und I felt so sorry for the poor girl...she  
was broken hearted, because one night her boy friend  
went out for a ride, and never came back to her!

BEN: Who was he?

LEW: (LAUGH) Paul Revere!

BEN: Tell me Lew...do these dassols use any feminine wiles  
to capture the elusive bachelor?

LEW: Oh sure...did you get a raise? I told one of the  
girls "Show a man you're a good cook, if you want him  
to run away with you! So she baked a wonderful cake,  
and showed it to a bachelor.

ATK01 0200617

SUNDAY, MARCH 3, 1940

-12-

BEN: And what happened?

LEW: He took one look at her...and ran away with the cake!  
There was another old maid there...she had a picture  
of Clark Gable tatooed on her adam's apple!

BEN: Clark Gable on her adam's apple? Why? What was the idea

LEW: So every time she swallowed (LAUGH) <sup>Gable</sup> ~~He~~ tickled her  
under the chin!

BEN: Lew, tell me, was your wife at this party with you?

LEW: Sure...and I wanted to show all the old maids and  
bachelors how wonderful marriage is...so I kept  
kissing and huggin' my wife all night...and I got  
arrested!

BEN: What for?

LEW: (LAUGH) Spreading false propaganda! You know, Mr.  
Bernie, my aunt Tillie was there. She's an old maid.  
She was engaged, but the guy packed out, and she got  
fifty thousand dollars for her broken heart.

BEN: Fifty thousand dollars for a broken heart? Oh, yes,  
you told me about her.

ATK01 0200618

SUNDAY, MARCH 3, 1940

-13-

LEW: Certainly. Well coming home from the party, she was in an auto accident, and she got fifty dollars for three broken ribs.

BEN: Only fifty dollars for three broken ribs...

LEW: Yeah...and from all that I learned a big lesson.

BEN: What lesson did you learn, Lew?

LEW: Never fool around with a woman's heart...(LAUGH)  
Kick her in the ribs!

(ORCH.....LEW PLAY OFF MUSIC)

(APPLAUSE)

BEN: hunk of  
Nice/matchmaking, Lew. And now me and the Half and Half Tobacco Lads are gonna play SAY SI SI. Si in Spanish means yes...and yes is the most wonderful word in the English language. When a fellow's proposin' to his girl, she says yes. Then they get married, and for the rest of his life he says "yes".  
Si, si, my lads.

.....(ORCHESTRA.....SAY SI SI)

BEN: That was SI SI, played by me and all the Lads for the dear old Alca Water, Half and Half Smoking Tobacco.

ATX01 0200619

SUNDAY, MARCH 3, 1940

-14-

BEN:  
CONT'D) Well, my old colleague Kay Kayser has introduced  
a swell spelling song called "Sing a Spell" and I  
figure if it's good enough for <sup>old</sup> K.K. it's good enough  
for <sup>old</sup> B.B.....yovrsah...so gather around 'cause old  
school teacher Bernie is gonna call the class together  
and "Sing a Spell". June and Sue Bailey!

BAILEYS: Here, Teacher!

BEN: Harry Von Zell!

HARRY: Here, Tescher!

HEN: Mary Small.

MARY: Here Teacher!

SEN: Suddy Clark.

WIDBY: (HIGH VOICE) Here teacher.

BEF: Hmhm. Your voice is changing. Ben Bernie...Ben  
Bernie. How where in the world is he, probably  
playing hockey at the race track. Start the lesson,  
Lads.

6.....(ENTIRE CAST & ORCH....."SING A SPELL")

ATX01 0200620

HALF AND HALF  
March 3, 1940

COMMERCIAL "B"

BERRIL: And now, here's a little poem ... written by some  
fella called Anonymous. I don't know him, but he  
sure sounds like a nice guy. Listen ...

I got no yacht, no limousine ... ain't even got my hat  
I got no more than a two-by-four for me and my folks  
But I got their love and I got my pipe and I got my  
to share,  
easy chair ...  
They're things to prize - so step up you guys - and  
shake hands with a millionaire.

Deah, deah ... there's lots of us guys could take a  
tip from that fellow. When you're a-settin' back in  
your livin' room, with your tootsies in your slippers  
and your trusty briar 'twixt your teeth, your life's  
a heck of a lot sweeter than that of any old king,  
perched up stiff on a straight-back throne. Yowsah,  
my friends, and that pipe you're a-puffin' is a heck  
of a lot sweeter, too ... when it's filled with  
pleasin' fragrant Half and Half Tobacco. Good old  
Half and Half ... why, everyone in the room ...  
includin' your better half ... will love the fragrance  
of Half and Half.

ATK01 0200621

HALF AND HALF  
March 3, 1940

COMMERCIAL "B" -2-

VON ZELL: You're absolutely right, Maestro. Yes smokers, you'll find that that grand aroma of Half and Half makes your pipe lots more enjoyable. And you'll also find that your pipe will be lots easier to fill, too ... when you use Half and Half Tobacco...from the patented telescope tin. This telescope tin just goes to show you how the makers of Half and Half follow through when it comes to giving you more convenience...more service ... more all-around smoking pleasure. They not only blend Half and Half in a distinctive way ... but they even have a special way of packing Half and Half...in the telescope tin. This tin gets smaller and smaller as you use your tobacco...so that every pinchful of Half and Half is always right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't your tobacco doesn't get all broken up and crumbled. It stays in better condition...fresher...just the way it should be to give you a cool, smooth smoke. The Half and Half telescope tin is an exclusive, patented feature...and like the exclusive Half and Half blend, it's something that no other tobacco can offer. So next time, be sure you buy Half and Half tobacco ... in the convenient telescope tin.

ATX01 0200622

7. (ORCHESTRA) "OLD MAN RIVER" (BIT AND FADE)

BEN: The Lads are now playing OLD MAN RIVER...And by the way, all you folks up and down the Mississippi, if you're figurin' on comin' in to New York, don't forget to drop in and say hello to the Old Maestro at the Taft Hotel where we start our engagement this week. Yorsah.

(ORCHESTRA UP AND FINISH)

HARRY: Sorry to interrupt you, Maes and all the Lads but as fast as you are going, you can't beat Father Time. It's time to tell if you men roll your own cigarettes, try Half and Half Tobacco. It rolls easily, burns evenly and makes a swell, smooth cigarette.

BEN: Well, folks, that about winds up our March shindig, and in the meantime, don't forget the words of that old playboy, Goodtime McCharlie:

At every party, when pipes are lit,  
Half and Half sure takes a hit.

AND NOW THE TIME HAS COME ETC.

(BEN & ORCHESTRA ... "AU REVOIR" ... SIGNE TO "SOMEONE OLD TOB")

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. Heard on this program were "Old Man River" from Showboat and "I've Got My Eyes On You" from Broadway Melody of 1940.



AS BROADCAST

SUNDAY, MARCH 10, 1940.

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco a spring prevue of mirth and melody.  
About to blossom forth with the latest songs are  
all the Lads and Lassies. Putting away his red  
flannels and earmuffs is the Old Maestro, Ben  
Bernie, and over in the corner with his head  
in the stove thawing out his brain, is that  
frigid funster of the films ... Movietone's  
Lew Lehr.

ATX01 0200624

SUNDAY, MARCH 10, 1940

-2-

HARRY: Now Lads, how's about ringing up the curtain with  
(CONT'D)  
FINE AND DANDY.

1....(ORCHESTRA ..... "FINE AND DANDY")

HARRY: Those were the Half and Half Tobacco Lads playing  
FINE AND DANDY. Well now, ladies and gentlemen,  
since we are emerging from winter, we bring you a  
man who represents the other three seasons of the  
year: He has spring in his step, summer in his  
heart, and his hair is beginning to fall ... the  
Old Maestro, Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yowsah, yowsah, yowsah. This is Ben Bernie, the Old  
Maestro, wafting his way to yo homes on a fragrant  
cloud of Half and Half. Well this week my good  
friends --

HARRY: (FAST, A LA SOCK COMEDIAN) Fellow standing on a  
street corner meets a pretty girl, he says to the  
pretty girl, he says "Honey, how would you like to  
join me in a bowl of soup?" She says, "Sorry, I  
can't swim!"

BEN: Harry, just a minute ...

ATK01 0200625

SUNDAY, MARCH 10, 1940

-3-

HARRY: (GOING ON) A gunman goes to the dentist and says, "Doc, I got a tooth that hurts." The dentist looks in his mouth and says, "Which one?" And the gunman says, "Find out for yourself, I'm no stool pigeon!"

BEN: Harry, if I'm in the way, just tell me and I'll go home.

HARRY: It seems that a little girl going down the street on her way home from school ...

BEN: Harry Von Zell! Just a minute!

HARRY: I'm sorry, Maestro.

BEN: What's the idea?

HARRY: I forgot to tell you. Fred Allen's paying me two dollars to try out jokes on this program so he'll know what not to use on Wednesday. (A LA COMEDIAN)  
It seems that once there were two fellows named Pat and Mike ...

BEN: (VERY FIRMLY) Harry!

HARRY: (FRIGHTENED) Yes, Maestro.

ATK01 0200626

SUNDAY, MARCH 10, 1940

-4-

BEN: Do you mean to tell me you would degrade yourself by taking two dollars to try out old jokes on this program ... Two dollars! And I thought we were pals!

HARRY: (HURT) Well we are, Maestro.

BEN: Then give me one of the dollars! Besides, I've had enough trouble this week, Harry. When I got back from Florida I found that a burglar had broken into my apartment.

HARRY: A burglar? I hope you didn't lose much, Maestro.

BEN: No ... My losses weren't so great, although they did take a cup which I treasured very much. My horse won it.

HARRY: What? I never knew your horse got a cup for winning a race.

BEN: Not for winning a race, Harry ... for finishing a race! Gosh, those were the most thorough burglars I ever heard of. They even took the trash out of my waste basket.

HARRY: They took the trash/<sup>out</sup>of your waste basket?

ATX01 0200627

SUNDAY, MARCH 10, 1940

-5-

BEN: Yeah ... Winchell's picture was missing. And now,  
going from Winchell to something more pleasant ...

BUDDY: Maes ... Hy'a.

BEN: Hello, Buddy.

BUDDY: Gee, I wish you had called me when you were robbed.  
I'd like to catch that burglar before the police do.

BEN: Why, Buddy?

BUDDY: I want to win a Dick Tracy badge.

BEN: Well, get to that microphone and sing, Sherlock.  
Lads, that is your cue-y.

2....(BUDDY CLARK & ORCHESTRA ..... "STARLIT HOUR")

(APPLAUSE)

ATK01 0200628

HALF AND HALF  
March 10, 1940

COMMERCIAL "A"

BERNIE: Guys and gals, exactly 64 years ago tonight, Alexander Graham Bell made history by speakin' one sentence over the telephone he had just invented. That sentence sure started an awful lot of excitement! Yowsah, it was the forerunner of millions of sentences that go a-zippin' over the telephone wires today makin' things happen faster and faster all the time ... And now here it is ... the sentence that old Doc Bell spoke to his friend, Tom Watson ...

VOICE: (ON FILTER MIKE) Watson, come here, I want you.

BERNIE: And now, 64 years later, Alexander Graham Bernie would like to utter one sentence to youse guys. It ain't intended to speed things up any more than they are. In fact, it's meant to get youse guys to kinda slow down every once in a while to take stock of yourself ... when the rush is overwhelmin' ... and you feel yourself gettin' all up in that air. Just make believe I'm saying that sentence over old Doc Bell's phone. Like this.

(ON FILTER MIKE) Smoke a pipe to calm you down.

Yowsah. And now, come here Von Zell, I want you.

ATK01 0200629

HALF AND HALF  
March 10, 1940

COMMERCIAL "A" -2- (STRESSING "BALANCE")

VON ZELL: I'm here, Maestro ... and gentlemen, I'd like to add a few sentences of my own ... about the tobacco that will make that comforting pipe of yours even more enjoyable ... Half and Half Tobacco. Half and Half has a delightful and distinctive aroma that adds greatly to your smoking pleasure. You see, it's a scientific fact about all tobacco, that finer fragrance makes for finer flavor. That's why the makers of Half and Half perfected the famous Half and Half blending process ... in order to give you a tobacco that IS more aromatic ... more flavorful. By this new and exclusive process, the mellow fragrance of fine Virginia tobaccos is skillfully blended with the rich, full-bodied flavor of rich choice Burleys. Thus the fine qualities of these two grand tobaccos are perfectly balanced ... in exactly the right proportions ... to make Half and Half one swell smoke. So next time, buy the tobacco that is better balanced ... more aromatic ... and therefore more flavorful ... Half and Half Tobacco.

ATK01 0200630

SUNDAY, MARCH 10, 1940.

-8-

BEN: Well spoken Harry, well spoken! Them's exactly my sentiments too. Now me and the Lads are gonna play I'VE GOT MY EYES ON YOU. 'Speakin' of eyes, I went to have my own peepers examined last week. The optometrician, deah deah, the optometrician, a bit of old Oxford popping out of me, pointed to a chart that had the letters XZLVBQ TZ on it and said "can you read that?" I said "read it? I know the guy! He's a half back at Notre Dame!"

3.... (ORCHESTRA ..... "I'VE GOT MY EYES ON YOU")

BEN: That was me and the Half and Half Tobacco Lads playin I'VE GOT MY EYES ON YOU, and right now, by the way, I've got my eyes on Mary Small.

MARY: Gee, Maestro, I was sorry to hear about your apartment being robbed.

BEN: Oh it was nothing, Mary. Fifty gorillas came into my house armed with machine guns, hand grenades, daggers, revolvers, and a few bombs.

MARY: Weren't you frightened, Maestro?

BEN: Frightened? I should say not! I picked them up by twos, knocked their heads together and threw them out of the front door.

ATK01 0200631



SUNDAY, MARCH 10, 1940 -

-9-

MARY: Now tell me what really happened!

BEN: I was held up by a midget with a water pistol! Now Mary, to take my mind off my troubles, suppose you sing that lovely ballad from Pinocchio ... WHEN YOU WISH UPON A STAR ...

4.... (MARY SMALL & ORCHESTRA ... "WHEN YOU WISH UPON A STAR")

(APPLAUSE)

BEN: Well, Jack Spratt could eat no fat  
His wife could eat no lean  
Lean or fat, fat or lean  
Here's the silliest guy you've ever seen

Who is it? It's that Half and Half wit of Movietone  
News - LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people! Oh, Mr. Bernie, I just heard you say your apartment was robbed.

BEN: That's right, Lew.

LEW: Ain't dat awful! You know, my house was robbed last night when I wasn't home!

BEN: When you weren't home? My goodness ... I'll bet your wife was terrified by the burglar.

ATX01 0200632

SUNDAY, MARCH 10, 1940

-10-

LEW: Was she terrified? Why she fainted ... er ... she collapsed ... er ... she got hysteric ... hysteric ... (LAUGH) She made a date with him!

BEN: Tell me Lew ... Did the burglar steal anything important?

LEW: You said it ... He cleaned the house out ... he took every bit of my silver.

BEN: He stole all your silver?

LEW: Yeah ... (LAUGH) Two dimes and a quarter!

BEN: Say, Lew, you got me there! Tell us, did you make a newsreel this week?

LEW: No. This week I've been too busy making out my income tax.

BEN: Ah, the good old income tax! Tell me, have you completed it?

LEW: No, Mr. Bernie ... not yet! There's a few questions I can't understand. Would you please help me fill out this form?

BEN: Surely, Lew ... Now let's start at the top. What's your given name?

ATX01 0200633

SUNDAY, MARCH 10, 1940

-11-

LEW: (CUTE) Hmmm. Dimples!

BEN: Dimples?

LEW: Yeah ... that's what my wife calls me on pay day.

(LAUGH) The rest of the week she calls me stinky!

BEN: Deah deah. Now look here. Now it says "Deductions.  
Have you made any bad investments?

LEW: Yeah ... take off two dollars!

BEN: What for?

LEW: (LAUGH) A marriage license!

BEN: Why Lew, marriage isn't a bad investment!

LEW: No? (GRUNT) My wife ain't worked for three months!

BEN: Well tell me, have you any deductions for  
entertainment?

LEW: Yeah ... take off \$1.60 for a plate my wife broke  
over my head.

BEN: That's not entertainment, Lew.

ATK01 0200634

SUNDAY, MARCH 10, 1940

-12-

LEW: No? (LAUGH) She enjoyed it! You know, Mr. Bernie, I wish I was my Uncle Wilbur ... he didn't have to make out any income tax ... he didn't make a single penny all year.

BEN: Oh that's too bad ... what business is the poor man in?

LEW: (GRUNT) He's a pickpocket in a nudist colony!

