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THE
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BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say: Learned Judge of Tobacco should make early trial of Half and Half.

CHAPPEL: Ladies and gentlemen ... The Ben Bernie program, for Half and Half Smoking Tobacco!

(ORCHESTRA "LONESOME OLD TOWN" ... UP ... THEN FADE)

CHAPPEL: Tonight the Old Maestro has a brand new idea for this program. He has it written on the cuff of his shirt ... so before he loses that shirt on the horses, we'll let him tell you all about it. And here he is, the Old Maestro ... Ben Bernie!

(APPLAUSE)

(THEME UP AND OUT)

BEN: Yowsah, yowsah, yowsah. Greetings, ladies and gentlemen, greetings and salutations. This is Ben Bernie, the Old Maestro ... wishin' you the mosta of the besta for good old Half and Half, the tobacco that's besta by testa. Well, my good people, Spring am here ... and I took advantage of it this morning and went out and played me a little golf out at Van Courtland Park that's the Municipal Golf Course. You all know what a Municipal Golf Course is like ... You hit a ball and a picnic runs out and grabs it.

BEN: Lads are gonna play "Say Si Si."
(CONT'D)
(ORCHESTRA "SAY SI SI")

(APPLAUSE)

BEN: That was me and the Half and Half Lads playing "Say Si Si." Now let's get on with these here legal proceedings. You all know every trial has its lawyers and these here Musical Mock Trials ain't gonna be an exception. Representing the defense is that eminent attorney, Ernest Chappel, of Chapple Chapple Wickersham Taft and Chappel and representing the plaintiff is that berserk barrister ... that legal loon ... Movietone's Lew Lehr.

(LEW LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the craziest people.

(THREE RAPS ON GAVEL)

BEN: Order in the court. Lew, tonight we're starting our Musical Mock Trials, and you're going to be the prosecuting attorney.

LEW: Prosecuting attorney? Oh, ^{Mr.}/Bernie. (GRUNT) I rather be the offensive attorney.

BEN: Since I'm going to be the judge, Lew, I'd like to know if you're familiar with the law.

BEN: Oh dear, but now for the business at hand. Our new
(CONT'D) and genial announcer, Ernest Chappel, told you we
were inauguratin' a brand new idea on this here
programmy, and, my friends, he told you right. It's
a little thing we're calling Ben Bernie's Musical
Mock Trials. And, Chappie, suppose you tell the
folks about it.

CHAPPEL: Surely, Maestro, for our two trials, we've impanelled
two juries of three people each, from our studio
audience. To each of these juries we're gonna present
a baffling case by means of musical clues ... three
for the plaintiff ... and three for the defendant.
Somewhere in these musical clues there will be an
inconsistency, or contradiction ... and it's up to
the jurors to detect the error in the musical clues
and render a verdict of "guilty" or "not guilty."

BEN: Yowsah, yowsah, and each of these here jurors is
gonna be paid the regular \$3 jury fee and have a
chance to win cash prizes if they're on their toes.
Also youse guys and gals listening in will have a
chance to participate in these here Musical Mock
Trials. But more about this later. Now, while I
slip into my judicial slip covers, the Half and Half

- LEW: Oh certainly, but, personally, I think there are too many laws.
- BEN: Too many laws? What laws would you abolish?
- LEW: Well, if I had my way, I would abolish the criminal law ... er ... the corporation law ... er ... the parliamentary ... parliamentary ... (LAUGH) the mother-in-law.
- BEN: Tell me, Counsellor Lehr. Mother-in-law. Have you had any actual court room experience?
- LEW: Oh, certainly. Why, just now I tried an alimony case.
- BEN: Is that a fact? Well, Counsellor, what is your opinion of alimony?
- LEW: (LAUGH) Alimony is like putting two dollars on a dead horse.
- BEN: The feeling is pari-mutual, deah, deah. Well, Lew, our first case tonight is a suit for \$50 which involves a breach of promise, and a breach of faith.
- LEW: Oh well, that makes it a tailor made case, (LAUGH) a suit with two pair of breeches.

BEN: Now, Lew, just one more question before the court convenes; as an attorney, do you get many fees?

LEW: Yeah, lots of 'em, but I'm not crazy about them!

BEN: What do you mean, you're not crazy about them. I asked you if you get many fees.

LEW: Fees? (LAUGH) I thought you said fleas!

(APPLAUSE)

(LEHR PLAY OFF)

HALF AND HALF
April 10, 1940

COMMERCIAL "A"

BERNIE: Nice goin', Lew. Oh deah. That applause confirms the decision of this court that you may be dumb, but you're delightful. Deah, deah, wouldn't it be easy if all decisions in life were as simple to make as that? Well ... no matter how easy or tough your decisions may be, mistah, I betcha you'll find 'em a lot easier to deal with if you think them over in company with your trusty pipe. Yowsah ... and to make that pipe of yours even more of a pal, why don't you fill up with pleasin', fragrant Half and Half Tobacco? Ah ... there's a streamlined ticket to contentment for ya. And it's mighty nice for friends wife too ... because your better half will love the fragrance of Half and Half.

CHAPPEL: Right, Maestro. And now gentlemen, here is a statement about Half and Half Tobacco ... an important statement ... that's 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. That's it, gentlemen, a finer aroma and a finer flavor. And here's why. Half and Half is made a new and exclusive way ... by the famous Half and Half blending process. This

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HALF AND HALF
April 10, 1940

COMMERCIAL "A" -2-

CHAPPEL: process perfectly balances ... perfectly combines ...
(CONT'D) 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 and thus gives Half and Half its delightful
and distinctive aroma ... And since it's a scientific
fact that the taste or flavor of tobacco depends
chiefly on aroma ... finer aroma naturally makes Half
and Half a more enjoyable smoke. So next time ...
make sure you buy the tobacco that is better balanced
... more aromatic ... and therefore more flavorful ...
Half and Half Tobacco!

ATX01 0199651

(THREE GAVELS)

CHAPPEL: And now, ladies and gentlemen, "Musical Mock Trial Number One" ... with his Honor Judge Bernie presiding. Seated in the first jury box are three jurors, picked from our studio audience ... and ready to take down the musical clues of our first trial. And now the courtroom is hushed ... the door of the Judge's chamber has opened ... the clerk of the court raps for attention and here he is - Judge Bernie.

(THREE RAPS OF GAVEL)

BEN: Yowsah, yowsah, yowsah. Greetings all youse swivel chair Sherlocks. Now before we start the first case I wanta say I'm the judge in this here court, and I want all the people to address me as "Your Honor" ... the first guy who calls me "Baldy" I'm gonna hold for contempt. Now remember, ladies and gentlemen of the jury, you must always be on the alert to detect an error or contradiction in the musical evidence presented. Now, as an example, let's suppose for one of the musical clues the orchestra presented ...

(ORCHESTRA "I DIDN'T KNOW WHAT TIME IT WAS")

BEN: The name of that song as you all know was "I Didn't Know What Time It Was." But, suppose the witness had testified that the crime had happened at eight o'clock.

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BEN:
(CONT'D)

Now how in the world would he know it happened at eight o'clock if he didn't know what time it was? Get it? Very simple isn't it, and all you jurors listen closely, 'cause you get a dollar for each musical clue you guess correctly, and ten dollars apiece if you arrive at the right verdict of guilty or not guilty - and the correct reason why.

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BEN: Our first case on the docket...Sally Kraus accuses Bill Thomas of Breach of Promise...and is suing for the collection of fifty dollars a week. For testimony in behalf of Sally Kraus, I call on Prosecuting Attorney Lew Lehr. Attorney Lehr... Where did you get that awful looking coat.

LEW: Please, Mr. Bernie...that's my cut-away coat.
(LAUGH) I cut away the coat to patch the pants.

BEN: All right...proceed with the case...Kraus vs. Thomas.

LEW: (DEEPLY TOUCHED) Ladies and Gentlemen of the jury... All you honest people in the court...er...you too, Judge Bernie...that guy Bill Thomas ain't a gentleman. He's a...he's a...well, what he is rhymes with house. Judge, he ain't done right by this little girl. (TEARFULLY) He'll admit that he said on the morning they was to be married, that he would meet her in front of the Automat, smile at her and say...

(ORCHESTRA....."GOOD MORNING" FADE ON CUE)

(BEN QUESTIONS JUROR NUMBER ONE. IF JUROR FAILS HE ASKS AUDIENCE, THEN SAYS "PROCEED, PROSECUTOR LEHR")

LEW: Yessir..er..now my client swears...my client swears... (GRUNT) There's an unlaut in dere...that she was so happy at the idea of getting married, she decided to wear her new pink dress, on which she would pin....

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(ORCHESTRA....."BLUE ORCHIDS"...FADE ON CUE)

(BEN QUESTIONS JUROR NUMBER TWO, THEN SAYS "CONTINUE LEHR)

LEW: After waiting two hours by the clock, for this wolf in Barney's clothing, my client knew that she was stood up, so she sat down, and decided that

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

(BEN QUESTIONS JUROR AS BEFORE)

BEN: Quiet! Quiet! Do you want this trial to go on, or do you want justice? Ah ... Justice. Ben Bernie He Say: Justice is blind, except when witness is fan dancer. And now, lawyer for the defense! You have heard the prosecutor's testimony ... What have you to say for the defense?

CHAPPEL: Your Honor, my client, Bill Thomas, will swear that he left his ...

(ORCHESTRA "PENTHOUSE ON THIRD AVENUE"...FADE ON CUE)

(BEN QUESTIONS JUROR NUMBER ONE AS BEFORE. THEN SAYS "CONTINUE LAWYER")

CHAPPEL: My client left in plenty of time to meet Sally Kraus that morning. Furthermore, after waiting around for her for at least an hour, he went to an officer and asked,

(ORCHESTRA ... "I WONDER WHAT'S BECOME OF SALLY"...FADE ON CUE)

(BEN QUESTIONS JUROR NUMBER TWO...THEN SAYS... CONTINUE)

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CHAPPEL: When he got no answer, he turned and as he walked away he started to get dizzy because ...

(ORCHESTRA "THE MOON GOT IN MY EYES")

(BEN QUESTIONS JUROR NUMBER THREE AS BEFORE AND SUMS UP DEFENSE CLUES THUS:)

BEN: Now, if you recall...the three musical clues for the plaintiff, were "GOOD MORNING"... "BLUE ORCHIDS"...AND "THIS CAN'T BE LOVE". And for the defendant "PENTHOUSE ON THIRD AVENUE"... "I WONDER WHAT'S BECOME OF SALLY"...AND "THE MOON GOT IN MY EYES". Somewhere there is a contradiction. You know that one of these people is not telling the truth. Now, while the jurors retire to write "GUILTY" or "NOT GUILTY" on the ballots we've given them and a reasonable explanation why, I'm gonna declare a two minute... recess as our little court stenographer Dinah Shore sings "LEANIN' ON THE OLD TOP RAIL")

(ORCHESTRA....DINAH SHORE..."LEANIN' ON THE OLD TOP RAIL")

(APPLAUSE)

BEN: Thank you, Dinah...and now, are the verdicts ready?

CHAPPEL: Yes, Your Honor.

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BEN: Well, jurors ... I see that you've written your verdicts. Let me have them. Juror Number One ... I see you have written "not guilty". Juror Number Two ... you, too, have written "not guilty" ... Juror Number Three ... you say "Guilty" because how could the moon get in his eyes if it was good morning. The correct verdict is that exactly. Congratulations, Juror Number Three ... and here are your ten dollars. And to each juror three dollars for serving on the jury. And I want to thank you all for serving so well.

(APPLAUSE)

BEN: Now, while the court attendants prepare for the second Musical Mock Trial, I'm gonna step down off the bench to join the Bailey gals, who are bailiff's daughters, in singin' AN ACTOR'S LIFE FOR ME from Pinocchio. You folks all know what an actor is ... he's that lull between curtains. Play, Lads.

(BEN, BAILEYS & ORCH....."AN ACTOR'S LIFE FOR ME")

(APPLAUSE)

HALF AND HALF
April 10, 1940

COMMERCIAL "B"

BERNIE: AD LIB THANK YOU'S

And now ... hear ye, hear ye guys and gals. This ain't gonna be about MOCK Trials ... but about them REAL trials and tribulations that are always comin' up in life. You know ... when old man trouble turns into a prosecutin' attorney and starts wearin' you right down to a frazzle. Deah, deah ... does that guy know how to PROSECUTE! You find him lurkin' behind that bent fender on your new automobile ... or pointin' an accusing finger at you from under a pile of last month's bills. Well mistah, here's how to defend yourself against getting jittery at times like that. Fill up your trusty briar with Half and Half Tobacco ... and smoke a pipe to calm you down. Yowsah, Judge Bernie he say ... Pipeful of Half and Half like words of wisdom, very good to have at tip of tongue.

CHAPPEL: Yes Maestro ... and gentlemen, you'll find that Half and Half not only gives you a more enjoyable smoke ... but it actually gives you more convenience. Half and Half is packed an exclusive

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HALF AND HALF
April 10, 1940

COMMERCIAL "B" -2-

CHAPPEL: way ... in the patented telescope tin. Now this
(CONT'D) telescope tin makes it a lot easier for you to fill
your pipe. It gets smaller and smaller as you use
your tobacco ... and thus keeps every pipeful
right up on top where it's easy to get at. You
don't have to dig around ... and what's more,
BECAUSE you don't, your tobacco doesn't get all
broken up and crumbled. It stays in better
condition ... fresher ... in swell shape to give
you a smooth, cool smoke. The Half and Half
telescope tin is an exclusive 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.

(ORCHESTRA....."PUNISHMENT FIT THE CRIME")

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BERNIE: Let the trial begin!

BAILEYS:

ORCH.:

(THREE RAPS OF GAVEL)

BEN: Order, order in the court! Bailiff, go out and get me a racing form. Now, the second case on our docket is that of Genevieve Palmer versus Butch McGarrett. Miss Palmer contends that Butch entered her home and stole a priceless antique.. a genuine moustache cup. Now for testimony in behalf of the plaintiff we call once again on our punchy prosecutor, Lew Lehr.

LEW: Your honor, before I start this case I want to tell you that I don't like women on the juries. It's unfair.

BEN: You don't like women on juries? Why not, counsellor

LEW: (GRUNT) Who ever heard of woman letting a man start a sentence.

BEN: I'm sure you'll find this jury eminently fair ... objection overrulled.

LEW: Oh thank you, (GRUNT) I'm glad you see my point.

BEN: Proceed with the case.

LEW: Yessir, my client, Miss Palmer, collects antiques, (GRUNT) you can tell that by looking at her face. She claims she had a beautiful moustache - er - a moustache cup, which she found ...

(ORCH... "IN AN EIGHTEENTH CENTURY DRAWING ROOM, FADE ON CUE)

CHAPPEL: While he was on this Louisiana Hayride, he stopped to enjoy the beautiful moonlight as it shone

(ORCH: ON THE BANKS OF THE WABASH, FADE ON CUE)

BEN: Questions second juror as before, then "Continue, learned counsel....".

CHAPPEL: And on the way home, they found the state highway closed, and they had to detour

(ORCHESTRA.....DOWN THE OLD OX ROAD, FADE ON CUE)

BEN: Now, if you recall, the three musical clues for the plaintiff were "IN AN EIGHTEENTH CENTURY DRAWING ROOM"... "I'LL BE GLAD WHEN YOU ARE DEAD YOU RASCAL YOU"... AND "GET OUT OF TOWN"... AND THE defendant's musical clues were "LOUISIANA HAYRIDE"... "ON THE BANKS OF THE WABASH"... and "DOWN THE OLD OX ROAD". Now one of these people is fabricating, deah, deah, and you jurors write on your ballots guilty or not guilty, and your reasons therefor. And now while you're all figuring it out, me and the Lads are gonna play "DO I LOVE YOU"

(ORCHESTRA....."DO I LOVE YOU"....FADE ON CUE)

CHAPPEL: You, too, can participate in Ben Bernie's Musical Mock Trials, Ladies and Gentlemen. Send a brief outline of a mock trial with three song clues for the plaintiff, and three song clues for the defendant, and the reason for the verdict. Now

CHAPPEL: be sure that one of the song titles obviously
(CONT'D) contradicts the others. We will announce the name of any person who submits a mock trial used on this program, and they will be paid \$25.00 by the makers of Half and Half Smoking Tobacco. All cases submitted become the property of Half and Half Tobacco and none can be returned. In the case of duplication, the first received will have priority. Send your cases to Ben Bernie, 285 Madison Avenue, New York City.

(MUSIC UP AND FINISH)

BEN: Well, I see you jurors have weighed the evidence and written your verdicts. Will you all please step to the microphone. (Ben ad libs with jurors, finds correct verdict, awards money, and says). Thank you all very kindly for serving on the jury. I hope you enjoyed these cases half as much as we did.

(APPLAUSE)

(GAVEL)

Now I hereby declare this court adjourned until next Wednesday night at the same time ... yowsah.

(ORCHESTRA....."LITTLE GIRL")

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

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

CHAPPEL: Be sure to listen in again at this same time next week for more musical Mock Trials with Old Judge Bernie, and all the Lads and Lassies, Dinah Shore and Lew Lehr. This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

AS BROADCAST

REBROADCAST

WED. APRIL 10, 1940

BEN BERNIE'S MUSICAL WOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Says: Learned Judge of Tobacco should make early trial of Half and Half.

CHAPPEL: Ladies and gentlemen ... The Ben Bernie program, for Half and Half Smoking Tobacco!

(ORCHESTRA "LONESOME OLD TOWN" ... UP ... THIS FADE)

CHAPPEL: Tonight the Old Maestro has a brand new idea for this program. He has it written on the cuff of his shirt ... so before he loses that shirt on the horses, we'll let him tell you all about it. And here he is, the Old Maestro ... Ben Bernie!

(APPLAUSE)

(THUNE UP AND OUT)

BEN: Yowsah, yowsah, yowsah. Greetings, ladies and gentlemen, greetings and salutations. This is Ben Bernie, the Old Maestro ... wishin' you the besta of the besta for good old Half and Half, the tobacco that's besta by besta. Well, my good people, Spring an here ... and I took advantage of it this mornin' and went out and played me a little golf out at Van Courtland Park that's the Municipal Golf Course. You all know what a Municipal Golf Course is likk ... You hit a ball and a picnic runs out and grabs it.

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HEM: Oh dear, but now for the business at hand. Our new
(CONT'D) and genial announcer, Ernest Chappel, told you we
 were inauguratin' a brand new idea on this here
 program, and, ^{believe me} my friends, he told you right. It's
 a little thing we're calling Ben Bernie's Musical
 Mock Trials. And, Chapple, suppose you tell the
 folks about it.

CHAPPEL: Surely, Maestro, for our two trials, we've impanelled
 two juries of three people each, from our studio
 audience. To each of these juries we're gonna present
 a baffling case by means of musical clues ... three
 for the plaintiff ... and three for the defendant.
^{Now}
 / Somewhere in these musical clues there will be an
 inconsistency, or contradiction ... and it's up to
 the jurors to detect the error in the musical clues
 and render a verdict of "guilty" or "not guilty."

HEM: Yowzah, yowzah, and each of these hero jurors is
 gonna be paid the regular \$3 jury fee and have a
 chance to win cash prizes if they're on their toes.
 Also youse guys and gals listening in will have a
 chance to participate in these here Musical Mock
 Trials. But more about ^{that} this later. Now, while I
 slip into my judicial slip covers, the Half and Half

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BEN: Lads are gonna play "Say Si Si."
(CONT'D)
(ORCHESTRA "SAY SI SI")

(APPLAUSE)

BEN: That was me and the Half and Half Lads playing "Say Si Si." Now let's get on with these here legal proceedings. You all know every trial has its lawyers and these here Musical Mock Trials ain't gonna be ^{no} an exception. Representing the defense is that eminent attorney, Ernest Chappel, of Chapple Chapple Wickersham Taft and Chappel and representing the plaintiff is that berserk barrister ... that legal loon ... Movietone's Lew Lehr.

(LEW LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: (LAUGH) Monkeys is the crasiest people.

(THREE BARS ON GAVEL)

BEN: Order in the court. / ^{Look here,} Lew, tonight we're starting our Musical Mock Trials, and you're going to be the prosecuting attorney.

LEW: Prosecuting attorney? Oh, ^{Mr.} /Bernie. (GRUNT) I rather be the offensive attorney.

BEN: Since I'm going to be the judge, Lew, I'd like to know if you're familiar with the law.

LEW: Oh certainly, but, personally, I think there are too many laws.

BEN: Too many laws? What laws would you abolish?

LEW: Well, if I had my way, I would abolish the criminal law ... er ... the corporation law ... er ... the parliamentar ... parliamentar ... (LAUGH) the mother-in-law.

BEN: Tell me, Counsellor Lehr. Mother-in-law. Have you had any actual court room experience?

LEW: Oh, certainly. Why, just now I tired an alimony case.

BEN: Is that a fact? Well, Counsellor, what is your opinion of alimony?

LEW: (LAUGH) Alimony is like putting two dollars on a dead horse.

BEN: The feeling is pari-mutual, deah, deah. Well, Lew, our first case tonight is a suit for \$50 which involves a breach of promise, and a breach of faith.

LEW: Oh well, that makes it a tailor made case, (LAUGH) a suit with two pair of breeches.

4/10/40

-5-

BEW: Now, Lew, just one more question before the court convenes; as an attorney, do you get many fees?

LEW: Yeah, lots of 'em, but I'm not crazy about them!

BEW: What do you mean, you're not crazy about them. I asked you if you get many fees.

LEW: Fees? (LAUGH) I thought you said fleas!

(APPLAUSE)

(LEW PLAY OFF)

ATX01 0199668

HALF AND HALF
April 10, 1940

COMMERCIAL "A"

BESNIE: Nice goin', Law. Oh deah. That applause confirms the decision of this court that you may be dumb, but you're delightful. Deah, deah, wouldn't it be easy if all decisions in life were as simple to make as that? Well ... no matter how easy or tough your decisions may be, mistah, I betcha you'll find 'em a lot easier to deal with if you think them over in company with your trusty pipe. Yowsah ... and to make that pipe of yours even more of a pal, why don't you fill up with pleasin', fragrant Half and Half Tobacco? Ah ... there's a streamlined ticket to contentment for ya. And it's mighty nice for friends' wife too ... because your better half will love the fragrance of Half and Half.

CHAFFLE: Right, Maestro. And now gentlemen, here is a statement about Half and Half Tobacco ... an important statement ... that's 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. That's it, gentlemen, a finer aroma and a finer flavor. And here's why. Half and Half is made a new and exclusive way ... by the famous Half and Half blending process. This

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HALF AND HALF
April 10, 1940

COMMERCIAL "A" -2-

CHAPPEL:
(CONT'D)

process perfectly balances ... perfectly combines ...
the million 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 and thus gives Half and Half its delightful
and distinctive aroma ... And since it's a scientific
fact that the taste or flavor of tobacco depends
chiefly on aroma ... finer aroma naturally makes Half
and Half a more enjoyable smoke. So next time ...
make sure you buy the tobacco that is better balanced
... more aromatic ... and therefore more flavorful ...
Half and Half Tobacco!

ATX01 0199670

(THREE GAVELS)

CHAPPEL: And now, ladies and gentlemen, "Musical Mock Trial Number One" ... with his Honor Judge Bernie presiding. Seated in the first jury box are three jurors, picked from our studio audience ... and ready to take down the musical clues of our first trial. And now the courtroom is hushed ... the door of the Judge's chamber has opened ... the clerk of the court raps for attention and here he is - Judge Bernie.

(THREE RAPS OF GAVAL)

BER: Yowah, yowah, yowah. Greetings all youse swivel chair Sherlocks. Now before we start the first case I wanta say I'm the judge in this here court, and I want all the people to address me as "Your Honor" ... the first guy who calls me "Baldy" I'm gonna hold for contempt. Now remember, ladies and gentlemen of the jury, you must always be on the alert to detect an error or contradiction in the musical evidence presented. Now, as an example, let's suppose for one of the musical clues the orchestra presented ...

(ORCHESTRA "I DIDN'T KNOW WHAT TIME IT WAS")

BER: The name of that song as you all know was "I Didn't Know What Time It Was." But, suppose the witness had testified that the crime had happened at eight o'clock,

BER:
(CONT'D)

Now how in the world would he know it happened at eight o'clock if he didn't know what time it was? Get it? Very simple isn't it, and all you jurors listen closely, 'cause you get a dollar for each musical clue you guess correctly, and ten dollars apiece if you arrive at the right verdict of guilty or not guilty - and the correct reason why.

BEN: Now the first case on the docket is a case involving fraud: Miss Dottie Berch versus Slick Souvaine. Dotti claims she gave Slick fifty dollars to get her in the movies, and he ran away with the money. For testimony in behalf of the plaintiff we bring you that eminent attorney, that legal loon, Lew Lehr.

Proceed with the case.

LEW: (DEEPLY TOUCHED) Ladies and gentlemen of the jury, all you honest people in the court - er ... and you too, Judge Bernie, that guy Slick Souvaine ain't a gentleman. He's a ... he's a ... well, what he is rhymes with house. Judge he ain't done right by this little girl.

(TEARFULLY) Look - tears it brings on my puss. My client claims that she met this man in a

(ORCHESTRA SMALL HOTEL, FADE ON CUE)

BEN: Questions juror, then says "Go on, Attorney Lehr."

LEW: When this guy met my client he said,

(ORCHESTRA WOULD YOU LIKE TO TAKE A WALK? FADE ON CUE)

BEN: Questions juror, then says, "Proceed, Counsellor".

LEW: As soon as she gave him the fifty dollars to get her in the movies, he ran away with the money, and left her

(ORCHESTRA ALL ALONE .. FADE ON CUE)

4/10/40

(BEN QUESTIONS JUROR AS BEFORE)

(MURMUR IN COURT ... THREE RAPS ON GAVEL)

BEN: Quiet! Quiet! Do you want this trial to go on, or do you want justice? Ah ... Justice. Ben Bernie He Say: Justice is blind, except when witness is fan dancer. And now, lawyer for the defense! You have heard the prosecutor's testimony ... What have you to say for the defense?

CHAPPEL: My client, Slick Souvaine, admits that he met this young lady, and took her walking under ...

(ORCHESTRA BLUE SKIES, FADE ON CUE)

BEN: Questions juror as before, then says, "continue, Attorney Ernest Chappel."

CHAPPEL: Furthermore, he was so impressed by her talents that he looked at her and said ...

(ORCHESTRA YOU OUGHT TO BE IN PICTURES, FADE ON CUE)

BEN: Questions juror as before, then, "Go on, Ernest, my boy."

CHAPPEL: My client did not run away with the money. He said to Dottie, "I would like to hear you sing," so she stood there ...

(ORCHESTRA SINGING IN THE RAIN, FADE ON CUE)

BEN: Questions juror as before, then sums up thus:
Now jurors, you have heard the testimony. The plaintiff contends that she met Souvaine in a SMALL HOTEL, that he asked her WOULD YOU LIKE TO TAKE A WALK, and that after taking her money he ran away and left her ALL ALONE.

On the other hand, the defendant claims that he was genuinely interested in this girl. That they went walking under BLUE SKIES, that he told her YOU OUGHT TO BE IN PICTURES, and that he asked to hear her voice and that she stood there SINGING IN THE RAIN:

Now one of these people is kicking the truth around, and it is up to you to decide if the defendant is guilty or not, and the correct reason why. Now, while the jury's out debating this important question, I'm gonna declare a 2 minute and 21 second recess - not because it's the law, but because that's how long it takes our little court secretary, Dinah Shore, to sing "Leanin' on the Old Top Rail."

(DINAH SHORE "LEANIN' ON THE OLD TOP RAIL")

(APPLAUSE)

4/10/40

BYR: Well, jurors ... I see that you've written your verdicts. Let me have them. Juror Number One ... I see you have written "not guilty". Juror Number Two ... you, too, have written "not guilty" ... Juror Number Three ... you say "Guilty" because how could the moon get in his eyes if it was good morning. The correct verdict is that exactly. Congratulations, Juror Number Three ... and here are your ten dollars. And to each juror three dollars for serving on the jury. And I want to thank you all for serving so well.

(APPLAUSE)

BYR: Now, while the court attendants prepare for the second Musical Mock Trial, I'm gonna step down off the bench to join the Bailey gals, who are bailiff's daughters, in singin' AN ACTOR'S LIFE FOR ME from Pinocchio. You folks all know what an actor is ... he's that lull between curtains. Play, Lads.

(BYR, BAILEYS & GRCR. "AN ACTOR'S LIFE FOR ME")

(APPLAUSE)

HALF AND HALF
April 10, 1940

COMMERCIAL "P"

BERNIE: AD LIB THANK YOU'S

And now ... hear ye, hear ye guys and gals. This ain't gonna be about MOCK trials ... but about those REAL trials and tribulations that are always comin' up in life. You know ... when old man trouble turns into a prosecutin' attorney and starts wearin' you right down to a frazzle. Dosh, dosh ... does that guy know how to PROSECUTE! You find his lurkin' behind that bent fender on your new automobile ... or pointin' an accusing finger at you from under a pile of last month's bills. Well mistab, here's how to defend yourself against getting jittery at times like that. Fill up your trusty briar with Half and Half Tobacco ... and smoke a pipe to calm you down. Yessab, Judge Bernie he say ... "Wiseful of Half and Half like words of wisdom, very good to have at tip of tongue."

COMM: Yes Magistro ... and gentlemen, you'll find that Half and Half not only gives you a more enjoyable smoke ... but it actually gives you more convenience. Half and Half is packed an exclusive

ATX01 0199677

HALF AND HALF
April 10, 1940

COMMERCIAL "B" -2-

CHAPTEL:
(CONT'D)

way ... in the patented telescope tin. Now this telescope tin makes it a lot easier for you to fill your pipe. It gets smaller and smaller as you use your tobacco ... and thus keeps every pipeful right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... freer ... in excellent shape to give you a smooth, cool smoke. The Half and Half telescope tin is an exclusive feature ... and like the exclusive Half and Half Mix ... it's something no other tobacco can offer. So next time be sure you buy Half and Half Tobacco in the convenient telescope tin.

(PROVERBIAL....."NOURISHMENT FIT THE CRIME")

ATK01 0199678

(THREE RAPS OF GAVEL)

BEN: The second case on the docket is a case of alienation of affections - Joe Hill versus Bennie Larson - Now on behalf of the plaintiff, we call on behalf of that punctilious prosecutor, Lew Lehr.

LEW: Your honor, before I start this case I want to tell you that I don't like women on the juries. It's unfair.

BEN: You don't like women on juries? Why not, Counsellor?

LEW: (GRUNT) Who ever heard of woman letting a man start a sentence.