BEN: You're really throwing them at me today. Lew, according to this return you owe the Government six dollars and eighty cents, and Lew you should be proud to give it to them.

LEW: (GRUNT) Why?

BEN: Why, don't you know with your six dollars and eighty cents they help the farmer, they build dams, they improve roads, they build bridges, schools and libraries?

LEW: My, my. They do all that with my six dollars and eighty cents?

BEN: Positively!

ATX01 0200635

SUNDAY, MARCH 10, 1940.

-13-

LEW: And my wife can't run the house on twenty bucks a week! (LAUGH) I should have married the Government.

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Oh dear,  
/ Nice going, Lew. Now me and the Half and Half Tobacco Lads are gonna play "Do I Love You" from the musical comedy "Du Barry Was A Lady." We had two requests for this number. The publisher asked me to play it, and his partner asked me not to sing it. Play, Lads this silence has got me.

5....(ORCHESTRA ..... "DO I LOVE YOU")

BEN: That was DO I LOVE YOU played by Ben Bernie and his band, for Half and Half ... the tobacco that sure is grand. And now me and the Bailey Gals are gonna do one of the new novelties ... THE HORIKA SHOTTISH. You all know what a shottish is ... it's one of those old fashioned round dances where you dance so far apart you can go out for a drink and your partner never misses you. Play, Lads, the Horika.

6....(BEN, BAILEYS AND ORCH ..... "HORIKA SHOTTISH")

(APPLAUSE)

ATX01 0200636

HALF AND HALF  
March 10, 1940

COMMERCIAL "B"

BERNIE: Harken youse guys. Beau Brummel Bernie would like to give out with some fashion hints on what the well-dressed man will NOT wear ... when he's home in the evenin', seekin' solid contentment and comfort. First, take off your suit coat and vest ... removin' 'em both at the same time, so's you don't exert yourself any more than necessary. Then, take off your shoes ... and give them tootsies a chance to start wigglin'. And now ... for the best thing of all to take off ... take off the worried look you've been a-wearin' on your face ... with the help of a pleasin', fragrant pipeful of Half and Half Smokin' Tobacco. Ah ... how grand it is, a-lyin' back in your easy chair, enjoyin' the grand flavor and the aroma of Half and Half ... watchin' them curly blue ribbons of smoke go a-twinin' upward. Yowsah ... and what's more, everyone in the room ... includin' your better half ... will love the fragrance of Half and Half.

HARRY: Well spåken, Maestro. Yes gentlemen, your pipe smoke a lot sweeter when it's filled with Half and Half Tobacco. And it's a lot easier to fill, too ... wher

ATK01 0200637

HALF AND HALF  
March 10, 1940

COMMERCIAL "B"-2-

HARRY:  
(CONT'D)

you fill it with Half and Half ... from the patented telescope tin. This telescope tin is just another example of the way the makers of Half and Half give you more convenience ... more service ... more all-around smoking pleasure. They not only have a special way of blending Half and Half, but they have a special way of packing Half and Half ... in the patented telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top, where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke. The Half and Half telescope tin is an exclusive patented feature ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer. So next time, be sure you buy Half and Half Tobacco ... in the convenient telescope tin.

ATX01 0200638

SUNDAY, MARCH 10, 1940

-16-

7....(ORCHESTRA ... "MA HE'S MAKING EYES AT ME" ... HIT & FADE)

BEN: The Lads are now playing MA HE'S MAKING EYES AT ME, or as they say in jolly old England, "Mater, the your gentleman is casting his perceptory orbs in my genere direction." Fo'give me, fo'give me.

(ORCHESTRA UP TO FINISH)

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

BEN: Well, folks, it's just about time for the curtain to fall on our spring preview. In the meantime don't forget the words of that weather-man, Mendelsohn  
McSpringsong:

Now that the winter frost has gone  
And spring is in the air  
I fills my pipe with Half and Half  
And puffs away each care.

And now the time has come ...

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

HARRY: "I've Got My Eyes On You" is from "Broadway Melody of 1940."

ATK01 0200639



YOUNG & RUBICAM, INC.  
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 563 Madison Avenue  
March 7, 1940

Miss Molly Slott  
Chicago Tribune Daily News Syndicate  
220 East 42nd Street  
New York, N.Y.

Dear Miss Slott:

This letter is to confirm your verbal permission to use Dick Tracy's name in the Ben Bernie script for March 10th, in the following way:

BUDDY: Gee, I wish you had called me when you were robbed. I'd like to catch that burglar before the police do.

BEN: Why, Buddy?

BUDDY: I want to win a Dick Tracy badge.

In order that we may have your written approval, will you please sign this letter and return to me immediately. We shall appreciate your cooperation in this matter.

Very truly yours,

*Dorothy Regan*  
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

*m. Slott*

ATX01 0200640

AS BROADCAST

REBROADCAST

SUNDAY, MARCH 10, 1940

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

**WHEIG:** (FIRST TWO NOTES OF SIGNATURE)

**HARRY:** Half Swing!

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

**HARRY:** Half Sweet!

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

(FADE DOWN UNDER)

**HARRY:** Bringing you on behalf of Half and Half Smoking  
Tobacco a spring preview of mirth and melody.  
About to blossom forth with the latest songs are  
all the Lads and Lassies. Putting away his red  
flannels and earmuffs is the Old Maestro, Ben  
Bernie, and over in the corner with his head  
in the stove shaving out his brain, is that  
frigid funster of the films ... Movietone's  
Lew Lehr.

ATX01 0200641

SUNDAY, MARCH 10, 1940

-2-

HARRY: Now Lads, how's about ringing up the curtain with  
(CONT'D)  
FINE AND DANDY.

.....(ORCHESTRA ..... "FINE AND DANDY")

HARRY: Those were the Half and Half Tobacco Lads playing  
FINE AND DANDY. Well now, ladies and gentlemen,  
since we are emerging from winter, we bring you a  
man who represents the other three seasons of the  
year: He has spring in his step, summer in his  
heart, and his hair is beginning to fall ... the  
Old Maestro, Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: Yovsah, yovsah, yovsah. This is Ben Bernie, the Old  
Maestro, wafting his way to yo homes on a fragrant  
cloud of Half and Half. Well this week my good  
friends --

HARRY: (FAST, A LA SOCK COMEDIAN) Fellow standing on a  
street corner meets a pretty girl, he says to the  
pretty girl, he says "Honey, how would you like to  
join me in a bowl of soup?" She says, "Sorry, I  
can't swim!"

BEN: Harry, just a minute ...

ATX01 0200642

SUNDAY, MARCH 10, 1940

-3-

HARRY: (GOING ON) A gunman goes to the dentist and says, "Doc, I got a tooth that hurts." The dentist looks in his mouth and says, "Which one?" And the gunman says, "Find out for yourself, I's a stool pigeon!"

BEN: Harry, if I'm in the way, just tell me and I'll go home.

HARRY: It seems that a little girl going down the street on her way home from school ...

BEN: Harry Von Zell! Just a minute!

HARRY: I'm sorry, Maestro.

BEN: What's the idea?

HARRY: I forgot to tell you. Fred Allen's paying us two dollars to try out jokes on this program so he'll know what not to use on Wednesday. (A LA COMEDIAN)  
It seems that once there were two fellows named Pat and Mike ...

BEN: (VERY FIRMLY) Harry!

HARRY: (FRIGHTENED) Yes, Maestro.

ATK01 0200643

SONDAY, MARCH 10, 1940

-4-

**BEN:** Do you mean to tell me you would degrade yourself by taking two dollars to try out old jokes on this program ... Two dollars! And I thought we were pals!

**HARRY:** (HENT) Well we are, Maestro.

**BEN:** Then give me one of the dollars! Besides, I've had enough trouble this week, Harry. When I got back from Florida I found that a burglar had broken into my apartment.

**HARRY:** A burglar? I hope you didn't lose such, Maestro.

**BEN:** No ... My losses weren't so great, although they did take a cup which I treasured very much. My horse won it.

**HARRY:** What? I never knew your horse got a cup for winning a race.

**BEN:** Not for winning a race, Harry ... for finishing a race! Gosh, those were the most thorough burglars I ever heard of. They even took the trash out of my waste basket.

**HARRY:** They took the trash/<sup>out</sup>of your waste basket?

ATK01 0200644

SUNDAY, MARCH 10, 1940

-5-

BEN: Yeah ... Winchell's picture was missing. And now,  
going from Winchell to something more pleasant ...

BODDY: Haas ... Hy'a.

BEN: Hello, Buddy.

BODDY: Gee, I wish you had called so when you were robbed.  
I'd like to catch that burglar before the police do.

BEN: Why, Buddy?

BODDY: I want to win a Dick Tracy badge.

BEN: Well, get to that microphone and sing, Sherlock.  
Lads, that is your cue-y.

2....(BODDY CLARK & ORCHESTRA ..... "STARLIT HOUR")

(APPLAUSE)

ATX01 0200645

HALF AND HALF  
March 10, 1940

COMMERCIAL "A"

BERNIE: Guys and gals, exactly 64 years ago tonight, Alexander Graham Bell made history by speakin' one sentence over the telephone he had just invented. That sentence sure started an awful lot of excitement. Yowah, it was the forerunner of millions of sentences that go a-zippin' over the telephone wires today makin' things happen faster and faster all the time ... And now here it is ... the sentence that old Doc Bell spoke to his friend, Tom Watson ...

VOICE: (ON FILTER MIKE) Watson, come here, I want you.

BERNIE: And now, 64 years later, Alexander Graham Bernie would like to utter one sentence to youse guys. It ain't intended to speed things up any more than they are. In fact, it's meant to get youse guys to kinda slow down every once in a while to take stock of yourself ... when the rush is overwhelm'in' ... and you feel yourself gettin' all up in that air. Just make believe I'm saying that sentence over old Doc Bell's phone. Like this.

(ON FILTER MIKE) Soke a pipe to calm you down.

Yowah. And now, come here Von Bell, I want you.

ATX01 0200646

HALF AND HALF  
March 10, 1940

COMMERCIAL "A" -2- (STRESSING "BALANCE")

VON ZELL: I'm here, Maestro ... and gentlemen, I'd like to add a few sentences of my own ... about the tobacco that will make that comforting pipe of yours even more enjoyable ... Half and Half Tobacco. Half and Half has a delightful and distinctive aroma that adds greatly to your smoking pleasure. You see, it's a scientific fact about all tobacco, that finer fragrance makes for finer flavor. That's why the makers of Half and Half perfected the famous Half and Half blending process ... in order to give you a tobacco that is more aromatic ... more flavorful. By this new and exclusive process, the mellow fragrance of fine Virginia tobaccos is skillfully blended with the rich, full-bodied flavor of rich choice Burleys. Thus the fine qualities of these two grand tobaccos are perfectly balanced ... in exactly the right proportions ... to make Half and Half one swell smoke. So next time, buy the tobacco that is better balanced ... more aromatic ... and therefore more flavorful ... Half and Half Tobacco.

ATX01 0200647



SUNDAY, MARCH 10, 1940

-8-

**BEN:** Well spoken Harry, well spoken! Them's exactly my sentiments too. Now me and the Lads are gonna play I'VE GOT MY EYES ON YOU. Speakin' of eyes, I went to have my own peepers examined last week. The optometristian, deah deah, the optometristian, a bit of old Oxford popping out of me, pointed to a chart that had the letters XZLVBQYZ on it and said "can you read that?" I said "read it? I know the guy! He's a half back at Notre Dame!"

3..... (ORCHESTRA ..... "I'VE GOT MY EYES ON YOU")

**BEN:** / Well done, me hearties, well done.  
/ That was me and the Half and Half Tobacco Lads playin' I'VE GOT MY EYES ON YOU, and right now, by the way, I've got my eyes on Mary Small.

**MARY:** Gee, Maestro, I was sorry to hear about your apartment being robbed.

**BEN:** Oh it was nothing, Mary. Fifty gorillas came into my house armed with machine guns, hand grenades, daggers, revolvers, and a few bombs.

**MARY:** Weren't you frightened, Maestro?

**BEN:** Frightened? I should say not! I picked them up by twos, knocked their heads together and threw them out of the front door!

ATX01 0200648

SUNDAY, MARCH 10, 1940

-9-

MARY: Now tell us what really happened!

BEN: I was held up by a midget with a water pistol! Now Mary, to take my mind off my troubles, suppose you sing that lovely ballad from Pinocchio ... WHEN YOU WISH UPON A STAR ...

.....(MARY SINGS & ORCHESTRA ... "WHEN YOU WISH UPON A STAR")

(APPLAUSE)

BEN: Well, Jack Spratt could eat no fat  
His wife could eat no lean  
Lean or fat, fat or lean  
Here's the silliest guy you've ever seen  
Who is it? It's that Half and Half wit of Movietone  
News - LEW LEHR!

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people! Oh, Mr. Bernie, I just heard you say your apartment was robbed.

BEN: That's right, Lew.

LEW: Ain't dat awful! You know, my house was robbed last night when I wasn't home!

BEN: When you weren't home? My goodness ... I'll bet your wife was terrified by the burglar.

ATX01 0200649

SUNDAY, MARCH 10, 1940

-10-

LEW: Was she terrified? Why she fainted ... or ... she collapsed ... or ... she got hysteric ... hysteric ... (LAUGH) She made a date with him!

BEN: Tell me Lew ... Did the burglar steal anything important?

LEW: You said it ... He cleaned the house out ... he took every bit of my silver.

BEN: He stole all your silver?

LEW: Yeah ... (LAUGH) Two dimes and a quarter!

BEN: Say, Lew, you got me there! Tell us, did you make a newsreel this week?

LEW: No. This week I've been too busy making out my income tax.

BEN: Ah, the good old income tax! Tell me, have you completed it?

LEW: No, Mr. Bernie ... not yet! There's a few questions I can't understand. Would you please help me fill out this form?

BEN: Surely, Lew ... Now let's start at the top. What's your given name?

ATX01 0200650

SUNDAY, MARCH 10, 1940

-11-

LEW: (CUTE) Haan. Dimples!

BEN: Dimples?

LEW: Yeah ... that's what my wife calls me on pay day.  
(LAUGH) The rest of the week she calls me stinky!

BEN: Deah deah. Now look here. Now it says "Deductions."  
Have you made any bad investments?

LEW: Yoah ... take off two dollars!

BEN: What for?

LEW: (LAUGH) A marriage license!

BEN: Why Lew, marriage isn't a bad investment!

LEW: No? (GRUNT) My wife ain't worked for three months!

BEN: Well tell me, have you any deductions for  
entertainment?

LEW: Yeah ... take off \$1.60 for a plate my wife broke  
over my head.

BEN: That's not entertainment, Lew.

ATK01 0200651

FRIDAY, MARCH 10, 1940

-12-

LEW: It ain't?  
Ben? (LAUGH) She enjoyed it! You know, Mr. Bernie,  
I wish I was my Uncle Wilbur ... he didn't have to  
make out any income tax ... he didn't make a single  
penny all year.

BEN: Oh that's too bad ... what business is the poor man  
in?

LEW: (GROAN) He's a pickpocket in a nudist colony!

BEN: You're really throwing them at me today. Lew,  
according to this return you owe the Government six  
dollars and eighty cents, and Lew you should be proud  
to give it to them.

LEW: (GROAN) Why?

BEN: Why, don't you know with your six dollars and eighty  
cents they help the farmer, they build dams, they  
improve roads, they build bridges, schools and  
libraries?

LEW: My, my. They do all that with my six dollars and  
eighty cents?

BEN: Positively!

ATX01 0200652

SUNDAY, MARCH 10, 1940

-13-

LEW: And my wife can't run the house on twenty bucks a week! (LAUGH) I should have married the Government!  
(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

On deah.  
BEN: / Nice going, Lew. Now me and the Half and Half Tobacc Lads are gonna play "Do I Love You" from the musical comedy "De Barry Was A Lady." We had two requests for this number. The publisher asked me to play it, and his partner asked me not to sing it. Play, Lads this silence has got me.

5....(ORCH:ETRA ..... "DO I LOVE YOU")

BEN: That was DO I LOVE YOU played by Ben Bernie and his band, for Half and Half ... the tobacco that sure is grand. / And now maxand the Bailey Gals are gonna do one of the new novelties ... THE HORIKA SHOTTISH. You all know what a shottish is ... it's one of those old fashioned round dances where you dance so far apart you can go out for a drink and your partner never sizes you. Play, Lads, the Horika.

6....(BAN, BAILEYS AND ORCH ..... "HORIKA SHOTTISH")

(APPLAUSE)

ATK01 0200653

HALF AND HALF  
March 10, 1940

COMMERCIAL "B"

BERNIE: Harken youse guys. Beau Bronnel Bernie would like to give out with some fashion hints on what the well-dressed man will ROI wear ... when he's home in the evenin', seekin' solid contentment and comfort. First, take off your suit coat and vest ... removin' 'em both at the same time, so's you don't exert yourself any more than necessary. Then, take off your shoes ... and give them tootsies a chance to start wigglin'. And now ... for the best thing of all to take off ... take off the worried look you've been a-wearin' on your face ... with the help of a pleasin' fragrant pipeful of Half and Half Soakin' Tobacco. Ah ... how grand it is, a-lyin' back in your easy chair, enjoyin' the grand flavor and the aroma of Half and Half ... watchin' them curly blue ribbons of smoke go a-twainin' upward. Yowsah ... and what's more, everyone in the room ... includin' your better half ... will love the fragrance of Half and Half.

HARRY: Well spoken, Maestro. Yes gentlemen, your pipe smok a lot sweeter when it's filled with Half and Half Tobacco. And it's a lot easier to fill, too ... the

ATX01 0200654

HALF AND HALF  
March 10, 1940

COMMERCIAL "B"-2-

HARRY:  
(CONT'D)

you fill it with Half and Half ... from the patented telescope tin. This telescope tin is just another example of the way the makers of Half and Half give you more convenience ... more service ... more all-around smoking pleasure. They not only have a special way of blending Half and Half, but they <sup>even</sup> have a special way of packing Half and Half ... in the patented telescope tin. This tin gets smaller and smaller as you use your tobacco ... so that every pipeful of Half and Half is always right up on top, where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke. The Half and Half telescope tin is an exclusive patented feature ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer. So next time, be sure you buy Half and Half Tobacco ... in the convenient telescope tin.

ATX01 0200655



SUNDAY, MARCH 10, 1940

-16-

7....(ORCHESTRA ... "MA HE'S MAKING EYES AT ME" ... HIT & FADE)

BEN: The Lads are now playing MA HE'S MAKING EYES AT ME,  
or as they say in jolly old England, "Water, the young  
gentleman is casting his perceptory orbs in my general  
direction." Fo'give us, fo'give us.

(ORCHESTRA UP TO FINISH)

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

BEN: Well, folks, it's just about time for the curtain  
to fall on our spring preview. In the meantime don't  
forget the words of that weather-man, Mendelssohn  
NoSpringSong:

Now that the winter frost has gone  
And spring is in the air  
I fill my pipe with Half and Half  
And puffs away each care.

And now the time has come ...

(BEN & ORCHESTRA ... "AU REVOIR" ... segue TO "LONGBONE OLD TOWN")

HARRY: "I've Got My Eyes On You" is from "Broadway Melody  
of 1940."

ATK01 0200656

SUNDAY, MARCH 17, 1940

(AS BROADCAST)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

HARRY: The Ben Bernie Program - for Half and Half

Smoking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half smoking tobacco a St. Patrick's Day parade of jigs and jesting. Leading the way with the latest songs are all the lads and lassies. Dusting off his old jokes about Pat and Mike is the Old Maestro, Ben Bernie; and substituting the Irish reel for his weekly newsreel is the jovial jester of Movietone News, Lew Lehr. Well now Lads, this being St. Patrick's Day, how about a salute to all the

ATX01 0200657

SUNDAY, MARCH 17, 1940

-2-

HARRY: Irish from County Cork to Dublin. The song,  
(CONT'D) "Shenanigans".

1....(ORCHESTRA ..... "SHENANIGANS")

HARRY: Those were the Half and Half Tobacco Lads  
playing SHENANIGANS. (IRISH) And now, faith  
and begorra, it warms this old heart of mine to  
be able to present to ye on this St. Patrick's  
Day as foine a Lad as was ever whacked on the  
conk with a shillalah .. the Old, Old Maestro,  
Benjy McBernie.

(APPLAUSE)

("LONESOME OLD TOWN")

BEN: (IRISH) Mcyowsah, Mcyowsah, Mcyowsah, happy  
O'Sunday me foine people, happy O'Sunday to yez  
all. And Harry McVon Zell, me bye faith and it  
makes me very happy to see that lovely green  
tie ye're after awearin'.

HARRY: Well, thank ye kindly, Benjy, but it's a cryin'  
shame it is that you, a true son of County  
Kerry can be walkin' about this day without even  
one tiny bit of green. Why aren't ye patriotic?

BEN: Sure, Harry me lad, and you're a bit impatient.  
I just ate me fill of pickles, lobsters and ice

ATX01 020065B

SUNDAY, MARCH 17, 1940

-3-

BEN:  
(CONT'D)

cream, and me face'll be turnin' patriotic  
any minute.

HARRY:

Aye, Maestro, I'm thinking them song writing  
fellows were certainly right when they wrote  
- "Ireland Must Be Heaven".

BEN:

Ah, Faith and I agree with them Harry, my boy!  
Ireland Must be Heaven ... 'cause Winchell  
isn't there!

HARRY:

Say Maestro, let me be the first to say that's  
really a hunk of dialect you've got there!

BEN:

Thanks, Harry. (SHORT PAUSE) (THEN CONFIDENTIAL  
Harry, are we alone?

HARRY:

Alone. Well, after that Brogue we handed out I  
wouldn't be surprised. Why?

BEN:

Harry, I'm so excited I can hardly tell you.

HARRY:

Excited. What's it all about Maestro?

BEN:

Well, last night I was lying in bed reading some  
books on ancient philosophy, and suddenly I got  
a brand new idea that is absolutely going to  
take the country by storm!

ATK01 0200659

SUNDAY, MARCH 17, 1940

-5-

BEN:  
(CONT'D)

Ben Bernie he say in the spring girl without  
cent to her name very sad ... girl without gent  
to her name much worse!

HARRY:

Why that's wonderful! That's not only wise ...  
(TAKE) I don't get it!

BEN:

Oh Gracie!

HARRY:

But Maestro, how does all this apply to you?

BEN:

Well, it's very simple, Harry. Tonight we're  
going to introduce a new singing gal. Ordinarily  
the Old Maestro would say "Ladies and gentlemen,  
I want you to meet our lovely new nightingale  
from Tennessee, etc. etc." You know how it goes,  
Harry.

HARRY:

Yes ...

BEN:

Well, that's all very old fashioned. Now, Ben  
Bernie he say here come lovely southern miss ...  
if my wife not here I'd steal a kiss.

HARRY:

Oh well, now we're getting someplace.

BEN:

That's how I introduce Dinah Shore!

(APPLAUSE)

ATX01 0200660

SUNDAY, MARCH 17, 1940

-6-

BEN: Dinah, this bein' St. Patrick's Day, I want you to greet the folks with a bit of proper Irish brogue.

DINAH: (IRISH) Faith and begorra, this is as foine a thrill as any colleen from Killarney has ever had on St. Patrick's Day ... (SOUTHERN COYLY) Hi you all sugar.

BEN: Dinah, it looks like your Irish dialect is gone with the wind. Now what are you gonna sing for us, honey chile?

DINAH: Do you reckon you'd like to hear DARN THAT DREAM?

BEN: I reckon.

DINAH: Do you reckon the Lads would like to play it for me?

BEN: Well I'll find out ... Lads, do you reckon?

ALL OF LADS: We reckon.

BEN: Well, what are we reckon for? Sing, Dinah, I reckon, I reckon, I reckon.

2.....(DINAH & ORCHESTRA ..... "DARN THAT DREAM")  
(APPLAUSE)

ATX01 0200661

SUNDAY, MARCH 17, 1940  
HALF AND HALF

COMMERCIAL "A"

BERNIE: Ah ... thank ya, thank ya Dinah me darlin'.  
'Twas lovely warblin' for this lovely day.  
Ay ... and what this day does to ya. It's  
been heart-warmin' watchin' folks everywhere  
sportin' their green neckties and green shamrocks.  
'Twas a regular rhapsody in green, that's what.  
And this evenin' why don't youse folks add a fina  
sweet note to that rhapsody with sumpin' else  
that's green? ... The green tin containin'  
Half and Half Tobacco. (STRAIGHT) I trust you  
all got that tin of Half and Half handy right now.  
If you heven't, you sure oughta. Because it  
certainly is a grand feelin' ... puffin' away on  
a pleasin' fragrant pipeful of Half and Half.  
So help me, there's a roomful of pleasure for  
everyone in a pipeful of Half and Half.

VON ZELL: Yes Maestro, that certainly is true. And  
gentlemen ... that grand aroma of Half and Half  
is mighty important, too ... because it adds  
greatly to your smoking pleasure. You see,  
science tells us this fact about all tobaccos --  
a finer aroma means a finer flavor, and that's

ATK01 0200662

SUNDAY, MARCH 17, 1940  
HALF AND HALF

COMMERCIAL "A" -2-

VON ZELL:  
(CONT'D)

why the makers of Half and Half spent so much time and effort to perfect the famous Half and Half blending process ... a new and exclusive process that gives Half and Half its delightful and distinctive aroma. Why, just look at what this process does. It combines the mellow fragrance of topnotch Virginia tobaccos with the full-bodied flavor of choice Burleys and balances them perfectly in exactly the right proportions. The result is Half and Half ... with an aroma and flavor that are finer, we believe, than you'll find in any other tobacco. So next time, be sure you buy the tobacco ... that is better balanced ... more aromatic ... and therefore, more flavorful ... Half and Half Tobacco.

ATX01 0200663



SUNDAY, MARCH 17, 1940

-9-

BEN: Harry, I agrees with you 100% and I just want to add one thought -- Ben Bernie he say: When wife get angry at husband get flowers, when wife get angry at pipe get Half and Half. Yowsah. Now me and the Lads are gonna play "OH WHAT YOU SAID".

3....(ORCHESTRA....."OH WHAT YOU SAID")

BEN: That was me and the Half and Half Tobacco Lads playing "OH WHAT YOU SAID". Well, you've heard our gal singer from the South, and now's the time to bring you our troubador from the North, Buddy Clark. (SHORT PAUSE) Where's Buddy Clark? (LOUDER) Where's Buddy Clark?

BUDDY: (SOUTHERN) How ya Maes, how you all? Sho enuf, sorry I'm late, sugar.

BEN: Buddy, so you've met Dinah Shore already, huh? I told you to stay away from her...Besides, I seen her first.

BUDDY: Aw she doesn't mean a thing to me, Maes.

BEN: That's what I like to hear, Buddy. Now what are you gonna sing?

BUDDY: I'm gonna sing a brand new song called "LEANIN' ON THE OLE TOP RAIL".

BEN: A brand new song, eh? How does it go?

ATX01 0200664

SUNDAY, MARCH 17, 1940

-10-

BUDDY: (SINGING) Dinah, is there anyone finah...

BEN: (BREAKING IN) Buddy, get your mind off Dinah Shore and sing your song. Lads, play "LEANIN' ON THE OLE TOP RAIL".

(ORCHESTRA.....FEW BARS..."DINAH")

BEN: (YELLING) Lads! Lads! (ORCHESTRA STOPS) What's that. That's not the song. Remember, Ben Bernie  
He Say:

Musician who ignore leader today  
On Saturday night he get no pay.

Sing, Buddy.

^.....(CLARK & ORCHESTRA....."LEANIN' ON THE OLE TOP RAIL")

BEN: Well, the Brooklyn Express has just pulled in, bringing our own beloved banshee. Here he is, that mellowly, bellowy, prince of good fellowy Half and Half Wit of Movietone News....LEW LEHR!

(ORCHESTRA.....LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is der craziest people.

BEN: Lew, I suppose you know today's a holiday?

LEW: Yes sir...and I want to be the first to wish you...er.. to extend my personal...eh...to offer my felicata... felicit....(LAUGH) Merry Christmas!

ATX01 020066S

SUNDAY, MARCH 17, 1940

-11-

BEN: No, Lew...today isn't Christmas...it's St. Patrick's Day.

LEW: Oh yeah. You know, Mr. Bernie, last year I went all the way to Ireland just to kiss the Blarney Stone!

BEN: You did? What happened?

LEW: When I shtoooped down to kiss it (LAUGH) the stone got up and walked away!

BEN: Well, Lew, let's get down to the business. Your wife told me you were in Florida this week.

LEW: Yeah. I went down to make a newsreel of the circus in dere winter quarters.

BEN: Have they got any new features this year, Lew?

LEW: Oh sure. They got the strangest animals. You ought to see them. They got a modern kangaroo!

BEN: What do you mean, a modern kangaroo?

LEW: (LAUGH) It's got a zipper on its pouch! Then they got a very smart chicken. She wears a wrist watch on her leg!

ATK01 0200666

SUNDAY, MARCH 17, 1940

-12-

BEN: A wrist watch on her leg? What's the idea?

LEW: (LAUGH) She lays three minute eggs!

BEN: I suppose all the animals are doing tricks as usual this year?

LEW: Oh certainly. They got acrobatic seals...dancing bears...and they also got a trained jackass who shakes his head up and down...up and down.

BEN: Only shakes his head up and down? That's a stupid trick.

LEW: Yeah! (LAUGH) That's why he's a jackass! They also got a new lion trainer there. He went into a cage to train a ferocious lion, with only a chair and a stick! Ten minutes later...

BEN: Yes?

LEW: (LAUGH) The lion was sitting on the chair picking his teeth with the stick! Er...Mr. Bernie, I also saw a flea circus.

BEN: Ah, the flea circus.

ATK01 0200667

SUNDAY, MARCH 17, 1940

-13-

LEW: Yeah...the man put all his trained fleas on a table right in front of me...and (GRUNT) now I'm partners with him.

BEN: How much did you invest?

LEW: I didn't invest anything. (GRUNT) He sneezed!

BEN: Lew, thanks for the description of the circus.

LEW: Oh, Mr. Bernie, I forgot to tell you! The circus gave me a baboon for a present, and I brought him home with me.

BEN: The circus gave you a baboon?

LEW: Yeah, but the poor thing was starving to death. He wouldn't eat at the same table with my wife!

BEN: So what did you do...give the baboon back to the circus?

LEW: No! (LAUGH) I gave them my wife!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATX01 020066B

SUNDAY, MARCH 17, 1940

-14-

BEN: Nice circus chatter, Lew, nice circus chatter. Now me and the Half and Half lads are gonna play "ISLE OF MAY" Ah, the Isle of May, it reminds me of Ireland, the Emerald Island, which we're all salutin' today.

5....(ORCHESTRA....."THE ISLE OF MAY")

BEN: That was the "ISLE OF MAY", played for all the Irish Paddies for Half and Half, the favorite tobacco of their daddies .... Now me and the Bailey gals are gonna do one of the new novelty numbers of the season, "PLAYMATES". Ah, playmates, and those good old childhood days when we used to play postoffice. Oh dear. Funny thing, every time it was my turn to collect a kiss, the post office declared a holiday. Play, mates.

6....(BEN, BAILEYS & ORCH....."PLAYMATES")

(APPLAUSE)

ATX01 0200669

HALF AND HALF  
March 17, 1940

COMMERCIAL "B"

VON ZELL: And now, ladies and gentlemen, I'd like to ...

BERNIE: (OFF MIKE) (VERY EXCITED) Hey, Harry ... Harry ...  
sumpin' just hit me!

VON ZELL: (ALARMED) Wha ... What wag it, Maestro?

BERNIE: (OUT OF BREATH) Ben Bernie he say ...

VON ZELL: (VERY DISGUSTED) Oh ... that.

BERNIE: Oh but Harry, this is very good. You'll like it.  
Listen. Ben Bernie he say husband who smoke Half  
and Half smoke pipe in parlor not in cellar. Pretty  
darn clever, huh? (VERY BRIEF PAUSE FOR REACTION  
WHICH DOESN'T COME) Well, anyway, it makes darn  
good sense. Yowsah, youse guys, Half and Half has  
such a pleasin' fragrant aroma that it makes your  
pipe a pleasure for all the folks around ya. Why,  
your better half will love the fragrance of Half  
and Half. And now Harry Von Zell ... he say.

ATX01 0200670

HALF AND HALF  
March 17, 1940

COMMERCIAL "B" -2-

VON ZELL: I say you've really got something there, Maestro. Ye gentlemen ... and here's another good point about Half and Half. Half and Half will give you more convenience ... as well as more smoking pleasure ... because Half and Half is packed a special way ... in the patented telescope tin. This telescope tin makes it a lot easier to fill your pipe. It gets smaller and smaller as you use your tobacco and thus keeps every pipeful of Half and Half right up on top where it's easy to get at. You don't have to dig around .. and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just the way it should be ... to give you a smooth, cool smoke. The Half and Half telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer. So next time, be sure you buy Half and Half Tobacco in the convenient telescope tin.