BEN: I'm sure you'll find this jury eminently fair ... objection overruled.

LEW: Oh thank you, (GRUNT) I'm glad you see my point.

BEN: Proceed with the case.

LEW: My client went to his girl, Susie's house which is

(ORCHESTRA JUST A COTTAGE SMALL BY A WATERFALL, FADE ON CUE)

BEN: Questions first witness, then says "GO on, Lew."

LEW: He looked in the window and he saw this bug, Bennie, and Susie.

(ORCHESTRA IN THE MIDDLE OF A KISS, FADE ON CUE)

BEN: Questions juror, then says, "Proceed, attorney Lehr."

LEW: And this guy, Bennie, was playing a

(ORCHESTRA TOY TRUMPET, FADE ON CUE)

BEN: Questions third juror as before.

(MURMUR IN COURT)

(THREE RAPS ON GAVEL)

BEN: Order, order! This is a very important moment, and I have just reached a great decision ... Bailiff, go out and put two bucks on Seabiscuit. Now, lawyer for the defense, present your side of the case.

CHAPPEL: My client's call on this girl, Susie, was wholly innocent. He just stopped in to have

(ORCHESTRA TEA FOR TWO, FADE ON CUE)

BEN: Questions juror, then says, "Go on, Ernest Chappel."

CHAPPEL: As a matter of fact, all evening was spent in literary pursuits. They read that beautiful novel

(ORCHESTRA RAMONA, FADE ON CUE)

BEN: Questions juror, then says, "Go on, Ernest Chappel."

CHAPPEL: My client doesn't love this girl. Why, when he left all he said was

(ORCHESTRA CAN'T WE BE FRIENDS)

BEN: Questions juror, then makes summary as follows:
Joe called on his birl who lives in a COTTAGE SMALL
BY A WATERFALL. He claims that he saw Susie and his
rival, Bennie, IN THE MIDDLE OF A KISS, and that
Bennie was playing a TOY TRUMPET.

The defense says Bennie and Susie only had TEA FOR
TWO, that he read RAMONA to her, and that as he left
all he said was CAN'T WE BE FRIENDS.

Is the defendant Bennie guilty or not guilty, and
what is your reason. You jurors write on your
ballots guilty or not guilty and your reasons
therefore. And while youse guys and gals at home
are figuring it out too, me and the Lads are gonna
play DO I LOVE YOU.

(ORCHESTRA DO I LOVE YOU ... FADE ON CUE)

CHAPPEL: You too can participate in Ben Bernie's Musical Mock
Trials, ladies and gentlemen. Send a brief outline
of a Mock Trial with three song clues for the
Plaintiff and three song clues for the Defendant
and the reason for the verdict. Now

CHAPPEL:
(CONT'D)

be sure that one of the song titles obviously contradicts the others. We will announce the name of any person who submits a sock trial used on this program, and they will be paid \$25.00 by the owners of Half and Half Smoking Tobacco. All cases submitted become the property of Half and Half Tobacco and none can be returned. In the case of duplication, the first received will have priority. Send your cases to Ben Bernie, 285 Madison Avenue, New York City.

(MUSIC UP AND FINISH)

BEN:

Well, I see you jurors have weighed the evidence and written your verdicts. Will you all please step to the microphone. (Ben ad libs with jurors, finds correct verdict, awards money, and says). Thank you all very kindly for serving on the jury. I hope you enjoyed these cases half as much as we did.

(APPLAUSE)

(GAVEL)

Now I hereby declare this court adjourned until next Wednesday night at the same time ... yoteah.

(ORCHESTRA....."LITTLE GIRL")

CHAPPEL: 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, guys and gals, I guess we've done all the tryin' we're gonna do for this week. But Judge Bernie's court will be in session at this same time next week to present more Musical Mock Trials. And now, here's a tip for all youse guys .. ancient mathematician find out $\frac{1}{2}$ plus $\frac{1}{2}$ add up to one. Ben Bernie Re Say: ~~HalfxxxxHalfxxd~~ Modern man find out Half and Half add up to one swell smoke. Yowsah ... and now the time has come..

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

CHAPPEL: This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

YOUNG & RUBICAM, ^{INC.}
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 225 Madison Avenue

April 10, 1940

Mr. Richard Condon
Walt Disney Productions
1270 Sixth Avenue
New York, N.Y.

Dear Mr. Condon:

This letter is to confirm your verbal permission to use Pinocchio's name in the Ben Bernie script for April 10, 1940, in the following way:

BEN: And then last night I went to see Pinocchio. That is really some picture! It's funny how noses are associated with various businesses. Pinocchio's nose is in the movie business ... Jimmy Durante's nose is in the comedy business ... and Winchell's nose is in everybody's business!

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:

Richard Condon

ATX01 0199684

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 335 Madison Avenue

April 10, 1940

Mr. Chas. H. Allen
1270 Sixth Avenue
New York, N.Y.

Dear Mr. Allen:

This letter is to confirm your verbal permission to use Jimmy Durante's name in the Ben Bernie script for April 10, 1940, in the following way:

BEN: And then last night I went to see Pinocchio. That is really some picture! It's funny how noses are associated with various businesses. Pinocchio's nose is in the movie business ... Jimmy Durante's nose is in the comedy business ... and Winchell's nose is in everybody's business!

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:

Charles H. Allen

ATX01 0199685

YOUNG & RUBICAM, ^{INC.}
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 225 Madison Avenue

April 10, 1940

Mr. C. B. Farley
Horn & Hardart
600 West 50th Street
New York, N.Y.

Dear Mr. Farley:

This letter is to confirm your verbal permission to use the Automat's name in the Ben Bernie script for April 10, 1940, in the following way:

LEW: My client will admit that he said on the morning that they were to be married, that he would meet her in front of the Automat.

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:

C. B. Farley

THE HORN & HARDART CO.

ATX01 0199686

YOUNG & RUBICAM, INC.
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NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 235 Madison Avenue

April 10, 1940

Mr. B. Pressman
111 Seventh Avenue
New York, N.Y.

Dear Mr. Pressman:

This letter is to confirm your verbal permission to use Barney's name in the Ben Bernie script for April 10, 1940, in the following way:

LEW: My client swears that she was so happy at the idea of getting married to this Wolf in Barney's clothing that she decided to wear her new pink dress, on which she would pin "Blue Orchids".

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:

B. Pressman

ATK01 0199687

AS BROADCAST

WEDNESDAY, APRIL 17, 1940

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: Judge Ben Bernie He Say: When Troubles beset you,
don't fret and frown ... smoke Half and Half to
calm you down.

(ORCHESTRA THEME UP BIG AND FADE)

CHAPPEL: Ladies and gentlemen ... the Ben Bernie program for
Half and Half Smoking Tobacco!

(ORCHESTRA THEME UP BIG ... TO APPLAUSE)

BEN: Welcome all youse guys and gals to another one of
Judge Ben Bernie's Musical Mock Trials. Yowsah,
yowsah. Well, the juries have been picked, the
wheels of Justice ready to turn and we're all set
to play our little game of Musical Mock Trials.
And believe me, this has been a busy day in court
for old Judge Bernie. I got my legal papers and
my racing form so mixed up, I put two dollars on
a shoplifter and sent Seabiscuit to jail. Now,
to get things started our musical deputies are
gonna play "Let Yourself Go." And folks, the old
Judge wants you to sit back and enjoy it. And
here's a tip to you guys. Remember Judge Ben
Bernie He Say: When you smoke Halfa and Halfa you
is bound to relax and laugh. Play deputies, play.

(ORCHESTRA "LET YOURSELF GO")
(APPLAUSE)

ATX01 0199688

(4 GAVEL IN TEMPO)

COURT CLERK: (SOFT VOICE) Hear ye, hear ye, here comes the judge.

(ORCHESTRA ... RHYTHM STARTS VAMP UNDER)

VOICE: (ON MIKE) Here comes the judge.

CHAPPEL: (OFF MIKE) (YELL) Here comes the judge.

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA - 4 BAR RIP)

BEN: Yowsah, Judge Ben Bernie is here ... And in our jury box are six kind folks that we've picked from the court room, who are going to try and solve the baffling clues we present in these here Musical Mock Trials. Now in these musical clues there is gonna be some false evidence, and it's up to you and our jurors to find it. (GAVEL) I want order in this here court. By gosh I just got a terrible fright, I thought I saw Winchell sittin' over there ... pardon me, Madam.

Now the first case on the docket is Dot Regan versus Tom Smith's Marriage Bureau. Dot Regan charges breach of contract. And now, representing the plaintiff is that cutup of the courthouse, that jester of the jail house ... that legal loon, Movie-tone's Lew Lehr.

(LEHR PLAY ON MUSIC)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Lew, I'm very glad to welcome you to this court.
Now are you areally a good lawyer?

LEW: Am I a good lawyer? I'm an eminent attorney ... er
... a distinguished prosecutor ... er ... a brilliant
barrister ... barrister (LAUGH) A shyster. And I
come from a legal family. My wife has a supreme
court figure.

BEN: What do you mean, a supreme court figure?

LEW: (LAUGH) No appeal.

BEN: You got the Judge laughing. Lew, before we start
the case, if you so desire the court will grant you
writ of habeas corpus.

LEW: Oh, that's wonderful ... what's that?

BEN: Don't you know what a writ of habeas corpus is?
That means you have the body:

LEW: I ain't worried about my body. (LAUGH) What can I
do with this face?

BEN: We're not here to discuss your face, let's get on
with this here case. The Rhyming Judge - they call

BEN:
(CONT'D) me - Now, in this breach of contract suit, Dot Regan contends that she gave the Tom Smith Marriage Bureau one hundred dollars for which they promised to get her a husband. She says she paid the hundred dollars but never received the man. That is the case in general, now on behalf of the plaintiff, what have you to say, prosecutor Lew Lehr.

LEW: Ladies and gentlemen of the jury, and you too, toots

BEN: Here, here, attorney Lehr, I'm the judge, treat me with respect. You must address me as "Your Honor."

LEW: Oh, I'm sorry. Your Honor ...

BEN: That's better ...

LEW: How's your brother Stinky?

BEN: You're out of order! (GAVEL) Proceed with the case, Lawyer Lehr.

LEW: My client, Dot Regan, is broken hearted 'cause she ain't married. (GRUNT) She must be nuts. She says she gave a hundred dollars to the Marriage Bureau, and they promised to get her a husband who would build her a

(ORCHESTRA HOME ON THE RANGE)

BEN: First Juror on the panel. What is your name, please?

JUROR:

BEN: Where are you from?

JUROR:

BEN: A very nice place. Now tell the courtroom, what did
Dot Regan want?

JUROR:

BEN: Now take a guess. You're not shy are you?

JUROR:

LEW: I got my wife at a marriage bureau, Judge?

BEN: How much did she cost?

LEW: A telephone slug!

BEN: What's your idea of a perfect lovenest if the old
judge ain't being to personal?

JUROR:

BEN: Wouldn't you like to arrange a little home?

JUROR: Home on the Range.

BEN: That is right.

Here's a buck - may it bring you luck!!

PROCEED ATTORNEY LEHR.

LEW: My client wanted a home on the range because she wanted to be a cow - er - a cow-girl. I tripped over the hyphen. She said that she was tired of living in

(ORCHESTRA CHICAGO)

BEN: Here comes our second juror. Step right up. Your name, please?

JUROR:

BEN: And where is your domicile perchance?

JUROR:

BEN: Lovely place. I've been there myself. Now Dot Regar said she was tired of living WHERE?

JUROR:

BEN: Aw, come on - take a chance. I know this is a tough job. Lew, what would you say was the toughest job you ever tackled?

LEW: (LAUGH) Trying to get a raise out of you.

BEN: If you had to pick out a place to get tired of living in what place would you pick?

JUROR:

BEN: Well, are you a baseball fan? ... I saw the Cubs play the White Sox a few weeks ago.

JUROR: Chicago.

BEN: That is right. Dot was tired of living in Chicago.

HERE IS YOUR PRIZE -- YOU ARE VERY WISE.

PROCEED ATTORNEY LEHR.

LEW: After living near the Chicago Stockyards all her life she wanted air - I mean, she wanted to spend the rest of her life ...

(ORCHESTRA LEANIN' ON THE OLD TOP RAIL)

BEN: Our third juror faces the music. Your name, please?

JUROR:

BEN: And where is your homestead?

JUROR:

BEN: I've got an uncle that lives there. Old Dead-End Bernie they call him. Now do you know how Dot wanted to spend the rest of her life ...

JUROR:

LEW: I do it every night in Reilly's Bar & Grill.

(PAUSE)

BEN: Where would you like to spend the rest of your life?

JUROR:

BEN: Now, c'mon - lean on this one. I don't want to have to rail at you in this judicial fashion.

JUROR: Leanin' on the old top rail.

BEN: Right.

THE ANSWER FITS - HERE'S EIGHT BITS!

BEN: Order in the courtroom. I want everybody's attention here. Hey you down there - stop that yawnin'. We'll have none of that spring fever in this here court. Ah, good old Spring. JUDGE BEN BERNIE HE SAY - In Spring, young man shake like leaf, fall like twig and act like sap.

And now that the PLAINTIFF has rested his case, the COURT will hear the ATTORNEY FOR THE DEFENSE - ERNEST CHAPPEL.
PROCEED ATTORNEY.

CHAPPEL: My client, the Tom Smith Marriage Bureau says that they did send Miss Regan a man with matrimonial intentions - a man who was ...

(ORCHESTRA I'M AN OLD COWN HAND)

BEN: Here is the first juror again. Now tell us -- what was that man's occupation?

JUROR: .ll.....

BEN: What do you reckon you'd do if you were out in the wild open spaces?

JUROR: .ll.....

BEN: Would you like the old judge to give you a hand? We can't wait till the cows come home for this one.

JUROR: I'M AN OLD COW HAND.

BEN: Right.

HERE'S FOUR QUARTERS FOR YOUR SONS AND DAUGHTERS.

PROCEED LAWYER CHAPPIE.

CHAPPEL: Your Honor, that old cow hand married Dot in April
and for their honeymoon they went west to spend ...

(ORCHESTRA SPRINGTIME IN THE ROCKIES)

BEN: Juror number two, how do you do. Now can you tell
us right soon where they spent their honeymoon?

JUROR:

BEN: Well, where would you like to spend your honeymoon
or did you?

JUROR:

BEN: C'mon, - now - you ought to Spring this one quickly,
cause time's mountin' up.

JUROR: Springtime in the Rockies.

BEN: That's right.

Here's a dollar. Another one like this and
you can bet on my horse and lose it.

CONTINUE - LAWYER CHAPPEL.

CHAPPEL: And every night, during their honeymoon they would
step out of their cabin and hold hands.

(ORCHESTRA BY THE SEA)

BEN: Juror number three ... where would they hold hands?
On the front porch?

JUROR:

BEN: Did you ever hold hands?

JUROR:

BEN: I wonder if fish hold fins?

JUROR:

BEN: Don't let this one get by you. You ought to see it.

JUROR: BY THE SEA.

BEN: Right you are.

Here's your dough before you go -- one smacker

BEN: Now, ladies and gentlemen, you have heard the six
musical clues and our Clerk of the Court will now
give you a brief summation of the case.

COURT
CLERK:

The plaintiff, Dot Regan, contends that she wanted a cow boy who would build her "A Home on the range," because she was tired of living in "Chicago", and that she wanted to spend the rest of her life "leanin' on the old top rail."

Now the defendant, the Tom Smith Marriage Bureau claims that they sant her "an old cowhand", who took her on a honeymoon out west to spend "spring-time in the Rockies" where they held hands "by the sea."

BEN: Splendidly summarized, clerky. By gosh, your voice has dramatic possibilities. You talk better than my barber. And now our honest jurors will retire and arrive at a verdict of guilty or not guilty and state their reasons why. Come on, folks - let's give the jury a little hand and wish them luck.

(APPLAUSE)

HALF AND HALF
April 17, 1940

COMMERCIAL "A"

BEN: You know, folks, speaking of Marriage Bureaus reminds me of an ad I saw for one of them places. It said, "When there ain't no hope in your hope chest, why don't you look in the BUREAU?" ... Deah, deah ... but you got to hand it to them places. They never stop tryin' to introduce folks to domestic happiness. And speakin' of that, I'd like to do a little introducin' myself right now! Yowsah ... youse guys, I'd like you all to meet up with good old Half and Half Smokin' Tobacco ... Half and Half has such a grand, pleasin' aroma that it'll make home sweet home seem a lot sweeter for you and the little woman. Believe me ... Your better half will sure love the fragrance of Half and Half. Old Judge Ben Bernie He Say: It's an ill wind that blows no fragrant smoke of Half and Half your way.

CHAPPEL: Well said, Judge Bernie. And now gentlemen, here is a statement about Half and Half Tobacco ... an important statement ... that's 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

ATX01 0199701

HALF AND HALF
April 17, 1940

COMMERCIAL "A" -2-

CHAPPEL:
(CONT'D)

That's it, gentlemen, a finer aroma and a finer flavor. And here's why. Half and Half is made a new and exclusive way ... by the famous Half and Half blending process. This 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 and thus gives Half and Half its delightful and distinctive aroma ... And since it's a scientific fact that the taste or flavor of tobacco depends chiefly on aroma ... finer aroma naturally makes Half and Half a more enjoyable smoke. So next time ... make sure you buy the tobacco that is better balanced ... more aromatic ... and therefore more flavorful ...
Half and Half Tobacco!

ATX01 0199702

(ORCHESTRA LONESOME OLD TOWN EFFECT)

(MURMUR IN COURTROOM)

(GAVEL)

CLERK: Order. Order in the courtroom.

BEN: Quiet, all you gals and boys

We must have silence - stop that noise.

Clerk - have the jurors arrived at their verdict?

CLERK: They have, Your Honor, and here they are.

BEN: Now - what have our good jurors decided? Is the
Marriage Bureau guilty or not.

(READS VERDICTS - GIVES CORRECT ANSWER AND AWARDS
PRIZES)

BEN: And so the marriage bureau was discovered to be
lying, dear, dear, dear. Judge Ben Bernie He
Say: Man who play Lyre in this world no receive
harp in next.

And now, while our sheriff is leading the guilty
party to the clink we're gonna declare a short
recess while our Court Stenographer, Freda Gibson
sings "I've Got My Eyes On You." And I hope she
means the Judge - deah, deah.

(FREDA GIBSON & ORCH "I'VE GOT MY EYES ON YOU")

(APPLAUSE)

(GAVEL 4 RAPS)

CLERK: (SOTTO VOCE) Hear ye, hear ye, here comes the judge.

(ORCH. CUE - VAMP UNDER)

VOICE: (ON MIKE) Here comes the judge!

DIFFERENT VOICE: (OFF MIKE) Here comes the judge!

ORCH: Here comes the judge!

AUDIENCE: Here comes the judge!

BEN: Yowsah, old Judge Bernie is here again. (GAVEL) Well folks, recess is over and I'm mighty glad to be back with you. I just stepped out for a bite of lunch. I had acfor's turkey ... a hamburger with a feather in. Now let's proceed with this here second case: Joe Stauffer versus John Swayze. This is a case involving fraud. Joe claims he loaned John fifty dollars and never got it back. Now on behalf of the plaintiff we call on that bewildered barrister, Lew Lehr.

LEW: Judge Bernie, I heard you say you went out for dinner. My wife cooked my dinner!

BEN: She did? Tell me, attorney Lehr, is your wife a good cook.

LEW: Well, her cooking reminds me of a case I just tried (LAUGH) MANSLAUGHTER.

BEN: Here, here, enough of this levity, get on with the trial, Counsellor Lehr. Present your case!

LEW: Yessir (CLEAR THROAT) My client Joe Stauffer is (GR a jerk - er - a soda jerk. Now he says he remembers the exact day on which he loaned the fifty smackers John Swayze, because on that day they were having a

(ORCHESTRA HEAT WAVE)

BEN: Here comes the first of a new batch of jurors. What
is your name, please?

JUROR:

BEN: And what town do you call home?

JUROR:

BEN: A lovely town, I played a fish fry there once.
Now tell the court ... what were they having that day

JUROR:

BEN: What do you try to run away from in the summertime?

LEW: I know that one, Judge.

BEN: What, Lew?

LEW: My wife.

JUROR:

BEN: You're getting warm. How about turning a little more
heat on for the old Judge.

JUROR: Heat Wave.

BEN: Doggone if you ain't right.

Here's a fresh green smacker - buy some

Half and Half tobacker!

CONTINUE, COUNSELLOR LEHR.

LEW: My client was repulsive ... I mean impulsive. He didn't trust this guy Swayze too much, because Swayze had a bad habit of telling

(ORCHESTRA LITTLE WHITE LIES)

BEN: Here's the second of our new jurors. What is your name, please?

JUROR:

BEN: And your home town?

JUROR:

BEN: Now what was it that Mr. Swayze had a bad habit of telling?

JUROR:

LEW: What would I be doing if I said I was as handsome as Clark Gable?

BEN: Lawyer Lehr you're an old fibber and I don't mean McGee. Now come on juror, the answer lies in front of you.

JUROR: LITTLE WHITE LIES.

BEN: You hit the nail right on the head.

Here's a dollar ... nine more of these
and you can loan me ten.

GO ON, COUNSELLOR LEHR.

LEW: My client, who is sitting over there in the corner shooting craps with the sheriff, says he remembers the day plainly, because when he left his house his wife said

(ORCHESTRA BUTTON UP YOUR OVERCOAT)

BEN: Now juror number third step up and be heard ... and your name, please?

JUROR:

BEN: And where do you hail from?

JUROR:

BEN: Now, what did the plaintiff's wife say to him that day when he left the house?

JUROR:

BEN: What does your husband (wife) say to you when you leave the house?

JUROR:

LEW: Excuse me Judge but did I tell you about the wonderful dream I had?

BEN: What did you dream, you had money?

LEW: No (LAUGH) I was single again.

BEN: Come on now give your answer to this here coat. Get it right on the button.

JUROR: BUTTON UP YOUR OVERCOAT.

BEN: By gosh, you got it!

Here's a simoleon, you're smart as Napoleon

BEN: Now the plaintiff has rested his case. Defense attorney Chappel, take your hand out of your client's pocket and present your side.

CHAPPEL: Your honor, my client, John Swayze, says that he couldn't have possibly borrowed the money, because on the day in question he was on his vacation

(ORCHESTRA SOUTH OF THE BORDER)

BEN: Well scratch my head and call me itchy if it ain't juror number one again ... now just where was John Swayze on his vacation?

JUROR:

BEN: Where do you go on vacation? Do you believe in taking vacations with your wife?

JUROR:

BEN: Well hush my mouth, I'm a gentleman from the south ... Do you live with your family or are you a boarder

JUROR: SOUTH OF THE BORDER.

BEN: Right you be, right you be.

Here's a dollar, with the compliments of
the United States Treasury.

PROCEED, LAWYER CHAPPEL.

CHAPPEL: Moreover, my client and his family are financially independent. As a matter of fact, He can truthfully say

(ORCHESTRA WE'RE IN THE MONEY)

BEN: Juror number two, we're asking you what can the defendant truthfully say?

JUROR:

BEN: You know he was in something. I'm usually in the doghouse. What would you like to be in?

JUROR:

BEN: It's something that has to do with a mint, but it ain't a julep. It's the root of all evil, and it rhymes with honey.

JUROR: WE'RE IN THE MONEY.

BEN: A bullseye, so 'elp me, a bullseye.

One smackeroo, from me to you.

(PROCEED, CHAPPIE)

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CHAPPEL: Furthermore, my client says he would never try to borrow money from the plaintiff, because when it comes to money, the plaintiff likes to

(ORCHESTRA.....HOLD TIGHT)

BEN: Here comes juror number three to bat again. Now tell me what the plaintiff has the habit of doing with his money?

JUROR:

BEN: What do you do with your money?

JUROR:

BEN: You ought to know this one if you're a jitterbug. Are you a jitterbug? Judge Ben Bernie He Say: Jitterbug who wears ice skates in house sure to cut a rug.

JUROR:

BEN: Hold on. Can you spell f-r-r-r-ackasiki? Come on now, tighten up.

JUROR: HOLD TIGHT.

BEN: Hold tight is right.

Here's one dollar..another one of these
and you can get a marriage license.

BEN: There are your six musical clues, folks, and now the Clerk of the court will sum up as before.

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CLERK: Joe Stauffer says he loaned John Swayze fifty dollars on a day when they were having heat wave. He didn't trust John too much because John had a habit of telling little white lies. So he went to get his money back that same day. He remembers the day specifically, because when he left the house to collect the money his wife said to him "button up your overcoat." Now John Swayze denies that he borrowed this money. He says he was on his vacation south of the border. Also there was no reason for him to borrow because, as his family says we're in the money. And finally, that if he did need a loan he wouldn't go to Joe, because when it comes to money Joe likes to hold tight.

(GAVEL)

BEN: And there are the facts for you, ladies and gentlemen. Now jurors, the case is in your hands. You will deliberate, and deliver me your verdicts of guilty or not guilty, with your reasons why ... and if you find Myrna Loy's telephone number in the jury room it's mine. Well jurors, good luck to you.

ATX01 0199712

HALF AND HALF
April 17, 1940

"COMMERCIAL "B"

MAN: (OFF MIKE) (NERVOUSLY) Heh ... they'll need luck all right. (AD LIBS FAST) Gosh, I'd faint if I were up there havin' to answer all them questions and ...

BEN: (VERY MUCH SURPRISED TO FIND A HECKLER IN THE AUDIENCE) ... Well ... look mistah ... if you'd like to come up and help out ...

MAN: (MORE DISTINCT BUT STILL OFF MIKE) Oh ... not me. That's what I just said. If I was up there, I'd be so nervous, I wouldn't know what I was doin'. I get all mixed up at times like this.

BEN: Mixed up, huh? Well, mistah, just relax. It don't ever pay to get up in the air. It's like I say to all my friends. I say (TO AUDIENCE) Guys ... when you feel jittery, don't go flyin' off the handle. Just Smoke a pipe to calm you down. Yowsah ... Judge Bernie He Say ... You're better able to stand the gaff when you're puffin' a pipeful of Half and Half.

ATK01 0199713

HALF AND HALF
April 17, 1940

COMMERCIAL "B" -2-

CHAPPEL: Right, Judge Bernie ... and gentlemen, you'll find that Half and Half not only gives you a more comforting and enjoyable smoke ... but it actually gives you more convenience. Half and Half is packed an exclusive way ... in the patented telescope tin. This telescope tin makes it a lot easier for you to fill your pipe. It gets smaller and smaller as you use your tobacco ... and thus keeps every pipeful right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... in swell shape to give you a smooth, cool smoke. The Half and Half telescope tin is an exclusive 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.

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(LONESOME OLD TOWN EFFECT)

(MURMUR IN COURTROOM)

(GAVEL)

CLERK: Order -- order in the court.

BEN: Quiet, quiet, stop that din
The jurors now are coming in.

Clerk of the court, have the jurors arrived at
their verdicts?

CLERK: Yes, your honor, here they are for your perusal.

BEN: Hmm, a Socrates in clerk's clothing. Let me
see, what are the decisions of our jury this
time? Is John Swayze guilty or not guilty?

(READS VERDICTS GIVES CORRECT ANSWER AND
AWARDS PRIZES)

Now jurors, you have been very intelligent and
just in your verdicts. And I want to thank you
all very much for serving.

(APPLAUSE)

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LEW: Oh, your honor.

BEN: What is it counsellor Lehr?

LEW: Do you remember that client of mine, the one that robbed a bank, blew up the police station and killed ten cops.

BEN: I don't recall. What did I find him guilty of?

LEW: (LAUGH) Disorderly conduct.

BEN: Well, what about him?

LEW: Well, the poor guy is suffering awful in jail.

BEN: You're his attorney. Are you doing anything for him.

LEW: Am I doing anything for him? Certainly. I took out a writ of mandam ... er ... a writ of habeas corp ... er ... a writ of sertior ... sertior ... (LAUGH) I took out his wife.

BEN: Lew, the idea of you going out with another woman.

LEW: Sh...not so loud, our maid gets jealous.

BEN: Lew, I don't like your whole outlook on marriage. A wife is a priceless possession.

LEW: Is that so?

BEN: Certainly. A wife brings you contentment, a wife brings you happiness, a wife brings you ecstasy.

LEW: My my, a wife does all that?

BEN: Positively.

LEW: (GRUNT) Then what the heck did I marry?
(APPLAUSE)

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(ORCHESTRA BEER BARREL POLKA)

BEN: (OVER MUSIC) Thank you, Lew. And now the deputies are playing The Beer Barrel Polka. A lot of people in Portland have written in for the old Beer Barrel and anything Portland wants they're gonna get.

(MUSIC UP AND FINISH)

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

BEN: Right you be. Right you be, Chappie. And now reluctantly ... the time has come ...

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

CHAPPEL: Be sure to listen in again at this same time next week ladies and gentlemen for more Musical Mock Trials with Old Judge Bernie. This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0199717

KB BROADCAST

REBROADCAST

WEDNESDAY, APRIL 17, 1940

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: Judge Ben Bernie He Say: When Troubles beset you,
don't fret and frown ... smoke Half and Half to
calm you down.

(ORCHESTRA THEME UP BIG AND FADE)

CHAPPEL: Ladies and gentlemen ... the Ben Bernie program for
Half and Half Smoking Tobacco!

(ORCHESTRA THEME UP BIG ... TO APPLAUSE)

BEN: Welcome all youse guys and gals to another one of
Judge Ben Bernie's Musical Mock Trials. Yowsh,
yowsh. Well, the juries have been picked, the
wheels of Justice ready to turn and we're all set
to play our little game of Musical Mock Trials.
And believe me, this has been a busy day in court
for old Judge Bernie. I got my legal papers and
my racing form so mixed up, I put two dollars on
a shoplifter and sent Seabiscuit to jail. Now,
to get things started our musical deputies are
gonna play "Let Yourself Go." And folks, the old
Judge wants you to sit back and enjoy it. And
here's a tip to you guys. Remember Judge Ben
Bernie He Say: When you smoke Halfa and Halfa you
is bound to relax and laugh. Play deputies, play.

(ORCHESTRA "LET YOURSELF GO")
(APPLAUSE)

ATK01 0199718

(4 GAVEL IN TEMPO)

COURT
CLERK: (SOFT VOICE) Hear ye, hear ye, here comes the judge.

(ORCHESTRA ... RHYTHM STARTS VAMP UNDER)

VOICE: (ON MIKE) Here comes the judge.

CHAPPEL: (OFF MIKE) (YELL) Here comes the judge.