ATX01 0200671



SUNDAY, MARCH 17, 1940

-17-

7... (ORCHESTRA....."DRUMS IN MY HEART" ..... HIT AND FADE)

BEN: The lads are now playing "DRUMS IN MY HEART". And now I'd better get away from the microphones, because our drummer is nearsighted, and every once in a while he mistakes the top of my head for a cymbal.

(ORCHESTRA UP AND FINISH)

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, Dinah Shore, Buddy Clark and Lew Lehr.  
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, that about brings to a close our salute to dear old St. Patrick's Day, but before we go I want to remind you that we'll be back again next Sunday with our own little Easter parade. And now all you pipe smokers and pipe smokers to be, here's something the Old Maestro would like you to hear.

Ben Bernie he say to guys who get  
Upset and fret and frown.  
When Smoke from Half and Half go up,  
Smoker he calm down.

ATK01 0200672

MONDAY, MARCH 17, 1940

(AS BROADCAST)  
(REBROADCAST)

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM with BEN BERNIE

BAND

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

HARRY: The Ben Bernie Program - for Half and Half

Cooking Tobacco!

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

ORCH: ("WELCOME OLD TONY" IN SWING TONE)

HARRY: Half Sweet!

ORCH: ("WELCOME OLD TONY" IN SWING TONE)

(PAGE FOUR UNDER)

HARRY: Bringing you on behalf of Half and Half smoking tobacco a St. Patrick's Day parade of jigs and josting. Leading the way with the latest songs are all the lads and lassies. Putting off his old jokes about Pat and Mike in the Old Kestros, Ben Bernie; and substituting the Irish reel for weekly newsreel is the jovial jester of Kovietson News, Lex Lehr. Well now Lads, this being St. Patrick's Day, how about a salute to all the

ATK01 0200673

SUNDAY, MARCH 17, 1940

-2-

HARRY: Irish from County Cork to Dublin. The song,  
(CONT'D) "Shonanigans".

1. .... (ORCHESTRA ..... "SHONANIGANS")

HARRY: Thank you very much ladies and gentlemen.  
~~These were the Half and Half Tobacco Lads~~  
playing SHONANIGANS. (IRISH) And now, faith  
and bogorra, it warms this old heart of mine to  
be able to present to ye on this St. Patrick's  
Day as foine a Lad as was ever whacked on the  
conk with a shillalah .. the Old, Old Maestro,  
Benjy McBernie.

(APPLAUSE)

("LONESOME OLD TOBY")

SEN: (IRISH) Moyowah, Moyowah, Moyowah, happy  
O'Sunday as foine people, happy O'Sunday to ye  
all. And Harry McVon Zell, as bye faith and it  
takes as very happy to see that lovely green  
tie ye're after swearin'.

HARRY: Well, thank ye kindly, Benjy, but it's a cryin'  
chance it is that you, a true son of County  
Kerry can be walkin' about this day without even  
one tiny bit of green. Why aren't ye patriotic?

SEN: Sure, Harry as lad, and you're a bit impatient.  
I just ate as fill of pickles, lobsters and ice

ATX01 0200674

SUNDAY, MARCH 17, 1960

-3-

BEN:  
(CONT'D)

cream, and no face'll be turnin' patriotic  
any minute.

HARRY:

Ah, good old Erin.  
/Aye, Maestro, I'm thinking them song writing  
fellows were certainly right when they wrote  
- "Ireland Must Be Heaven".

BEN:

Ah, Faith and I agree with them Harry, my boy!  
Ireland ~~must~~ be Heaven ... 'cause Winobell  
isn't there!

HARRY:

Say Maestro, let me be the first to say that's  
really a hunk of dialect you've got there!

BEN:

Thanks, Harry. (SHORT PAUSE) (THEN CONFIDENTIAL)  
Harry, are we alone?

HARRY:

Alone. Well, after that Brogue we handed out I  
wouldn't be surprised. Why?

BEN:

Harry, I'm so excited I can hardly tell you.

HARRY:

Excited. What's it all about Maestro?

BEN:

Well, last night I was lying in bed reading some  
books on ancient philosophy, and suddenly I got  
a brand new idea that is absolutely going to  
take the country by storm!

ATK01 0200675

SUNDAY, MARCH 17, 1940

BEN:  
(CONT'D)

Ben Bernie he say in the spring girl without  
cent to her name very sad ... girl without cent  
to her name much worse!

HARRY:

Why that's wonderful! That's not only wise ...  
(TAKE) I don't get it!

BEN:

Oh Gracie!

HARRY:

No, I mean it,  
/But Maestro, how does all this apply to you?

BEN:

Well, it's very simple, Harry. Tonight we're  
going to introduce a new singing gal. Ordinarily  
the Old Maestro would say "Ladies and gentlemen,  
I want you to meet our lovely new nightingale  
from Tennessee, etc. etc." You know how it goes,  
Harry.

HARRY:

Yes ...

BEN:

Well, that's all very old fashioned. Now, Ben  
Bernie he say here come lovely southern miss ...  
if my wife not here I'd steal a kiss.

HARRY:

Oh well, now we're getting someplace.

BEN:

That's how I introduce Dinah Shore!  
(APPLAUSE)

ATX01 0200676

SUNDAY, MARCH 17, 1940

-6-

BEN: Dinah, this bein' St. Patrick's Day, I want you to greet the folks with a bit of proper Irish brogue.

DINAH: (IRISH) Faith and begorra, this is as foine a thrill as any colleen from Killarney has ever had on St. Patrick's Day ... (SOUTHERN COYLY) Hi you all sugar.

BEN: Dinah, it looks like your Irish dialect is gone with the wind. Now what are you gonna sing for us, honey chile?

DINAH: Do you reckon you'd like to hear DAMN THAT DREAM?

BEN: I reckon.

DINAH: Do you reckon the Lads would like to play it for me?

BEN: Well I'll find out ... Lads, do you reckon?

ALL OF LADS: We reckon.

BEN: Well, what are we reckon for? Sing, Dinah, I reckon, I reckon, I reckon.

2..... (DINAH & ORCHESTRA) ..... "DAMN THAT DREAM"

(APPLAUSE)

ATK01 0200677

SUNDAY, MARCH 17, 1940  
HALF AND HALF

CONFIDENTIAL "A"

BESSIE:

Ah ... thank ya, thank ya Dinah me darlin'.  
'Twas lovely warblin' for this lovely day.  
Ay ... and what this day does to ya. It's  
been heart-warmin' watchin' folks everywhere  
sportin' their green neckties and green shamrocks.  
'Twas a regular rhapsody in green, that's what.  
And this evenin' why don't youse folks add a fine  
sweet note to that rhapsody with sumpin' else  
that's green? ... The green tin containin'  
Half and Half Tobacco. (STRAIGHT) I trust you  
all got that tin of Half and Half handy right now.  
If you haven't, you sure oughta. Because it  
certainly is a grand feelin' ... puffin' away on  
a pleasin' fragrant pipeful of Half and Half.  
So help me, there's a roamin' of pleasure for  
everyone in a pipeful of Half and Half.

VON ZELL:

Yes Maestro, that certainly is true. And  
gentlemen ... that grand aroma of Half and Half  
is mighty important, too ... because it adds  
greatly to your smoking pleasure. You see,  
science tells us this fact about all tobaccos --  
a finer aroma means a finer flavor, and that's

ATK01 0200678

SUNDAY, MARCH 17, 1940  
HALF AND HALF

COMMERCIAL "A" -2-

VON ZELL:  
(CONT'D)

why the makers of Half and Half spent so much time and effort to perfect the famous Half and Half blending process ... a new and exclusive process that gives Half and Half its delightful and distinctive aroma. Why, just look at what this process does. It combines the gallant fragrance of topnotch Virginia tobaccos with the full-bodied flavor of choice Burleys and balances them perfectly in exactly the right proportions. The result is Half and Half ... with an aroma and flavor that are finer, we believe, than you'll find in any other tobacco. So next time, be sure you buy the tobacco ... that is better balanced ... more aromatic ... and therefore, more flavorful ... Half and Half Tobacco.

ATK01 0200679



SUNDAY, MARCH 17, 1910

-9-

BEN: Harry, I agree with you 100% and I just want to add one thought -- Ben Bernie he says when wife get angry at husband get flowers, when wife get angry at pipe get Half and Half / ~~Tobacco~~ <sup>Thank you please.</sup> Now no and the lads are gonna play "OH WHAT YOU SAID".

1. (OCCASIONALLY) "OH WHAT YOU SAID"

BEN: That was so and the Half and Half Tobacco Lads playing "OH WHAT YOU SAID" / <sup>with comparatively few errors</sup> Well, you've heard our gal singer from the South, and now's the time to bring you our troubador from the North, Buddy Clark. (SHORT PAUSE) There's Buddy Clark? (LONGER) There's Buddy Clark?

RODDY: (SPEAKING) How ya Hacc, how you all? Sho enuf, sorry I's late, sugar.

BEN: Buddy, so you've met Dinah Shore already, huh? I told you to stay away from her... Besides, I seen her first.

RODDY: Av she boarn't seen a thing to me, Hacc.

BEN: That's what I like to hear, Roddy. Now what are you gonna sing?

RODDY: I's gonna sing a brand new song called "LADY ON THE CLE TOP RAIL".

BEN: A brand new song, eh? How does it go?

ATX01 0200680

SUNDAY, MARCH 17, 1940

-10-

BIDDY: (SINGING) Dinah, is there anyone finish...

BEN: (BREAKING IN) Buddy, get your mind off Dinah Shore  
Boys  
and sing your song. ~~And~~, play "LEANIN' ON THE OLD  
TOP RAIL".

(ORCHESTRA.....FEW BARS... "DINAH")

BEN: (YELLING) Lads! Lads! (ORCHESTRA STOPS) What's  
that. That's not the song. Remember, Ben Bernie  
He Says:

Musician who ignore leader today  
On Saturday night he get no pay.

Sing, Buddy.

.....(CLARE & ORCHESTRA..... "LEANIN' ON THE OLD TOP RAIL")

BEN: Well, the Brooklyn Express has just rolled in, bringing  
our own beloved bananas. Here he is, that jolly,  
bellow, prince of good fellowship Self and Half Wit of  
Kovietone Fern....LEF LAUF!

(ORCHESTRA.....LIVE PLAY ON MUSIC)

(APPLAUSE)

LEF: (LAUGH) Kookays is der craziest people.

BEN: Les, I suppose you know today's a holiday?

LEF: Yes sir...and I want to be the first to wish you...er..  
to extend my personal...eh...to offer my felieste...  
felicil....(LAUGH) Merry Christmas!

ATK01 0200681

SUNDAY, MARCH 17, 1940

-11-

BEK: No, Lev...today isn't Christmas...it's St. Patrick's Day.

LEV: Oh yeah. You know, Mr. Bernie, last year I went all the way to Ireland just to kiss the Blarney Stone!

BEK: You did? What happened?

LEV: When I shtopped down to kiss it (LAUGH) the stone got up and walked away!

BEK: Well, Lev, let's get down to the business. Your wife told me you were in Florida this week.

LEV: Yeah. I went down to make a newsreel of the circus in dere winter quarters.

BEK: Have they got any new features this year, Lev?

LEV: Oh sure. They got the strangest animals. You ought to see them. They got a modern kangaroo!

BEK: What do you mean, a modern kangaroo?

LEV: (LAUGH) It's got a zipper on its pouch! Then they got a very smart chicken. She wears a wrist watch on her leg!

ATX01 0200682

TUESDAY, MARCH 17, 1940

-12-

BEN: A wrist watch on her leg? What's the idea?

LEN: (LARGE) She lays three minute eggs!

BEN: I suppose all the animals are doing tricks as usual this year?

LEN: Oh certainly. They got acrobatic seals...dancing bears...and they also got a trained jackass who shakes his head up and down...up and down.

BEN: Only shakes his head up and down? That's a stupid trick.

LEN: Yeah! (LARGE) That's why he's a jackass! They also got a new lion trainer there. He went into a cage to train a ferocious lion, with only a chair and a stick! Ten minutes later...

BEN: Yes?

LEN: (LARGE) The lion was sitting on the chair picking his teeth with the stick! Er...Mr. Bernie, I also saw a flea circus.

BEN: Ah, the flea circus.

ATX01 0200683

SUNDAY, MARCH 17, 1940

-13-

LEW: Yeah...the son put all his trained floss on a table right in front of me...and (GROAN) now I'm partners with him.

BER: ~~Somebody's been drinking!~~

LEW: ~~What's the matter with you?~~ (GROAN) He sneezed!

BER: Lew, thanks for the description of the circus.

LEW: Oh, Mr. Bernie, I forgot to tell you! The circus gave me a baboon for a present, and I brought him home with me.

BER: The circus gave you a baboon?

LEW: Yeah, but the poor thing was starving to death. He wouldn't eat at the same table with my wife!

BER: So what did you do...give the baboon back to the circus?

LEW: No! (LARGE) I gave them my wife!

(ORCHESTRA: LEW PLAYS OFF MUSIC)

(APPLAUSE)

ATX01 0200684

WEDNESDAY, MARCH 17, 1940

-14-

BOB: Nice circus chatter, Lev, nice circus chatter. Now we  
and the Half and Half lads are gonna play "ISLE OF MAY"  
Ah, the Isle of May, it reminds me of Ireland, the  
Incidentally, I went to the track  
Emerald Island, which we're all salutin' today./  
yesterday, and in keeping with the St. Patrick's spirit  
I played a hunch - put two dollars on a horse called  
the River Shannon and lo and behold, for the first time  
in history the River Shannon ran backwards.

..... (ORCHESTRA..... "THE ISLE OF MAY")

BOB: That was the "ISLE OF MAY", played for all the Irish  
Paddies for Half and Half, the favorite tobacco of  
their daddies .... Now we and the Bailey gals are  
gonna do one of the new novelty numbers of the  
season, "PLAYMATE". Ah, playmate, and those good  
old childhood days when we used to play postoffice.  
Oh dear. Funny thing, every time it was my turn to  
collect a kiss, the post office declared a holiday.  
Play, mate.

..... (BOB, BAILEYS & ORCH..... "PLAYMATE")

(LAUGH)

ATHO1 0200685

HALF AND HALF  
March 17, 1940

COMMERCIAL "B"

VON ZELL: And now, ladies and gentlemen, I'd like to ...

BESSIE: (OFF MIKE) (VERY EXCITED) Hey, Harry ... Harry ...  
suspis' just hit me!

VON ZELL: (ALARMED) Eha ... That was it, Maestro?

BESSIE: (OUT OF BREATH) Ben Bernie he say ...

VON ZELL: (VERY DISGUSTED) Oh ... that.

BESSIE: Oh but Harry, this is very good. You'll like it.  
Listen. Ben Bernie he say husband who smoke Half  
and Half smoke pipe in parlor not in cellar. Pretty  
darn clever, huh? (VERY BRIEF PAUSE FOR REACTION  
WHICH DOESN'T COME) Well, anyway, it makes darn  
good sense. Yousee, youse guys, Half and Half has  
such a pleasin' fragrant aroma that it takes your  
pipe a pleasure for all the folks around ya. Why,  
your better half will love the fragrance of Half  
and Half. And now Harry Von Zell ... he say.

ATK01 0200686

HALF AND HALF  
March 17, 1940

COMMERCIAL "E" -3-

VON SELL: I say you've really got something there, Maestro. Yr gentlemen ... and here's another good point about Half and Half. Half and Half will give you more convenience ... as well as more smoking pleasure ... because Half and Half is packed a special way ... in the patented telescope tin. This telescope tin makes it a lot easier to fill your pipe. It gets smaller and smaller as you use your tobacco and thus keeps every pipeful of Half and Half right up on top where it's easy to get at. You don't have to dig around .. and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ...  fresher ... just the way it should be ... to give you a smooth, cool smoke. The Half and Half telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend, it's something that no other tobacco can offer. So next time, be sure you buy Half and Half Tobacco . in the convenient telescope tin.

ATX01 0200687



SUNDAY, MARCH 17, 1940

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

BEN: The lads are now playing "DREAMS IN MY HEART". And now I'd better get away from the microphone, because our drummer is nearsighted, and every once in a while he mistakes the top of my head for a cymbal.

(ORCHESTRA UP AND FINISH)

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, Dinah Shore, Duddy Clark and Les Lehr.

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, that about brings to a close our salute to dear old St. Patrick's Day, but before we go I want to remind you that we'll be back again next Sunday with our own little Easter parade. And now all you pipe smokers and pipe smokers to be, here's something the Old Maestro would like you to hear.

Ben Bernie he say to guys who get  
Dread and fret and frown.  
When smoke from Half and Half go up,  
Smoker be calm down.

SUNDAY, MARCH 17, 1940

-15-

BEN: And now the time has come to ...

(BEN & ORCHESTRA ... "AU REVOIR" ... SING TO "LONE-OME OLD TOM"

HARRY: Don't forget to join us next week.

ATX01 0200689

SUNDAY, MARCH 24, 1940

THE AMERICAN TOBACCO COMPANY

(AS BROADCAST)

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half Smoking Tobacco an Easter basket of fun and melody. On the top of the basket ready to bring you the top tunes of the day are all the Lads and Lassies. In the center, feeling perfectly at home among the other eggs, is the Old Maestro, Ben Bernie. And at the very bottom of the basket, trying to feed a carrot to a chocolate bunny is that foolish funster of the films, Movietone's Lew Lehr. Well now, Lads, how about opening the Easter basket with that song all

RTX01 0200690

SUNDAY, MARCH 24, 1940

-2-

HARRY: the gals sang as they marched along in the fashion  
(CONT'D) parade, in their new Easter finery, "MA, HE'S MAKING  
EYES AT ME".

1.....(ORCHESTRA....."MA, HE'S MAKING EYES AT ME")

HARRY: Those were the Half and Half Tobacco Lads playing, "MA,  
HE'S MAKING EYES AT ME", ladies and gentlemen.  
(RAPTUROUS) Well, here it is Easter. Ah, Spring!  
The magic night with its mysticism, young love with its  
romanticism...and here is Ben Bernie with his rheumatism  
(APPLAUSE)

(ORCHESTRA "LONESOME OLD TOWN")

BEN: Yowsah, yowsah, yowsah. This is Ben Bernie, the Old  
Maestro, wishin' youse all a most happy Easter Sunday.  
Ah, good old Easter...with everybody all dressed up in  
their new bonnets and new duds. By gosh, you should  
have seen my wife step out, wearin' her new Easter  
outfit. It has thirty six buttons on it...36 buttons..  
and here I am holding up my trousers with a nail!

HARRY: Go on, Maestro! You seem to have done all right this  
Easter. If my eyes don't deceive me, you're wearing a  
new suit.

BEN: Right you are, Harry. How do you like it? It was  
tailored to fit.

ATK01 0200691

SUNDAY, MARCH 24, 1940

-3-

HARRY: That was tailored to fit?

BEN: Yes.

HARRY: To fit who? (LAUGH)

BEN: Oh, no, Harry...This is really a fine suit...it's genuine Scotch Loch Lomond tweed.

HARRY: Oh Loch Lomond tweed?

BEN: That's right...the vest takes the high road and the pants take the low road.

HARRY: Well, I suppose you walked in the Easter Parade?

BEN: Walked? Why Harry I rode down Fifth Avenue with the mayor.

HARRY: You rode with the mayor?

BEN: Yes...until a fussy old cop yanked me off the rear bumper.

HARRY: Well, Maestro, not to digress, here we are talking in every day language. What became of your proverbs you told us about last week?

BEN: Oh, you mean Ben Bernie He Say?

ATX01 0200692

SUNDAY, MARCH 24, 1940

-4-

HARRY: Yes, how is that working?

BEN: Oh swell, Harry. Now I find my every word commands more respect. Why only yesterday my wife told me she needed a new Easter dress, so I said "Ben Bernie He Say: Woman today mighty strange creature...always say have nothing to wear, but still need six closets to keep it in".

HARRY: Well, that's really telling her Maestro. How did it wor

BEN: She got the dress. But now let's get on with the show. Comes time for Buddy Clark, our Back Bay Baritoney to step up to this here microphone, to fill yo' ears with that beautiful new ballad "STARLIT HOUR". Buddy, how would you like me to accompany you with my fiddle?

BUDDY: Listen, Maestro, I love you, but nix on that corny fiddle of yours. It distracts me, old boy.

BEN: Silence, Buddy. Remember, Ben Bernie He Say: Young man who shoot mouth off too much end up being mistaken for Winchell. Your cuey, Lads.

2.....(BUDDY CLARK AND ORCHESTRA....."STARLIT HOUR")

(APPLAUSE)

ATX01 0200693

HALF AND HALF  
March 24, 1940

COMMERCIAL "A"

BERNIE: And now guys, I'd like to have a serious father-to-son talk with ya about the Easter parade that's been goin' on today. It's concernin' the outfits your better halves are a-wearin'. In the first place, I know what it does to some of ya, seein' your wife standin' under one of them hats that looks like a pancake havin' a nightmare or a vegetable salad in a flight. Deah, deah ... and that's only PART of it. Wait till you see the BILL for them new clothes she's got. Yowsah ... BEN BERNIE HE SAY ... when wife go to dressmaker, HUSBAND is one who have FIT. Ah deah. But...you know, fellas you simply mustn't let them things get you up in the air. No. At times like that ... like at ALL tryin' times, don't go a-flyin' off the handle. Just fill up your trusty briar with Half and Half Tobacco and Smoke a pipe - to calm you down.

VON ZELL: Good advice, Maestro. Yes gentlemen ... and there's a very special reason why Half and Half gives you such a delightful smoke. That reason is Half and Half's fine, fragrant aroma. You see, it's a scientific fact

ATX01 0200694

HALF AND HALF  
March 24, 1940

COMMERCIAL "A" -2-

VON ZELL: about all tobaccos ... that a finer aroma means a finer  
(CONT'D) flavor. That's why the makers of Half and Half  
perfected the new and exclusive Half and Half blending  
process ... in order to give you a tobacco that IS  
more aromatic. This process combines the mallow  
fragrance of topnotch Virginia tobaccos with the full-  
bodied flavor of choice Burleys. It balances them  
perfectly ... in exactly the right proportions. The  
result is Half and Half ... with an aroma and flavor  
that are finer, we believe, than you'll find in any  
other tobacco. So next time, make sure you buy the  
tobacco that is better balanced ... more aromatic ...  
and therefore more flavorful ... Half and Half Tobacco.

ATK01 0200695



SUNDAY, MARCH 24, 1940

-7-

BEN: Harry, a very good report. Ben Bernie He Say: Reporter is man with good nose for news. Half and Half is tobacco with good news for nose.

Now me and the Lads are gonna play "I'VE GOT MY EYES ON YOU", and if my wife is listening in, after all those clothes you bought for Easter, ah me...I've Got My I-O-U's On You.

3.....(ORCHESTRA....."I'VE GOT MY EYES ON YOU")

BEN: That was me and the Half and Half Lads playing I'VE GOT MY EYES ON YOU, with a bit of the zip and vigor of Spring, deah deah. And now the Old Maestro's heart goes flutter, flutter, flutter, 'cause it's time for our new little singin' gal from the deep South, Dinah Shore. Ah me, in introducing Dinah a pit pit pit comes in me 'eart. She...

HARRY: Now wait a minute, Buddy, you're stepping into my authority. You is usurping my department.

BEN: Dinah, who is that fellow?

DINAH: That's my manager, Maestro. Mr. Frump.

BEN: Mr. Frump? Oh Dinah, you don't need a manager. Ladies and gentlemen, in presenting this Southern Belle, let tell you she had a swell career...

ATX01 0200696

SUNDAY, MARCH 24, 1940

-8-

HARRY: Just a minute, wait a minute, Ouch-face, hold it a second...I am the man that handles her publicity.

BEN: She's really awfully sweet, ladies and gentlemen... and now, Dinah, will you sing "CARELESS"?....

HARRY: I chaperone her, too. Now hold it a minute.

BEN: Look, Dinah, will you be good enough to sing "CARELESS".

HARRY: Hold it, Toots. Dinah, don't sing nothing. Now look, Ouch-face, listen to me, either we gets the check now or we don't open her face.

BEN: Here it is. All right.

HARRY: All right. Thank you. Sing, Dinah.

BEN: Sing, Dinah.

4....(DINAH SHORE & ORCHESTRA....."CARELESS")

(APPLAUSE)

ATK01 0200697

SUNDAY, MARCH 24, 1940

-9-

BEN: Oh, Mother Hubbard - who's that coming out of your cupboard? It's got long ears and a pink nose but it ain't an Easter Bunny - so help me it's that Half and Half wit of Movietone News - LEW LEHR.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, look at you. You're all dressed up for Easter. That's a beautiful suit if I ever saw one. Where did you get it? Fifth Avenue Saks?

LEW: No, (LAUGH) Tenth Avenue Jakes' ! Ain't it pretty.

BEN: It's positively gorgeous.

LEW: Yeah, I call this my presidential suit.

BEN: Your presidential suit?

LEW: Yeah, I'm wearing it for a third term.

BEN: Well, Lew, you look grand. I bet your wife's outfit made a big hit in the Easter parade.

LEW: Did her new Easter outfit make a hit ... As she walked down Fifth Avenue she was followed by two dress designe -

ATX01 0200698

SUNDAY, MARCH 24, 1940

-10-

LEW: er - four style expert - er - six fashion authorit -  
(CONT'D) authorit - (LAUGH) a rag-picker! Ah, Mr. Bernie, I  
love Easter, it always means that Spring is here.

BEN: Yes, Lew ... Spring is here.

LEW: Yes, and would you believe it, Mr. Bernie, this morning  
my wife wrote the cutest little Spring Poem about me.

BEN: Well, Lew, I'd love to hear it.

LEW: Okay. (CLEAR THROAT) To my darling husband ...

In Spring the buds grow into flowers  
In Nature's wonderful way  
And you, my darling, you grow too ...  
You grow uglier every day!

Ain't she adorable.

BEN: Beyond all doubt. Say, Lew, your marriage should be an  
inspiration to all of us.

LEW: Oh, dank you, Mr. Bernie. It's been that way ever since  
my wife and me met each other. I remember when I was  
courtin' her, we would go horse back ridin' together.  
I always used to pick her up in my arms and carry her  
to the horse.

BEN: Ah - that's love. And do you still go horse-back riding,  
Lew?

ATK01 0200699

SUNDAY, MARCH 24, 1940

-11-

LEW: Yeah - but now she's so heavy (LAUGH) I have to carry the horse to her. You know, Mr. Bernie - my wife wasn't my first love.

BEN: No?

LEW: No, my first love was a girl named Rosie. Was she beautiful. She had blue eyes, dimples in her cheeks and ruby red lips.

BEN: Well, then why did you marry your present wife? What did she have that Rose didn't have?

LEW: (LAUGH) Hair and teeth! But there's one thing about my wife, she's a wonderful cook. Nobody makes Southern Fried chicken the way she does.

BEN: Why, Lew, you're wrong. I tasted your wife's cooking. What makes you think it's southern style.

LEW: I always get the part South of the border. Well, so long, Mr. Bernie. I got a little Spring planting to do.

BEN: What are you planting, Lew?

LEW: I got a wonderful new idea. I dig a hole and I put in one onion seed, one carrot seed and one cabbage seed.

ATX01 0200700

SUNDAY, MARCH 24, 1940

-12-

BEN: What in the world are you trying to raise?

LEW: (LAUGH) Cole slaw!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice springing, Lew, nice springing. Now me and the Half and Half Tobacco Lads are gonna play DO I LOVE YOU from the musical comedy DU BARRY WAS A LADY. DO I LOVE YOU, Lads ... I'll tell you on pay day.

5....(ORCHESTRA ..... "DO I LOVE YOU")

BEN: That was DO I LOVE YOU played for the dear old alma mater Half and Half Smoking Tobacco. Now here comes our Easter gang and entire Easter parade. We've had lots of requests to repeat SING A SPELL. Now we're going to acquiesce - that means we're going to SING A SPELL. Come up here Harry, Buddy, Dinah and you Bailey gals. Hmm, all you gals look mighty sharp this Easter Sunday.

DINAH & BAILEYS: Thank you, Maestro.

BEN: I suppose you're all figurin' on getting married one of these days.

DINAH & BAILEYS: That's right, Maestro.

ATX01 0200701

SONDAY, MARCH 24, 1940

-13-

BEN: Well, always remember Ben Bernie He Say: MODERN WIFE  
SPEND TOO MUCH TIME MENDING HUSBAND'S WAYS, AND TOO  
LITTLE TIME MENDING HUSBAND'S SOCKS. Star spellin',  
Lads.

6....(BEN, CAST & ORCHESTRA ..... "SING A SPELL")

(APPLAUSE)

ATX01 0200702

HALF AND HALF  
March 24, 1940

COMMERCIAL "B"

BERNIE: AD LIB THANK YOU'S.

SUE BAILEY: (EXCITED) Oh, Uncle Ben ... I almost forgot ...  
we got a special-delivery letter from our daddy  
this morning.

JUNE BAILEY: And he said for us to tell you your Ben-Bernie-He-  
Say things are VERY GOOD.

BERNIE: (EVERY ELATED) He DID? Gosh! Didja hear that  
Harry? Ain't that WONDERFUL?

VON ZELL: Wonderful? It's AMAZING! (LAUGH) Girls, your  
father! by any chance isn't worried about your job,  
is he?

BAILEYS: Oh NO!

SUE BAILEY: Only Daddy says after all Uncle Ben IS the boss.

JUNE BAILEY: And he IS getting on in years.

SUE BAILEY: And when he thinks up things like Ben-Bernie-He-Say  
... well, no matter how other people feel about it,  
we ought to try to pamper him.

ATX01 0200703



HALF AND HALF  
March 24, 1940

COMMERCIAL "B" -2-

JUNE BAILEY: And console him.

BERNIE: Oh that's it, huh? Well, nobody has to worry about consolin' ME. I got my own ways for doin' that. An it's a darn good way too. When things ain't goin' exactly as you'd like them to, and you want a bit o comfortin', there's nothin' more satisfyin' and consolin' than settin' back with a pleasin', fragrar piepful of Half and Half. Yowsah...BEN BERNIE HE SA ... when man light up pipeful of Half and Half, man' face light up too.

VON ZELL: Well spoken, Maestro. And gentlemen, you'll find Half and Half will give you not only more smoking enjoyment ...but more convenience too. That's because Half and Half is packed a special way...in the patented telescope tin. This telescope tin makes it a lot easier to fill your pipe. Because it gets smaller and smaller as you use your tobacco and thus keeps every pipeful of Half and Half right there on top where it's easy get at. You don't have to dig around...and what's BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition... fresher...just the way it should be to give you a

ATX01 0200704

HALF AND HALF  
March 24, 1940

COMMERCIAL "B" -3-

VON ZELL:  
(CONT'D)

smooth, cool smoke. The Half and Half telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend ... it's something that no other tobacco can offer. So next time be sure you buy Half and Half Tobacco ... in the convenient telescope tin.

ATX01 0200705

SUNDAY, MARCH 24, 1940

-17-

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

BEN: Hear what the Lads are playin'? No Easter program would be complete without it ... Irving Berlin's grand song from AS THOUSANDS CHEER ... EASTER PARADE

(ORCHESTRA UP AND FINISH)

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

BEN: Right you are Harry. Well, my old pal, Bill Shakespeare once said: To be or not to be, that is the question. But Ben Bernie He Say: When it comes to Half and Half Smoking Tobacco, there is no question. It's the mosta of the besta. And now the time has come ...

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

HARRY: Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday. Goodnight.

ATK01 0200706

SUNDAY, MARCH 26, 1940

THE AMERICAN TOBACCO COMPANY

(AS BROADCAST)  
(REBROADCAST)

HALF AND HALF PROGRAM ..... BEN BERNIE

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

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

(FADE DOWN ORDER)

HARRY: Bringing you on behalf of Half and Half Smoking  
Tobacco an Easter basket of fun and melody. On the  
top of the basket ready to bring you the top tunes  
of the day are all the Lads and Lassies. In the  
center, feeling perfectly at home among the other  
eggs, is the Old Maestro, Ben Bernie. And at the  
very bottom of the basket, trying to feed a carrot  
to a chocolate bunny is that foolish fenster of the  
films, Kovietsch's Lew Lehr. Well now, Lads, how  
about opening the Easter basket with that song all

ATX01 0200707

SUNDAY, MARCH 24, 1940

-2-

HARRY: the girls sang as they marched along in the fashion  
(CONT'D) parade, in their new Easter finery, "HA, HE'S MAKING  
EYES AT ME".

..... (ORCHESTRA..... "HA, HE'S MAKING EYES AT ME")

HARRY: Those were the Half and Half Tobacco Lads playing, "HA,  
HE'S MAKING EYES AT ME", ladies and gentlemen.  
(RAPTUROUS) Well, here it is Easter. Ah, Spring!  
The magic night with its mysticism, young love with its  
romanticism...and here is Ben Bernie with his rheumatic:  
(APPLAUSE)

(ORCHESTRA "LOLLOPHE OLD TOWN")

BERN: Yousah, yousah, yousah. This is Ben Bernie, the Old  
Maestro, wishin' youse all a most happy Easter Sunday.  
Ah, good old Easter...with everybody all dressed up in  
their new bonnets and new duds. By gosh, you should  
have seen my wife step out, wearin' her new Easter  
outfit. It has thirty six buttons on it...<sup>think of it</sup> 36 buttons..  
and here I am holding up my trousers with a nail!