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA - 4 BAR HIP)

BEN: Yowsah, Judge Ben Bernie is here ... And in our jury box are six kind folks that we've picked from the court room, who are going to try and solve the baffling clues we present in these here Musical Mock Trials. Now in these musical clues there is gonna be some false evidence, and it's up to you and our jurors to find it. (GAVEL) ^{Order ...} I want order in this here court. By gosh I just got a terrible fright, I thought I saw Winchell sittin' over there ... pardon me, Madam.

Now the first case on the docket is Dot Regan versus ^{She} Tom Smith's Marriage Bureau. ~~Dot Regan~~ charges breach of contract. And now, representing the plaintiff is that cutup of the courthouse, that jester of the jail house ... that legal loon, Movie-tone's Lew Lehr.

(LEHR PLAY ON MUSIC)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Lew, I'm very glad to welcome you to this court.
How are you areally a good lawyer?

LEW: Am I a good lawyer? I'm an eminent attorney ... er
... a distinguished prosecutor ... er ... a brilliant
barrister ... barrister (LAUGH) A shyster. And I
^{also}
/ come from a legal family. My wife has a supreme
court figure.

BEN: What do you mean, a supreme court figure?

LEW: (LAUGH) No appeal.

BEN: Order in the court.
~~You got the Judge laughing.~~ Lew, before we start
the case, if you so desire the court will grant you
writ of habeas corpus.

LEW: Oh, that's wonderful ... what's that?

BEN: Don't you know what a writ of habeas corpus is?
That means you have the body.

LEW: I ain't worried about my body. (LAUGH) What can I
do with this face?

BEN: We're not here to discuss your face, let's get on
with this here case. The Rhying Judge - they call

BEN:
(CONT'D) me - Now, in this breach of contract suit, Dot Regan contends that she gave the Tom Smith Marriage Bureau one hundred dollars for which they promised to get her a husband. She says she paid the hundred dollars but never received the man. That is the case in general, now on behalf of the plaintiff, what have you to say, prosecutor Lew Lehr.

LEW: Ladies and gentlemen of the jury, and you too, toots

BEN: Here, here, attorney Lehr, I'm the judge, treat me with respect. You must address me as "Your Honor."

LEW: Oh, I'm sorry. Your Honor ...

BEN: That's better ...

LEW: How's your brother Stinky?

BEN: You're out of order! (GAVEL) Proceed with the case, Lawyer Lehr.

LEW: My client, Dot Regan, is broken hearted 'cause she ain't married. (GRUNT) She must be nuts. She says she gave a hundred dollars to the Marriage Bureau, and they promised to get her a husband who would build her a

(ORCHESTRA HOME ON THE RANGE)

BEN: First Juror on the panel. What is your name, please?

JUROR:

BEN: Where are you from?

JUROR:

BEN: A very nice place. Now tell the courtroom, what did
Dot Regen want?

JUROR:

BEN: Now take a guess. You're not shy are you?

JUROR:

LEW: I got my wife at a marriage bureau, Judge?

BEN: How much did she cost?

LEW: A telephone slug!

BEN: What's your idea of a perfect lovenest if the old
judge ain't being to personal?

JUROR:

BEN: Wouldn't you like to arrange a little home?

JUROR: Home on the Range.

BEN: That is right.

Here's a buck - may it bring you luck!!

PROCEED ATTORNEY LEHR.

LEW: My client wanted a home on the range because she wanted to be a cow - er - a cow-girl. I tripped over the hyphen. She said that she was tired of living in

(ORCHESTRA CHICAGO)

BEN: Here comes our second juror. Step right up. Your name, please?

JUROR:

BEN: And where is your domicile perchance?

JUROR:

BEN: Lovely place. I've been there myself. Now Dot Regan said she was tired of living ~~WHERE?~~

JUROR:

BEN: Aw, come on - take a chance. I know this is a tough job. Lew, what would you say was the toughest job you ever tackled?

LEW: (LAUGH) Trying to get a raise out of you.

BEN: If you had to pick out a place to get tired of living in what place would you pick?

JUROR:

BEN: Well, are you a baseball fan? ... I saw the Cubs play the White Sox a few weeks ago.

JUROR: Chicago.

BEN: That is right. Dot was tired of living in Chicago.

HERE IS YOUR PRIZE -- YOU ARE VERY WISE.

PROCEED ATTORNEY LEHR.

LEW: After living near the Chicago Stockyards all her life she wanted air - I mean, she wanted to spend the rest of her life ...

(ORCHESTRA LEANIN' ON THE OLD TOP RAIL)

BEN: Our third juror faces the music. Your name, please?

JUROR:

BEN: And where is your homestead?

JUROR:

BEN: I've got an uncle that lives there. Old Dead-End Bernie they call him. Now do you know how Dot wanted to spend the rest of her life ...

JUROR:

LEW: I do it every night in Reilly's Bar & Grill.
(PAUSE)

BEN: Where would you like to spend the rest of your life?

JUROR:

BEN: Now, e'zon - lean on this one. I don't want to have to rail at you in this judicial fashion.

JUROR: Leanin' on the old top rail.

BEN: Right.

THE ANGER FITS - HERE'S EIGHT BITS!

BEN: Order in the courtroom. I want everybody's attention here. Hey you down there - stop that yamin'. We'll have none of that spring fever in this here court. Ah, good old Spring. JUDGE BEN BERNIE HE SAY - In Spring, young man shake like leaf, fall like twig and act like sap.

And now that the PLAINTIFF has rested his case, the COURT will hear the ATTORNEY FOR THE DEFENSE - ERNEST CHAPPEL.
PROCEED ATTORNEY.

CHAPPEL: My client, the Tom Smith Marriage Bureau says that they did send Miss Regan a man with matrimonial intentions - a man who was ...

(ORCHESTRA I'M AN OLD COVN HAND)

BEN: Here is the first juror again. Now tell us -- what was that man's occupation?

JUROR:
.....

BEN: What do you reckon you'd do if you were out in the wild open spaces?

JUROR:
.....

BEN: Would you like the old judge to give you a hand? We can't wait till the cove come home for this one.

JUROR: I'M AN OLD COV HAND.

BEN: Right.

HERE'S YOUR QUARTERS FOR YOUR SONS AND DAUGHTERS.

PROCEED LAWYER CHAPPEL.

CHAPPEL: Your Honor, that old cow hand married Dot in April
and for their honeymoon they went west to spend ...

(ORCHESTRA SPRINGTIME IN THE ROCKIES)

BEN: Juror number two, how do you do. Now can you tell
us right soon where they spent their honeymoon?

JUROR:

BEN: Well, where would you like to spend your honeymoon
or did you?

JUROR:

BEN: C'mon, - now - you ought to Spring this one quickly,
cause tise's mountin' up.

JUROR: Springtime in the Rockies.

BEN: That's right.

Here's a dollar. Another one like this and
you can bet on my horse and lose it.

CONTINUE - LAWYER CHAPPEL.

CHAPPEL: And every night, during their honeymoon they would
step out of their cabin and hold hands.

(ORCHESTRA BY THE SEA)

BEN: Juror number three ... where would they hold hands?
On the front porch?

JUROR:

BEN: Did you ever hold hands?

JUROR:

BEN: I wonder if fish hold fins?

JUROR:

BEN: Don't let this one get by you. You ought to see it.

JUROR: BY THE SEA.

BEN: Right you are.

Here's your dough before you go -- one snacke

BEN: Now, ladies and gentlemen, you have heard the six
musical clues and our Clerk of the Court will now
give you a brief summation of the case.

COURT
CLERK:

The plaintiff, Dot Regan, contends that she wanted a cow boy who would build her "A Home on the range," because she was tired of living in "Chicago", and that she wanted to spend the rest of her life "leanin' on the old top rail."

Now the defendant, the Tom Smith Marriage Bureau claims that they gave her "an old cowhand", who took her on a honeymoon out west to spend "spring-time in the Rockies" where they held hands "by the sea."

BEN:

Splendidly summarized, clerky. By gosh, your voice has dramatic possibilities. You talk better than my barber. And now our honest jurors will retire and arrive at a verdict of guilty or not guilty and state their reasons why. Cose on, folks - let's give the jury a little hand and wish them luck.

(APPLAUSE)

HALF AND HALF
April 17, 1940

COMMERCIAL "A"

BEN: You know, folks, speaking of Marriage Bureaus reminds me of an ad I saw for one of them places. It said, "When there ain't no hope in your hope chest, why don't you look in the BUREAU?" ... Deah, deah ... but you got to hand it to them places. They never stop tryin' to introduce folks to domestic happiness. And speakin' of that, I'd like to do a little introducin' myself right now! Yowah ... youse guys, I'd like you all to meet up with good old Half and Half Seokin Tobacco ... Half and Half has such a grand, pleasin' aroma that it'll make hose sweet hose seem a lot sweeter for you and the little woman. Believe me ... Your better half will sure love the fragrance of Half and Half. Old Judge Ben Bernie He Say: It's an ill wind that blows no fragrant smoke of Half and Half your way.

CHAPPEL: Well said, Judge Bernie. And now gentlemen, here is statement about Half and Half Tobacco ... an important statement ... that's 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

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HALF AND HALF
April 17, 1940

COMMERCIAL "A" -2-

CHAPPEL:
(CONT'D)

That's it, gentlemen, a finer aroma and a finer flavor. And here's why. Half and Half is made a new and exclusive way ... by the famous Half and Half blending process. This process perfectly balances ... perfectly combines ... the yellow 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 and thus gives Half and Half its delightful and distinctive aroma ... And since it's a scientific fact that the taste or flavor of tobacco depends chiefly on aroma ... finer aroma naturally makes Half and Half a more enjoyable smoke. So next time ... make sure you buy the tobacco that is better balanced ... more aromatic ... and therefore more flavorful ...
Half and Half Tobacco!

ATX01 0199732

(ORCHESTRA LONESOME OLD TOWN EFFECT)

(MURDER IN COURTROOM)

(GAVEL)

CLERK: Order. Order in the courtroom.

BEN: Quiet, all you gals and boys

We must have silence - stop that noise.

Clerk - have the jurors arrived at their verdict?

CLERK: They have, Your Honor, and here they are.

BEN: Now - what have our good jurors decided? Is the
Marriage Bureau guilty or not.

(READS VERDICTS - GIVES CORRECT ANSWER AND AWARDS
PRIZES)

BEM: And so the marriage bureau was discovered to be
flying, dear, dear, dear. Judge Ben Bernie He
Says: Man who play Lyre in this world no receive
harp in next.

And now, while our sheriff is leading the guilty
party to the olint we're gonna declare a short
recess while our Court Stenographer, Freda Gibson
sing "I've Got My Eyes On You." And I hope she
means the Judge - deah, deah.

(FREDA GIBSON & ORCH "I'VE GOT MY EYES ON YOU")

(APPLAUSE)

(GAVEL & RAPS)

CLERK: (SOFT VOICE) Hear ye, hear ye, here comes the judge
(ORCH. CUE - WAMP ORDER)

VOICE: (ON MIKE) Here comes the judge.

DIFFERENT VOICE: (OFF MIKE) Here comes the judge.
ORCH: Here comes the judge.

AUDIENCE: Here comes the judge!

BEN: Yowsah, old Judge Bernie is here again. (GAVEL) Ye
folks, recess is over and I'm mighty glad to be back
with you. I just stepped out for a bite of lunch.
had aEor's turkey ... a hamburger with a feather in
Now let's proceed with this here second case: Joe
Stauffer versus John Swayze. This is a case involvi
fraud. Joe claims he loaned John fifty dollars and
never got it back. Now on behalf of the plaintiff
call on that bewildered barrister, Lew Lehr.

LEW: Judge Bernie, I heard you say you went out for dinner
My wife cooked my dinner.

BEN: She did? Tell me, attorney Lehr, is your wife a good
cook.

LEW: Well, ^{my wife's} ~~her~~ cooking reminds me of a case I just tried
(LAUGH) MANSLAUGHTER.

BEN: Here, here, enough of this levity, get on with the
trial, Counsellor Lehr. Present your case.

LEW: Yessir (CLEAR THROAT) My client Joe Stauffer is (OF
a jerk - er - a soda jerk. / ^{read it straight with} ~~no~~ he ^{remembers} ~~doesn't~~
the exact day on which he loaned the fifty swackers ^{SOC}
John Swayze, because on that day they were having a

(ORCHESTRA HEAT WAVE)

BEN: Here comes the first of a new batch of jurors. What is your name, please?

JUROR:

BEN: And what town do you call home?

JUROR:

BEN: A lovely town, I played a fish fry there once. Now tell the court ... what were they having that day?

JUROR:

BEN: What do you try to run away from in the summertime?

LEW: I know that one, Judge.

BEN: What, Lew?

LEW: My wife.

JUROR:

BEN: You're getting warm. How about turning a little more heat on for the old Judge.

JUROR: Heat Wave.

BEN: Doggone if you ain't right.

Here's a fresh green snacker - buy some

Half and Half tobacker!

CONTINUE, COUNSELLOR LEHR.

LEH: My client was repulsive ... I mean impulsive. He didn't trust this guy Swayze too much, because Swayze had a bad habit of telling

(ORCHESTRA LITTLE WHITE LIES)

BEN: Here's the second of our new jurors. What is your name, please?

JUROR:

BEN: And your home town?

JUROR:

BEN: Now what was it that Mr. Swayze had a bad habit of telling?

JUROR:

LEH: What would I be doing if I said I was as handsome as Clark Gable?

BEN: Lawyer Lehr you're an old fibber and I don't mean McGee. Now come on juror, the answer lies in front of you.

JUROR: LITTLE WHITE LIES.

BEN: You hit the nail right on the head.

Here's a dollar ... nine more of these
and you can loan me ten.

GO ON, COUNSELLOR LEHR.

LEW: My client, who is sitting over there in the corner shooting craps with the sheriff, says he remembers t day plainly, because when he left his house his wife said

(ORCHESTRA BUTTON UP YOUR OVERCOAT)

BEN: Now juror number third step up and be heard ... and name, please?

JUROR:

BEN: And where do you hail from?

JUROR:

BEN: Now, what did the plaintiff's wife say to him that d when he left the house?

JUROR:

BEN: What does your husband (wife) say to you when you leave the house?

JUROR:

LEW: Excuse me Judge but did I tell you about the wonderfu dress I had?

BEN: What did you dress, you had money?

LEW: No (LAUGH) I was single again.

BEN: Come on now give your answer to this here coat. Get it right on the button.

JUROR: BUTTON UP YOUR OVERCOAT.

BEN: By gosh, you got it!

Here's a sisoleon, you're smart as Napoleon

BEN: Now the plaintiff has rested his case. Defense attorney Chappel, take your hand out of your client's pocket and present your side.

CHAPPEL: Your honor, my client, John Swayze, says that he couldn't have possibly borrowed the money, because on the day in question he was on his vacation

(ORCHESTRA SOUTH OF THE BORDER)

BEN: Well scratch my head and call me itchy if it ain't juror number one again ... now just where was John Swayze on his vacation?

JUROR:

BEN: Where do you go on vacation? Do you believe in taking vacations with your wife?

JUROR:

BEN: Well hush my mouth, I's a gentleman from the south ... Do you live with your family or are you a boarder?

JUROR: SOUTH OF THE BORDER.

BEN: Right you be, right you be.

Here's a dollar, with the compliments of
the United States Treasury.

PROCEED, LAWYER CHAPPEL.

CHAPPEL: Moreover, my client and his family are financially independent. As a matter of fact, He can truthfully say

(ORCHESTRA WE'RE IN THE MONEY)

BEN: Juror number two, we're asking you what can the defendant truthfully say?

JUROR:

BEN: You know he was in something. I'm usually in the doghouse. What would you like to be in?

JUROR:

BEN: It's something that has to do with a mint, but it ain't a julep. It's the root of all evil, and it rhymes with honey.

JUROR: WE'RE IN THE MONEY.

BEN: A bulls-eye, to 'elp me, a bulls-eye.

One snackeroo, from me to you.

(PROCKED, CHAPPIE)

SUNDAY, APRIL 17, 1960

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CHAPPEL: Furthermore, my client says he would never try to borrow money from the plaintiff, because when it comes to money, the plaintiff likes to

(ORCHESTRA.....HOLD TIGHT)

BEN: Here comes juror number three to bat again. Now tell me what the plaintiff has the habit of doing with his money?

JUROR:

BEN: What do you do with your money?

JUROR:

BEN: You ought to know this one if you're a jitterbug. Are you a jitterbug? Judge Ben Bernie He Say: Jitterbug who wears ice skates in house sure to cut a rug.

JUROR:

BEN: Hold on. Can you spell f-r-r-r-ackasiki? Come on now, lighten up.

JUROR: HOLD TIGHT.

BEN: Hold tight is right.

Sara's one dollar...another one of these
and you can get a marriage license.

BEN: There are your six musical clues, folks, and now the Clerk of the court will ring up as before.

ATX01 0199741

SUNDAY, APRIL 17, 1940

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CLERK: Joe Stauffer says he loaned John Senyze fifty dollars on a day when they were having heat wave. He didn't trust John too much because John had a habit of telling little white lies. So he went to get his money back that same day. He remembers the day specifically, because when he left the house to collect the money his wife said to him "button up your overcoat." Now John Senyze denies that he borrowed this money. He says he was on his vacation south of the border. Also there was no reason for him to borrow because, as his family were retire in the money. And finally, that if he did need a loan he wouldn't go to Joe, because when it comes to money Joe likes to hold tight.

(PAUSE)

SEE: And there are the facts for you, ladies and gentlemen. Now jurors, the case is in your hands. You will deliberate, and deliver me your verdicts of guilty or not guilty, with your reasons why ... and if you find Myrna Loy's telephone number in the jury room it's mine. Well jurors, good luck to you.

ATX01 0199742

HALF AND HALF
April 17, 1940

COMMERCIAL ID

MAN: (OFF MIKE) (NERVOUSLY) Beh ... they'll need luck all right. (AD LIBS FAST) Gosh, I'd faint if I were up there havin' to answer all them questions and ...

SEN: (VERY MUCH SURPRISED TO FIND A RECOLLER IN THE AUDIENCE) ... Well ... look mistah ... if you'd like to come up and help out ...

MAN: (MORE DISTINCT BUT STILL OFF MIKE) Oh ... not me. That's what I just said. If I was up there, I'd be so nervous, I wouldn't know what I was doin'. I get all mixed up at times like this.

SEN: All mixed up, huh? Well, mistah, just relax. It don't ever pay to get up in the air. It's like I say to all my friends. I say (TO AUDIENCE) Guys ... when you feel jittery, don't go flyin' off the handle. Just smoke a pipe to calm you down. You sah ... Judge Bernie Sa Say ... You're better able to stand the raff when you're puffin' a pipeful of Half and Half.

ATX01 0199743

HALF AND HALF
April 17, 1940

COMMERCIAL "B" -2-

CHAPEL: Right, Judge Bernie ... and gentlemen, you'll find that Half and Half not only gives you a more comforting and enjoyable smoke ... but it actually gives you more convenience. Half and Half is packed an exclusive way ... in the patented telescope tin. This telescope tin makes it a lot easier for you to fill your pipe. It gets smaller and smaller as you use your tobacco ... and thus keeps every pipeful right up on top where it's easy to get at. You don't have to dig around ... and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crushed. It stays in better condition ... fresher ... in small shape to give you a smooth, cool smoke. The Half and Half telescope tin is an exclusive 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 0199744

SUNDAY, APRIL 17, 1940

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(LONGSOME OLD TOWN EFFECT)

(MEMBER IN COURTROOM)

(GAVEL)

CLERK: Order -- order in the court.

BEN: Quiet, quiet, stop that din
The jurors now are coming in.

Clerk of the court, have the jurors arrived at
their verdicts?

CLERK: Yes, your honor, here they are for your perusal.

BEN: Hm, a Socrates in clerk's clothing. Let me
see, what are the decisions of our jury this
time? Is John Swayze guilty or not guilty?

(READS VERDICTS GIVES CORRECT ANSWER AND
AWARDS PRIZES)

Now jurors, you have been very intelligent and
just in your verdicts. And I want to thank you
all very much for serving.

(APPLAUSE)

ATX01 0199745

SUNDAY, APRIL 17, 1940

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(ORCHESTRA BEER BARREL POLKA)

BEN: (OVER MUSIC) And now the deputies are playing
The Beer Barrel Polka. A lot of people in
Portland have written in for the old Beer Barrel
and anything Portland wants they're gonna get.

(MUSIC UP AND FINISH)

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

BEN: Right you be. Right you be, Chappie. And now,
here's a tip for all youse guys ... Judge Ben
Bernie He Say:

When all the world looks gloomy,

And the skies are a dismal gray,

Pack up your troubles with Half and Half

And puff your cares away.

Yowsah ... and now the time has come ...

(ORCHESTRA.. "AU REVCIR"... SEGUE TO "LONESOME OLD TOWN")

CHAPPEL: Be sure to listen in again at this same time
next week ladies and gentlemen, for more
Musical Mock Trials with Old Judge Bernie.
This is Ernest Chappel saying good night for
Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0199746

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 285 Madison Avenue

April 17, 1940

Mr. Perry Charles
Metro Goldwyn Mayer
1540 Broadway
New York, N.Y.

Dear Mr. Charles:

This letter is to confirm your verbal permission to use Clark Gable's name in the Ben Bernie script for March 17, 1940, in the following way: *APRIL*

LEW: What would I be doing if I said I was as handsome as Clark Gable?

BEN: Lawyer Lehr you're an old Fibber and I don't mean McGee. Now come on Juror, the answer lies right in front of you.

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 0199747

(AS BROADCAST)

WED. APRIL 24, 1940
(REVISED)

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: Ben Bernie He Say: When the trials of living make
you frown, smoke HALF AND HALF to calm you down.

(ORCHESTRA: THEME ... UP BIG AND FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco!

(ORCHESTRA: THEME UP BIG TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah, greetings, guys and gals,
welcome to another session of Ben Bernie's
Musical Mock Trials. Well, this has indeed been
a busy day for the old judge. Before I came to
court this morning I helped my good wife with our
annual spring cleaning. Ah, good old spring
cleaning. I threw out 200 old newspapers, 65 old
magazines, and two uncles left over from the
World's Fair. One of them was still muttering,
"I'll get into that General Motor's exhibit yet!"
We also threw out a lot of other things I'll never
have any more use for: My high chair, my BB gun ...
and my hair brush. But let's stop all this
reminiscing, and get these here court room
proceedings under way. First thing on the docket
our musical deputies are gonna play something
delightful, in fact, IT'S DELOVELY.

ATX01 0199748

(ORCHESTRA.....IT'S DELOVELY)

(APPLAUSE)

(GAVEL IN TEMPO)

COURT CLERK: (SOTTO VOCE) Hear ye, hear ye, here comes
the judge.

(ORCHESTRA.....RHYTHM STARTS VAMP UNDER)

GIRL: (ON MIKE) Here comes the judge.

CHAPPEL (ON MIKE, YELLS) Here comes the judge.
GIRL, WARD:

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA..... FOUR BAR TAG)

BEN: Yowsah, Judge Bernie is on the bench ... and in
our jury box are six intelligent citizens picked
from this here court room who are going to try to
solve the baffling clues which we present in
these here musical Mock Trials. Now somewhere
in the musical evidence there is going to be a
bit of false testimony, and it's up to you jurors
and all you folks to be on the alert to detect it.

BEN: Now for the first case on the docket. Mr. and
(CONT'D) Mrs. Charles Cassidy have been arrested and fined fifty dollars on charges of loud and disgraceful brawling which disturbed their neighbors. Mrs. Cassidy says it's her husband's fault and that he should pay the fine. Mr. Cassidy says it's her fault and that she should pay it. And now, to present the case of Mrs. Cassidy we call on that booby barrister, that juridiculous jester of Movietone News, Lew Lehr.

(ORCHESTRA LEHR PLAY ON MUSIC)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, welcome again to the court. Now look here, Attorney Lehr. Have your legal activities kept you very busy?

LEW: Oh yes, Judge Bernie, I just came from the Supreme Court, where I stood up and argued for twenty-four hours.

BEN: You stood up and argued for twenty-four hours? Did you get justice?

LEW: Did I get justice? I got a reversed decision ... er, I got a temporary injunctio ... er, I got unanimous deliberatio ... deliberatio (LAUGH)
I got flat feet.

BEN: Well, what was the case about, Counsellor Lehr?

LEW: A burglar was arrested for stealing a wedding ring, the lucky guy.

BEN: What do you mean 'the lucky guy'?

LEW: (GRUNT) He was arrested before he could use it.

BEN: Well, Lew, our cases today deal with human relations.

LEW: Oh, Judge Bernie, I'm not the lawyer for that.

BEN: Why not?

LEW: (GRUNT) Because none of my relations is human.

BEN: Well, you'll do Barrister. Now before we start the first case, we'd like to have a complete record of your past. Have you ever been indicted?

LEW: What's that?

BEN: Have you ever been indicted?

LEW: (COOLY) Not since I was a baby.

BEN: Enough of this here wacky chatter
Let's get on with this legal matter.
Judge Longfellow Bernie they call me. Mrs. Cassidy contends that their quarreled began because her husband didn't come home to dinner last night. Mr. Cassidy, on the other hand, contends that he did. So let's hear the evidence on behalf of the plaintiff, Prosecutor Lehr.

LEW: Yessir. Ladies and gentlemen of the jury, witnesses bailiffs, sheriff, court stenographer, window

LEW: washers, and janitor ...
(CONT'D)

BEN: Here, here, what about me?

LEW: Oh yes ... and that bum on the bench.

BEN: (GAVEL) Your out of order, Counsellor Lehr,
Proceed with the case.

LEW: My client, Mrs. Cassidy, says she cooked her
husband for dinner...er, I mean she cooked dinner
for her husband. But he wouldn't come home
for dinner because his mother-in-law was there,
and every time he sees her he says

(ORCHESTRA..... I GET ALONG WITHOUT YOU VERY WELL)

BEN: First juror on the panel. What is your name, please

JUROR:

BEN: And which one of our cities do you call home?

JUROR:

BEN: A very nice town. Now tell the courtroom, what
did Charley Cassidy say to his mother-in-law?

JUROR:

LEW: What do you say to your mother-in-law ... and
remember, we're on the air.

BEN: Now get along, you'll do very well.

JUROR: I GET ALONG WITHOUT YOU VERY WELL,

BEN: That's right!

Here's the first buckaroo.

PROCEED LAWYER LEHR.

LEW: And furthermore, my client Mrs. Cassidy says, every time her husband saw a hippopopuss, he turned to his mother-in-law and said, "Mama dear, that animal looks

(ORCHESTRA EXACTLY LIKE YOU)

BEN: Here comes our next juror. And what name do you answer to?

JUROR:

BEN: And where do you come from?

JUROR:

BEN: Now tell us, he said, "Mama, dear that animal looks ..."

JUROR:

BEN: Come on, now I'd like you to give me the right answer exactly.

JUROR:

LEW: I'm exactly like you, I don't know the name of this one either.

JUROR: EXACTLY LIKE YOU.

BEN: You is correct, here's one bucky.
GO AHEAD, LAWYER LEW.

LEW: And finally, my client says that when she begged her husband to come home for dinner he said, "No sir, I ain't goin' to eat with that old battle axe, you can

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

BEN: Step up, next juror, and face the music. And what is your name?

JUROR:

BEN: And where is your domicile?

JUROR:

BEN: Now what did the husband tell his wife to do?

JUROR:

BEN: Now come, come, remember Ben Franklin, he did it.

JUROR:

LEW: This one gets you up in the air.

JUROR: GO FLY A KITE.

BEN: Right you are! Here's a buck for you.

And thank you, Attorney Lehr.

(TURN PAGE QUICKLY)

BEN: Well, folks, you've heard the plaintiff's musical clues, with popular numbers. Ah, good old popular music. BEN BERNIE HE SAY: Many a Song Writer Is Not Able To Carry A Tune, But Is Always Able To Lift One.

And now that the plaintiff has rested his case, the court will hear the ATTORNEY FOR THE DEFENSE - ERNEST CHAPPEL.

PROCEED ATTORNEY.

CHAPPEL: My client, Charley Cassidy, did come home to dinner that night, and he was in a very good humor. As a matter of fact, he was

(ORCH...LOOKING AT THE WORLD THROUGH ROSE COLORED GLASSES)

BEN: (NAME), step up and have some fun. Now just what was Charley Cassidy doing that night?

JUROR:

BEN: Come now, this is the easiest thing in the world.

JUROR:

BEN: I'll bet you'd see it if you had your glasses.

JUROR: LOOKING AT THE WORLD THROUGH ROSE COLORED GLASSES.

BEN: You're right on your toes and here's your dollar.

GO ON, CHAPPIE

CHAPPEL: Furthermore, when my client came into the house, both his wife and his mother-in-law started singing

(ORCHESTRA.... CLAP HANDS HERE COMES CHARLEY)

BEN: (NAME), now tell the old judge in your own language, just what did everybody start singing?

JUROR:

BEN: They never do it when I finish singing.

JUROR:

BEN: Was you dere, Charley?

JUROR: CLAP HANDS HERE COMES CHARLEY.

BEN: Right!

Here's a buck from Good Old Halfa and Halfa.

PROCEED - ATTORNEY CHAPPEL.

CHAPPEL: And finally, as soon as he got in the house,
my client walked right up to his wife and said,
"Darling, you look lovely in your

(ORCHESTRA.....ALICE BLUE GOWN)

BEN: Now, (NAME), the defendant said to his wife,
"You look lovely in WHAT?"

JUROR:

BEN: Don't let this one make you blue.

JUROR: ALICE BLUE GOWN

BEN: A Bullseye, you sure hit the mark
Here's a dollar and spend it with care.

BEN: Now, ladies and gentlemen, you have heard the
six musical clues, and our clerk of the court
will now give you a brief summation of the
case.

CASE NUMBER ONE

COURT
CLERK:

The plaintiff, Mrs. Cassidy, contends that her husband, Charley Cassidy, didn't come home to dinner because his mother-in-law was there. Every time he sees his mother-in-law, he says, I GET ALONG WITHOUT YOU VERY WELL, and every time he sees a hippopotamus, he says to his mother-in-law, "It looks EXACTLY LIKE YOU." And, last night, when his wife begged him to come home to dinner, he said, "GO FLY A KITE."

On the other hand, the defendant, Charley Cassidy, says he did come home for dinner last night LOOKING AT THE WORLD THROUGH ROSE-COLORED GLASSES. Furthermore, when he walked in, everybody said, CLAP HANDS HERE COMES CHARLEY. And he distinctly remembers saying to his wife "Darling, you look beautiful in your ALICE BLUE GOWN."

(GAVEL)

BEN: A masterly summation, Clerk of the Court; my hair is off to you. Now, jurors, the case is in your hands. You will please retire to the jury room, arrive at your verdicts of whether Mr. Cassidy is guilty or not, and your reasons why.