HARRY: Go on, Maestro! You seem to have done all right this  
Easter. If my eyes don't deceive me, you're wearing a  
new suit.

BERN: <sup>right you are.</sup> Right you are, Harry. Now do you like it? It was  
tailored to fit.

ATX01 0200708

SUNDAY, MARCH 24, 1940

-3-

HARRY: That was tailored to fit?

BEN: Yes.

HARRY: To fit who? (LAUGH)

BEN: Oh, no, Harry...This is really a fine suit...it's genuine Scotch Loch Lomond tweed.

HARRY: Oh Loch Lomond tweed?

BEN: That's right...the vest takes the high road and the pants take the low road.

HARRY: Well, I suppose you walked in the Easter Parade?

BEN: Walked? Why Harry I rode down Fifth Avenue with the mayor.

HARRY: You rode with the mayor?

BEN: Yes...until a fussy old cop yanked me off the rear ~~bumper~~ fender.

HARRY: Well, Maestro, not to digress, here we are talking in every day language. That because of your proverbs you told us about last week?

BEN: Oh, you mean Ben Bernie Be Bay?

ATX01 0200709

SUNDAY, MARCH 24, 1940

-4-

HARRY: Yes, how is that working?

BEN: Oh swell, Harry. Now I find my every word commands more respect. Why only yesterday my wife told me she needed a new Easter dress, so I said "Ben Bernie He Say: Women today mighty strange creature...always say have nothing to wear, but still need six closets to keep it in".

HARRY: Well, that's really telling her Maestro. How did it go?

BEN: She got the dress. But now let's get on with the show. Comes time for Buddy Clark, our Back Bay Baritone to step up to this here microphone, to fill yo' ears with that beautiful note called "STABLIT HOUR". Buddy, how would you like us to accompany you with my fiddle?

HIDEY: Listen, Maestro, I love you, but mix on that corny fiddle of yours. It distractt, me, old boy.

BEN: Silence, Buddy. Remember, Ben Bernie He Say: Young men who shoot mouth off too much end up being mistaken for Finchell. Your cuey, Lade.

..... (BUDDY CLARK AND ORCHESTRA) ..... "STABLIT HOUR"

(APPLAUSE)

ATK01 0200710

HALF AND HALF  
March 24, 1940

COMMERCIAL "A"

BERNIE: And now guys, I'd like to have a serious father-to-son talk with ya about the Easter parade that's been goin' on today. It's concernin' the outfits your better halves are a-wearin'. In the first place, I know what it does to some of ya, seein' your wife standin' under one of them hats that looks like a pancake havin' a nightmare or a vegetable wiled in a flight. Deah, deah ... and that's only PART of it. Wait till you see the BILL for them new clothes she's got. Yowsah ... DEH BERNIE HE SAY ... when wife go to dressmaker, HUSSARD is one who have FIT. Ah deah. But...you know, fellas you simply mustn't let them things get you up in the air. At times like that ... like at ALL tryin' times, don't go a-flyin' off the handle. Just fill up your treaty briar with Half and Half Tobacco and Smoke a pipe - to calm you down.

VON ZELL: Good advice, Maestro. Yes gentlemen /.. and there's a very special reason why Half and Half gives you such a delightful smoke. That reason is Half and Half's fine, fragrant aroma. You see, it's a scientific fact

ATX01 0200711



HALF AND HALF  
March 24, 1940

COMMERCIAL "A" -2-

VON HILL: about all tobaccos ... that a finer aroma means a finer  
(CONT'D)

flavor. That's why the makers of Half and Half  
perfected the new and exclusive Half and Half blending  
process ... in order to give you a tobacco that is  
more aromatic. This process combines the galler  
fragrance of topnotch Virginia tobaccos with the full-  
bodied flavor of choice Burleys. It balances them  
perfectly ... in exactly the right proportions. The  
result is Half and Half ... with an aroma and flavor  
that are finer, we believe, than you'll find in any  
other tobacco. So next time, make sure you buy the  
tobacco that is better balanced ... more aromatic ...  
and therefore sure flavorful ... Half and Half Tobacco.

ATX01 0200712

SUNDAY, MARCH 24, 1940

-7-

BEN: Harry, a very good report. Ben Bernie He Says: Reporter  
is man with good news for news. Half and Half is  
tobacco with good news for news.

Now we and the Lads are gonna play "I'VE GOT MY EYES ON  
YOU", and if my wife is listening in, after all those  
clothes you bought for Easter, ah ma...I've Got My  
I-O-S's On You.

.....(ORCHESTRA....."I'VE GOT MY EYES ON YOU")

BEN: That was me and the Half and Half Lads playing I'VE  
GOT MY EYES ON YOU, with a bit of a zippy finish and  
a vivace thruout - deah, deah. And now we bring back  
our new singing star from the South who made her debut  
on this here programme last week - a picture of  
moonlight and honeysuckle, so help me - little Dinah  
Shore. Dinah, come over here, will you, honey chile.

DINAH: How you all, Maestro.

BEN: Dinah, you made a real hit when you joined us last  
week, and the old Maestro is right proud of you.

DINAH: Thank you kindly, suh.

BEN: Now I know all these folks a-listenin' in from coast  
to coast are wantin' to hear something about you, sugar.  
What part of that there deep South does you-all hail fro

ATX01 0200713

SUNDAY, MARCH 24, 1940

-8-

DINAH: I'm from way down Nashville, Tennessee way, Maestro.

BEN: From Nashville, eh? Why Dinah, I know that city well.  
Ah, dear old Nashville - why the old Maestro has  
played there many a time. In fact, last time I was  
at a theatre there, I set a new record. By gosh,  
they said that never before had so many people  
passed the theatre. Dinah, will you sing "CARELESS".  
Play, Lads.

4....(DINAH SHORE & ORCHESTRA....."CARELESS")

(APPLAUSE)

ATX01 0200714

SUNDAY, MARCH 24, 1940

-9-

BEN: Oh, Mother Hubbard - who's that coming out of your cupboard? It's got long ears and a pink nose but it ain't an Easter Bunny - so help me it's that Half and Half wit of Novistone News - LEX LEX.

(ORCH: LEAD PLAY OR MUSIC)

(APPLAUSE)

LEX: (LAUGH) Monkeys is the crasiest people.

BEN: Well, Lex, look at you. You're all dressed up for Easter. That's a beautiful suit if I ever saw one. Where did you get it? Fifth Avenue Saks?

LEX: No, (LAUGH) Tenth Avenue Jakes! Ain't it pretty.

BEN: It's positively gorgeous.

LEX: Yeah, I call this my presidential suit.

BEN: Your presidential suit?

LEX: Yeah, I'm wearing it for a third term.

BEN: Well, Lex, you look grand. I bet your wife's outfit made a big hit in the Easter parade.

LEX: Did her new Easter outfit make a hit ... As she walked down Fifth Avenue she was followed by two dress designers -

ATK01 0200715

SUNDAY, MARCH 24, 1949

-10-

LEW: er - four style expert - er - six fashion authorit -  
(CONT'D) authorit - (LARGE) a rag-picker? Ah, Mr. Bernie, I  
love Easter, it always means that Spring is here.

BEN: Yes, Lew ... Spring is here.

LEW: Yes, and would you believe it, Mr. Bernie, this morning  
my wife wrote the cutest little Spring Poem about me.

BEN: Well, Lew, I'd love to hear it.

LEW: Okay. (CLEAR THROAT) To my darling husband ...

In Spring the buds grow into flowers  
In Nature's wonderful way  
And you, my darling, you grow too ...  
You grow uglier every day!

Ain't she adorable.

BEN: Beyond all doubt. Say, Lew, your marriage should be an  
inspiration to all of us.

LEW: Oh, thank you, Mr. Bernie. It's been that way ever since  
my wife and me met each other. I remember when I was  
courtin' her, we would go horse back ridin' together.  
I always used to pick her up in my arms and carry her  
to the horse.

BEN: Ah - that's love. And do you still go horse-back riding,  
Lew?

ATX01 0200716

SUNDAY, MARCH 24, 1940

-11-

LEW: Yeah - but now she's so heavy (LAUGH) I have to carry the horse to her. You know, Mr. Bernie - my wife wasn't my first love.

BEN: No?

LEW: No, my first love was a girl named Rosie. Was she beautiful. She had blue eyes, dimples in her cheeks and ruby red lips.

BEN: Well, then why did you marry your present wife? What did she have that Rose didn't have?

LEW: (LAUGH) Hair and teeth! But there's one thing about my wife, she's a wonderful cook. Nobody makes Southern Fried chicken the way she does.

BEN: Why, Lew, you're wrong. I tasted your wife's cooking. What makes you think it's southern style.

LEW: I always get the part South of the border. Well, so long, Mr. Bernie. I got a little Spring planting to do.

BEN: What are you planting, Lew?

LEW: I got a wonderful new idea. I dig a hole and I put in one onion seed, one carrot seed and one cabbage seed.

ATK01 0200717

SUNDAY, MARCH 24, 1940

-12-

BEN: What in the world are you trying to raise?

LEN: (LAUGH) Cole also!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice springing, Lew, nice springing. Now me and the Half and Half Tobacco Lads are gonna play DO I LOVE YOU from the musical comedy DO BARRY WAS A LADY. DO I LOVE YOU, Lads ... I'll tell you on pay day.

5....(ORCHESTRA ..... "DO I LOVE YOU")

BEN: That was DO I LOVE YOU played for the dear old alma mater Half and Half Smoking Tobacco. Now here comes our Easter gang and entire Easter parade. We've had lots of requests to repeat FING A SPELL. Now we're going to acquiesce - that means we're going to SING A SPELL. Come up here Harry, Buddy, Dinah and you Bailey gals. Hoo, all you gals look mighty sharp this Easter Sunday.

DINAH & BAILEYS: Thank you, Maestro.

BEN: I suppose you're all figurin' on getting married one of these days.

DINAH & BAILEYS: That's right, Maestro.

ATX01 0200718

SUNDAY, MARCH 24, 1940

-13-

MEM: Well, always remember Ben Bernie He Says: **WOMEN WILL  
SPEND TOO MUCH TIME MENDING HUSBAND'S WAISTS, AND TOO  
LITTLE TIME MENDING HUSBAND'S SOCKS. Star spellin',  
Lads.**

6.... (BEN. CAST & ORCHESTRA ..... "SING A SPELL")

(APPLAUSE)

ATK01 0200719



HALF AND HALF  
March 24, 1940

COMMERCIAL "B"

BESSIE: AD LIB THANK YOU'S.

SOE BAILEY: (EXCITED) Oh, Uncle Ben ... I almost forgot ... we got a special-delivery letter from our daddy this morning.

JOSE BAILEY: And he said for us to tell you your Ben-Bernie-Ke-Say things are VERY GOOD.

BERNIE: (ENVY BLATED) Ho DIP! Gosh! Didja hear that Harry? Ain't that WONDERFUL?

VON ZILL: Wonderful? It's AMAZING! (LAUGH) Girls, your father; by any chance isn't worried about your job, is he?

BAILEYS: Oh NO!

SOE BAILEY: Only Daddy says after all Uncle Ben IS the boss.

JOSE BAILEY: And he IS getting on in years.

SOE BAILEY: And when he thinks up things like Ben-Bernie-Ke-Say ... well, no matter how other people feel about it, we ought to try to please him.

ATK01 0200720

HALF AND HALF  
March 24, 1940

COMMERCIAL "B" -2-

JUNE BAILEY: And console him.

BENNIE: Oh that's it, huh? Well, nobody has to worry about consolin' ME. I got my own way for doin' that. And it's a darn good way too. When things ain't goin' exactly as you'd like them to, and you want a bit of comfortin', there's nothin' more satisfyin' and consolin' than settin' back with a pleasin', fragrant pipeful of Half and Half. Yowah...HOW BERNIE HE SAY ... when you light up pipeful of Half and Half, HERN's face light up too.

VON ZELL: Well spoken, Maestro. And gentlemen, you'll find Half and Half will give you not only more smoking enjoyment ...but more convenience too. That's because Half and Half is packed a special way...in the patented telescope tin. This telescope tin makes it a lot easier to fill your pipe. Because it gets smaller and smaller as you use your tobacco and thus keeps every pipeful of Half and Half right there on top where it's easy to get at. You don't have to dig around...and what's more BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition... fresh...just the way it should be to give you a

ATX01 0200721

HALF AND HALF  
March 24, 1940

COMMERCIAL "B" -1-

VON ZILL:  
(CONT'D)

smooth, cool smoke. The Half and Half telescope tin is an exclusive, patented feature ... and like the exclusive Half and Half blend ... it's something that no other tobacco can offer. So next time be sure you buy Half and Half Tobacco ... in the convenient telescope tin.

ATK01 0200722

SUNDAY, MARCH 24, 1940

-17-

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

**BEN:** Hear what the Lads are playin'! No Easter program would be complete without it ... Irving Berlin's grand song from **15 THOUSANDS CHEER ... EASTER PARADE**

(ORCHESTRA UP AND FINISH)

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

**BEN:** Well, folks, the Easter Basket is about empty, but before we go I want to remind you that we'll be back again next Sunday at the same time.

**BEN:** Right you are Harry. Well, my old pal, Bill Shakespeare once said: To be or not to be, that is the question. But Ben Bernie He Say: When it comes to Half and Half Smoking Tobacco, there is no question. It's the most of the best. And now the time has come ...

(BYE & ORCH ..... "AD REVOIXE" ... BEGIN TO "LINGERING OLD TOWN")

**HARRY:** Half and Half Smoking Tobacco invites you to listen in again at this same time next Sunday. Goodnight.

ATX01 0200723

SUNDAY, MARCH 31, 1940

AS BROADCAST

THE AMERICAN TOBACCO COMPANY

HALF AND HALF PROGRAM . . . . BEN BERNIE

WABC

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

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

MUSIC:           (FIRST TWO NOTES OF SIGNATURE)

HARRY:           Half Swing!

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

HARRY:           Half Sweet!

ORCH:           ("LONESOME OLD TOWN" IN SWEET TEMPO)  
(FADE DOWN UNDER)

HARRY:           Bringing you on behalf of Half and Half  
                    Smoking Tobacco, a half hour on your clock  
                    of fun and melody. Ticking away with the  
                    latest songs are all the Lads and Lassies,  
                    setting the alarm for a week from next  
                    Wednesday night at eight o'clock, Eastern  
                    Time, which will be the new broadcasting  
                    time for this program, is the Old Maestro,  
                    Ben Bernie; and standing over in the corner

ATX01 0200724

SUNDAY, MARCH 31, 1940

-2-

HARRY:  
(CONT'D)

with a face that would stop any clock is that  
cuckoo of the films, Movietone's Lew Lehr.  
And now, Lads, looking at the Half and Half clock  
I see that it's time for the first number ...  
"LITTLE GIRL".

1. .... (ORCHESTRA ..... "LITTLE GIRL")

HARRY:

Those were the Half and Half Tobacco Lads playing  
"LITTLE GIRL". And now, ladies and gentlemen, with  
the approach of the summer season we know that you  
want to have the most pleasant weekends possible,  
so we bring you a man who is accommodating you ...  
he is moving his program from Sunday to Wednesdays  
the Old Maestro, Ben Bernie.

("LONESOME OLD TOWN")

(APPLAUSE)

BEN:

Yowsah, yowsah, yowsah. Hear ye, hear ye, hear  
ye. This is ye old Town Crier, Ben Bernie,  
a-standin' here and a-shoutin' the news to youse  
good people that after today this here program-y  
will come to you on Wednesday night, starting  
April 10th. Yowsah, from now on we'll be on  
Wednesday night, which, as you all know, is beau  
tiful. So remember, starting Wednesday a week, all

ATX01 0200725

SUNDAY, MARCH 31, 1940

-3-

BEN:  
(CONT'D)

youse guys got dates with your gals, and all youse gals got dates with the Old Maestro!

HARRY:

Well look, Maestro, after broadcasting on Sunday afternoon for so long, how do you think you're going to like it on Wednesday night?

BEN:

Oh, I believe I like it very much, Harry, except for one thing ... my horses won't be able to hear me! You see, on Wednesdays they race, and they never get in till midnight! But, Harry, there's one thing that really bothers me!

HARRY:

Bothers you ... what's that?

BEN:

Well, you've been working for some time on a Wednesday night program with that Fred ... er ... er ... Oh, what's his name ... that bird fancier! Oh, yes, Fred Allen! Do you find that Wednesday audiences are much different than Sunday audiences?