Come on, courtroom, a little hand of good cheer to the jurors.

(APPLAUSE)

HALF AND HALF

April 24, 1940

COMMERCIAL "A"

BEN: Ah ... even these hyah mock trials go to show you the tribulations of married life. Ben Bernie He Say: Love is blind but marriage is very good eye-opener. And, while we're on the subject, I'd like to pass along a thought to youse guys that helps make the sea of matrimony a lot smoother. When you come home in the evenin', mistah, don't just barge in and ask if supper's ready. Spare a word of kindness for friend wife. Remember, SHE'S had a busy day, too. And, when you're sittin' in your favorite chair after supper be considerate. Don't go a-spreadin' the evenin' paper all over the floor. And here's sumpin' else that's mighty important. When you fill up your trusty briar, fill it with pleasin', fragrant Half and Half Tobacco ... because your better half will sure love the fragrance of Half and Half.

CHAPPEL: Well spoken, your honor. And gentlemen, here is an important statement about Half and Half Tobacco that's being confirmed by more and more smokers every day. Half and Half has a finer

ATX01 0199762

HALF AND HALF
April 24, 1940

COMMERCIAL "A" -2-

CHAPPEL: aroma and a finer flavor, we believe, than any
(CONT'D) other tobacco. Yes, gentlemen, a finer aroma
and a finer flavor. And here's the reason. Half
and Half is made a new and exclusive way ... by
the famous Half and Half blending process. This
process perfectly balances and 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 and thus gives
Half and Half its delightful and distinctive
aroma. And since science tells us that aroma is
chiefly responsible for the taste or flavor of
tobacco, finer aroma naturally makes Half and
Half a more enjoyable smoke. So, next time,
make sure you buy the tobacco that is better
balanced ... more aromatic ... and therefore,
more flavorful ... Half and Half Tobacco.

ATX01 0199763

LONESOME OLD TOWN EFFECT

(MURMUR IN THE COURT ROOM)

(GAVEL)

CLERK: Order ... order in the court room.

BEN: Stop that chattering, by heck,

Show Judge Bernie some respect.

Clerk, have the jurors arrived at their verdicts?

CLERK: They have, your honor, and here they are.

BEN: Hmm, let me see what they have decided, who is
guilty, and who should pay the fine.

(READS VERDICTS GIVES CORRECT ANSWER AND AWARDS
PRIZES)

BEN: Yowsah, Charley Cassidy was caught fabricatin',
tryin' to fool his wife, and casting aspersions
on his mother-in-law. Ben Bernie He Say: Man
who slings mud Always loses ground.

And now, while the sheriff is extractin' a
severe fine from guilty Charley, I hereby declare
a short recess, while the sheriff's daughter,
Patty Norman, sings "SING SI SI".

GIRL AND ORCHESTRA "SING SI SI".

(GAVEL FOUR RAPS)

CLERK: (SOTTO VOCE) Hear ye, hear ye, here comes the
judge.

GIRL: Here comes the judge.

(ORCH:.....COE VAMP UNDER)

(CHAPPEL)

GIRL &) (OFF MIKE) Here d comes the judge.
WARD)

ORCH: Here comes the judge.

AUDI'CE: Here comes the judge.

(ORCH:.....2 BAR RIP)

BEN: (COYLY) Peek-a-boo ... guess who ... it's
Judge Bernie back again. Yowsah, recess is
over.

BEN: Well, let's proceed with this here second case.

BEN: (CONT'D) This is a case involving larceny - a fellow's pet was stolen --hm, that makes it petty larceny. Al Hanson contends that Joe Holmes stole his dog. Joe, on the other hand, denies it. Now for the testimony on behalf of the plaintiff, once more we call again on Counsellor Lew Lehr.

LEW: Your honor, we had a dog once at our house, but we had to get rid of it.

BEN: Why?

LEW: (GRUNT PLUS) It was always barking at my puss.

BEN: Well, never mind the zoology, proceed with the legalology.

LEW: Yessir, my client, Al Hanson, says that this guy Joe came to his house one day in

ORCH: INDIAN SUMMER

BEN: First juror, what is your name?

JUROR:

BEN: In which one of our cities do you hang your hat?

JUROR:

BEN: Now, what time of the year did Joe visit Al?

JUROR:

LEW: It was so hot it made Sitting Bull stand up.

JUROR:

BEN: It's somewhere between bathing suits and red flannels.

JUROR: INDIAN SUMMER.

BEN: I just can't stump 'em
Here's Another Smackeroo.

PROCEED LAWYER LEHR.

LEW: My client's dog was always on the wagon - he was a water spaniel. And it was a very valuable dog, because he was brought all the way from

ORCH: ISLE OF CAPRI

BEN: How do you do, good juror, and your name, please?

JUROR:

BEN: I'd say that you are probably from the middle west.

JUROR:

BEN: Now, where did Al get his dog?

JUROR:

LEW: It's an island and it ain't Coney.

JUROR:

JUROR: ISLE OF CAPRI

BEN: The Answer Fits, and Here's Ten Dimes!

GO AHEAD PROSECUTOR LEHR

LEW: Now, on this day, my client pushed the maid off his knee and looked out the window. He says he saw Joe sneak into the back yard, pick the dog up, and start to

ORCH: TIPTOE THROUGH THE TULIPS

BEN: Next Juror ... now, I'm not the census taker, but would you please tell me your name?

JUROR:

BEN: And you live where?

JUROR:

BEN: Now, what did Al see Joe start to do?

JUROR:

LEW: (COYLY) Would you like to kiss me on my tu lips?

JUROR:

BEN: C'mon now, I can see you're on your toes ... I'll bet it's on the tip of your tongue.

JUROR: TIPTOE THROUGH THE TULIPS

OVER QUICK

BEN: You've heard the plaintiff's case. Now, Defense Attorney Chappel, stop flirting with the court stenographer and present your argument.

CH'EL: Yes, your honor. My client says that the plaintiff's dog did not come from the Isle of Capri. It was just a mutt that he got from a --

ORCH: SHOE SHINE BOY

BEN: Tell us, (JUROR'S NAME), the defendant says that the plaintiff got the dog from who?

JUROR:

BEN: Come on, brush up your memory

JUROR: SHOE SHINE BOY

BEN: Because you're smart here are quarters.

PROCEED CHAPPIE

CH'PEL: Furthermore, he couldn't have taken the dog if he'd wanted to, because his fiancée said to him, "Joe, if you ever get a dog ..."

ORCH: YOU'RE GONNA LOSE YOUR GAL

BEN: All right, Juror (JUROR'S NAME) ... What did Joe's fiancée say to him?

JUROR:

BEN: That's what Myrna Loy's husband said to me.

JUROR:

BEN: You're not gonna lose this dollar, are you?

JUROR: YOU'RE GONNA LOSE YOUR GAL

BEN: That's the way to holler, you get another buck.

CONTINUE CHAPPIE

CH'PL: And, in conclusion, my client says he doesn't even want t a dog, because he already has a pet called

ORCH: FERDINAND THE BULL

BEN: Step right up (JUROR'S NAME) ... Now, the defendant says he has a pet called What?

JUROR:

BEN: Think of Winchell.

JUROR:

BN: He loved to smell flowers.

JUROR: FERDINAND THE BULL

BEN: The answer's correct, here's a hundred cents.

There are your six musical clues, folks, and now the clerk of the court will sum up as before.

COURT
C'RK:

The plaintiff, Al Hanson, contends that the defendant, Joe Holmes stole his dog on a day during INDIAN SUMMER. He says his dog was very valuable and that he bought it on THE IEE OF CAPRI. That he looked out the window and saw Joe Holmes with the dog under his arm starting to TIPTOE THROUGH THE TULIPS.

The defendant, Joe Holmes, on the other hand, says that the dog was just a mutt that the plaintiff had bought from a SHOE SHINE BOY. Furthermore, the defendant says he wouldn't even take the dog because his girl said to him, "Joe, if you ever get a dog, YOU'RE GONNA LOSE YOUR GAL ". And, finally, he doesn't want a dog because he already has a pet called FERDINAND THE BULL.

(GAVEL)

BEN: And there are the legal facts - the low-down as it 'twere. You jurors will now deliberate the case and deliver me your verdict of guilty or not guilty and your reasoning why.

HALF AND HALF
April 28, 1940

COMMERCIAL "B"

BEN: And I charge the jury to weigh the merits of this hyah case carefully and to remember that this is a place where justice is dispensed and not dispensed WITH. And to the gentlemen on the jury, I want to make this added charge. Don't let the excitement of the moment interfere with your ability to do some clear thinkin'. It's like I say to all guys when things get tense and a bit upsettin'. I say (TO AUDIENCE) Guys, don't let yourself get all up in the air. Instead ... take out your trusty briar, fill it up with Half and Half Smoking Tobacco ... and smoke a pipe - to calm you down.

CHAPPEL: A very good charge, Judge Bernie. Yes, gentlemen, Half and Half is a mighty comforting smoke. And, what's more, you'll find that Half and Half gives you more convenience, too. That's because Half and Half is packed an exclusive way ... in the patented telescope tin. Now this telescope tin makes it a lot easier for you to fill your pipe. It gets smaller and smaller as you use your tobacco ... and thus keeps every

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HALF AND HALF
April 24, 1940

COMMERCIAL "B" -2-

CHAPPEL: pipeful right up on top where it's easy to get at. You don't have to dig around ... and BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just the way it should be to give you a smooth, cool smoke. The Half and Half Telescope Tin is an exclusive 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 0199777

(LONESOME OLD TOWN EFFECT)

(MURMUR IN COURTROOM)

(GAVEL)

CLERK: Order -- order in the court.

BEN: Quiet, quiet, in the court.

Here's the jury to report.

Clerk, have the jurors arrived at their verdicts?

CLERK: Yes, Your Honor, the jury has cogitated,
deliberated and now they are ready to verbalize.

BEN: Hmm ... All that for three bucks. Well, let's
see what our jurors have decided. Is Joe
Holmes guilty or not?

(READS VERDICTS GIVES CORRECT ANSWERS AND AWARDS
PRIZES)

BEN: Now, Jurors, you have been very fair and just in
your verdicts and I want to thank you all very
much for serving.

(APPLAUSE)

(ORCH:.....THIS CAN'T BE LOVEFADE)

BEN: And now, the musical deputies are playing
 THIS CAN'T BE LOVE. If Boston is listenin' in,
 THIS CAWN'T BE LOVE.

(ORCH:.....UP AND FINISH)

CHAPPEL: 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, guys and gals, Ben Bernie's Musical Mock
 Trials are finished for another week. But
 Court will be in session again next Wednesday.
 I' hope you'll all be listenin' .

 And now the time has come

(ORCH:....."AU REVOIR" SEGUE TO "LONESOME OLD TOWN")

-35-

CHAPPEL: listen to Ben Bernie's Musical Mock Trials
(CONT'D)
and all the Lads and Lassies and Lew Lehr.

(REPEAT SHOW)

This is Ernest Chappel saying good night for
Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

ATX01 0199780

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 221 Madison Avenue

April 24, 1940

Mr. Kenneth Youel
General Motors
Broadway & 57th St.
New York, N.Y.

Dear Mr. Youel:

This letter is to confirm your verbal permission to use General Motors name in the Ben Bernie script for April 24th, in the following way.

BEN: Ah, good old spring cleaning. I threw out 200 old newspapers, 65 old magazines, and two uncles left over from the World's Fair. One of them was still muttering, "I'll get into that General Motors exhibit yet!"

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:

Kenneth Youel

Rep. of Public Relations
Q.M.

RTX01 0199781

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 281 Madison Avenue

April 24, 1940

Mr. Perry Charles
Metro Goldwyn Mayer
1540 Broadway
New York, N.Y.

Dear Mr. Charles:

This letter is to confirm your verbal permission to use Mickey Rooney and Judge Hardy's name in the Ben Bernie program of April 24th, in the following way:

BEN: Before we start these cases, I'd like to read you a wire I just got: Dear Judge Bernie, if you make good as a Judge I'm gonna lend you Mickey Rooney ... Signed, Judge Hardy.

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:

Perry Charles

ATK01 0199782

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 225 Madison Avenue
April 24, 1940

Mr. Edwin L. Dunham
Press & Promotion Bldg.
World's Fair
Flushing, L.I.

Dear Mr. Dunham:

This letter is to confirm your verbal permission to use the World's Fair name in the Ben Bernie script for April 24th, in the following way.

BEN: Ah, good old spring cleaning. I threw out 200 old newspapers, 65 old magazines, and two uncles left over from the World's Fair. One of them was still muttering, "I'll get into that General Motor's exhibit yet!"

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:

Edwin L. Dunham

ATX01 0199783

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 285 Madison Avenue
April 24, 1940

Mr. C. B. Farley
Horn & Hardart
600 West 50th Street
New York, N.Y.

Dear Mr. Farley:

This letter is to confirm your verbal permission to use the Automat's name in the Ben Bernie script for April 24th, 1940.

BEN: That's the answer. And here's your twenty nickles, just think of the fun you can have at the Automat.

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:
THE HORN & HARDART CO.

C. V. Farley

RTX01 0199784

(REBROADCAST)
(AS BROADCAST)

WED. APRIL 24, 1940
(REVISED)

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: Ben Bernie He Say: When the trials of living make
you frown, smoke HALF AND HALF to calm you down.

(ORCHESTRA: THEME ... UP BIG AND FADE)

CRAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco!

(ORCHESTRA: THEME UP BIG ... TO AMYLAUSE)

BEN: Yowsah, yowsah, yowsah, greetings, guys and gals,
welcome to another session of Ben Bernie's
Musical Mock Trials. Well, this has indeed been
a busy day for the old judge. Before I came to
court this morning I helped my good wife with our
annual spring cleaning. Ah, good old spring
cleaning. I threw out 200 old newspapers, 65 old
magazines, and two uncles left over from the
World's Fair. One of them was still twittering,
"I'll get into that General Motor's exhibit yet!"
We also threw out a lot of other things I'll never
have any more use for: My high chair, my BB gun ...
and my hair brush. But let's stop all this
reminiscing, and get these here court room
proceedings under way. First thing on the docket
our musical deputies are gonna play something
delightful, in fact, IT'S DELOVELY.

ATK01 0199785

(ORCHESTRA.....IT'S BELOVELY)

(APPLAUSE)

(CAVEL IN TEMPO)

COURT CLERK: (SOTTO VOCE) Hear ye, hear ye, here comes
the judge.

(ORCHESTRA.....RHYTHM STARTS VAMP UNDER)

GIRL: (ON MIKE) Here comes the judge.

CHORUS (ON MIKE, YELLS) Here comes the judge.
GIRL, FARD:

OSCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA.....FOUR BAR TAG)

SEN: Yowah, Judge Bernie is on the bench ... and in
our jury box are six intelligent citizens picked
from this here court room who are going to try to
solve the baffling clues which are present in
these here musical Mock Trials. Now somewhere
in the musical evidence there is going to be a
bit of false testimony, and it's up to you jurors
and all you folks to be on the alert to detect it.

BEN: Now for the first case on the docket. Mr. and
(CONT'D) Mrs. Charles Cassidy have been arrested and fined
fifty dollars on charges of loud and disgraceful
brawling which disturbed their neighbors. Mrs.
Cassidy says it's her husband's fault and that he
should pay the fine. Mr. Cassidy says it's her
fault and that she should pay it. And now, to
present the case of Mrs. Cassidy we call on that
booby barrister, that juridulous jester of
Movietone News, Lew Lehr.

(ORCHESTRA ... LEHR PLAY ON MUSIC)

LEW: (LAUGH) Monkeys is the craziest people.

BEN: Well, Lew, welcome again to the court. Now look
Barrister
here, ~~Attorney~~ Lehr. Have your legal activities
kept you very busy?

LEW: Oh yes, Judge Bernie, I just came from the Supreme
Court, where I stood up and argued for twenty-
four hours.

BEN: You stood up and argued for twenty-four hours?
Did you get justice?

LEW: Did I get justice? I got a reversed decision ...
er, I got a temporary injunctio ... er, I got
unánixous deliberatio ... deliberatio (LAUGH)
I got flat feet.

BEN: Fell, ^{now} what was the case about, Counsellor Lehr?

LEV: A burglar was arrested for stealing a wedding ring, the lucky guy.

BEN: What do you mean 'the lucky guy'?

LEV: (GROTT) He was arrested before he could use it.

BEN: Well, Lev, our cases today deal with human relations.

LEV: Oh, Judge Bernie, I'm not the lawyer for that.

BEN: Why not?

LEV: (GROTT) Because none of my relations is human.

BEN: Well, you'll do barrister. Now before we start the first case, we'd like to have a complete record of your past. Have you ever been indicted?

LEV: What's that?

BEN: Have you ever been indicted?

LEV: (COVLY) Not since I was a baby.

BEN: Enough of this here wacky chatter. Let's get on with this legal matter. Judge Longfellow Bernie they call re. ^{Now} Mrs. Cassidy contends that their quarrel began because her husband didn't come home to dinner last night. Mr. Cassidy, on the other hand, contends that he did. So let's hear the evidence on behalf of the plaintiff, Prosecutor Lehr.

LEV: Yessir. Ladies and gentlemen of the jury, witnesses: bailiffs, sheriff, court stenographer, window

LEH: washers, and janitor ...
(COBT'D)

BEH: Here, here, what about me?

LEH: Oh yes ... and that bus on the bench.

BEH: (CAVEL) Your out of order, Counsellor Lehr,
Proceed with the case.

LEH: My client, Mrs. Cassidy, says she cooked her
husband for dinner...er, I mean she cooked dinner
for her husband. But he wouldn't come home
for dinner because his mother-in-law was there,
and every time he sees her he says

(ORCHESTRA..... I GET ALONG WITHOUT YOU VERY WELL)

BEN: First juror on the panel. What is your name, please

JUROR:

BEN: And which one of our cities do you call home?

JUROR:

BEN: A very nice town. Now tell the courtrecs, what did Charley Cassidy say to his mother-in-law?

JUROR:

LAW: What do you say to your mother-in-law ... and remember, we're on the air.

BEN: Now get along, you'll do very well.

JUROR: I GET ALONG WITHOUT YOU VERY WELL.

BEN: That's right!

Here's the first lucheroc.

PROCEED LAYVER LEHR.

LEX: And furthermore, my client Mrs. Cassidy says, every time her husband saw a hippopotamus, he turned to his mother-in-law and said, "Mama dear, that animal looks

(ORCHESTRA EXACTLY LIKE YOU)

BEN: Here comes our next juror. And what name do you answer to?

JUROR:

BEN: And where do you come from?

JUROR:

BEN: Now tell us, he said, "Mama, dear that animal looks ..."

JUROR:

BEN: Come on, now I'd like you to give me the right answer exactly.

JUROR:

LEX: I'm exactly like you, I don't know the name of this one either.

JUROR: EXACTLY LIKE YOU.

BEN: You is correct, here's one lucky.

GO AHEAD, LAYNER LEX.

LEHR: And finally, my client says that when she begged her husband to come home for dinner he said, "So sir, I ain't goin' to eat with that old battle axe, you can."

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

BEN: Step up, next juror, and face the music. And what is your name?

JUROR:

BEN: And where is your domicile?

JUROR:

BEN: Now what did the husband tell his wife to do?

JUROR:

BEN: Now come, come, remember Ben Franklin, he did it.

JUROR:

LEHR: This one gets you up in the air.

JUROR: GO FLY A KITE.

BEN: Right you are! Here's a buck for you.

And thank you, Attorney Lehr.

(TURN PAGE QUICKLY)

BEN: Well, folks, you've heard the plaintiff's
musical clues, with popular numbers. Ah, good
old popular music. BEN BERNIE HE SAYS:
Many a Song Writer Is Not Able To Carry A Tune,
But Is Always Able To Lift One.

And now that the plaintiff has rested his case,
the court will hear the ATTORNEY FOR THE
DEFENSE - ERNEST CHAPPEL.

PROCEED ATTORNEY.

CHAPPEL: My client, Charley Cassidy, did come home to dinner that night, and he was in a very good humor. As a matter of fact, he was

(ORCH...LOOKING AT THE WORLD THROUGH ROSE COLORED GLASSES)

BEN: (NAME), step up and have some fun. Now just what was Charley Cassidy doing that night?

JUROR:

BEN: Come now, this is the easiest thing in the world.

JUROR:

BEN: I'll bet you'd see it if you had your glasses.

JUROR: LOOKING AT THE WORLD THROUGH ROSE COLORED GLASSES.

BEN: You're right on your loan and here's your dollar.

GO ON, CRAPPIE

CHAPPEL: Furthermore, when my client came into the house, both his wife and his mother-in-law started singing

(ORCHESTRA... CLAP HANDS HERE COMES CHARLEY)

BEN: (NAME), now tell the old judge in your own language, just what did everybody start singing?

JUROR:

BEN: They never do it when I finish singing.

JUROR:

BEN: Was you dere, Charley?

JUROR: CLAP HANDS HERE COMES CHARLEY.

BEN: Right!

Here's a buck from Godd Old Halfa and Halfa.

PROCEED - ATTORNEY CHAPPEL.

CRAPPEL: And finally, as soon as he got in the house,
my client walked right up to his wife and said,
"Darling, you look lovely in your

(ORCHESTRA.....ALICE BLUE GOWN)

SEN: Now, (NAME), the defendant said to his wife,
"You look lovely in WHAT?"

JUROR:

SEN: Don't let this one make you blue.

JUROR: ALICE BLUE GOWN

SEN: I believe, you sure hit the mark

Here's a dollar and spend it with care.

SEN: Now, ladies and gentlemen, you have heard the
six musical clues, and our clerk of the court
will now give you a brief summation of the
case.

CASE NUMBER ONE

COURT
CLERK:

The plaintiff, Mrs. Cassidy, contends that her husband, Charley Cassidy, didn't come home to dinner because his mother-in-law was there. Every time he sees his mother-in-law, he says, I GET ALONG WITHOUT YOU VERY WELL, and every time he sees a hippopotamus, he says to his mother-in-law, "It looks EXACTLY LIKE YOU." And, last night, when his wife begged him to come home to dinner, he said, "GO FLY A KITE."

On the other hand, the defendant, Charley Cassidy, says he did come home for dinner last night LOOKING AT THE WORLD THROUGH ROSE-COLORED GLASSES. Furthermore, when he talked in, everybody said, CLAP HANDS BEHRE COMES CHARLEY. And he distinctly remembers saying to his wife "Darling, you look beautiful in your ALICE BLUE COEN."

(GAYL)

BEN: A masterly summation, Clerk of the Court; my hair is off to you. Now, jurors, the case is in your hands. You will please retire to the jury room, arrive at your verdicts of whether Mr. Cassidy is guilty or not, and your reasons why.

Come on, courtroom, a little hand of good cheer to the jurors.

(APPLAUSE)

HALF AND HALF
April 24, 1940

COMMERCIAL "A"

dear

BEN: Ah/... even these lyah sock trials go to show you the tribulations of married life. Ben Bernie He Says: Love is blind but marriage is very good sya-or-ener. And, while we're on the subject, I'd like to pass along a thought to youse guys that helps make the sea of matrimony a lot smoother. When you come home in the evenin', watsch, don't just barge in and ask if supper's ready. Spare a word of kindness for friend wife. Remember, SHE'S had a busy day, too. And, when you're sittin' in your favorite chair after supper be considerate. Don't go a-spreadin' the evenin' paper all over the floor. And here's sompin' else that's mighty important. When you fill up your trusty briar, fill it with pleasin', fragrant Half and Half Tobacco ... because your better half will sure love the fragrance of Half and Half.

CHAPTEL: Well spoken, your honor. And gentlemen, here is an important statement about Half and Half Tobacco that's being confirmed by sore and sore smokers every day. Half and Half has a finer

ATX01 0199799

HALF AND HALF
April 22, 1940

COMMERCIAL "A" -2-

CHAPPEL: aroma and a finer flavor, we believe, than any
(CONT'D) other tobacco. Yes, gentlemen, a finer aroma
and a finer flavor. And here's the reason. Half
and Half is made a new and exclusive way ... by
the famous Half and Half blending process. This
process perfectly balances and perfectly combines
the softer fragrances of topnotch Virginia
tobacco with the full-bodied flavor of choice
Burleys. It blends the best qualities of both
in exactly the right proportions and thus gives
Half and Half its delightful and distinctive
aroma. And since science tells us that aroma is
chiefly responsible for the taste or flavor of
tobacco, finer aroma naturally makes Half and
Half a more enjoyable smoke. So, next time,
make sure you buy the tobacco that is better
balanced ... more aromatic ... and therefore,
more flavorful ... Half and Half tobacco.

ATX01 0199800

LOHNSOME OLD TOIN EFFECT

(MURMUR IN THE COURT ROOM)

(CAVEL)

CLERK: Order ... order in the court room.

SEN: Stop that chattering, by heck,
Show Judge Bernie some respect.

Clerk, have the jurors arrived at their verdicts?

CLERK: They have, your honor, and here they are.

SEN: Sen, let us see what they have decided, who is
guilty, and who should pay the fine.

(READS VERDICTS GIVES CORRECT ANSWER AND AWARDS
FINES)

SEN: Forsh, Charley Cassidy was caught fabricatin',
tryin' to fool his wife, and castin' aspersions
on his mother-in-law. Ben Bernie He Says: Man
who slings and Always loses ground.

And now, while the sheriff is extractin' a
severe fine from guilty Charley, I hereby declare
a short recess, while the sheriff's daughter,
Patty Hornum, sings "SISO SI SI".

GIBL AND ORCHESTRA "SISO SI SI".

(GAVEL FOUR RAPE)

CLERK: (ENTTO VOCE) Hear ye, hear ye, here comes the
judge.

GIRL: Here comes the judge.

(ORCH:.....COE VAMP ORDER)

CHAPPIL)
GIRL &) (COE NICK) Here d comes the judge.
VAMP)

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCH:... .2 BAN RIP)

BEN: (COYLY) Peek-a-boo ... guess who ... it's
Judge Bernie back again. Yawnh, recess is
over.

BEN: Well, let's proceed with this here second case.

BEN: (CONT'D) This is a case involving larceny - a fellow's pet was stolen --he, that makes it petty larceny. Al Hansen contends that Joe Holmes stole his dog. Joe, on the other hand, denies it. Now for the testimony on behalf of the plaintiff, once more we call again on Counsellor Lew Lehr.

LEW: Your honor, we had a dog^{home} once at our house, but we had to get rid of it.

BEN: Why?

LEW: (GHOST PLEAS) It was always barking at my pass.

BEN: Well/^{now} never mind the zoology, proceed with the legalology.

LEW: Yesir, my client, Al Hansen, says that this guy Joe came to his house one day in

TECH: INDIAN SONGS

SEN: First juror, what is your name?

JUROR:

SEN: In which one of our cities do you hang your hat?

JUROR:

SEN: Now, what time of the year did Joe visit Al?

JUROR:

SEN: It was so hot it made Sitting Bull stand up.

JUROR:

SEN: It's somewhere between bathing suits and red flannels.

JUROR: INDIAN SONGS.

SEN: I just can't stop 'em

Kere's Another Snackeroo.

PROCEED LAYNE LIEB.

LEW: My client's dog was always on the wagon - he was a water spaniel. And it was a very valuable dog, because he was brought all the way from

ORCH: ISLE OF CAPAI

BEN: How do you do, good juror, and your name, please?

JUROR:

BEN: I'd say that you are probably from the middle west.

JUROR:

BEN: Now, where did Al get his dog?

JUROR:

LEW: It's an island and it ain't Coney.

JUROR:

JUROR: ISLE OF CAPAI

BEN: The Answer Fits, and Here's Ten Lines!

GO AHEAD PROSECUTOR LEW.

LEW: Now, on this day, my client pushed the mold off his
knee and looked out the window. He says he saw
Joe sneak into the back yard, pick the dog up, and
start to

ORCH: TIPTOE THROUGH THE TULIPS

BEN: Next Juror ... now, I'm not the census taker, but
would you please tell me your name?

JUROR:

BEN: And you live where?

JUROR:

BEN: Now, what did Al see Joe start to do?

JUROR:

LEW: (COYLY) Would you like to kiss me on my tu ling?

JUROR:

BEN: C'mon now, I can see you're on your toes ... I'll
bet it's on the tip of your tongue.

JUROR: TIPTOE THROUGH THE TULIPS

OVER SUICE

BEN: You've heard the plaintiff's case. Now, Defense Attorney Chappel, stop flirting with the court stenographer and present your argument.

CH'EL: Yes, your honor. My client says that the plaintiff's dog did not come from the Isle of Capri. It was just a mutt that he got from a --

OBCH: SHOE SHINE BOY

BEN: Tell us, (JUROR'S NAME), the defendant says that the plaintiff got the dog from who?

JUROR:

BEN: Come on, break up your memory

JUROR: SHOE SHINE BOY

BEN: Because you're smart here are quarters.

PROCEED CHAFFLE

CH'PEL: Furthermore, he couldn't have taken the dog if he'd wanted to, because his fiancée said to him, "Joe, if you ever get a dog ..."

ORCH: YOU'RE GONNA LOSE YOUR GAL

BEN: All right, Juror (JUROR'S NAME) ... What did Joe's fiancée say to him?

JUROR:

BEN: That's what Myrna Loy's husband said to me.

JUROR:

BEN: You're not gonna lose this dollar, are you?

JUROR: YOU'RE GONNA LOSE YOUR GAL

BEN: That's the way to holler, you get another buck.

CONTINUE CHAPPIE

CH^{PL}: And, in conclusion, my client says he doesn't even want a dog, because he already has a pet called

ORCH: FERDINAND THE BULL.

BEN: Stop right up (JUROR'S NAME) ... Now, the defendant says he has a pet called that?

JUROR:

BEN: Think of Winchell.

JUROR:

BEN: He loved to smell flowers.

JUROR: FERDINAND THE BULL.

BEN: The answer's correct, here's a hundred cents.

There are your six musical clues, folks, and now the clerk of the court will sum up as before.

COURT
C'RK:

The plaintiff, Al Hanson, contends that the defendant, Joe Holmes stole his dog on a day during INDIAN SUMMER. He says his dog was very valuable and that he bought it on THE ICE OF CAPRI. That he looked out the window and saw Joe Holmes with the dog under his arm starting to TIPTOE THROUGH THE TULIPS.

The defendant, Joe Holmes, on the other hand, says that the dog was just a mutt that the plaintiff had bought from a SHOE SHINE BOY. Furthermore, the defendant says he wouldn't even take the dog because his girl said to him, "Joe, if you ever get a dog, YOU'RE GONNA LOSE YOUR GAL.". And, finally, he doesn't want a dog because he already has a pet called FERDINAND THE BULL.

(PAUSE)

BEV: And there are the legal facts - the low-down as
it 'tters. You jurors will now deliberate the
case and deliver me your verdict of guilty or not
guilty and your reasons why.

BALF AND BALF
April 24, 1940

COMMERCIAL "B"

BEN: And I charge the jury to weigh the merits of this
high case carefully and to remember that this is
a place where justice is dispensed and not
dispensed WITH. And to the gentlemen on the jury,
I want to make this added charge. Don't let the
excitement of the moment interfere with your
ability to do some clear thinkin'. It's like I
say to all guys when things get tense and a bit
upsettin'. I say (TO AUDIENCE) Guys, don't let
yourself get all up in the air. Instead ... take
out your trusty briar, fill it up with Balf and
Balf Smoking Tobacco ... and smoke a pipe -
to calm you down.

CHAPEL: A very good charge, Judge Bernie. Yes,
gentlemen, Balf and Balf is a mighty comforting
smoke. And, what's more, you'll find that Balf
and Balf gives you some convenience, too. That's
because Balf and Balf is packed an exclusive
way ... in the patented telescope tin. Now this
telescope tin makes it a lot easier for you to
fill your pipe. It gets smaller and smaller as
you use your tobacco ... and thus keeps every

ATX01 0199813

HALF AND HALF
April 21, 1940

COMMERCIAL "B" -2-

CRAFFEL: pipeful right up on top where it's easy to get at. You don't have to dig around ... and BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just the way it should be to give you smooth, cool smoke. The Half and Half Telescope Tin is an exclusive 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 0199B14

(LOVESOME OLD TOWN EFFECT)

(MEMBER IN COURTROOM)

(GAVEL)

CLERK: Order -- order in the court.

BEN: Quiet, quiet, in the court.
Quiet
/Here's the jury to report.

Clerk, have the jurors arrived at their verdicts?

CLERK: Yes, Your Honor, the jury has cogitated,

deliberated and now they are ready to verbalize.

BEN: Huzz ... All that for three bucks. / Deah, deah
Yell, let's
see what our jurors have decided. Is Joe
Holmes guilty or not?

(READS VERDICTS GIVES CORRECT ANSWERS AND AWARDS
PRIZES)

BEN: Now, Jurors, you have been very fair and just in
your verdicts and I want to thank you all very
much for serving.

(APPLAUSE)

-34-

CRAPPEL: Listen to Ben Bernie's Musical Yock Trials
(CONT'D)

and all the Lads and Lassies and Lew Lehr.

(REPEAT SHOW)

Beginning next Wednesday Ben Bernie's Musical
Mock Trials with all the Lads and Lassies and
Lew Lehr will be heard one hour earlier,
8:00 Pacific Time - 9:00 Mountain Time.

This is Ernest Chappel saying good night for
Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

ATX01 0199816A

(ORCH:.....THIS CAN'T BE LOVEPAGE)

BEN: And now, the musical deputies are playing
THIS CAN'T BE LOVE. If Boston is listenin' in,
THIS CASH'T BE LOVE.

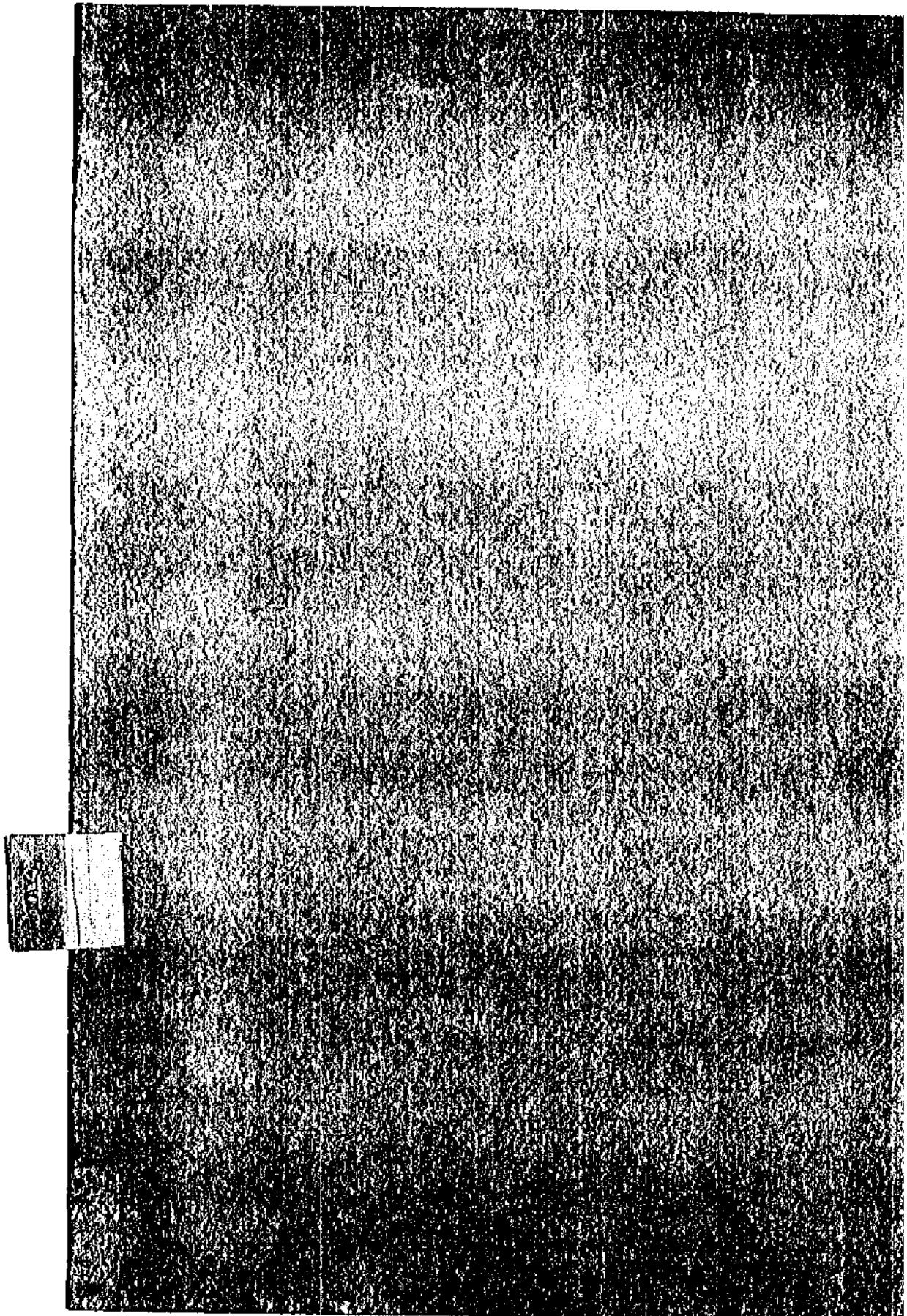
(ORCH:.....UP AND FINISH)

CHAPPEL: 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, guys and gals, Ben Bernie's Musical Kock
Trials are finished for another week. But
Court will be in session again next Wednesday.
I' hope you'll all be listenin' .

And now the time has come

(ORCH:....."AU REVOIR" SINGS TO "LET'S TAKE OLD TOM")



WEDNESDAY, MAY 1, 1940
(AS BROADCAST)

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: Ben Bernie He Say: Here's a tip for youse guys
in country or town, smoke Half and Half to
calm you down.

(ORCHESTRA: THEME ... UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco!

(ORCHESTRA: THEME UP BIG .. TO APPLAUSE)

BEN: Yowsah yowsah, greetings, guys and gals, greetings,
salutations, and welcome to another session of
Ben Bernie's Musical Mock Trials.
Yowsah, we're gonna present some legal cases
by means of musical clues, and we're counting on
our jurors and all you good people to detect
the false testimony and render a correct verdict.
Well folks this is the merry month of May and
soon June will be here. The month when Judge
Bernie will be a-marrying off a lot of couples.
You know most judges charge two dollars for
tying the knot but I charge five dollars..
two dollars for the marriage license and a dollar
apiece to the guys who have to drag the husband
to the altar! Ah, Ben Bernie He Say: Husband
is man who fell in love at first sight, Bachelor

ATX01 019981B

BEN: is man who took second look. Deah, deah! And
 (CONT'D) now, while I slip into my judicial nightgown
 the musical Deputies are gonna play "I Won't
 Dance."

(ORCHESTRA....."I WON'T DANCE")

(APPLAUSE)

(GAVEL IN TEMPO)

COURT CLERK: (SOTTO VOCE) Hear ye, hear ye, here comes the
 judge.

(ORCHESTRA: RHYTHM STARTS VAMP UNDER)

GIRL: (ON MIKE) Here comes the judge.

CHAPPEL, (ON MIKE, YELL) Here comes the judge.
 GIRL, WARD:

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA: FOUR BAR TAG)

BEN: Yowsah, here's old Judge Bernie ready to try the
 first case.

(TINKLE OF BELL)

(TWO QUICK RAPS OF GAVEL)

Bailiff, throw that Good Humor man out of the
 courtroom!... But tell him to leave me a tutti
 frutti. And the first case involves the
 Manhattan Zoological Society versus that intrepid

MAY 1 1940

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BEN: African explorer, Colonel Harry Bailey. Now
(CONT'D) this is a case involving fraud. And representing
the Zoological Society is that missing cog in
the wheels of justice, that juridiculous jester
of Movietone News ... Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Well, Lawyer Lew, you're positively beaming with
pride.

LEW: Oh, Your Honor, I just came from the Superior
Court and while I was there the lady judge
invited me up to sit up on the bench with her and
help her administer justice.

BEN: A lady judge? Did you administer justice.

LEW: Did we administer justice. We heard the testim -
er - we examined the witnesses - er - we listened
to the jurispru - jurispru (LAUGH) We necked!

BEN: A fine thing. You went to law school for eight
years. And you wind up kissing a lady judge.
Is that going to be your career.

LEW: No (LAUGH) (COYLY) Just my hobby!

BEN: Well, tell me Lew, what kind of cases did you hear
this morning.

ATX01 0199820

MAY 1 1940

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LEW: The first case was a husband and wife who was arrested for fighting. They had four black eyes and knocked each other's teeth out. But it broke my heart to see them to to jail.

BEN: Why?

LEW: (LAUGH) They were on their honeymoon! And then there was another case. A man was arrested for bringing a goat into the lobby of a hotel.

BEN: What was the charge?

LEW: (LAUGH) Fragrancy!

BEN: Why you mean vagrancy. I know the law.

LEW: I mean fragrancy. I know the goat!

BEN: Your chatter has its time and place
But let's get on with this here case.
Now the Manhattan Zoological Society claims that they gave Colonel Bailey one thousand dollars to head an expedition into Africa, and that he never went there. On the other hand Colonel Bailey says that he did go to Africa. Now one of these parties is not telling the truth, and it's up to our jurors, whom we've picked from the courtroom, to detect the false testimony in the musical clues. Now on behalf of the plaintiff, we hear from prosecutor Lehr.

ATX01 0199821

LEW: Ladies and gentlemen of the jury, and you too,
Fudge Bernie ...

BEN: Fudge? You mean Judge ... fudge is something
that's sweet and nutty.

LEW: Pardon me (GRUNT) You ain't sweet.

BEN: Proceed with the case.

LEW: Yessir. My client, the Zoological Society,
claims that they gave this hunter one thousand
dollars to hunt wild animals in Africa, but
instead of chasing animals in Africa he wound
up chasing chickens in the Stork Club ...
He spent all his time ...

(ORCHESTRAPUTTING ON THE RITZ)

BEN: Now our first juror on the panel ... what is your name, please?

JUROR:

BEN: And where are you from?

JUROR:

BEN: Now what does the plaintiff say this hunter was doing?

JUROR:

BEN: C'mon, take a chance.

JUROR:

LEW: He was walkin' around with a hotel on his back.

JUROR:

BEN: Harry Richman made this song very famous.

JUROR: PUTTIN' ON THE RITZ.

BEN: You've captured the right answer, and here's one dollar reward.

PROCEED LAWYER LEHR.

MAY 1 1940

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LEW: My client says this hunter must be astigmat...
astigmat ... (GRUNT) Cockeyed, because instead
of winding up below the equator, he wound up

(ORCHESTRA.....UNDERNEATH THE HARLEM MOON)

BEN: And here is our next juror. And what is your
nom de plume-y?

JUROR:

BEN: This isn't the weather report, but where do you
hale from?

JUROR:

BEN: Now where does the plaintiff contend that this
hunter wound up?

JUROR:

BEN: C'mon, I'll bet you've been there yourself.

JUROR:

LEW: (A LA CAB CALLOWAY) He de ho, hi de hi.

BEN: Cab Calloway has been there a lot.

JUROR: UNDERNEATH THE HARLEM MOON.

BEN: That's right, and another greenback bit the dust.

CONTINUE, COUNSELLOR LEHR.

ATX01 0199824

MAY 1 1940

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LEW: And finally, my client says this hunter never got near any wild African animals like crocodoodles, alligooses, or buffalouses, but after hanging around night clubs the only animals he ever saw were

(ORCHESTRA PINK ELEPHANTS)

BEN: Step right up, next juror, and earn your fee. What is your name, please?

JUROR:

BEN: What dot on the map represents your town?

JUROR:

BEN: Now just what animals does the plaintiff contend that the hunter saw?

JUROR:

BEN: Think of some animals?

JUROR:

LEW: My mother-in-law in technicolor.

JUROR:

BEN: It's hard to get a sober answer to this one.

JUROR: PINK ELEPHANTS.

BEN: Pink Elephants is right, and you collect the peanuts. And now the plaintiff has rested his case, and the court will hear the ATTORNEY FOR THE DEFENSE - ERNEST CHAPPEL.

PROCEED ATTORNEY

ATX01 0199825

MAY 1 1940

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CHAPPEL: Yes, Your Honor. My client, Colonel Bailey, contends that he did go to Africa, and as soon as he got off the boat he heard the

(ORCHESTRALOVE SONG OF THE NILE)

BEN: All right, (NAME) now what does the defendant contend that he heard.

JUROR:

BEN: Now you know this one ... what is the most famous river in Africa?

JUROR:

BEN: It's the Old Man River of Egypt. Now what kind of song would you expect to hear along that romantic river?

JUROR: LOVE SONG OF THE NILE.

BEN: Right you are, and another dller ... Judge Bernie's on the verge of bankruptcy.

CONTINUE CHAPPIE

ATX01 0199826

MAY 1 1940

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CHAPPEL: Furthermore, my client did go into the jungle.

His friends warned him of the danger, but he said

(ORCHESTRADON'T WORRY ABOUT ME)

BEN: Now, (NAME) step right up to the bench and tell
the old judge what the defendant said to his
friends.

JUROR:

BEN: What did you say to your friends when you came
up here to be a juror?

JUROR:

BEN: This one oughtn'd to worry you.

JUROR: DON'T WORRY ABOUT ME.

BEN: Right! Another dollar - and my salary is just
a memory.

PROCEED LAWYER CHAPPEL.

ATX01 0199827

MAY 1 1940

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CHAPPEL: And finally, my client says that while he was in the jungle he heard the natives singing a song about the ferocious animals that raided their villages every night. The song was

(ORCHESTRA TIGER RAG)

BEN: Now, (NAME), what was the name of that song they sang?

JUROR:

BEN: You'd know this if you were a Princeton man ... or saw the Detroit baseball team. Don't you know it, hmmm?

JUROR: TIGER RAG.

BEN: That's right, and speaking of animals, here's one buck. Now ladies and gentlemen, you have heard the six musical clues, and our clerk of the court will now give you a brief summation of the case.

ATX01 0199828

MAY 1 1940

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CASE NUMBER ONE,

COURT CLERK: The plaintiff, the Manhattan Zoological Society, contends that they paid the defendant one thousand dollars to go to Africa. Instead, he spent the money PUTTING ON THE RITZE, UNDERNEATH THE HARLEM MOON, and the only animals he ever saw were PINK ELEPHANTS.

On the other hand, the defendant, Colonel Bailey, contends that he did go to Africa where he heard the LOVE SONG OF THE NILE. When he went into the jungle he said to his friends DON'T WORRY ABOUT ME, and finally, he heard the natives singing about the animals that were raiding their villages, the song was the TIGER RAG.

ATX01 0199829

MAY 1 1940

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BEN: Well summed up, Clerkie old boy, when you related the terrors of the jungle, my toupee stood right up on end. Now jurors, I turn the case over to you. You will retire to the jury room, arrive at a verdict whether Colonel Bailey is guilty or not, and state your reasons why.

(APPLAUSE)

ATX01 0199830

HALF AND HALF
May 1, 1940

COMMERCIAL "A"

BERNIE: You know, I once knew a big game hunter like Colonel Bailey. I asked him how come he took up such an excitin' business, and he said he had to. Because.....said he..the hectic, frinzied livin' that us guys do would scare him stiff. Yowsah, he said meetin' up with a wild tiger is one thing, but it ain't nothin' compared with meetin' up with that guy from the finance company. And crawlin' through a jungle is just duck soup alongside of crawlin' through them traffic jams on Sunday afternoon. It don't jangle your nerves half as much. Well, youse guys, mebbe he's right. But don't let things like that throw ya. No sir.. at all upsettin' times like that, just take out your trusty briar...fill it up with Half and Half Tobacco, and ...Smoke a pipe - to calm you down.

CHAPPEL: Right, Judge Bernie. And gentlemen, here's a statement about Half and Half Tobacco - and important statement - that more and more smokers are confirming every day. Half and Half has a finer aroma and a finer flavor, we believe, than any other tobacco. That's it, a finer aroma

ATX01 0199831

HALF AND HALF
May 1, 1940

COMMERCIAL "A" -2-

CHAPPEL: and a finer flavor. And here is why. Half and
(CONT'D) Half is made a new and exclusive way ... by the
famous Half and Half blending process. This
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 and thus gives Half and
Half its delightful and distinctive aroma. And
since it's a scientific fact that aroma is
chiefly responsible for the taste or flavor of
tobacco, finer aroma naturally makes Half and Half
a more enjoyable smoke. So next time, make sure
you buy the tobacco that is better balanced,
more aromatic, and therefore more flavorful ...
Half and Half Tobacco.

ATK01 0199832

MAY 1 1940

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(LONESOME OLD TOWN EFFECT)

(MURMUR IN THE COURTROOM)

(GAVEL)

CLERK: Order ... order in the courtroom.

BEN: Quiet, this is no time for play
Let's hear what the jury has to say.

Clerk, have the jurors arrived at their verdicts?

CLERK: They have, your honor, and here they are.

BEN: Let me see their decisions.

(READS VERDICT GIVES CORRECT ANSWER AND AWARDS
PRIZES)

ATX01 0199833

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BEN: Yowsah, Colonel Bailey was indeed guilty, he wasn't a hunter of lions, he was only a lyin' hunter. Ben Bernie He Say: Hunter Who talk big business about bagging animals often bag nothing but his trousers.

And now while the sheriff has locked this hunter in the hoosgow, we're gonna have a short recess while the Sheriff's daughter Patricia Norman sings ... "I'm Gonna Lock My Heart".

(PATRICIA NORMAN & ORCH....."I'M GONNA LOCK MY HEART")

(APPLAUSE)

MAY 1 1940

(GAVEL FOUR RAPS)

CLERK: (SOTTO VOCE) Hear ye, hear ye, here comes the judge.

(ORCHESTRA: CUE VAMP UNDER)

CHAPPEL, (OFF MIKE) Here comes the judge.
GIRL, WARD:

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA 2 BAR RIP)

BEN: (COYLY) One two, button your shoe
Three four, I'm here once more.

Well, during recess I dropped into the Paramount to see BUCK BENNY RIDES AGAIN. All the way through the picture I heard a funny noise behind me. At first - I thought it was a radiator leaking, but it was only Fred Allen hissing. Well, let's get on with our second case. This is a case involving a will. The plaintiff, Anne McEvoy, is suing the Penguin Trust Co. She claims that they are holding money which rightfully belongs to her under the will of her husband, Bill McEvoy. The Trust Co., on the other hand, claims that she was never married to him. And now, for testimony on behalf of the plaintiff we call again on Counsellor Lew Lehr ... Counsellor Lew Lehr!

MAY 1 1940

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LEW: Here I am, Your Honor. Excuse me please I was late on account of appealing.

BEN: You were late on account of appealing?

LEW: Yes (GRUNT) I slipped on a banana.

BEN: Enough of that, slip into the case.

LEW: My client says she has a letter from Bill which says, "Darling, I'm awfully glad we were married..."

ATK01 0199836

MAY 1 1940

(ORCHESTRA ...WHEN YOU AND I WERE SEVENTEEN)

BEN: Step right up (Sir or Miss) Now confide in
Judgee, what is your name?

JUROR:

BEN: And what's the old home town?

JUROR:

BEN: Now the plaintiff claims they were married at what
time in her life?

JUROR:

BEN: What do you think is a good age to get married?

JUROR:

LEW: This is too old for Georgie Jessel.

JUROR:

BEN: I'd rather have two at that age than one at
thirty four.

JUROR: WHEN YOU AND I WERE SEVENTEEN.

BEN: That's right, and here's your dollar ... Money
marches on!

GO AHEAD, LEW.

MAY 1 1940

LEW: My client says they eloped, and the next morning while she was taking the rolling pin out of her hope chest, she suddenly looked around, and he was

(ORCH:.....THE LITTLE MAN WHO WASN'T THERE)

BEN: Greetings, good juror, now you tell the Judgie your name.

JUROR:

BEN: And where is your home?

JUROR:

BEN: Now the plaintiff says her husband was what?

JUROR:

LEW: Whenever he's in the room it's empty.

JUROR:

BEN: Think of Winchell when the waiter brought the check.

JUROR: THE LITTLE MAN WHO WASN'T THERE.

BEN: You're there with the right answer, so here's a dollar.

CONTINUE, LAWYER LEHR.

MAY 1 1940

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LEW: My client has a memory like an elephant, she never forgets anything except my fee. She says she remembers the time of the elopement, because that year she voted for

(ORCHESTRA WINTERGREEN FOR PRESIDENT)

BEN: Tell old Judge Bernie your name?

JUROR:

BEN: And you are from the south, north, east or west?

JUROR:

BEN: Now just who did the plaintiff vote for?

JUROR:

LEW: He was the people's flavor-ite.

JUROR:

BEN: He never made the White House, he was a little too green.

JUROR: WINTERGREEN FOR PRESIDENT.

BEN: Your nomination is correct, here's a dollar for your vote.

(OVER VERY QUICKLY)

ATX01 0199839

BEN: You have heard the plaintiff's side of the story. Now, defense attorney Chappel, stop trying to get our lady jurors' telephone numbers and present your argument.

CH'EL: Yes, Your Honor. My client, the Penguin Trust Co., claims that Bill never married this woman, because he wasn't interested in any one particular girl. As a matter of fact, he went around with

(ORCH:TEN PRETTY GIRLS)

BEN: Now, (NAME), he went around with what, whom, or how many?

JUROR:

BEN: Now, what do all young fellows go around with?

JUROR:

BEN: Put them all together and they spell Myrna. Hurry now, you have ten more seconds.

JUROR: TEN PRETTY GIRLS.

BEN: That's pretty good guessing! Here's a dollar.

GO ON, ATTORNEY CHAPPEL.

CH'EL: Furthermore, my client says that Bill never wanted to be in a position where he'd have to say

(ORCH:THIS IS THE MISSUS)

BEN: Now (NAME) tell the court in your own words, what was it Bill never wanted to say?

JUROR:

BEN: What do you think he didn't want to say?

JUROR:

BEN: IT rhymes with kisses.

JUROR:

BEN: Some fellows says, "Meet the little woman".

JUROR: THIS IS THE MISSUS.

BEN: That'sright! There goes a dollar we're sure gonna miss.

CONTINUE, CHAPPIE.

CH'EL: Finally, we have proof that the plaintiff
once proposed to Bill, and he said

ORCH:NO, NO, A THOUSAND TIMES NO.)

BEN: Now (NAME) what did Bill say?

JUROR:

BEN: (MAKE JUROR A GIRL) What would you say to me if I
proposed to you?

JUROR: Are you makin' any money?

BEN: Well, that's a good question, but not quite the
answer. Now, what did Bill say when this girl
proposed to him?

JUROR:

BEN: You'd get hoarse saying it.

JUROR: NO, NO, A THOUSAND TIMES NO.

BEN: That's right, here's your dollar and I wish it
was a thousand.

Well, there are the six musical clues for the
second case. Now the clerk of the court will
sum up as before.

CL'RK: The plaintiff, Anne McEvoy, contends that Bill eloped with her as he said WHEN YOU AND I WERE SEVENTEEN. But the next morning he was THE LITTLE MAN WHO WASN'T THERE, and she remembers the time vividly, because that year she voted for WINTERGREEN FOR PRESIDENT.

The defendant, the Penguin Trust Co., says that Bill never married Anne because he was running around with TEN PRETTY GIRLS. Furthermore, he never wanted to be in a position to say THIS IS THE MISSUS. And finally, that when Anne offered marriage he said NO, NO, A THOUSAND TIMES NO.

(GAVEL)

MAY 1 1940

BEN: There are the musical clues for the second case,
my good jurors.

Now retire and write your verdicts, and don't be too
particular about your grammar, because if the
English is perfect, I ain't able to read it.

(APPLAUSE)

HALF AND HALF
May 1, 1940

COMMERCIAL "B"

BEN: Now let's forget the troubles of this here case
for a minute. Counsellors Lehr and Chappie and
me are goin' to our first ball game of the season
tomorrow, and we got a bit of a song for the
occasion. Clerk, give us a fittin' introduction.

WILSON: (IN MANNER OF M.C. AT AMATEUR NIGHTS) Presenting
the snappy trio of Bernie, Lehr and Chappel -
those boys - scoring homeruns on the diamond of
delightful ditties -

(ORCH:.....FAST INTRODUCTION - LAST 8 BARS... "TAKE ME OUT TO
THE BALL GAME" ...)

BN, LEHR & CH'L WTH
ORCH: Let's go out to the ball game,
Let's have fun with the crowd;

CHAPEL Let's root for the team and we'll never stop -

LEHR: I won't till I'm filled up with peanuts and popcorn

BEN: And here's a tip at the ball game,
To add to each thrill and each laugh -

BN, LEHR Just be sure you're puffin' a pipeful
& CHAPPEL: Of Half and Half.

BEN: Sounds like the Andrews brothers! Yowsah, youse
guys ... whether it's baseball or any other contest
in the game of life, if you're on the winnin' side,
your pleasures are greater ... and if you're on

ATK01 0199845

HAE A HALF AND HALF
MAY 1, 1940

COMMERCIAL "B" -2-

BEN: the losin' side, your troubles are easier to take, when
(C'TD) you share 'em with a pleasin', fragrant pipeful of Half
and Half Tobacco.

CH'EL: Well said, Your Honor. Yes gentlemen, Half and Half will
certainly give you a lot of smoking comfort. And here's
something else. You'll find that Half and Half will
give you lots more convenience too. That's because Half
and Half is packed an exclusive way, in the patented
telescope tin. Now, this telescope tin makes it a lot
easier for you to fill your pipe. It gets smaller and
smaller as you use your tobacco, and thus keeps every
pipeful right up on top where it's easy to get at. You
don't have to dig around, and what's more, BECAUSE you
don't, your tobacco doesn't get all broken up and crumbled.
It stays in better condition, fresher, just the way it
should be to give you a smooth, cool smoke. The Half
and Half Telescope Tin is an exclusive 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.

ATK01 0199846

MAY 1 1940

(LONESOME OLD TOWN EFFECT)

(MURMUR IN THE COURTROOM)

(GAVEL)

CL'K: Order ... order in the court.

BEN: Cut out all this noise and fury

Can't you see, here comes our jury.

Clerk, have the jurors arrived at their verdicts?

CL'K: Yes, Your Honor, they have .

BEN: Well, let's examine these here verdicts.

(READS VERDICTS GIVES CORRECT ANSWERS AND AWARDS PRIZES

Jurors, you all came up here healthy and wise, and

you will go away healthy, wise, and a wee bit

wealthier, and I want to thank you all very much

for serving.

(APPLAUSE)

ATX01 0199847

MAY 1 1958

(ORCH: HIT AND FADE "I'VE GOT MY EYES ON YOU")

BEN: And now the musical deputies are playing "I've Got My Eyes on You."... or as Winchell would say, 'I've Got My Ears on You' !

(ORCH: UP AND FINISH)

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

Good night, everyone.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

ask 4-8100-

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 265 Madison Avenue

May 1, 1940

Mr. Gillhan
Paramount Pictures
Paramount Building

Dear Mr. Gillhan:

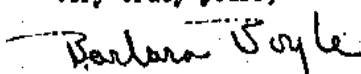
This letter is to confirm your verbal permission to use the title "Buck Benny Rides Again" in the Ben Bernie script for tonight, May 1st, in the following manner:

BEN: I dropped into a picture show to see "Buck Benny Rides Again". All through the picture I heard a funny noise behind me. I thought it was a radiator leaking, but it was only Fred Allen hissing.

Will you please sign and return this letter to me by our messenger.

We shall appreciate your kind cooperation in this matter.

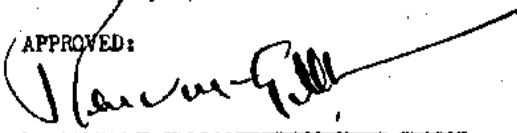
Very truly yours,



YOUNG & RUBICAM, INC.

Barbara Boyle/bb

APPROVED:



ATX01 0199B49

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 305 Madison Avenue

May 1, 1940

Mr. Mittler
Cab Calloway Inc.
1619 Broadway
New York City

Dear Mr. Mittler:

This letter will confirm your verbal permission to use Cab Calloway's name in the Ben Bernie script for tonight, May 1st, in the following way:

(Conversation is to give clues to song title)

LEW: (ALA CAB CALLOWAY) He de ho, hi de hi.

BEN: Cab Calloway has been there a lot.

JUROR: UNDERNEATH THE HARLEM MOON

Will you please sign and return this letter to me by our messenger? We shall appreciate your cooperation in this matter.

Very truly yours,

Barbara Boyle

YOUNG & RUBICAM, INC.

Barbara Boyle/bb

APPROVED:

William H. Hirsch

W. H. H.

ATX01 0199850

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 301 Madison Avenue

May 1, 1940

Mr. Chic Farmer
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 for tonight, May 1st, in the following way:

LEW: My client claims that they gave this hunter one thousand dollars to hunt wild animals in Africa, but instead he wound up chasing chickens in the Stork Club.

Will you please sign and return this letter to me by our messenger? We would appreciate your cooperation in this matter.

Very truly yours,

Barbara Boyle

YOUNG & RUBICAM, INC.