HARRY:

Well, yes ~~ixim~~ oh yes I do, Maestro! Wednesday audiences like a different type of humor than yours!

BEN:

What do you mean! What kind of jokes do they like?

ATX01 0200726

SUNDAY, MARCH 31, 1940

-4-

HARRY: Funny ones! (LAUGH)

BEN: Well, don't worry, Harry ... I'll get along all right on Wednesday nights. That's the romantic night. Ah, romance! I was romantic once myself, and I learned a lesson ... and I'd like to pass it on to youse all. Ben Bernie He Say: Young Man Who Propose To Girl On His Knees, Always Winds Up With Mother-in-Law On His Hands!

HARRY: Very well put, Maestro, very well put. Oh say, by the way, I almost forgot, this telegram came for you.

BEN: Telegram for me, Harry? Let me see (RATTLE OF PAPER) Hummm ... it's from Winchell!

HARRY: What does it say?

BEN: It says "Understand your program is changing to Wednesday nights. Thursday has always been maid's night out ... now Wednesday will be everybody's night out." Good old Winchell. Nice chap ... every other inch a gentleman!

ATK01 0200727



SUNDAY, MARCH 31, 1940

-5-

DINAH: Howdy, Colonel Ben.

BEN: Well, shave my head and call me baldy ... if it ain't our little singin' gal from the south, Dinah Shore. Dinah, honey, did you hear we're changing the program to Wednesday night?

DINAH: I sure did, Maestro.

BEN: Well, you know you'll have to sing a lot of romantic songs for them young guys and gals havin' dates.

DINAH: Sure enough, I will. Speaking of dates, Maestro, do you believe in kissin'?

BEN: I sure do, Dinah. Some folks say stealin' a kiss is petty larceny, but Ben Bernie He Say: It's grand! And Dinah, I is got my eyes right on you!

2.4.4.1 (DINAH SHORE & ORCHESTRA ..... "I'VE GOT MY EYES ON YOU")

(APPLAUSE)

RTX01 0200728

HALF AND HALF  
March 31, 1940

COMMERCIAL "A"

BERNIE: Thank ya. Thank ya. That was mighty sweet warblin' by a mighty sweet missy. And now I'd like to ...

CLARK: (OFF MIKE) Golly, Dinah ... that was WONDERFUL!  
(SIGHS) Gee, I love to hear you sing! GOSH!

BERNIE: I'd like to ... er pardon me, Buddy ... but there's a program goin' on here. What's all this cooin' you're doin' at Dinah?

CLARK: Ah Maestro, did you never DREAM? Do you know not of youth ... its impulsiveness ... it's confusion? Do I know what I'm doing?

BERNIE: Deah, deah, Buddy me lad, oh you ARE in a state. Confusion never got anybody anywhere. You gotta get a grip on yourself at a time like this ... It's like I say to all youse guys when you're excited about anything. I say ... Men ease up a bit and get yourself under control. Just take out your trusty briar ... fill it up with Half and Half Tobacco ... and Smoke a pipe - to calm you down.

ATK01 0200729

HALF AND HALF  
March 31, 1940

COMMERCIAL "A" -2-

BERNIE:  
(CONT'D)

Yowsah ... BEN BERNIE HE SAY ... Man who relax  
in easy chair take load off feet. Man who smoke  
Half and Half take load off mind.

VON ZELL:

Right Maestro ... And gentlemen ... listen to this.  
It's a statement about Half and Half Tobacco that  
is being confirmed by more and more smokers every  
day. Half and Half has a finer aroma and a finer  
flavor, we believe, than any other tobacco on the  
market. Yes ... a finer aroma and a finer flavor.  
And here's why. Half and Half is made a new and  
better way ... by the exclusive Half and Half  
blending process. This famous process perfectly  
balances ... perfectly combines ... the mellow  
fragrance of topnotch Virginia tobaccos with the  
full-bodied flavor of choice Burleys. It blends  
the best qualities of both in exactly the right  
proportions. Now this perfect balancing gives  
Half and Half its delightful and distinctive  
aroma. And since science tells us that the taste  
or flavor of tobacco depends chiefly on aroma ...  
finer aroma naturally makes Half and Half a more

ATK01 0200730

HALF AND HALF  
March 31, 1940

COMMERCIAL, "A" -3-

VON ZELL:  
(CONT'D)

enjoyable smoke. So next time be sure you buy  
the tobacco that is better balanced ... more  
aromatic ... and therefore more flavorful ...  
Half and Half Tobacco.

ATX01 0200731

SUNDAY, MARCH 31, 1940

-9-

BEN: Well spoken, Harry, well spoken. Ben Bernie He Say: Contentment between man and wife is fifty fifty proposition. Contentment between man and pipe is Half and Half proposition. And now me and the Lads are gonna play "Ooh What You Said" from Three After Three. Incidentally, Lads, you played this song very well during rehearsal ... and if you play it as well now, I'm gonna give you all a raise ... as soon as I catch up on your back salary.

3.1.1. (ORCHESTRA ..... "OOH WHAT YOU SAID")

BEN: That was me and the Half and Half Tobacco Lads playing Ooh What You Said ... and they played it with precision and definition. And Buddy Clark, while I'm passing out compliments, I'd like to tell you that you've been singing very well lately.

BUDDY: Right, Maes. I know it. I'm a genius with a capital "J". Say, Maes, after listening to your jokes for the last two years, I thought of a good title for the program when it goes on Wednesday nights.

BEN: My jokes gave you a title for this program? What is it, Buddy?

BUDDY: We The Feeble.

ATK01 0200732

SUNDAY, MARCH 31, 1940

-10-

BEN: Listen, genius with a capital "J", what are you gonna sing?

BUDDY: How High The Moon.

BEN: I don't know how high the moon is, but I know how low your I.Q. is. Sing it, Buddy.

.....(ORCHESTRA & BUDDY CLARK ..... "HOW HIGH THE MOON")

(APPLAUSE)

(TURN MIKE NOW)

BEN: Well, here he comes now ... he's handsome, he's brilliant, he's beautiful ... he's so attractive ... he's ... he's ... April Fool ... It's that Half and Half wit of Movietone News ... LEW LEHR.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew ... I guess you've heard the news. We're going to change the program.

LEW: Is dat right? (LAUGH) Well, goodbye Mr. Bernie. We're certainly gonna miss you!

BEN: No, Lew, we're just changing the time of the program. The idea of shaking hands with me. From now on we're

ATX01 0200733

SUNDAY, MARCH 31, 1940

-11-

BEN: gonna be on the air Wednesday nights, starting  
(CONT'D) April tenth.

LEW: Wednesday nights? (GRUNT) After doin' it so long on  
Sunday nights, I'm afraid I'll forget.

BEN: Well, I'll show you how to remember. It's Wednesday  
night ... the night when young couples, hand in hand  
stroll thru the park under the silvery moon.

LEW: Oooh certainly ... how I'll remember!

BEN: So now you know what you have to do on Wednesday  
nights!

LEW: Yeah (LAUGH) go to the park and neck!

BEN: Oh, Lew ... if you only had a memory, if you only had  
a memory like that animal that never forgets.

LEW: An animal that never forgets? What's that?

BEN: Well, I'll give you a hint. What is a big, ugly  
creature that eats peanuts?

LEW: (LAUGH) My mother-in-law at a ball game!

BEN: Lew, how that you've got Sundays off, I hope you intend  
doing something on that day for exercise!

ATX01 0200734

SUNDAY, MARCH 31, 1940

-12-

LEW: Am I going to exercise! All day I'm going to row a boat ... er ... ride a bicycle ... er walk around the reservoir ... er ... reservoir ... chase the maid!

BEN: But, Lew do you realize it's spring ... Lew, it's spring ... on Sundays why don't you take a drive with your wife?

LEW: No sir ... not me ... I don't like the way she drives. She's awful near sighted.

BEN: Near sighted?

LEW: Yeah ... once we took a drive to California. I said "Honey, please look where you're driving". My wife said, "Oh, don't worry, it's only a crack in the road." And we spent six months in the hospital.

BEN: What? From going over a crack in the road?

LEW: Crack in the road? (LAUGH) It was the Grand Canyon!

BEN: Oh dear, excuse me a minute, Lew! Oh, Dinah!

DINAH: Yes, Mr. Ben!

BEN: You've been saying you wanted to meet Mr. Lehr. This is a good time for it.

ATK01 0200735



SUNDAY, MARCH 31, 1940

-13-

DINAH: Oh good! Say, he has a very interesting face. He looks a little bit like Gable.

LEW: (INDIGNANTLY) I heard that! Who looks like a stable?

BEN: No, Lew, this is Dinah Shore. She was complimenting you ... And she's been very anxious to meet you.

LEW: Oh, that's different. (CUTE) Say, you're awfully nice. From now on I got Sundays off. What do you do on Sunday afternoon?

DINAH: I usually take the dog out for a walk.

LEW: You take the dog out for a walk? (COYLY) Have you got an extra muzzle?

BEN: Lew, please ... Dinah is a dignified little lady from the south!

LEW: Oh yeah? I love southern girls ... er ... Miss Shore, before you go would you please do me a little favor?

DINAH: Why certainly, Mr. Lew, what is it?

LEW: Would you please give me a little kiss?

ATX01 0200736

DINAH: A kiss? Why you ought to know that your desire for a kiss is only a chemical reaction ... an increase in the memoglodin, coupled with a corpuscular manifestation of the metabolism prevalent in the hydro-kinetic reflexes.

LEW: Is that so ... (PAUSE) Then the heck with it!

(ORCH: LEHR PLAY OFF MUSIC)

(APPLAUSE)

BEN: Nice going, Lew, nice going. Ben Bernie He Say: Lew Lehr's troubles add up to one big joke. Half and Half add up to one swell smoke. Now me and the Lads are gonna play "THE ISLE OF MAY". Lot of folks been askin' me where the isle of May is, but I couldn't tell them 'cause I never was much good at geograpny. In fact, I always thought in this world there were only three zones: the tropic, the frigid, and the parking zone. Hmm, play, Lads, play.

5.1.1.1. (ORCHESTRA ..... "THE ISLE OF MAY")

BEN: That was the "ISLE OF MAY" played nice and sweet-a, for Half and Half, the tobacco that can't be beat-a. Now me and the Bailey gals are gonna do a little number from dear old South America, the LOVE SONG OF RINALDO. To get into the spirit of this ditty, for

SUNDAY, MARCH 31, 1940

-15-

BEN: the past week I've been brushing up on my South  
(CONT'D) American accent. Ah deah, that's all I have left  
to brush incidentally. Are you ready, gals?

BAILEYS: Si si ... Are you ready, Maestro?

BEN: Oui, oui ... Ready, Lads?

LADS: Woo, woo!

6....(BEN, BAILEYS & ORCH ..... "LOVE LIFE OF RINALDO")

(APPLAUSE)

ATX01 0200738

HALF AND HALF  
March 31, 1940

COMMERCIAL "B"

VON ZELL: AD LIBS THANK YOU'S

Ladies and gentlemen ... here is a special census  
bulletin!

(DRUM ROLL)

New York City. Tonight, on the eve of the 1940  
Decennial Census, plans for an independent citizen  
check-up were revealed by a Mr. B. Bernie of this city.  
Said this Mr. Bernie QUOTE I'm all for askin' good  
practical questions that get right down to cases. And  
now and then I like to throw in a helpful answer too.  
Yowsah. UNQUOTE. Here are the questions. (POMPOUSLY)  
Just what do you do with your soxies at night?

BERNIE: And how do you hang up your pants?

VON ZELL: Do YOU wear pajamas that fit loose or tight?

BERNIE: Or do YOU wear a nightgown perchance?

VON ZELL: Do YOU find your evenings at home night and bright?  
Your wife? Is she gay? Does she laugh?

ATX01 0200739

HALF AND HALF  
March 31, 1940

COMMERCIAL "B" -2-

BERNIE: If not then the answer to THAT is -- just light  
Up a pipeful of Half and Half.  
Ah, you just wait mistah, till you start a-puffin'  
on a pipeful of pleasin', fragrant Half and Half  
Tobacco. It'll do sumpin' powerful nice to you and  
all the folks around ya. Why ... your better half  
will love the fragrance of Half and Half.

VON ZELL: Well said, Maestro. Yes gentlemeh, you'll find lots  
of smoking enjoyment in Half and Half. And you'll  
find more convenience too. You see, Half and Half  
is packed a special way ... in the patented telescope  
tin. This telescope tin makes it a lot easier for you  
to fill your pipe. That's because it gets smaller and  
smaller as you use your tobacco ... and thus keeps  
every pipeful of Half and Half right up on top where  
it's always easy to get at. You don't have to dig  
around ... and what's more BECAUSE you don't, your  
tobacco doesn't get all broken up and crumbled. It  
stays in better condition ... fresher ... just the  
way it should be to give you a smooth, cool smoke.  
The Half and Half telescope tin is an exclusive.

ATX01 0200740

HALF AND HALF  
March 31, 1940

COMMERCIAL "B" -3-

VON ZELL: patented feature ... and like the exclusive Half  
(CONT'D) and Half blend ... it's something that no other  
tobacco can offer. So next time be sure you buy  
Half and Half Tobacco ... in the convenient  
telescope tin.

ATK01 0200741

SUNDAY, MARCH 31, 1940

-19-

7:11 (ORCHESTRA .... "YOU LITTLE HEARTBREAKER YOU" ... HIT & FAD

BEN: The Lads are now playing YOU LITTLE HEARTBREAKER YOU,  
That's what a fellow says when he's single ... you  
little heartbreaker you ... Then after he's married  
... he says you little dish breaker you ...

(ORCHESTRA UP AND FINISH)

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

BEN: Well, folks, our old Half and Half clock has just  
about done run down, but don't forget we'll all be  
back on Wednesday, April 10, at eight o'clock,  
Easter Time, over these same Columbia Broadcasting  
kilocycles. But right now, on behalf of our entire  
troupe-y, I'd like to say thanks a million to Harry  
Von Zell, who, due to previous radio commitments  
will be unable to be with us on our Wednesday night  
programs. Harry, it's really been grand to work with  
you and I want to assure you we're all gonna miss you  
so 'elp me, and Harry, if you're ever in the  
neighborhood, don't forget to drop in and see us.

HARRY: Thanks very much, Maestro.

ATX01 0200742

SUNDAY, MARCH 31, 1940

-20-

BEN: And don't worry about that \$10. It's no use two of us worryin' about it. Well, folks, an old sage once said, "Where there's smoke there's fire" but Ben Bernie HE SAY: Where there's Good Smoking there's Half and Half.

And now the time has come . . .

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

HARRY: Half and Half Smoking Tobacco reminds you all that Ben Bernie and all the Lads, Dinah Shore and Lew Lehr will be heard starting April 10th, every Wednesday night at 8 o'clock E.S.T. Remember you have a date, every Wednesday at eight. Good night.

(CREDITS)

ATX01 0200743



REBROADCAST

FRIDAY, MARCH 31, 1940

AN BROADCAST

THE AMERICAN TOBACCO COMPANY  
HALF AND HALF PROGRAM . . . . . BEN BERNIE

WABC

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

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

MUSIC: (FIRST TWO NOTES OF SIGNATURE)

HARRY: Half Swing!

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

HARRY: Half Sweet!

ORCH: ("LONESOME OLD TOWN" IN SWEET TEMPO)  
(FADE DOWN UNDER)

HARRY: Bringing you on behalf of Half and Half  
Smoking Tobacco, a half hour on your clock  
of fun and melody. Picking away with the  
latest songs are all the Lads and Lassies,  
setting the alarm for a week from next  
Wednesday night at eight o'clock, Eastern  
Time, which will be the new broadcasting  
time for this program, is the Old Maestro,  
Ben Bernie; and standing ever in the corner

ATX01 0200744

FRIIDAY, MARCH 31, 1940

-2-

HARRY:  
(CONT'D)

with a face that would stop any clock is that  
cockoo of the films, Movietone's Lew Lehr.  
And now, ladies, looking at the Half and Half clock  
I see that it's time for the first number ...  
"LITTLE GIRL".

.....(ORCHESTRA)..... "LITTLE GIRL"

HARRY:

Those were the Half and Half Tobacco Lads playing  
"LITTLE GIRL". And now, ladies and gentlemen, with  
the approach of the summer season we know that you  
want to have the most pleasant weekends possible,  
so we bring you a man who is accommodating you ...  
by  
he is moving his program from Sunday to Wednesdays  
the Old Maestro, Ben Bernie.