Barbara Boyle/bb

APPROVED:

Charles Farmer

ATX01 0199851

WEDNESDAY, MAY 1, 1940

(AS BROADCAST)

(REBROADCAST)

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: Ben Bernie He Says: Here's a tip for youse guys
in country or town, smoke Half and Half to
calm you down.

(ORCHESTRA: THEME ... UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco!

(ORCHESTRA: THEME UP BIG .. TO APPLAUSE)

BEN: Yowsah yowsah, greetings, guys and gals, greetings,
a good old
salutations, and welcome to another session of
Ben Bernie's Musical Mock Trials.

Yowsah, we're gonna present some legal cases
by means of musical clues, and we're counting on
our jurors and all you good people to detect
the false testimony and render a correct verdict.
Well folks this is the merry month of May and
soon June will be here. The month when Judge
Bernie will be a-marrying off a lot of couples.
You know most judges charge two dollars for
tying the knot but I charge five dollars..
two dollars for the marriage license and a dollar
apiece to the guys who have to drag the husband
to the altar! Ah, Ben Bernie He Says: Husband
is man who fell in love at first sight, Bachelor

ATX01 0199852

BEN: is man who look second look. Deah, deah! And
(CONT'D) now, while I slip into my judicial nightgown
the musical Deputies are gonna play "I Won't
Dance."

(ORCHESTRA: "I WON'T DANCE")

(APPLAUSE)

(GAVEL IN TEMPO)

COURT CLERK: (SOTTO VOCE) Hear ye, hear ye, here comes the
judge.

(ORCHESTRA: RHYTHM STARTS VAMP UNDER)

GIRL: (ON MIKE) Here comes the judge.

CHANCEL, (ON MISC. YELL) Here comes the judge.
GIRL, SAPP:

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA: FOUR BAR TAG)

BEN: Yowzah, here's old Judge Fernie ready to try the
first case.

XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

XXXXXXXX And the first case involves the
Manhattan Zoological Society versus that intrepid

BEN:
(CONT'D)

African explorer, Colonel Harry Bailey. Now this is a case involving fraud. And representing the Zoological Society is that missing cog in the wheels of justice, that juridical jester of Novistone News ... Lew Lehr.

(ORCHESTRAL LEHR PLAY ON MUSIC)

(APPLAUSE)

LEW: Monkeys is the craziest people.

BEN: Well, Lawyer Lew, you're positively boasting with pride.

LEW: Oh, Your Honor, I just came from the Superior Court and while I was there the lady judge invited me up to sit up on the bench with her and help her administer justice.

BEN: A lady judge? Did you administer justice.

LEW: Did we administer justice. We heard the testimony - we examined the witnesses - er - we listened to the jurists - jurists (LAUGH) We sacked!

BEN: A fine thing. You went to law school for eight years. And you wind up kissing a lady judge. Is that going to be your career.

LEW: No. (LAUGH) (GIBBER) Just my hobby!

BEN: Tell, ~~xxxxxxx~~^{now} what kind of cases did you hear this morning.

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LEW: The first case was a husband and wife who was arrested for fighting. They had four black eyes and knocked each other's teeth out. But it broke my heart to see them to to jail.

BEN: Why?

LEW: (LAUGH) They were on their honeymoon! And then there was another case. A man was arrested for bringing a goat into the lobby of a hotel.

BEN: What was the charge?

LEW: (LAUGH) Fragrancy!

BEN: Thy you mean vagrancy. I know the law.

LEW: I mean fragrancy. I know the goat!

BEN: Your chatter has its time and place
But let's get on with this here case.

Now the Manhattan Zoological Society claims that they gave Colonel Bailey one thousand dollars to head an expedition into Africa, and that he never went there. On the other hand Colonel Bailey says that he did go to Africa. Now one of these parties is not telling the truth, and it's up to our jurors, whom we've picked from the courtroom, to detect the false testimony in the musical clues. Now on behalf of the plaintiff, we hear from prosecutor Lehr.

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LEW: Ladies and gentlemen of the jury, and you too,
Judge Bernie ...

BEN: Fudge? You mean Judge ... fudge is something
that's great and nifty.

LEW: Pardon me (GRONT) You ain't sweet.

BEN: Proceed with the case.

LEW: Yessir. My client, the Zoological Society,
claims that they gave this hunter one thousand
dollars to hunt wild animals in Africa, but
instead of chasing animals in Africa he wound
up chasing chickens in the Stork Club ...
He spent all his time ...

ATX01 0199856

(ORQUESTRA PUTTING ON THE RITZ)

BEN: Now our first juror on the panel ... what is your name, please?

JUROR:

BEN: And where are you from?

JUROR:

BEN: Now what does the plaintiff say this hunter was doing?

JUROR:

BEN: C'mon, take a chance.

JUROR:

LEW: He was walkin' around with a hotel on his back.

JUROR:

BEN: Harry Richman made this song very famous.

JUROR: PUTTING ON THE RITZ.

BEN: You've captured the right answer, and here's one dollar reward.

PROCEED LAYERS LEFT.

LEW: My client says this hunter must be astigmat ...
astigmat ... (GRUNT) Cockeyed, because instead
of winding up below the equator, he wound up

(ORCHESTRA.....UNDERNEATH THE HARLEM MOON)

BEN: And here is our next juror. And what is your
nom de plume-y?

JUROR:

BEN: This isn't the weather report, but where do you
hale from?

JUROR:

BEN: Now where does the plaintiff contend that this
hunter wound up?

JUROR:

BEN: C'mon, I'll bet you've been there yourself.

JUROR:

LEW: (A LA CAB CALLOWAY) He de ho, hi de hi.

BEN: Cab Calloway has been there a lot.

JUROR: UNDERNEATH THE HARLEM MOON.

BEN: That's right, and another greenback bit the dust.

CONTINUE, COUNSELLOR LEW.

LEW: And finally, my client says this hunter never got near any wild African animals like crocodiles, alligators, or buffaloes, but after hanging around night clubs the only animals he ever saw were

(ORCHESTRA PINK ELEPHANTS)

BEN: Step right up, next juror, and earn your fee. What is your name, please?

JUROR:

BEN: What dot on the map represents your town?

JUROR:

BEN: Now just what animals does the plaintiff contend that the hunter saw?

JUROR:

BEN: Think of some animals?

JUROR:

LEW: My mother-in-law in technicolor.

BEN: Keep your relatives out of this.

JUROR:

BEN: It's hard to get a sober answer to this one.

JUROR: PINK ELEPHANTS.

BEN: Pink Elephants is right, and you collect the peanuts. And now the plaintiff has rested his case, and the court will hear the ATTORNEY FOR THE DEFENSE - ERNEST CHAPPEL.

PROCEED ATTORNEY

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CHAPPEL: Yes, Your Honor. My client, Colonel Bailey, contends that he did go to Africa, and as soon as he got off the boat he heard the

(ORCHESTRA LOVE SONG OF THE NILE)

BEN: All right, (NAME) now what does the defendant contend that he heard.

JUROR:

BEN: Now you know this one ... what is the most famous river in Africa?

JUROR:

BEN: It's the Old Man River of Egypt. Now what kind of song would you expect to hear along that romantic river?

JUROR: LOVE SONG OF THE NILE.

BEN: Right you are, and another dollar ... Judge Bernie's on the verge of bankruptcy.

CONTINUE CHAPPIE

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CHAPPEL: Furthermore, my client did go into the jungle.
His friends warned him of the danger, but he said

(ORCHESTRA DON'T WORRY ABOUT ME)

BEN: Now, (NAME) step right up to the bench and tell
the old judge what the defendant said to his
friends.

JUROR:

BEN: What did you say to your friends when you came
up here to be a juror?

JUROR:

BEN: This one oughtn'd to worry you.

JUROR: DON'T WORRY ABOUT ME.

BEN: Right! Another dollar - and my salary is just
a memory.

PROCEED LAYER CHAPPEL.

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CHAPPEL: And finally, my client says that while he was in the jungle he heard the natives singing a song about the ferocious animals that faided their villages every night. The song was

(ORCHESTRA TIGER RAG)

BEN: Now, (NAME), what was the name of that song they sang?

JUROR:

BEN: You'd know this if you were a Princeton man ... or saw the Detroit baseball team. Don't you know it, huh?

JUROR: TIGER RAG.

BEN: That's right, and speaking of animals, here's one buck. Now ladies and gentlemen, you have heard the six musical clues, and our clerk of the court will now give you a brief summation of the case.

ATK01 0199862

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CASE NUMBER ONE.

COURT CLERK: The plaintiff, the Manhattan Ecological Society, contends that they paid the defendant one thousand dollars to go to Africa. Instead, he spent the money PUTTING ON THE RITZ, UNDERNEATH THE HARLEM MOON, and the only animals he ever saw were PINK ELEPHANTS.

On the other hand, the defendant, Colonel Bailey, contends that he did go to Africa where he heard the LOVE SONG OF THE RILE. When he went into the jungle he said to his friends DON'T WORRY ABOUT ME, and finally, he heard the natives singing about the animals that were raiding their villages, the song was the TIGER RAG.

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BEN: Well suaned up, Clerkie old boy, when you related the terrors of the jungle, my toupee stood right up on end. Now jurors, I turn the case over to you. You will retire to the jury room, arrive at a verdict whether Colonel Bailey is guilty or not, and state your reasons why.

(APPLAUSE)

ATX01 0199864

HALF AND HALF
May 1, 1949

COMMERCIAL "A"

BERNIE: You know, I once knew a big game hunter like Colonel Bailey. I asked him how come he took up such an excitin' business, and he said he had to. Because.....said he..the hectic, frinzied livin' that us guys do would scare him stiff. Yowsah, he said meetin' up with a wild tiger is one thing, but it ain't nothin' compared with meetin' up with that guy from the finance company. And crawlin' through a jungle is just duck soup alongside of crawlin' through them traffic jams on Sunday afternoon. It don't jangle your nerves half as much. Well, youse guys, nebbo he's right. But don't let things like that throw ya. No sir.. at all uppottin' times like that, just take out your trusty briar...fill it up with Half and Half Tobacco, and ...Smoke apipe - to calm you down.

CHARLES: Right, Judge Bernie. And gentlemen, here's a statement about Half and Half Tobacco - and important statement - that more and more smokers are confirmin' every day. Half and Half has a finer aroma and a finer flavor, so believe, than any other tobacco. That's it, a finer aroma

ATX01 0199865

HALF AND HALF
May 1, 1940

COMMERCIAL "A" -2-

CHAPEL:
(CONT'D)

and a finer flavor. And here is why. Half and Half is made a new and exclusive way ... by the famous Half and Half blending process. ^{Now} This 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 and thus gives Half and Half its delightful and distinctive aroma. And since it's a scientific fact that aroma is chiefly responsible for the taste or flavor of tobacco, finer aroma naturally makes Half and Half a more enjoyable smoke. So next time, make sure you buy the tobacco that is better balanced, more aromatic, and therefore more flavorful ... Half and Half Tobacco.

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(LONESOME OLD TOWN EFFECT)

(CUPID IN THE COURTROOM)

(GAVEL)

CLERK: Order ... order in the courtroom.

BEN: Quiet, this is no time for play
Let's hear what the jury has to say.

Clerk, have the jurors arrived at their verdicts?

CLERK: They have, your honor, and here they are.

BEN: Let us see their decisions.

(READS VERDICT GIVES CORRECT ANSWER AND AWARDS
PRIZES)

GAGS FOR VERDICTS ON CASE ONE

(GENERAL ONE FOR WRONG ANSWER)

BEN: You were on the gangplank, but you just missed
the boat.

(ONE FOR AFTER STOOGES VERDICT) (NOT GUILTY NUMBER TWO)

BEN: That's what you call an alcoholic eclipse. But
it ain't right.

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SEN: Yowah, Colonel Bailey was indeed guilty, he wasn't a hunter of lions, he was only a lyia' hunter. Ben Bernie He Says: Hunter the talk big business about bagging animals often bag nothing but his trousers.

And now while the sheriff has locked this hunter in the hoosgos, we're gonna have a short recess while the Sheriff's daughter Patricia Norman sings ... "I'm Gonna Lock My Heart".

(PATRICIA NORMAN & ORCH....."I'M GONNA LOCK MY HEART")

(APPLAUSE)

ATK01 0199868

(GAVEL FOUR BAPS)

CLERK: (GOTTO VOICE) Hear ye, hear ye, here comes the judge.

(ORCHESTRA: GUE VAMP UNDER)

CRAPPEL, (OFF AXIS) Here comes the judge.
GIRL, KARD:

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA 2 BAP RIP)

BEN: (COOLY) One two, button your shoe
Three four, I'm here once more.

Well, during recess I dropped into the Paramount to see BUCK BENNY RIDES AGAIN. All the way through the picture I heard a funny noise behind me. At first - I thought it was a radiator leaking, but it was only Fred Allen hissing. Well, let's get on with our second case. This is a case involving a will. The plaintiff, Anne McEvoy, is suing the Penguin Trust Co. She claims that they are holding money which rightfully belongs to her under the will of her husband, Bill McEvoy. The Trust Co., on the other hand, claims that she was never married to him. and now, for testimony on behalf of the plaintiff/ ^{once more} we call ~~xxxxx~~ on Counsellor Lew Lehr ... Counsellor Lew Lehr!

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LEW: Here I am, Your Honor. Excuse me please I was late on account of appealing.

BEN: You were late on account of appealing?

LEW: Yes (GRUNT) I slipped on a banana.

BEN: Enough of that, slip into the case.

LEW: My client says she has a letter from Bill which says, "Darling, I'm awfully glad we were married..."

ATX01 0199870

MAY 1 1940

(ORCHESTRA WHEN YOU AND I WERE SEVENTEEN)

BEN: Step right up (Sir or Miss) Now confide in
Judgee, what is your name?

JUROR:

BEN: And what's the old home town?

JUROR:

BEN: Now the plaintiff claims they were married at that
time in her life?

JUROR:

BEN: What do you think is a good age to get married?

JUROR:

BEN: This is too old for Georgia Jessel.

BEN: Don't mention Jessel - he still owes me \$4 from a

JUROR: bridge game.

BEN: I'd rather have two at that age than one at
thirty four.

JUROR: WHEN YOU AND I WERE SEVENTEEN.

BEN: That's right, and here's your dollar ... Money
marches on!

CO. OFFICER, L.P.

MAY 1 1940

LEW: My client say- they eloped, and the next morning while she was taking the rolling pin out of her home chest, she suddenly looked around, and he was

(ORCH:.....THE LITTLE MAN WHO WASN'T THERE)

BEN: Greetings, good juror, now you tell the Judge your name.

JUROR:

BEN: And where is your name?

JUROR:

BEN: Now the plaintiff says her husband was what?

JUROR:

LEW: Whenever he's in the room it's empty.

JUROR:

BEN: Think of Winchell when the waiter brought the check.

JUROR: THE LITTLE MAN WHO WASN'T THERE.

BEN: You're there with the right answer, so here's a dollar.

CONTINUE, LAWYER LEHR.

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LEN: My client has a memory like an elephant, she never forgets anything except my fee. She says she remembers the time of the election, because that year she voted for

(ORCHESTRA WINTHROP FOR PRESIDENT)

BEN: Tell old Judge Bernie your name?

JUROR:

BEN: And you are from the south, north, east or west?

JUROR:

BEN: Now just who did the plaintiff vote for?

JUROR:

LEN: He was the people's flavor-ite.
By gum - you're out of order.

JUROR:

BEN: He never made the White House, he was a little too green.

JUROR: WINTHROP FOR PRESIDENT.

BEN: Your nomination is correct, here's a dollar for your vote.

(OVER VERY QUICKLY)

BEN: You have heard the plaintiff's side of the story. Now, defense attorney Chappel, stop trying to get our lady jurors' telephone numbers and present your argument.

CH'EL: Yes, Your Honor. My client, the Penguin Trust Co., claims that Bill never married this woman, because he wasn't interested in any one particular girl. As a matter of fact, he went around with

~~(CH'EL:)~~ ~~TEH PRETTY GIRLS)~~

BEN: Now, (NAME), he went around with what, whom, or how many?

JUROR:

BEN: Now, what do all young fellows go around with?

JUROR:

BEN: Put them all together and they spell Myrna. Sorry now, you have ten more seconds.

JUROR: TEN PRETTY GIRLS.

BEN: That's pretty good guessing! Here's a dollar.

GO ON, ATTORNEY CHAPPEL

OSHEL: Furthermore, my client says that Bill never wanted to be in a position where he'd have to say

~~(OSHEL: THIS IS THE MISSES)~~

BEN: Now (NAME) tell the court in your own words, what was it Bill never wanted to say?

JUROR:

BEN: What do you think he didn't want to say?

JUROR:

BEN: It rhymes with kissen.

JUROR:

BEN: Some fellows says, "Meet the little woman".

JUROR: THIS IS THE MISSES.

BEN: That's right! There goes a dollar we're sure gonna miss.

CONTINUE, CHAFFIE.

CH'EL: Finally, we have proof that the plaintiff
once proposed to Bill, and he said

~~ORCH: NO, NO, A THOUSAND TIMES NO.)~~

BEN: Now (NAME) what did Bill say?

JUROR:

BEN: (MAKE JUROR A GIRL) What would you say to me if I
proposed to you?

JUROR: Are you makin' any money?

BEN: Well, that's a good question, but not quite the
answer. Now, what did Bill say when this girl
proposed to him?

JUROR:

BEN: You'd get hoarse saying it.

JUROR: NO, NO, A THOUSAND TIMES NO.

BEN: That's right, here's your dollar and I wish it
was a thousand.

Well, there are the six musical clues for the
second case. Now the clerk of the court will
sum up as before.

CLERK: The plaintiff, Anne McWay, contends that Bill eloped with her as he said WHEN YOU AND I WERE SEVENTEEN. But the next morning he was THE LITTLE MAN WHO WASN'T THERE, and she remembers the time vividly, because that year she voted for WINTERGREEN FOR PRESIDENT.

The defendant, the Penguin Trust Co., says that Bill never married Anne because he was running around with TEN PRETTY GIRLS. Furthermore, he never wanted to be in a position to say THIS IS THE MESSUS. And finally, that when Anne offered marriage he said NO, NO, A THOUSAND TIMES NO.

(GAVEL)

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BEN: There are the musical clues for the second case,
my good jurors.

Now retire and write your verdicts, and don't be too
particular about your grammar, because if the
English is perfect, I ain't able to read it.

(APPLAUSE)

ATX01 0199878

HALF AND HALF
May 1, 1940

COMMERCIAL "B"

BEW: Now let's forget the troubles of this here case for a minute. Counsellors Lehr and Chappie and we are goin' to our first ball game of the season tomorrow, and we got a bit of a song for the occasion. Clark, give us a fittin' introduction. ^{will ya}

WILSON: (IN MANNER OF M.C. AT AMATEUR NIGHTS) Presenting the snappy trio of Bernie, Lehr and Chappel - those boys - scoring homers on the diamond of delightful ditties -

(ORCH:.....FAST INTRODUCTION - LAST 8 BARS... "TAKE ME OUT TO THE BALL GAME" ...)

BEW, LEHR & CHAPPEL: Let's go out to the ball game,

ORCH: Let's have fun with the crowd;

CHAPPEL: Let's root for the team and we'll never stop -

LEHR: I won't till I'm filled up with peanuts and popcorn

BEW: And here's a tip at the ball game,
To add to each thrill and each laugh -

BEW, LEHR: Just be sure you're puffin' a pipeful

& CHAPPEL: Of Half and Half.

BEW: Oh dear
/ Sounds like the Andrews brothers! Yowsah, youse guys ... whether it's baseball or any other contest in the game of life, if you're on the winnin' side, your pleasures are greater ... and if you're on

ATX01 0199879

HALF A HALF AND HALF
MAY 1, 1940

COMMERCIAL "B" -2-

BEN:
(C'TD) the losin' side, your troubles are easier to take, when you share 'em with a pleasin', fragrant pipeful of Half and Half Tobacco.

CH'EL: Well said, Your Honor. Yes gentlemen, Half and Half will certainly give you a lot of smoking comfort. And here's something else. You'll find that Half and Half will give you lots more convenience too. That's because Half and Half is packed an exclusive way, in the patented telescope tin. Now, this telescope tin makes it a lot easier for you to fill your pipe. It gets smaller and smaller as you use your tobacco, and thus keeps every pipeful right up on top where it's easy to get at. You don't have to dig around, and what's more, BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition, fresher, just the way it should be to give you a smooth, cool smoke. The Half and Half Telescope Tin is an exclusive 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 0199B80

MAY 1 1940

(LONESOME OLD TOWN EFFECT)

(SCENE IN THE COURTROOM)

(GAVEL)

CLERK: Order ... order in the court.

BEN: Cut out all this noise and fury

Can't you see, here comes our jury.

Clerk, have the jurors arrived at their verdicts?

CLERK: Yes, Your Honor, they have .

BEN: Well, let's examine those here verdicts.

(READS VERDICTS GIVES CORRECT ANSWERS AND AWARDS PRIZES)

Jurors, you all came up here healthy and wise, and

you will go away healthy, wise, and a wee bit

wealthier, and I want to thank you all very much

for ~~receiving~~ doing your duty.

(APPLAUSE)

ATX01 0199881

(ORCH: HIT AND FADE "I'VE GOT MY EYES ON YOU")

BEN: And now the musical deputies are playing "I've
Got My Eyes on You."... or as Mitchell would say,
'I've Got My Ears on You' !

(ORCH: UP AND FINISH)

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

BERNIE: Good night, ~~everyone~~ all.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

WEDNESDAY MAY 8, 1940

(AS BROADCAST)

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say: When cares
and worries make you frown, smoke Half and
Half to calm you down.

(ORCHESTRA: (THEME ... UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program
for Half and Half Smoking Tobacco! Bringing
you all the Lads and Lassies, our Musical Mock
Trial, Lew Lehr, and the Old Maestro himself,
Ben Bernie.

(ORCHESTRA ... THEME UP BIG ... TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah, greetings, my friends,
greetings, salutations, and a happy May
Wednesday to youse all. This is the Old Maestro,
Ben Bernie, coming to you with a light heart
and after that Kentucky Derby a very light
pocketbook. Ah, the good old Derby. What a
time I had there. When I arrived the Governor
said, "Come out from inside that club car, Ben".
That was when I arrived. Then when I left, the
railroad detective said, "Come out from under
that freight car, bum!" Oh what a horse I
picked. That's the last time I'll bet on a horse
with Spanish blood in his veins. Right in the

ATX01 0199883

BEN:
(CONT'D)

middle of the race he started doing the Conga ...
one step forward and three steps back. As he
passed the granstand he looked right up at me
... I said: "They went that way!" But
enough of this, Bernie. Comes time for me and
the Half and Half Tobacco Lads to play "THE
WOODPECKER SONG". The old Woodpecker song.
Ah, Ben. Bernie He Say: When woodpecker around,
Winchell should always wear hat. Start peckin',
Lads.

(ORCHESTRA....."THE WOODPECKER SONG")

BEN: That was me and the Half and Half Tobacco Lads
playing "THE WOODPECKER SONG". Well, April
showers bring May flowers. So we bring you our
own May flower, that blooming idiot, that jolly
jester of Movietone News, Lew Lehr.

(PLAY ON MUSIC)

LEW: Monkeys is the craziest people.

BEN: Well, Lew, tell me what have you been doing this
week while I was down at the Kentucky Derby.

LEW: Oh, I had so much fun, Mr. Bernie. I made a
newsreel of a school for lady aviators.

BEN: Lady aviators? Were the girls attractive?

LEW: Were they attractive? They wore as beautiful
as Venus ... er, as graceful as swans ... er,

LEW: as streamlined as gazelles ... gazelles ...
(CONT'D) (LAUGH) Truck horses.
truck horses.

BEN: Lew tell me/do you believe in women flying?

LEW: Certainly. My wife flies a plane and I go up
with her.

BEN: Why, Lew, that's dangerous. You'd live longer
if your wife stayed in the kitchen.

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

BEN: Well, Lew, suppose you tell us more about this
school for women aviators.

LEW: Well, there was one great big fat mama there who
went up in the air. First she did the loop the
loop, and then she zoomed a bit, and then she
glitized right up in front of the sun.

BEN: And what happened?

LEW: (LAUGH) A total eclipse.

BEN: An astronomical phenomenon, so 'elp me.

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

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

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LEW: Disagree with her? (LAUGH) It wouldn't dare.
So she kept flying higher and higher, and then
suddenly she drove right through the milky way.

BEN: Your mother-in-law went through the milky?
What happened?

LEW: (LAUGH) It turned into sour cream.

(PLAY OFF MUSIC)

ATX01 0199886

HALF AND HALF
May 8, 1940

COMMERCIAL "A"

BERNIE: Nice loonin', Lcw. And now the Old Maestro wishes to address a few remarks to all youse guys concernin' Mother's Day this comin' Sunday. Personally I hope it's a nice sparklin' sunshiny day and that you all go a-scamperin' home, the whole kit and caboodle of ya. And I hope you bring your share of nice presents for mother too. Don't be like a couple people I know who just bring enough candy to eat up themselves before they go. But all kidding aside, there ain't nothin' sweeter than a trip back home to see the old folks. And here's an idea that will make your trip even pleasanter. Mistah, just tuck yo' trusty brier in your pocket, and after dinner ... when you're all settled comfy around the livin' room, take out that pipe and fill up with pleasin', fragrant Half and Half. See if the old folks don't love that grand aroma too. Yowsah, Een Bernie He Say ... Half and Half makes home sweet home seem sweeter.

ATX01 0199887

HALF AND HALF
May 8, 1940

COMMERCIAL "A" -2-

CHAPPEL: Right Maestro! And gentlemen ... here's how easy it is to prove that Half and Half gives you a better smoke. We don't ask you to take our word for it -- simply open a tin of Half and Half. And there - right under your own nose - is the reason why Half and Half is such a swell smoke. It's that distinctive Half and Half aroma - an aroma that's unequalled by any other tobacco! Now that aroma is mighty important because it is chiefly aroma which gives your tobacco its taste and flavor. Half and Half gets its finer aroma by using a new and exclusive process of balanced blending. Choice, full-bodied Burley tobaccos are combined IN JUST THE RIGHT PROPORTIONS with mellow fragrant Virginias. and as a result Half and Half is more aromatic and therefore more flavorful. So again we say - don't take our word for it ... JUST PUT HALF AND HALF IN YOUR PIPE AND PROVE IT!

ATX01 0199888

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BEN: Chappie, you have just spoken the truth, so help me. And now, while I take off my brother's suit and put on my robes of justice in preparation for our Musical Mock Trial, little Patty Norman is gonna sing "I've Got A Pocketful Of Dreams." Ah, dear - after that Derby last Saturday I've got a pocketful of nightmares. Sing, Patty, sing.

(PATTY NORMAN & ORCH... "I'VE GOT A POCKETFUL OF DREAMS")

(FOUR BARS OF GAVEL IN RHYTHM)

Hear ye, hear ye. Here comes the judge.

PATTY: Here comes the judge.

(ORCHESTRAL CUE VAMP UNDER)

CHAPPEL & GIRL: Here comes the judge.

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRAL TWO B.R. TNG)

BEN: Yowsah, old Judge Bernie is here, and folks I want you to put on your thinking caps because once more we're gonna play our brain twistin' game which has been creatin' a stampede throughout this here land. It's called Ben Bernie's Musical Mock Trials, and Ernest Chappel, our court clerk, is gonna tell you all

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BEN: about it. Start clerking, clerk.
(CONT'D)

CHAPPEL: Yes, your honor. Ladies and gentlemen, this is a game in which we present an imaginary court room case, and give the evidence by means of popular songs. And it's up to the three jurors we have picked from the studio audience to guess the titles of those songs. Now each juror will be given one musical clue for the plaintiff, and one for the defense. Now somewhere in the completed evidence, there is going to be a contradiction. Our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and a crisp ten dollar bill if they detect the error in the testimony and arrive at the correct verdict.

CHAPPEL: (GAVEL) And now, your honor, here is our jury for tonight.

Uh huh
 BEN: / And a mighty intelligent looking group of
 citizens they are. Now, juror number one,
 what is your name?

(BEN CONTINUES INTERVIEWING JURORS, THEN SAYS)

Well, let's get on with the case. Key Brown of
 New York City is suing Joe Moran for breach of
 promise. She contends that Joe proposed to
 her; Joe, on the other hand, denies that he
 proposed. And now, we call on that eminent
 attorney, that legal loon, Lew Lehr. Which
 side are you representing in this matter, Lew?

LEW: Oh, I always represent both sides, Judge
 Bernie, 'cause I just can't stand to lose a case.

BEN: Very good, Lew - Proceed.

LEW: Yessir, your honor, yessir. Miss Key Brown
 claims that Joe had a date with her one night,
 and proposed to her while they were standing
 under a tree during

(ORCHESTRA.....APRIL SHOWERS)

BEN: Now (NAME OF FIRST JUROR) Kay says they were standing under a tree during WELT?

JUROR:

BEN: This is the umbrella man's favorite song.

JUROR:

LEW: I wore a five dollar suit out in one end it shrunk to two ninety-eight.

JUROR: APRIL SHOWERS.

BEN: That is right, and a dollar rained right into your lap.

CONTINUE, LEW.

LEW: And after the showers were over, they went

(ORCHESTRA.....,SWINGIN' DOWN THE LANE)

BEN: Now (NAME OF SECOND JUROR) Kay says she and
Joe went WHAT?

JUROR:

LEW: That's what my wife and I used to do, except
that we swung at each other.

BEN: Think of a jitterbug on a country road.

JUROR: SWINGIN' DOWN THE LANE.

BEN: You swung and connected, and here's your dollar.

PROCEED, LEW.

LEW: Key remembers the night, because as soon as the showers were over, she looked up at the sky and said

(ORCHESTRA.....SHINE ON HARVEST MOON)

BEN: Now (NAME) she looked up at the sky and said
WHAT?

JUROR:

LEW: The first two words is what my blue serge suit has.

JUROR:

BEN: I've been told the top of my head looks like it.

JUROR: SHINE ON HARVEST MOON.

BEN: That's right, and you harvest this shiny dollar. Lew, you've presented a very fine case for the plaintiff. What about the other side?

LEW: Well Judge ... if you think I was good that time ... wait'll you hear me spreading my stuff for the defense.

BEN: START SPREADING, ATTORNEY.

MAY 8 1940

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LEW: Yessir. Now Joe Moran says that he did not propose to Kay Brown. You can't believe a word she says because she is a

(ORCHESTRA.....SCATTERBRAIN).

BEN: (NAME), now what does Joe say that Kay Brown is?

JUROR:

LEW: It's a guy that kisses the cat goodnight and puts his wife out in the yard.

JUROR:

BEN: It's the Finchell song.

JUROR: SCATTERBRAIN.

BEN: You weren't a scatterbrain on that one, so here's your dollar.

CONTINUE, LEW.

ATX01 0199895

MAY 8 1940

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LEW: Joe wouldn't propose to Kay, because he liked somebody else. In fact, he told her

(ORCH...I FOUND A MILLION DOLLAR BABY IN A FINE AND TEN CENT STORE)

BEN: (NAME) now what did Joe tell Kay?

JUROR:

BEN: Where do you do your shopping?

JUROR: Klein's basement.

LEW: That's where Mr. Bernie bought my Christmas present.

JUROR:

BEN: No. Maybe this will help you. He found an infant worth over nine hundred thousand dollars in Woolworth's

JUROR:

(GAVEL)

BEN: COURTROOM!

AUDIENCE: GIVES TITLE OF SONG.

BEN: That's right (REPEATS TITLE). Those are the six clues for this evening's Musical Meek Trial. Now the clerk of the court, Ernest cChappel, will sum up.

ATX01 0199896A

MAY 8 1955

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LEW: Furthermore, Joe told Key he just couldn't afford to get married because when it comes to money he says

(ORCHESTRA....I'VE GOT PLENTY OF NOTHIN')

BEN: (NAME) When it comes to money, Joe says WHAT?

JUROR:

BEN: That's what I said when I came back from the Derby.

JUROR:

LEW: If you had it you could buy a house for the little man who wasn't there.

JUROR: I'VE GOT PLENTY OF NOTHIN'.

BEN: You can't say that now ... here's a dollar.

PROCEED, LEW.

ATK01 0199896

-16-

CHAPPEL: Kay Brown contends that Joe Moran proposed to her one night during APRIL SHOWERS. That, after the showers, they went SWINGIN' DOWN THE LANE, that she definitely remembers the night because she looked up at the sky and said, SHINE ON HARVEST MOON.

But Joe Moran contends that he never proposed to Kay Brown. He says she's a SCATTERBRAIN; that he told Kay he couldn't afford to get married because as he says, I'VE GOT PLENTY OF NOTHIN', and finally, that he wasn't interested in Kay at all because he FOUND A MILLION DOLLAR BABY IN A FIVE AND TEN CENT STORE.

ATX01 0199897

MAY 8 1940

BEN: Well summed up, Clerkie. Now, jurors, remember you are looking for a contradiction in the testimony you've just heard. You will all retire and write your verdicts of whether Joe is guilty or not guilty, and state your reasons why. And don't forget, if you get it right, you get ten dollars apiece ... I will naturally see you after the broadcast..(APPLAUSE) And now, folks, while the jurors are arriving at their verdicts, me and the Half and Half Lads are gonna play "Say Si Si".

(ORCHESTRA....."SAY SI SI")

(APPLAUSE)

(GAVEL)

CLERK: Order, order in the court.

BEN: Now, let's have quiet - out out this foolin' It's time for Judge Bernie to hand down a rulin'. Clerk, have the jurors arrived at their verdicts?

CLERK: They have, you honor, and here they are ready to read them.

BEN: Well, let's hear them. (NAME OF FIRST JUROR), what is your verdict on this case?

(JURORS READ VERDICTS, BEN GIVES CORRECT
ANSWER AND AWARDS PRIZES)

BEN: Well, jurors, you served the court faithfully
and well, and I want to thank you all very
much for coming up. And here's three dollars
apiece for jury duty. I think you did a
swell job.

(APPLAUSE)

HALF AND HALF
May 8, 1940

COMMERCIAL "B"

BERNIE: Now that all youse folks out there arrived at
the right verdict, I'd like to...

WILSON: (INTERRUPTING) Come on now, you gotta get hold
(OFF MIKE)
of yourself that's what....

BERNIE: Hmm, what seems to be the trouble, mistah?

WILSON: (EXCITED AND SORE) Aw, I should have guessed
that verdict, but I didn't. I'm always
muffin' things. Even a little problem like
that gets me all excited and I just can't
think straight.

(COMPLETE CHANGE OF ATTITUDE - VERY MILD AND
MATTER-OF-FACT)

So I was just going to give myself a talking
to like you would.

BERNIE: Like I would?

WILSON: Yes, Listen. I said to myself, I said...
(IMITATE BERNIE) Look hyah, Homer..(NORMAL
VOICE) That's my name... Homer. I said
(IMITATE BERNIE) Gettin' up in the air never
did anybody any good. Next time get a grip on
ye'self. Deah, deah. So help me. Yowsah.

ATX01 0199900

HALF AND HALF
May 8, 1940

COMMERCIAL "B" -2-

BERNIE: Little Sir Echo, you said it good. Only you left out sumbin' important...sumpin' I always say to guys whenever they start gettin' worked up. You know...fill up your trusty briar with Half and Half Tobacco and...

WILSON: (NORMAL VOICE) I know. Let me say it with you.

BERNIE: O.K. Ready...

BERNIE & WILSON: (IMITATING BERNIE) ... SMOKE A PIPE - TO CALM YOU DOWN.

CHAPPEL: Messrs Ben and Homer, you are both right. Yes gentlemen, Half and Half certainly does give you a lot of smoking comfort. And what's more, it gives you more convenience too. That's because Half and Half is packed an exclusive way ... in the patented telescope tin. This telescope tin makes it a lot easier for you to fill your pipe. It gets smaller and smaller as you use your tobacco ... and thus keeps every pipeful right up on top where it's easy to get at. You don't have to dig around ... and what's more **BECAUSE** you don't, your tobacco doesn't get

ATX01 0199901

HALF AND HALF
May 8, 1940

COMMERCIAL "B" -3-

CHAPPEL:
(CONT'D)

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 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 0199902

(HIT & FADE NOVELTY NAME SONG)

BEN: (COVER MUSIC) Now me and the Bailey gals and the gang are gonna introduce a brand new novelty number called the "Name Song": I hope you like it. This number was written by Irving Caesar - who is no relation to Julius. Et Tu Brute, Lads, Et Tu Brute.

(BEN, BAILEYS AND ORCHESTRA PRODUCTION NUMBER)

BEN: Thank you, folks, thank you. That was the NAME SONG. Now me and the Half and Half Tobacco Lads are gonna play "I've Got My Love To Keep Me Warm".

(ORCH....."I'VE GOT MY LOVE TO KEEP ME WARM")

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

BERNIE ALTERNATE CLOSE

And now, Ben Bernie He Say:

Just one more word - and it ain't no joke -
Try Half and Half for the perfect smoke.

And now the time has come....

(BEN BERNIE & ORCH. AU SAVOIR. SEGUE TO "LONESOME OLD TOWN")

MAY 8 1941

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CHAPPEL: This is Ernest Chappel saying good night for
Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

ATX01 0199904

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 205 Madison Avenue

May 8, 1940

Isabelle Turner
Warner Brothers
West 44th St.
New York, N.Y.

Mrs. Turner:

This letter will confirm your verbal permission to use
Mary and Priscilla Lane's name in the Ben Bernie script for
night, May 8th, in the following way:

BEN: I know plenty of lanes with no trees. There's
Maiden Lane, Drury Lane, Rosemary and Priscilla.

Would you please sign and return this letter to me immediately
through our messenger. We would appreciate your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Isabelle Turner

ATX01 0199905

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 293 Madison Avenue

May 8, 1940

Mrs. Isabelle Turner
Warner Brothers
321 West 44th St.
New York, N.Y.

Dear Mrs. Turner:

This letter will confirm your verbal permission to use Rosemary and Priscilla Lane's name in the Ben Bernie script for tonight, May 8th, in the following way:

BEN: I know plenty of lanes with no trees. There's Maiden Lane, Drury Lane, Rosemary and Priscilla.

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Wesley

ATX01 0199906

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 345 Madison Avenue

May 8, 1940

Mr. P. Foss
S. Klein
Union Square
New York, N.Y.

Dear Mr. Foss:

This letter will confirm your verbal permission to use Klein's name in the Ben Bernie script for tonight, May 8th, in the following way:

(Conversation is to give clue to song title)

BEN: Now what did Joe tell Kay?

JUROR:

LEN: That's where Mr. Bernie bought my Christmas present.

BEN: Where do you do your shopping?

JUROR: Klein's basement.

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

S. Klein by J. DeWitt

ATX01 0199907

(REBROADCAST)
(AS BROADCAST)

WEDNESDAY MAY 8, 1940

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say: When cares
and worries make you frown, smoke Half and
Half to calm you down.

(ORCHESTRA: (THEME ... UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program
for Half and Half Smoking Tobacco! Bringing
you all the Lads and Lassies, our Musical Mock
Trial, Lew Lehr, and the Old Maestro himself,
Ben Bernie.

(ORCHESTRA ... THEME UP BIG ... TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah, greetings, my ^{good} friends,
greetings, salutations, and a happy May
Wednesday to youse all. This is the Old Maestro,
Ben Bernie, coming to you with a light heart
and after that Kentucky Derby a very light
pocketbook. Ah, the good old Derby. What a
time I had there. When I arrived the Governor
said, "Come out from inside that club car, Ben".
That was when I arrived. Then when I left, the
railroad detective said, "Come out from under
that freight car, bum!" Oh what a horse I
picked. That's the last time I'll bet on a horse
with Spanish blood in his veins. Right in the

ATX01 019990B

MAY 8 1940

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BEN:
(CONT'D)

middle of the race he started doing the Conga ...
one step forward and three steps back. As he
passed the grandstand he looked right up at me
... I said: "They went that way!" / But ^{Oh dear}
enough of this, Bernie. Comes time for me and
the Half and Half Tobacco Lads to play "THE
WOODPECKER SONG". / ^{Ah} The old Woodpecker song.
Ah, Ben. Bernie He Say: When woodpecker around,
Winchell should always wear hat. Start peckin',
Lads.

(ORCHESTRA....."THE WOODPECKER SONG")

Well done my lads. Well done.
BEN: / That was me and the Half and Half Tobacco Lads
playing "THE WOODPECKER SONG". Well, April
showers bring May flowers. So we bring you our
own May flower, that blooming idiot, that jolly
jester of Movietone News, Lew Lehr.

(PLAY ON MUSIC)

LEW: Monkeys is the craziest people.

BEN: Well, Lew, tell me what have you been doing this
week while I was down at the Kentucky Derby.

LEW: Oh, I had so much fun, Mr. Bernie. I made a
newsreel of a school for lady aviators.

BEN: Lady aviators? Were the girls attractive?

LEW: Were they attractive? They were as beautiful
as Venus ... er, as graceful as swans ... er,

ATX01 0199909

MAY 8 1940

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LEW:
(CONT'D)

as streamlined as gazelles ... gazelles ...

(LAUGH) Truck horses.

~~XXXXXXXXXXXX~~

BEN:

Lew tell me, do you believe in women flying?

LEW:

Certainly. My wife flies a plane and I go up with her.

BEN:

Why, Lew, that's dangerous. ^{you certainly would live} You'd live longer / if your wife stayed in the kitchen.

LEW:

You think so. (LAUGH) Have you ever tasted her cooking?

BEN:

Well, Lew, suppose you tell us more about this school for women aviators.

LEW:

Well, there was one great big fat mama there who went up in the air. First she did the loop the loop, and then she zoomed a bit, and then she glitized right up in front of the sun.

BEN:

And what happened?

LEW:

(LAUGH) A total eclipse.

That's what you call

BEN:

/ An astronomical phenomenon, ~~xxxxxxxxxxxx~~

LEW:

Yeh. And then my mother-in-law decided to go up in the air. And I went with her. She went up in the air twenty thousand feet.

BEN:

Did the high altitude disagree with your mother-in-law?

ATX01 0199910

MAY 8 1940

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LEW: Disagree with her? (LAUGH) It wouldn't dare.
So she kept flying higher and higher, and then
suddenly she drove right through the milky way.

BEN: Your mother-in-law went ^{right} through the milky?
What happened?

LEW: (LAUGH) It turned into sour cream.

(PLAY OFF MUSIC)

ATK01 0199911

HALF AND HALF
May 8, 1940

COMMERCIAL "A"

BERNIE: Nice loonin', Lew. And now the Old Maestro wishes to address a few remarks to all youse guys concernin' Mother's Day this comin' Sunday. Personally I hope it's a nice sparklin' sunshiny day and that you all go a-scamperin' home, the whole kit and caboodle of ya. And I hope you bring your share of nice presents for mother too. Don't be like a couple people I know who just bring enough candy to eat up themselves before they go. But all kidding aside, there ain't nothin' sweeter than a trip back home to see the ~~xxx~~ folks. And here's an idea that will make your trip even pleasanter. Looka here,
/ Mistah, ~~xxxx~~ tuck yo' trusty briar in your pocket, and after dinner ... when you're all settled comfy around the livin' room, take out that pipe and fill up with pleasin', fragrant Half and Half. See if the old folks don't love that grand aroma too. Yowseh, Een Bernie He Say ... Half and Half makes home sweet home seem sweeter.

ATX01 0199912

HALF AND HALF
May 8, 1940

COMMERCIAL "A" -2-

CHAPPEL: Right Maestro! And gentlemen ... here's how easy it is to prove that Half and Half gives you a better smoke. We don't ask you to take our word for it -- simply open a tin of Half and Half. And there - right under your own nose - is the reason why Half and Half is such a swell smoke. It's that distinctive Half and Half aroma - an aroma that's unequalled by any other tobacco! Now that aroma is mighty important because it is chiefly aroma which gives your tobacco its taste and flavor. Half and Half gets its finer aroma by using a new and exclusive process of balanced blending. Choice, full-bodied Burley tobaccos are combined IN JUST THE RIGHT PROPORTIONS with mellow fragrant Virginias. And as a result Half and Half is more aromatic and therefore more flavorful. ~~We~~ again we say - don't take our word for it ... JUST PUT HALF AND HALF IN YOUR PIPE AND PROVE IT!

ATX01 0199913

MAY 8 1940

BEN: Chappie, you have just spoken the truth, so
'elp me. And now, while I take off my
brother's suit and put on my robes of justice
in preparation for our Musical Mock Trial,
little Patty Norman is gonna sing "I've Got A
Pocketful Of Dreams." Ah, dear - after that
Derby last Saturday I've got a pocketful of
nightmares. Sing, Patty, sing.

(PATTY NORMAN & ORCH... "I'VE GOT A POCKETFUL OF DREAMS")

(FOUR RAPE OF GAVEL IN RHYTHM)

Hear ye, hear ye. Here comes the judge.

PATTY: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL & GIRL: Here comes the judge.

ORCH: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA TWO B.B. TAG)

BEN: Yowsah, old Judge Bernie is here, and folks I
want you to put on your thinking caps because
once more we're gonna play our brain twistin'
game which has been creatin' a stampede
throughout this here land. It's called Ben
Bernie's Musical Mock Trials, and Ernest
Chappel, our court clerk, is gonna tell you all

MAY 8 1940

BEN:
(CONT'D)

about it. Start clerking, clerk.

CHAPPEL:

Yes, your honor. Ladies and gentlemen, this is a game in which we present an imaginary court room case, and give the evidence by means of popular songs. And it's up to the three jurors we have picked from the studio audience to guess the titles of those songs. ~~Each~~ each juror will be given one musical clue for the plaintiff, and one for the defense. Now somewhere in the completed evidence, there is going to be a contradiction. Our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and a crisp ten dollar bill if they detect the error in the testimony and arrive at the correct verdict.

CHAPPEL:

(GAVEL) And now, your honor, here is our jury for tonight.

MAY 8 1940

BEN: / ~~XXXXXX~~ And a mighty intelligent looking group of citizens they are. Now, juror number one, what is your name?

(BEN CONTINUES INTERVIEWING JURORS, THEN SAYS)

Well, let's get on with the case. Kay Brown of New York City is suing Joe Moran for breach of promise. She contends that Joe proposed to her; Joe, on the other hand, denies that he proposed. And now, we call on that eminent attorney, ^{once more} that legal loon, Lew Lehr. Which side are you representing in this matter, Lew?

LEW: Oh, I always represent both sides, Judge Bernie, 'cause I just can't stand to lose a case

BEN: Very good, Lew - Proceed.

LEW: Yessir, your honor, yessir. Miss Kay Brown claims that Joe had a date with her one night, and proposed to her while they were standing under a tree during

(ORCHESTRA.....APRIL SHOWERS)

BEN: Now (NAME OF FIRST JUROR) Kay says they were standing under a tree during W.H.T?

JUROR:

BEN: This is the umbrella man's favorite song.

JUROR:

LEW: I wore a five dollar suit out in one and it shrunk to two ninety-eight.

JUROR: APRIL SHOWERS.

BEN: That is right, and a dollar rained right into your lap.

CONTINUE, LEW.

MAY 8 1940

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LEW: And after the showers were over, they went

(ORCHESTRA.....SWINGIN' DOWN THE LANE)

BEN: Now (NAME OF SECOND JUROR) Kay says she and
Joe went WHAT?

JUROR:

LEW: That's what my wife and I used to do, except
that we swung at each other.

BEN: Think of a jitterbug on a country road.

JUROR: SWINGIN' DOWN THE LANE.

BEN: You swung and connected, and here's your dollar.

PROCEED, LEW.

ATX01 0199918

LEW: Kay remembers the night, because as soon as the showers were over, she looked up at the sky and said

(ORCHESTRA.....SHINE ON HARVEST MOON)

BEN: Now (NAME) she looked up at the sky and said
WHAT?

JUROR:

LEW: The first two words is what my blue serge suit has.

JUROR:

BEN: I've been told the top of my head looks like it.

JUROR: SHINE ON HARVEST MOON.

BEN: That's right, and you harvest this shiny dollar. Lew, you've presented a very fine case for the plaintiff. What about the other side?

LEW: Well Judge ... if you think I was good that time ... wait'll you hear me spreading my stuff for the defense.

BEN: START SPREADING, ATTORNEY.

LEW: Yessir. Now Joe Moran says that he did not propose to Kay Brown. You can't believe a word she says because she is a

(ORCHESTRA.....SCATTERBRAIN).

BEN: (NAME), now what does Joe say that Kay Brown is?

JUROR:

LEW: It's a guy that kisses the cat goodnight and puts his wife out in the yard.

JUROR:

BEN: It's the Winchell song.

JUROR: SCATTERBRAIN.

BEN: You weren't a scatterbrain on that one, so here's your dollar.

CONTINUE, LEW.

MAY 8 1940

-14-

LEW: Furthermore, Joe told Kay he just couldn't afford to get married because when it comes to money he says

(ORCHESTRA...I'VE GOT PLENTY OF NOTHIN')

BEN: (NAME) When it comes to money, Joe says WHAT?

JUROR:

BEN: That's what I said when I came back from the Derby.

JUROR:

LEW: If you had it you could buy a house for the little man who wasn't there.

JUROR: I'VE GOT PLENTY OF NOTHIN'.

BEN: You can't say that now ... here's a dollar.

PROCEED, LEW.

ATX01 0199921

LEW: Joe wouldn't propose to Kay, because he liked somebody else. In fact, he told her

(ORCH...I FOUND A MILLION DOLLAR BABY IN A FINE AND TEN CENT STORE)

BEN: (NAME) now what did Joe tell Kay?

JUROR:

BEN: Where do you do your shopping?

JUROR: Klein's basement.

LEW: That's where Mr. Bernie bought my Christmas present.

JUROR:

BEN: No. Maybe this will help you. He found an infant worth over nine hundred thousand dollars in Woolworth's

JUROR:

(GAVEL)

BEN: COURTROOM!

AUDIENCE: GIVES TITLE OF SONG.

BEN: That's right (REPEATS TITLE). Those are the six clues for this evening's Musical Mock Trial. Now the clerk of the court, Ernest cChappel, will sum up.

MAY 8 1940

-16-

CHAPPEL: Kay Brown contends that Joe Moran proposed to her one night during APRIL SHOWERS. That, after the showers, they went SWINGIN' DOWN THE LANE, that she definitely remembers the night because she looked up at the sky and said, SHINE ON HARVEST MOON.

But Joe Moran contends that he never proposed to Kay Brown. He says she's a SCATTERBRAIN; that he told Kay he couldn't afford to get married because as he says, I'VE GOT PLENTY OF NOTHIN', and finally, that he wasn't interested in Kay at all because he FOUND A MILLION DOLLAR BABY IN A FIVE AND TEN CENT STORE.

ATX01 0199923

MAY 8 1940

BEN: Well summed up, Clerkie. Now, jurors, remember you are looking for a contradiction in the testimony you've just heard. You will all retire and write your verdicts of whether Joe is guilty or not guilty, and state your reasons why. And don't forget, if you get it right, you get ten dollars apiece ~~.. /XXXXXXXXXXXXXXXXXXXX~~ which I shall gladly split with you, after the show. ~~you can't see the show~~ (APPLAUSE) And now, folks, while the jurors are arriving at their verdicts, me and the Half and Half Lads are gonna play "Say Si Si".

(ORCHESTRA....."SAY SI SI")

(APPLAUSE)

(GAVEL)

CLERK: Order, order in the court.

BEN: Now, let's have quiet - out out this foolin' It's time for Judge Barnie to hand down a rulin'. Clerk, have the jurors arrived at their verdicts?

CLERK: They have, you honor, and here they are ready to read them.

BEN: Well, let's hear them. (NAME OF FIRST JUROR), what is your verdict on this case?

MAY 8 1940

-18-

(JURORS READ VERDICTS, BEN GIVES CORRECT
ANSWER AND AWARDS PRIZES)

BEN: Well, jurors, you served the court faithfully
and well, and I want to thank you all very
much for coming up. And here's three dollars
apiece for jury duty. I think you did a
swell job.

(APPLAUSE)

ATX01 0199925

HALF AND HALF
May 8, 1940

COMMERCIAL "B"

BERNIE: Now that all youse folks out there arrived at
the right verdict, I'd like to...

WILSON: (INTERRUPTING) Come on now, you gotta get hold
(OFF MIKE) of yourself that's what....

BERNIE: Hmhm, what seems to be the trouble, mistah?

WILSON: (EXCITED AND SORE) Aw, I should have gussed
that verdict, but I didn't. I'm always
muffins things. Even a little problem like
that gets me all excited and I just can't
think straight.

(COMPLETE CHANGE OF ATTITUDE - VERY MILD AND
MATTER-OF-FACT)

So I was just going to give myself a talking
to like you would.

BERNIE: Like I would?

WILSON: Yes, Listen. I said to myself, I said...
(IMITATE BERNIE) Look hyah, Honor.. (NORMAL
VOICE) That's my name... Honor. I said
(IMITATE BERNIE) Gettin' up in the air never
did anybody any good. Next time get a grip on
yo'self. Deah, deah. So help me. Yowsah.

ATX01 0199926

HALF AND HALF
May 8, 1940

COMMERCIAL "B" -2-

BERNIE: ~~By gosh, if I'm that good, I want a raise.~~ ~~XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX.~~ Only you

left out sumbin' important...sumpin' I always
say to guys whenever they start gettin' worked
up. You know...fill up your trusty briar with
Half and Half Tobacco and...

WILSON: (NORMAL VOICE) I know. Let me say it with you.

BERNIE: O.K. Ready...

BERNIE &
WILSON: (IMITATING BERNIE) ... SMOKE A PIPE - TO CALM
YOU DOWN.

CHAPPEL: Messrs Ben and Homer, you are both right. Yes
gentlemen, Half and Half certainly does give you
a lot of smacking comfort. And what's more, it
gives you more convenience too. That's because
Half and Half is packed an exclusive way ... in
the patented telescope tin. This telescope
tin makes it a lot casier for you to fill your
pipe. It gets smaller and smaller as you use
your tobacco ... and thus keeps every pipeful
right up on top where it's easy to get at. You
don't have to dig around ... and what's more
BECAUSE you don't, your tobacco doesn't get

ATK01 019927

HALF AND HALF
May 8, 1940

COMMERCIAL "B" -3-

CHAPPEL:
(CONT'D)

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 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 0199928

MAY 8 1940

-22-

(HIT & FADE NOVELTY NAME SONG)

BEN: (OVER MUSIC) Now me and the Bailey gals and the gang are gonna introduce a brand new novelty number called the "Name Song": I hope you like it. This number was written by Irving Caesar - who is no relation to Julius. Et Tu Brute, Lads, Et Tu Brute.

(BEN, BAILEYS AND ORCHESTRA PRODUCTION NUMBER)

BEN: Thank you, folks, thank you. That was the NAME SONG. Now me and the Half and Half Tobacco Lads are gonna play "I've Got My Love To Keep Me Warm".

(ORCH....."I'VE GOT MY LOVE TO KEEP ME WARM")

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

BERNIE ALTERNATE CLOSE

Righto,-- And now, Ben Bernie He Say:

Just one more word - and it aint no joke -
Try Half and Half for the perfect smoke.

And now the time has come....

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

CHAPPEL: Be sure to listen in again at this same time next week for more Musical Mock Trials with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr.

ATX01 0199929

MAY 8 1940

-23-

CHAPPEL: This is Ernest Chappel saying good night for
Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM

ATX01 0199930

AS BROADCAST

WEDNESDAY, MAY 15, 1940

AMERICAN TOBACCO CO. . . . HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say:

When The Excitement Of The Fair
Gets You Up In The Air ... Smoke
Half and Half To Calm You Down....

(ORCHESTRA ... THEME ... UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco! Bringing you all
the Lads and Lassies, Our Musical Mock Trial, Lee
Lehr, and the Old Maestro himself, Ben Bernie!

ORCHESTRA ... THEME UP BIG ... TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah, greetings, my good people,
greetings, salutations and a merry World's Fair
Wednesday to youse all ... Yowsah, this is town
crier Bernie shoutin' to hye all that the World's
Fair is open and doing business at the same old
stand. And, what a thrill that opening was ...
Where else could I shake hands with the governor,
where else could I have dinner with the mayor, where
else could fifty beautiful hostesses throw their arms
around me and say, "Welcome, Maestro" ... It didn't
happen, but I can dream, can't I? And what a crowd
there was at that opening ... I was wedged in so
tight my elks tooth bit me five times ...

ATX01 0199931

BEN:
(CONT'D)

I didn't mind that so much, but what made me really mad was a kid behind me kept pointing at my shiny head and shouting to his mother, "Look, Ma, this year, the perisphere has freckles!"

Oh dear, they've sure got a lot of interesting things in that amusement area this year. In one place, they have a whole tribe of Ubangis. You folks all know what Ubangis are ... they're the only people in the world that have more lip than Winchell ...

Oh well, let's get on with this here programmy, Bernie ... What you all gonna play ... well sir, I'm glad you asked me. Me and the Half and Half Tobacco Lads are gonna play PLAYMATES ... Play, Mates ...

(ORCHESTRA "PLAYMATES")

BEN: Nicely done, nicely done ... That was the Half and Half Tobacco Lads and your obedient servant, Ben Bernie, playing PLAYMATES ...

Well, it's May and the beautiful flowers are blooming the beautiful trees are budding, and the beautiful birds are singing beautiful songs ... sh, but, the heck with beauty, 'cause here comes that model for a mud pie, that Half and Half wit of Movietone

BEN: News, Lew Lehr ...
(CONT'D)

(ORCHESTRA.....LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people ... Oh, Mr. Bernie,
I heard you talking about the World's Fair ... I
was there at the opening.

BEN: You were, Lew. Of course, I suppose a celebrity
like you... a celebrity like you ... got special
attention.

LEW: Did I get special attention ... I got the twenty-
one gun salute ... er ... the guard of honor ... er
... the official recepti ... recepti ... (LAUGH)
The bum's rush.

BEN: Well really, Lew, you must admit one thing ... It
was some crowd, wasn't it?

LEW: Yes, I didn't mind the crowd so much, but my uncle
didn't like it. People kept talking behind his back
all afternoon.

BEN: Talking behind his back? What were they saying?

LEW: (LAUGH) Stop thief ... The first place I went to was
the menagerie. They got the strangest animal there.
It's called the wild Oboi.

BEN: A wild oboi? What kind of an animal is that?

LEW: It eats nothing but wild onions and garlic and
every time it runs past you (LAUGH) Oh boy!

BEN: I knew that was coming.

LEW: Then I met my wife.

BEN: In that crowd?

LEW: (GRUNT) In that crowd? She's a crowd herself.

BEN: Well now, Lew, I'm not going to stand for that ... I've met Mrs. Lehr, and I don't think she's so fat.

LEW: You don't think she's big ... Why, at the dance hall, when she walked across the floor, the manager bawled her out for disobeying the rule.

BEN: What was the rule?

LEW: (LAUGH) Two girls can't dance together ... But, the place where I was embarrassed the most was at the Aquacade.

BEN: Why, what happened, Lew?

LEW: Well, as each one of the girls dived into the water, the orchestra struck up a tune. When Eleanor Hoim dived in, they played OH, YOU BEAUTIFUL DOLL...

BEN: OH, YOU BEAUTIFUL DOLL ... How appropriate...

LEW: Then when another bathing beauty dived in, they played SWEET AND LOVELY ...

BEN: Very descriptive.

LEW: Then, suddenly, my wife tripped, and fell kerplunk into the water, and they played another tune.

BEN: What did they play?

LEW: (LAUGH) MONSTRO, THE WHALE ...
(ORCHESTRA...LEHR PLAYOFF MUSIC)

HALF AND HALF
MAY 15, 1940

COMMERCIAL "A"

BEN: Oh dear, looks like the folks have decided you is a good rib-tickler, Lew. And a good decision it is. And, guys and gals, here's a decision: I came to last night. I decided that all the upset and hustle-bustle of Spring-cleanin' these past few days was worth it. You guys know what I mean. So what if there was a bit of a misunderstandin' while you were hangin' them curtains ... or what if you almost got the bends from beatin' the carpets? You get paid-back double after it's all over ... when you set back in your sparklin' livin' room with the little woman, admirin' the way the old house has perked up. Home sweet home sure is sweet then. And yhere's a way to make it seem even sweeter, mistah. While you're a-settin' back there, make sure you're a-puffin' a pleasin', fragrant pipeful of Half and Half. Ah, there's contentment for ya ... and pleasure for the little woman too. 'Cause your better half will sure love the fragrance of Half and Half.

ATX01 0199935

HALF AND HALF
MAY 15, 1940

COMMERCIAL "A" -2-

GHAPPEL: Well said, Maestro. And gentlemen, when we say that Half and Half gives you a more enjoyable smoke, we don't ask you to take our word for it. We want you to prove that fact for yourself. And here's how you can prove it. Merely open a tin of Half and Half. And there ... right before your very nose ... is the reason. It's Half and Half's distinctive and delightful aroma ... an aroma that can't be equalled by any other tobacco. Now, that aroma is mighty important to your smoking pleasure because it is chiefly aroma which gives your tobacco its taste and flavor. Half and Half gives you a finer aroma because it is made by a new and exclusive process ... the process of balanced blending. Choice, full-bodied Burleys are combined in JUST THE RIGHT PROPORTIONS with mellow, fragrant Virginias. As a result, Half and Half is more aromatic and therefore more flavorful. We repeat, gentlemen. Don't take our word for it ... PUT HALF AND HALF IN YOUR PIPE AND PROVE IT.