("LONGHORN OLD TOWN")

(APPLAUSE)

BEN:

Yousah, yousah, yousah. Hear ye, hear ye, hear  
ye. This is ye old Town Crier, Ben Bernie,  
a-standin' here and a-shoutin' the news to youse  
good people that after today this here program-y  
will come to you on Wednesday night, starting  
April 10th. Yousah, from now on we'll be on  
Wednesday night, which, as you all know, is bean  
night. So remember, starting Wednesday a week, all

ATX01 0200745

SUNDAY, MARCH 31, 1940

->

**BEN:**  
(CONT'D)

youse guys got dates with your gals, and all youse gals got dates with the Old Maestro.

**HARRY:**

Well look, Maestro, after broadcasting on Sunday afternoon for so long, how do you think you're going to like it on Wednesday night?

**BEN:**

Oh, I believe I like it very much, Harry, except for one thing ... my horses won't be able to hear me. You see, on Wednesdays they race, and they never get in till midnight. Bet, Harry, there's one thing that really bothers me.

**HARRY:**

Bothers you ... what's that?

**BEN:**

Well, you've been working for some time on a Wednesday night program with that Fred ... er ... er ... Oh, what's his name ... that bird fancier. Oh, yes, Fred Allen. Do you find that Wednesday audiences are much different than Sunday audiences?

**HARRY:**

Well, yes kinda oh yes I do, Maestro. Wednesday audiences like a different type of humor than yours.

**BEN:**

there's a veiled crack therein.  
What do you mean, / What kind of jokes do they like?

ATX01 0200746

MONDAY, MARCH 21, 1940

-4-

HARRY: Funny case! (LADON)

BEN: Well, don't worry, Harry ... I'll get along all right on Wednesday nights. That's the romantic night. Ah, romance! I was romantic once myself, and I learned a lesson ... and I'd like to pass it on to youse all. Ben Bernie He Says: Young Man Who Propose To Girl On His Knees, Always Winds Up With Mother-In-Law On His Hands.

HARRY: Very well put, Maestro, very well put. Oh say, by the way, I almost forgot, this telegram came for you.

BEN: Telegram for me, Harry? Let me see (RATTLE OF PAPER) Hmmm ... it's from Winchell!

HARRY: What does it say?

BEN: It says "Understand your program is changing to Wednesday nights. Thursday has always been said's night out ... now Wednesday will be everybody's night out." Good old Winchell. <sup>fine fellow, Winchell</sup> ~~Et cetera~~ ... every other inch a gentleman!

ATX01 0200747

SUNDAY, MARCH 21, 1942

-3-

DINAH: Howdy, Colonel Dan.

BEN: Well, shave my head and call me baldy ... if it ain't our little singin' gal from the south, Dinah Shore. Dinah, honey, did you hear we're changing the program to Wednesday night?

DINAH: I sure did, Maestro.

BEN: Well, you know you'll have to sing a lot of romantic songs for them young guys and gals havin' dates.

DINAH: I will <sup>I will</sup> <sup>won't I.</sup> / Sure enough, ~~Exhibit~~ Speaking of dates, Maestro, do you believe in kissin'?

BEN: I sure do, Dinah. Some folks say stealin' a kiss is petty larceny, but Ben Bernie He Say: It's grand! And Dinah, I is got my eyes right on you!

2.....(DINAH SINGS & ORCHESTRA ..... "I'VE GOT MY EYES ON YOU")

(L...)

ATK01 0200748

HALF AND HALF  
March 31, 1940

COMMERCIAL "A"

BENNIE: Thank ya. Thank ya. That was mighty sweet warblin' by a mighty sweet missy. And now I'd like to ...

CLARK: (OFF MIKE) Golly, Dinah ... that was WONDERFUL!  
(SIGHS) Gee, I love to hear you sing! GOSH!

BENNIE: I'd like to ... er pardon me, Buddy ... but there's a program goin' on here. What's all this cooin' you're doin' at Dinah?

CLARK: Ah Maestre, did you never DREAM? Do you know not of youth ... its impulsiveness ... its confusion? Do I know what I'm doing?

BENNIE: Deah, deah, Buddy no lad, oh you ARE in a state. Confusion never got anybody anywhere. You gotta get a grip on yourself at a time like this ... It's like I say to all youse guys when you're excited about anythin. I say ... Men ease up a bit and get yourself under control. Just take out your trusty briar ... fill it up with Half and Half Tobacco ... and smoke a pipe - to calm you down.

ATK01 0200749

HALF AND HALF  
March 31, 1940

COMMERCIAL "A" -2-

BERNIE:  
(CONT'D)

Yowah ... BEN BERNIE HE SAY ... Man who relax  
in easy chair take load off feet. Man who smoke  
Half and Half take load off mind.

VON KILL:

Night Maestro ... And gentlemen ... listen to this.  
It's a statement about Half and Half Tobacco that  
is being confirmed by more and more smokers every  
day. Half and Half has a finer aroma and a finer  
flavor, we believe, than any other tobacco on the  
market. Yes ... a finer aroma and a finer flavor.  
And here's why. Half and Half is made a new and  
better way ... by the exclusive Half and Half  
blending process. This famous process perfectly  
balances ... perfectly combines ... the softer  
fragrance of top-notch Virginia tobaccos with the  
full-bodied flavor of choice Berleys. It blends  
the best qualities of both in exactly the right  
proportions. Now this perfect balancing gives  
Half and Half its delightful and distinctive  
aroma. And since science tells us that the taste  
or flavor of tobacco depends chiefly on aroma ...  
finer aroma naturally makes Half and Half a new

ATK01 0200750

HALF AND HALF  
March 31, 1940

COMMERCIAL "A" -2-

VON ZILL:  
(CONT'D)

enjoyable smoke. So next time be sure you buy  
the tobacco that is better balanced ... more  
aromatic ... and therefore more flavorful ...  
Half and Half Tobacco.

ATK01 0200751



SUNDAY, MARCH 31, 1940

-9-

BEN: Well spoken, Harry, well spoken. Ben Bernie He Say: Contentment between man and wife is fifty fifty proposition. Contentment between man and girl is Half and Half proposition. And now me and the Lads are gonna play "Ooh What You Said" from Three after Three. Incidentally, Lads, you played this song very well during rehearsal ... and if you play it as well now, I'm gonna give you all a raise ... as soon as I catch up on your back salary.

..... (ORCHESTRA ..... "OOH WHAT YOU SAID")

BEN: That was me and the Half and Half Tobacco Lads playing Ooh What You Said ... and they played it with precision and definition. And Buddy Clark, while I'm passing out compliments, I'd like to tell you that you've been singing <sup>quite</sup> very well lately, really.

BUDDY: Right, Haas. I know it. I'm a genius with a capital "J". Say, Haas, after listening to your jokes for the last two years, I thought of a good title for the program when it goes on Wednesday nights.

BEN: My jokes gave you a title for this program? What is it, Buddy?

BUDDY: Ye The Feeble.

RTX01 0200752

SUNDAY, MARCH 31, 1940

-10-

**BEN:** Listen, genius with a capital "J", what are you gonna sing?

**BODDY:** How High The Moon.

**BEN:** I don't know how high the moon is, but I know how low your I.Q. is. Sing it, Buddy.

.....(ORCHESTRA & BUDDY CLARK ..... "HOW HIGH THE MOON")

(APPLAUSE)

(TURN MIKE NOW)

**BEN:** Well, here he comes now ... he's handsome, he's brilliant, he's beautiful ... he's so attractive ... he's ... he's ... April Fool ... It's that Half and Half wit of Nevelone News ... LEW LEHR.

(ORCH: LEHR PLAY ON MUSIC)

(APPLAUSE)

**LEW:** (LAUGH) Monkeys is the crasiest people.

**BEN:** Well, <sup>you old rascal</sup> Lew /... I guess you've heard the news. We're going to change the program.

**LEW:** Is dat right? (LAUGH) Well, goodbye Mr. Bernie. We're certainly gonna miss you!

**BEN:** No, Lew, we're just changing the time of the program. The idea of shaking hands with me. From now on we're

ATK01 0200753

SUNDAY, MARCH 21, 1940.

-11-

BEN:  
(CONT'D)

gonna be on the air Wednesday nights, starting  
April tenth.

LEW:

Wednesday nights? (GROGNY) After doin' it so long on  
Sunday nights, I'm afraid I'll forget.

BEN:

Well, I'll show you how to remember. It's Wednesday  
night ... the night when young couples, hand in hand  
stroll thru the park under the silvery moon.

LEW:

Oooh certainly ... how I'll remember!

BEN:

So now you know what you have to do on Wednesday  
nights!

LEW:

Yeah (LAUGH) go to the park and neck!

BEN:

Oh, Lew ... if you only had a memory, if you only had  
a memory like that animal that never forgets.

LEW:

An animal that never forgets? What's that?

BEN:

Well, I'll give you a hint. What is a big, ugly  
creature that eats peanuts?

LEW:

(LAUGH) My mother-in-law at a ball game!

BEN:

Lew, how that you've got Sundays off, I hope you intend  
doing something on that day for exercise!

ATX01 0200754

SUNDAY, MARCH 31, 1940

-12-

LEW: As I going to exercise! All day I'm going to row a boat ... or ... ride a bicycle ... or walk around the reservoir ... or ... reservoir ... chase the said!

BEN: But, Lew do you realize it's spring ... Lew, it's spring ... on Sundays why don't you take a drive with your wife?

LEW: No sir ... not as ... I don't like the way she drives. She's awful near sighted.

BEN: Near sighted?

LEW: Yeah ... once we took a drive to California. I said "Honey, please look where you're driving". My wife said, "Oh, don't worry, it's only a crack in the road." And we spent six months in the hospital.

BEN: What? From going over a crack in the road?

LEW: Crack in the road? (LAUGH) It was the Grand Canyon!

BEN: Oh dear, excuse me a minute, Lew. Oh, Dinah!

DINAH: Yes, Mr. Ben.

BEN: You've been saying you wanted to meet Mr. Lehr. This is a good time for it.

ATK01 0200755

SUNDAY, MARCH 31, 1940

13-

DINAH: Oh good! <sup>My</sup> Say, he has a very <sup>romantic</sup> interesting face. He looks a little bit like Gable.

LEW: (INDIGNANTLY) I heard that! Who looks like a stable?

BEW: No, Lew, this is Dinah Shore. She was complimenting you ... and she's been very anxious to meet you.

LEW: Oh, that's different. (CUTE) Say, you're awfully nice. From now on I got Sundays off. What do you do on Sunday afternoon?

DINAH: I usually take the dog out for a walk.

LEW: You take the dog out for a walk? (COOLY) Have you got an extra muzzle?

BEW: Lew, please ... Dinah is a dignified little lady from the south!

LEW: Oh yeah? I love southern girls ... or ... Miss Shore, before you go would you please do me a little favor?

DINAH: Why certainly, Mr. Lew, what is it.

LEW: Would you please give me a little kiss?

ATK01 0200756

SUNDAY, MARCH 31, 1940

-14-

**DINAH:** A kiss? Why you ought to know that your desire for a kiss is only a chemical reaction ... an increase in the neuroglia, coupled with a corpuscular manifestation of the metabolism prevalent in the hydro-kinetic reflexes.

**LEW:** Is that so ... (PAUSE) Then the heck with it!  
(ORCH: LOVE PLAY OFF MUSIC)  
(APPLAUSE)

**BEN:** Nice going, Lew, nice going. Ben Bernie He Say: Lew Lehr's troubles add up to one big joke. Half and Half add up to one swell smoke. Now we and the Lads are gonna play "THE ISLE OF MAY". Lot of folks been askin' us where the isle of May is, but I couldn't tell them 'cause I never was much good at geography. In fact, I always thought in this world there were only three zones: the tropic, the frigid, and the parking zone. Now, play, Lads, play.

Enter (ORCHESTRA) "THE ISLE OF MAY"

**BEN:** That was the "ISLE OF MAY" played nice and sweet-a, for Half and Half, the tobacco that can't be beat-a. Now we and the Bailey gals are gonna do a little number from dear old South America, the LOVE SONG OF RINALDO. To get into the spirit of this ditty, for

ATX01 0200757

MONDAY, MARCH 21, 1940

-15-

**BEN:** (CONT'D) the past week I've been brushing up on my South American accent. Ah deah, that's all I have left to brush incidentally. Are you ready, gals?

**BAILYS:** Si si ... Are you ready, Masstro?

**BEN:** Oui, oui ... Ready, Lads?

**LADS:** Woo, woo!

S.... (BEN, BAILYS & ORCH ..... "LOVE LIFE OF BIRALDO")

(APPLAUSE)

ATX01 0200758

HALP AND HALP  
March 31, 1940

COMMERCIAL "B"

VON ZELL: AD LIBS THANK YOU'S

Ladies and gentlemen ... here is a special census  
bulletin!

(URON ROLL)

New York City. Tonight, on the eve of the 1940  
Decennial Census, plans for an independent citizen  
check-up were revealed by a Mr. B. Bernie of this city.  
Said this Mr. Bernie (QUOTE) I'm all for askin' good  
practical questions that get right down to cases. And  
now and then I like to throw in a helpful answer too.  
Yeeeah. UNQUOTE. Here are the questions. (POSSIBLY)  
Just what do you do with your axles at night?

BERNIE: And how do you hang up your pants?

VON ZELL: Do YOU wear pajamas that fit loose or tight?

BERNIE: Or do YOU wear a nightgown perchance?

VON ZELL: Do YOU find your evenings at home night and bright?

Your wifef Is she gay? Does she laugh?

ATX01 0200759



HALF AND HALF  
March 31, 1940

COMMERCIAL "B" -2-

BERNIE: If not then the answer to THAT is -- just light  
Up a pipeful of Half and Half.  
Ah, you just wait mistah, till you start a-puffin'  
on a pipeful of pleasin', fragrant Half and Half  
Tobacco. It'll do suspin' powerful nice to you and  
all the folks around ya. Why ... your better half  
will love the fragrance of Half and Half!

VON ZILL: Well said, Maestro. Yes gentlemen, you'll find lots  
of smoking enjoyment in Half and Half. And you'll  
find more ~~convenience~~ too. You see, Half and Half  
is packed a special way ... in the patented telescopic  
tin. This telescope tin makes it a lot easier for you  
to fill your pipe. That's because it gets smaller and  
smaller as you use your tobacco ... and thus keeps  
every pipeful of Half and Half right up on top where  
it's always easy to get at. You don't have to dig  
around ... and what's more BECAUSE you don't, your  
tobacco doesn't get all broken up and crumbled. It  
stays in better condition ... fresher ... just the  
way it should be to give you a smooth, cool smoke.  
The Half and Half telescope tin is an ~~explanation~~.

ATK01 0200760

HALF AND HALF  
March 31, 1940

COMMERCIAL "A" -1-

VON KILLER patented feature ... and like the exclusive Half  
(CONT'D) and Half brand ... it's something that no other  
tobacco can offer. So next time be sure you buy  
Half and Half Tobacco ... in the prominent  
telescope tin.

ATK01 0200761

SUNDAY, MARCH 31, 1940

-19-

7... (ORCHESTRA ... "YOU LITTLE HEARTBREAKER TOO" ... HIT & FADE

BEN: The lads are now playing YOU LITTLE HEARTBREAKER TOO.  
That's what a fellow says when he's single ... you  
little heartbreaker you ... Then after he's married  
... he says you little dick breaker you ...

(ORCHESTRA OF AND FRIENDS)

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

BEN: Well, folks, our old Half and Half clock has just  
about done run down, but don't forget we'll all be  
back on Wednesday, April 10, at eight o'clock,  
Pacific  
Easter Time, over these same Columbia Broadcasting  
kilocycles. But right now, on behalf of our entire  
troupe-y, I'd like to say thanks a million to Harry  
Von Zell, who, due to previous radio commitments  
will be unable to be with us on our Wednesday night  
programs. Harry, it's really been <sup>delightful</sup> grand to work with  
you and I want to assure you we're all gonna miss you  
so 'elp me, and Harry, if you're ever in the  
neighborhood, don't forget to drop in and see us!

HARRY: Thanks very much, Maestro!

ATK01 0200762

SUNDAY, MARCH 21, 1940

-20-

BEN: And don't worry about that \$10. It's no use too of us worryin' about it. Well, folks, an old sage once said, "Where there's smoke there's fire" but Ben Bernie HE SAYS: Where there's Good Smoking there's Half and Half.

And now the time has come ...

(DIX & ORCHESTRA ... "40 REVOLVING" ... BEGINS TO "LONESOME OLD TOWN")

HARRY: Half and Half Smoking Tobacco reminds you all that Ben Bernie and all the Lads, Dinah Shore and Lew Lehr will be heard starting April 10th, every Wednesday night at 8 o'clock <sup>9</sup> Pacific Time. Remember you have a date, every Wednesday at night. Good night.

(CREDITS)

ATX01 0200763