ATX01 0199936

BEN: When it comes to Half and Half, Chappie, you and I see eye to eye ... aye, aye. And now to get ready for our Musical Mock Trial. While I slip into my judicial robes, little Patty Norman is gonna sing MY MY from the picture BUCK BENNY RIDES AGAIN. Incidentally, Fred Allen tells me the reason they call Jack, Buck Benny is because he still has his first buck. Sing, Patty, sing .

(PATTY NORMAN & ORCHESTRA "MY MY")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, hear ye, here comes the judge.

PATTY: Here comes the judge.

(ORCHESTRA: CUE VAMP UNDER)

CHAPPEL &
PATTY: Here comes the judge.

ORCHESTRA: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, it's old judge Bernie back again. And I'm invitin' all you good folks to play detective now as we hold another one of Ben Bernie's Musical Mock Trials. Now Court Clerk Ernest Chappel, suppose you tell the folks all about it.

CHAPPEL: Yes, your honor. Ladies and gentlemen, this is a game in which we present an imaginary courtroom

CHAPPEL: case, and give evidence by means of popular
(CONT'D) songs. And it's up to the three jurors we have
picked from the studio audience to guess the titles
of these songs. Each juror will be given one
musical clue for the plaintiff, and one for the
defense. Now somewhere in the completed evidence,
there is going to be a contradiction. Our jurors
are supposed to detect this error, and from it
arrive at a verdict of guilty or not guilty. The
jurors will receive one dollar for each musical
title they guess correctly, and a crisp ten dollar
bill if they arrive at the correct verdict.

(GAVEL)

And now, your honor, here is our jury for tonight.

BEN: Thank you, Chappie. Now, juror number one, fair
lady, what is your name?

(BEN CONTINUES INTERVIEWING JURORS, THEN SAYS)

Well, let's proceed to the trial. This is a case
involving robbery. Tom Lane accuses Sam Fuller
of robbing his party at a cafe. Sam denies this
charge ... and now to present the evidence, we
call on that legal loon, Lew Lehr.

LEW: Yessir - and ready to make with the habeas corpus.

BEN: Lew, are you gonna represent both the plaintiff
and defense again tonight?

LEW: Yessir (GRUNT) I want both sides to have the same
handicap.

BEN: Sounds fair enough ... Proceed with the case.

LEW: Tom Lane says the robbery happened when he was
saying so long to his guests at

(ORCHESTRA.....THREE O'CLOCK IN THE MORNIN)

BEN: Now (NAME OF FIRST JUROR), Tom says the robbery happened WHEN?

JUROR:

BEN: It's when the milkman tells you good morning and you tell him good night.

JUROR:

LEW: It's when your mother-in-law finally stops talking.

JUROR: THREE O'CLOCK IN THE MORNING.

BEN: You guessed the right time, and here's a dollar from Bulova Bernie.

PROCEED, LEW

LEW: Tom says the guests were all leaving and saying to
him

(ORCHESTRA THANKS FOR THE MEMORY)

BEN: (NAME), the guests were telling him WHAT?

JUROR:

BEN: This is my theme song for Myrna.

JUROR:

LEW: This is what Gargantua sang after he took a look
at me.

JUROR: THANKS FOR THE MEMORY

BEN: There's nothing wrong with your memory ... here's
a dollar.

CONTINUE, LEW

LEW: All of a sudden, Sam pointed a gun at them and made them all say

(ORCHESTRA EVERYTHING I HAVE IS YOURS)

BEN: Now (NAME), what did Sam make the guests say?

JUROR:

BEN: What would you say if somebody held you up?

JUROR: I got plenty of nothin'.

BEN: No, that's not it.

LEW: That's what my wife makes me say on payday.

JUROR:

BEN: COURTROOM!

AUDIENCE: EVERYTHING I HAVE IS YOURS.

BEN: EVERYTHING I HAVE IS YOURS ... That's right ... Lew, now that you've presented the three musical clues for the plaintiff, what are you going to do for the defense?

LEW: By the time I'm through with the defense, my client will be acqui ... acquit ... completely exoner ... exoner ... Hung.

BEN: Proceed.

LEW: Yessir ... Sam says when the robbery happened,
they were all

(ORCHESTRA.....DANCING IN THE DARK)

BEN: (NAME), Sam says when the robbery happened, they
were doing WHAT?

JUROR:

LEW: That's one time when my puss gets a break.

JUROR:

BEN: It saves electricity, but it's hard on your feet.

JUROR: DANCING IN THE DARK.

BEN: You guessed the dark secret, and here's a dollar.

CONTINUE , LEW

LEW: Sam admits that he was with Tom, and his guests
that night, and they were havin' fun

(ORCHESTRA AT THE BALALAIKA)

BEN: (NAME), Sam admits he was with Tom and his guests
WHERE?

JUROR:

BEN: If I could pronounce it, and knew what it was,
I'd give you a hint.

JUROR:

LEW: It's something with strings on it and it ain't
my pajamas.

JUROR: AT THE BALALAIKA.

BEN: For Balalaika-ing correctly, here's a dollar.

GO AHEAD, LEW

LEW: And, Sam says the first thing he knew about the robbery was when somebody yelled, "The joint's robbed, put those

(ORCHESTRALIGHTS OUT)

BEN: (NAME), now Sam says he heard somebody yell, "The joint's robbed, put those WHAT?

JUROR:

BEN: What would you yell if somebody turned the electricity off?

JUROR: Hold tight

BEN: That's a good idea, but, it's not the right answer.

LEW: It's what happens when Joe Louis hits you.

JUROR: LIGHTS OUT.

BEN: You showed us the light, and here's your dollar ...
There are the six clues for this evening's MUSICAL
MOCK TRIAL ...

Now, the clerk of the court will sum up.

CHAPPEL: Tom Lane says Sam Fuller held up his party at a cafe, when they were saying goodbye at THREE O'CLOCK IN THE MORNING. He says his guests were saying THANKS FOR THE MEMORY, when Sam held them up and made them say EVERYTHING I HAVE IS YOURS.

But, Sam Fuller contends that he didn't hold them up. He says at the time of the robbery, they were all DANCING IN THE DARK, AT THE BALALIAXA, and the first thing he knew of the robbery was when someone shouted, "The joint's robbed, put those LIGHTS OUT! "

BEN: A masterful summation, clerkie. Now, jurors, remember you are looking for a contradiction in the testimony you have just heard. You will please retire and write your verdicts of whether Sam is guilty or not guilty, and state your reasons why. And, don't forget, if you get it right, you get ten dollars apiece ... and remember, if you win the ten bucks, the old judge can use a new shirt - size fifteen and a half. Now, while the jurors are writing out their verdicts, me and the Half and Half Lads are gonna play THE LADY IN RED. Song writers say the lady in red, but Ben Bernie He Say: When Lady Go Shopping For New Clothes, Husband in red ... Play, Lads ...

(ORCHESTRA.....LADY IN RED)

(APPLAUSE)

(MURMUR IN COURTROOM)

(GAVEL)

CLERK: Order, order in the court.

BEN: Stop this clamor, stop this noise,
Are the verdicts ready, gals and boys ...

CLERK: They have written them, you honor, and are ready to read them.

BEN: Well, what are we waitin' for? (JUROR'S NAME),
will you read your verdict on this here case?
(JURORS READ VERDICTS, BEN GIVES CORRECT VERDICT
AND AWARDS PRIZES)

BEN: Well, jurors, you seen your duty and you done it
well...And here's three dollars to each of you
for jury duty...
And I want to thank you all very much.

(APPLAUSE)

HALF AND HALF
May 15, 1940

COMMERCIAL "B"

BEN: Nice decidin', everybody. And now, if you'll fo'give me, the old maestro would like to pause for a moment in contemplation of this day. A very IMPORTANT day it is, indeed, for, accordin' to unwritten law, May 15th is the time for all guys to change to straw hats. I have even written a bit of an ode for the occasion. Here 'tis ...

All hail to thee, o straw-hat day,
Tradition of the years;
Designed to see that all mankind
Keeps cool above the ears.

Yowsah, guys and gals ... in these hyah troubled times, any custom that's intedned to keep down the temperature above the hair-line...to keep us from gettin' hot-headed ...is certainly important. And mistah, that's exactly why the good old custom of smokin' a pipe is such a mighty good one right now. When you feel yourself gettin' upset and excited about what's goin' on around ya...when you feel like maybe you're about to fly off the handle, why don't ya take the old maestro's advice? Just whip out your trusty briar...fill it up with good old Half and Half Tobacco...and Smoke a pipe - to calm you down

CHAPPEL: Good advice, Maestro. Yes, gentlemen... Half and Half certainly does give you a mighty comforting smoke. And that's only part of the story, for Half and Half actually

ATX01 0199949

HALF AND HALF
May 15, 1940

COMMERCIAL "B"-2-

CHAPPEL: gives you more comfort even BEFORE you light up. You
(CONT'D) see, not so many years ago smokers started complaining
about the way they had to poke and dig around and
scrape their fingers every time they filled their pipe.
So the makers of Half and Half got to work and turned
out a tobacco tin that was so new and different that it
was awarded a patent by the United States Government.
It was the famous Half and Half Telescope Tin that
slides together as you use your tobacco - making the
last pipeful as easy to get at as the first. And here's
something else, Because you don't have to grope around
for your tobacco, it doesn't get crumbled and broken up.
That's why Half and Half stays in better condition,
 fresher, in apple-pie order to give you a smoother and
cooler smoke. The patented Telescope Tin is an exclusive
feature with Half and Half, and like the exclusive Half
and Half blend, it's something no other tobacco can offer.
So next time...see for yourself how the patented Telescope
Tin works. Buy Half and Half Tobacco...for more
convenience...more comfort and greater smoking pleasure.

ATX01 0199950

(ORCH:.....HIT AND FADE NOVELTY SONG....LOVE SONG OF RINALDO)

BEN: (OVER MUSIC) Now me and the Bailey gals are gonna do
the LOVE SONG OF RINALDO...

Ah, love songs ...

I'll never forget the night I went to my girl's house
and sang her a sweet love son. But, it couldn't have
been so sweet ... 'Cause when I started singin' -
her father started swingin'!

(BEN, BAILEYS AND ORCHESTRA PRODUCTION NUMBER)

BEN: Thank you, my friends, thank you.

LEW: Mr. Bernie.

BEN: Yes, Lew.

LEW: Before I leave, I got a case I'd like to bring up for next week.

BEN: What is the case, Lew?

LEW: Well, a guy sold his wife for forty-two dollars, and they arrested him.

BEN: They arrested him for selling his wife?

LEW: No... (LAUGH) For not paying the sales tax.

BEN: Get on with you, Lew ... Me and the Half and Half Lads gotta play "THE LADY'S IN LOVE WITH YOU ... Ah, deah -- the lady's in love with you, and when you don't get a bill for your rent on the first of the month, the landlady's in love with you ...

(ORCH:.....THE LADY'S IN LOVE WITH YOU)

CHAPPEL: 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, ole tempus is sure fugiting, but, before we turn off the kilocycles, I'd like to remind you that we'll be back again next week at the same time ...

BEN: And, in the meantime, remember...Ben Bernie H. Say:
(CONT'D)

It is written that a kitten
Has nine lives yet he don't laugh
What a pity little kitty
Can't cheer up with Half and Half

And now the time has come ...

(ORCH.: AND BEN.....AU REVOIR.....SEGUE TO LONESOME OLD TOWN..)

CHAPPEL: Be sure to listen in again at this same time next week
ladies and gentlemen, for more MUSICAL MOCK TRIALS
with Old Judge Bernie, all the Lads and Lassies, and
Lew Lehr.

This is Ernest Chappel saying good night for Half and
Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

YOUNG & RUBICAM, ^{INC.}
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 265 Madison Avenue

May 15, 1940

Miss Gloria Safier
Billy Rose Enterprises
235 West 46th Street
New York, N.Y.

Dear Miss Safier:

This letter will confirm your verbal permission to use Eleanor Holm's name in the Ben Bernie script tonight, May 15th, in the following way:

LEN: Well, as each one of the girls dived into the water, the orchestra struck up a tune. When Eleanor Holm dived in, they played OH, YOU BEAUTIFUL DOLL, then when another bathing beauty dived in, they played SWEET AND LOVELY...

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your cooperation in this matter.

Very truly yours,

Dorothy Regan

YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Gloria Safier

ATX01 0199954

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 245 Madison Avenue
May 15, 1940

Mr. Schneider
Paramount Pictures
Paramount Building
New York, N.Y.

Dear Mr. Schneider:

This letter will confirm your verbal permission to use Buck Benny Rides Again in the Ben Bernie script for tonight, May 15th, in the following way:

BEN: While I slip into my judicial robes, Patty Norman is gonna sing MY MY from the picture BUCK BENNY RIDES AGAIN. Incidentally, Fred Allen tells me the reason they call Jack, Buck Benny is because he still has his first buck.

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your cooperation in this matter.

Very truly yours,

Dorothy Regan

YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

W. E. Mox

ATX01 0199955

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 205 Madison Avenue

May 15, 1940

Mr. Warren
Bulova Watch Co.
630 Fifth Avenue
New York, N.Y.

Dear Mr. Warren:

This letter will confirm your verbal permission to use Bulova's name in the Ben Bernie script for tonight, May 15th, in the following way:

(Conversation is to give clue to song title)

BEN: You guessed the right time, and here's a dollar from Bulova Bernie.

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan:

APPROVED:

[Signature]

ATK01 0199956

NEW YORK

LONDON

CHICAGO

HOLLYWOOD



ESTABLISHED 1898

WILLIAM MORRIS AGENCY

INC.

ROCKEFELLER CENTER

1270 SIXTH AVENUE

NEW YORK

TELEPHONE CIRCLE 7-2180

May 20th, 1940.

Young and Rubicam, Inc.
285 Madison Avenue
New York, New York

Gentlemen:

This will serve as your authority whereby you used
my name on the Ben Bernie program of Wednesday, May
15th, 1940.

Very truly yours,

SIMONE SIMON

CABLE: "WILLMORRIS" NEW YORK "WILLMORRIS" HOLLYWOOD

ATX01 0199957

NEW YORK

LONDON

CHICAGO

HOLLYWOOD



ESTABLISHED 1898

WILLIAM MORRIS AGENCY

INC

ROCKEFELLER CENTER

1270 SIXTH AVENUE

NEW YORK

TELEPHONE CIRCLE 7-3160

June 3rd, 1940.

Miss Ryan

Mr. Vannonstrand
Young and Rubicam, Inc.
285 Madison Avenue
New York, New York

Dear Mr. Vannonstrand:

Herewith is a letter, signed by Simone Simon, consenting to the use of her name on the Ben Bernie program of Wednesday, May 15th, 1940, for your records.

Cordially yours,

WILLIAM MORRIS AGENCY, INC.

Sal Leon
Sol Leon

SL TA

CABLE: "WILLMORRIS" NEW YORK. "WILLHOLL" HOLLYWOOD

ATX01 0199958

(AS BROADCAST)
(REBROADCAST)

WEDNESDAY, MAY 15, 1940

AMERICAN TOBACCO CO. HALF AND HALF

SEN BERNIE'S MUSICAL MUCK TRIAL

SEN: (ON DEAD AIR) Sen Bernie He Says:

When The Excitement Of The Fair
Gets You Up In The Air ... Smoke
Half and Half To Calm You Down....

(ORCHESTRA ... THEME ... UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Sen Bernie program for
Half and Half Smoking Tobacco! Bringing you all
the Lads and Lassies, Our Musical Muck Trial, Lou
Lehr, and the Old Maestro himself, Sen Bernie!

ORCHESTRA ... THEME UP BIG ... TO APPLAUSE)

SEN: ^{ladies & gentlemen}
Yousah, yousah, yousah, greetings, ~~my good people~~
greetings, salutations and a merry World's Fair
Wednesday to yous all ... Yousah, this is town
color Bernie shoutin' to bye all that the World's
Fair is open and doing business at the same old
stand. And, what a thrill that opening was ...
Where else could I shake hands with the governor,
where else could I have dinner with the mayor, where
else could fifty beautiful hostesses throw their arms
around me and say, "Welcome, Maestro" ... It didn't
happen, but I can dream, can't I? And what a crowd
there was at that opening ... I was wedged in so
tight my elks teeth bit me five times ...

ATX01 019959

BERNIE
(CONT'D)

I didn't mind that so much, but what made me really mad was a kid behind me kept pointing at my shiny head and shouting to his mother, "Look, Ma, this year, the perisphere has freckles!"

Oh ~~good~~, they've sure got a lot of interesting things in that amusement area this year. In one place, they have a whole tribe of Ubangis. You folks all know what Ubangis are ... they're the only people in the world that have more lip than Finchell ...

Oh well, let's get on with this here program, Bernie ... What you all gonna play ... well sir, I'm glad you asked me. Me and the Half and Half Tobacco Lads are gonna play PLAYMATES ... Play, Mates ...

(ORCHESTRA ~~PLAYMATES~~ "PLAYMATES")

BERNIE: Nicely done, nicely done ... That was the Half and Half Tobacco Lads and your obedient servant, Ben Bernie, playing PLAYMATES ...

Well, it's Kay and the beautiful flowers are blooming the beautiful trees are budding, and the beautiful birds are singing beautiful songs ... oh, but, the heck with beauty, 'cause here comes that model for a real pie, that Half and Half wit of Kevistone

BEN: News, Lew Lehr ...
(CONT'D)

(ORCHESTRA ~~LEHR PLAY ON MUSIC~~)

LEW: Monkeys is the craziest people ... Oh, Mr. Bernie,
I heard you talking about the World's Fair ... I
was there at the opening.

BEN: You were, Lew. Of course, I suppose a celebrity
like you, ~~celebrity like you~~, get special
attention.

LEW: Did I get special attention ... I got the twenty-
one gun club ... er ... the guard of honor ... er
... the official receipt ... receipt ... (LAUGH)

BEN: ~~Oh I can't believe that. But really Lew you've got to~~ agr
/ ~~with me~~ ~~there surely was a terrific crowd there,~~ ~~wasn't it.~~
Oh I can't believe that. But really Lew you've got to ~~agr~~
with me ~~there surely was a terrific crowd there,~~ ~~wasn't it.~~

LEW: You, I didn't mind the crowd so much, but my uncle
didn't like it. People kept talking behind his back
all afternoon.

BEN: Talking behind his back? What were they saying?

LEW: (LAUGH) Stop that ... The first place I went to was
the menagerie. They got the strongest animal there,
it's called the wild Oboi.

BEN: A wild oboi? What kind of an animal is that?

LEW: It eats nothing but wild onions and garlic and
every time it runs past you (LAUGH) Oh boy!

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BEN: was afraid
I know that was coming.

LEW: Then I met my wife.

BEN: In that crowd?

LEW: (GROG) In that crowd? She's a crowd herself.

BEN: Well now, Lew, it's not going to stand for that ...
I've met Mrs. Lehr, and I don't think she's so fat.

LEW: You don't think she's big/^{fat}... Why, at the dance hall,
when she walked across the floor, the manager
bawled her out for disobeying the rule.

BEN: What was the rule?

LEW: (LAUGH) Two girls can't dance together ... But, the
place where I was embarrassed the most was at the
Aquacade.

BEN: ^{tell me}
Why, what happened, Lew?

LEW: Well, as each one of the girls dived into the water,
the orchestra struck up a tune. When Eleanor Solo
dived in, they played OH, YOU BEAUTIFUL DOLL...

BEN: OH, YOU BEAUTIFUL DOLL ... How appropriate...

LEW: Then when another bathing beauty dived in, they
played SWEET AND LOVELY ...

BEN: ^{Sweet and lovely}
/ Very descriptive.

LEW: Then, suddenly, my wife tripped, and fell headfirst
into the water, and they played another tune.

BEN: What did they play?

LEW: (LAUGH) BOBETWA, THE BEALM ...
(ORCHESTRA... LEHR PLAYOFF MUSIC)

HALF AND HALF
MAY 15, 1940

~~CONFIDENTIAL~~ "A"

HEN: Shodor, looks like the folks have decided you is a good rib-tickler, Lex. And a good decision it is. And, guys and gals, here's a decision I came to last night. I decided that all the sweat and hustle-bustle of Spring-cleaning these past few days was worth it. You guys know what I mean. So what if there was a bit of a misunderstandin' while you were hangin' them curtains ... or what if you almost got the heads from beatin' the carpets? You get paid-back double after it's all over ... when you set back in your sparklin' livin' room with the little woman, admirin' the way the old house has parked up. How sweet home sure is sweet then. And yhere's a way to make it soon even sweeter, mistah. While you're a-settin' back there, make sure you're a-puffin' a pleasin', fragrant pipeful of Half and Half. Ah, there's contentment for ya ... and pleasure for the little woman too. 'Cause your better half will sure love the fragrance of Half and Half.

ATX01 0199963

HALF AND HALF
MAY 15, 1940

COMMERCIAL WAR

CHAPPEL

Well said, Gentles. And gentlemen, when we say that Half and Half gives you a more enjoyable smoke, we don't ask you to take our word for it. We want you to prove that fact for yourself. And here's how you can prove it. Merely pass a tin of Half and Half. And there ... right before your very nose ... is the reason. It's Half and Half's distinctive and delightful grain ... an aroma that can't be equalled by any other tobacco. Now, that aroma is mighty important to your smoking pleasure because it is chiefly grain which gives your tobacco its taste and flavor. Half and Half gives you a finer aroma because it is made by a new and exclusive process ... the process of balanced blending. Choice, full-bodied Burleys are combined in JUST THE RIGHT PROPORTIONS with golden, luscious Virginias. As a result, Half and Half is more aromatic and therefore more flavorful. We repeat, gentlemen. Don't take our word for it ... PUT HALF AND HALF IN YOUR PIPE AND PROVE IT.

ATX01 0199964

BEN: When it comes to Half and Half, Chappie, you and I see eye to eye ... eye, eye. And now to get ready for our Musical Mock Trial. While I slip into my judicial robes, little Patty Norman is gonna sing MY MY from the picture BUCK BENNY RIDES AGAIN. Incidentally, Fred Allen tells me the reason they call Jack, Buck Benny is because he still has his first buck. Sing, Patty, sing.

(PATTY NORMAN & ORCHESTRA "MY MY")

(APPLAUSE)

(FOUR RAPE OF GAVEL IN RHYTHM)

CHAPPEL: Hear ya, hear ye, here comes the judge.

PATTY: Here comes the judge.

(ORCHESTRAL CUE VAMP UNDER)

CHAPPEL & PATTY: Here comes the judge.

ORCHESTRA: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRATED BAP TAG)

BEN: Youssah, it's old judge Bernie back again. And I'm invitin' all you good ^{people} ~~folks~~ to play detective now as we hold another one of Ben Bernie's Musical Mock Trials. Now Court Clerk Ernest Chappel, suppose you tell the folks all about it.

CHAPPEL: Yes, your honor. Ladies and gentlemen, this is a game in which we present an imaginary courtroom

CHAPPEL:
(CONT'D)

case, and give evidence by means of popular songs. And it's up to the three jurors we have picked from the studio audience to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff, and one for the defense. Now somewhere in the completed evidence, there is going to be a contradiction. Our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive ^a ~~ten~~ dollar for each musical title they guess correctly, and a crisp ten dollar bill if they arrive at the correct verdict.

(GAVEL)

And now, your honor, here is our jury for tonight.

BEA:

Thank you, Chappie. Now, juror number one, ~~NAME~~
~~NAME~~ what is your name?

(BEA CONTINUES INTERVIEWING JURORS, THIS SAYS)

Well, let's proceed to the trial. This is a case involving robbery. Tom Lane accuses Sam Fuller of robbing his party at a cafe. Sam denies this charge ... and now to present the evidence, we call on that legal lion, Lew Lehr.

LEW:

Yessir - and ready to take with the habeas corpus.

BEA:

Lew, are you gonna represent both the plaintiff and defense again tonight?

LEW: Essie (GRANT) I want both sides to have the same
handicap.

BEN: Sounds fair enough ... Proceed with the case.

LEW: Tom Lane says the robbery happened when he was
saying so long to his guests at

(ORCHESTRA..... THREE O'CLOCK IN THE EVENING)

BEH: Now (NAME OF FIRST JUROR), Tom says the robbery happened WHEN?

JUROR:

BEH: It's when the milkman tells you good morning and you tell him good night.

JUROR:

LEW: It's when your mother-in-law finally stops talking.

JUROR: THREE O'CLOCK IN THE MORNING.

BEH: You guessed the right time, and here's a dollar from Dulova Bernie.

PROCEED, LEW

LEW: You says the guests were all leaving and saying to
him

(ORCHESTRA THANKS FOR THE MEMORY)

LEW: (NAME), the guests were telling him THAT?

JUROR:

LEW: This is my theme song for Myra.

JUROR:

LEW: This is what Gargantua sang after he took a look
at us.

JUROR: THANKS FOR THE MEMORY

LEW: There's nothing wrong with your memory ... here's
a dollar.

CONTINUE, LEW

LEV: All of a sudden, Sam pointed a gun at them and made them all say

(ORCHESTRA EVERYTHING I HAVE IS YOURS)

BEN: Now (NAME), what did Sam make the guests say?

JUNOR:

BEN: What would you say if somebody held you up?

JUNOR: I got plenty of nothin'.

BEN: No, that's not it.

LEV: That's what my wife makes me say on payday.

JUNOR:

BEN: COURTROOM!

AUDIENCES: EVERYTHING I HAVE IS YOURS.

BEN: EVERYTHING I HAVE IS YOURS ... That's right ... Lev, now that you've presented the three musical clues for the plaintiff, what are you going to do for the defense?

LEV: By the time I'm through with the defense, my client will be acqui ... acquit ... completely exoner ... exoner ... Hung.

BEN: Proceed.

LEW: Yessir ... Ben says when the robbery happened,
they were all

~~(ORCHESTRA)~~.....DANCING IN THE DARK

SEN: (SING), Ben says when the robbery happened, they
were doing WHAT?

JURO:

LEW: That's one line when my pass gets a break.

JURO:

SEN: It saves electricity, but it's hard on your feet.

JURO: DANCING IN THE DARK.

SEN: You guessed the dark secret, and here's a dollar.

CONTINDE , LEW

LEW: Sam admits that he was with Tom, and his guests
that night, and they were havin' fun

(ORCHESTRA AT THE BALALAIKA)

BEN: (NAME), Sam admits he was with Tom and his guests
WHERE?

JUROR:

BEN: If I could pronounce it, and knew what it was,
I'd give you a hint.

JUROR:

LEW: It's something with strings on it and it ain't
my pajamas.

JUROR: AT THE BALALAIKA.

BEN: For Balalaika-ing correctly, here's a dollar.

GO AHEAD, LEW

CHAPPEL: Tom Lane says Sam Fuller held up his party at a cafe, when they were saying goodbye at THREE O'CLOCK IN THE MORNING. He says his guests were saying THANKS FOR THE MEMORY, when Sam held them up and made them say EVERYTHING I HAVE IS YOURS.

But, Sam Fuller contends that he didn't hold them up. He says at the time of the robbery, they were all DANCING IN THE DARK, AT THE BALALIAXA, and the first thing he knew of the robbery was when someone shouted, "The joint's robbed, put those LIGHTS OUT!"

BEN: A masterful/summatation, clerkie. Now, jurors, remember you are looking for a contradiction in the testimony you have just heard. You will please retire and write your verdicts of whether Sam is guilty or not guilty, and state your reasons why. And, don't forget, if you get it right, you get ten dollars apiece ... ~~and remember~~, if you win the ten bucks, the old judge can use a new shirt - size fifteen and a half. Now, while the jurors are writing out their verdicts, me and the Half and Half Lads are gonna play THE LADY IN RED. Song writers say the lady in red, but Ben Bernie He Says: When Lady Go Shopping For New Clothes, Husband in red ... Play, Lads ...

(ORCHESTRA.....LADY IN RED)

(APPLAUSE)

(MURMUR IN COURTROOM)

(GAVEL)

CLERK: Order, order in the court.

BEN: Stop this clamor, stop this noise,
Are the verdicts ready, gals and boys ...

CLERK: They have written them, you honor, and are ready to read them.

BEN: Well, what are we waitin' for? (JUROR'S NAME),
will you read your verdict on this here case?
(JURORS READ VERDICTS, BEN GIVES CORRECT VERDICT
AND AWARDS PRIZES)

BEN: Well, jurors, you seen your duty and you done it
well...And here's three dollars to each of you
for jury duty...

And I want to thank you all very much.

(APPLAUSE)

HALF AND HALF
May 15, 1940

COMMERCIAL "B"

BEN: Nice decidin', everybody. And now, if you'll fo'give me, the old maestro would like to pause for a moment in contemplation of this day. A very IMPORTANT day it is, indeed, for, accordin' to unwritten law, May 15th is the time for all guys to change to straw hats. I have even written a bit of an ode for the occasion. Here 'tis ...

All hail to thee, o straw-hat day,
Tradition of the years;
Designed to see that all mankind
Keeps cool above the ears.

well

Yousah/ guys and gals ... in these hyah troubled times, any custom that's intedned to keep down the temperature above the hair-line...to keep us from gettin' hot-headed ...is certainly important. And sistah, that's exactly why the good old custom of smokin' a pipe is such a mighty good one right now. When you feel yourself gettin' upset and excited about what's goin' on around ya...when you feel like maybe you're about to fly off the handle, why don't ya take the old maestro's advice? Just whip out your trusty briar...fill it up with good old Half and Half Tobacco...and Smoke a pipe - to calm you down
That's

CHAPPEY: Good advice, Maestro. Yes, gentlemen... Half and Half certainly does give you a mighty comforting smoke. And that's only part of the story, for Half and Half actually

ATX01 0199977

HALF AND HALF
May 15, 1940

COMMERCIAL "B"-2-

CHAMPEL: gives you more comfort even BEFORE you light up. You
(CONT'D) see, not so many years ago smokers started complaining
about the way they had to poke and dig around and
scrape their fingers every time they filled their pipe.
So the makers of Half and Half got to work and turned
out a tobacco tin that was so new and different, that it
was awarded a patent by the United States Government.
It was the famous Half and Half Telescope Tin that
slides together as you use your tobacco - making the
last pinch as easy to get at as the first. And here's
something else. Because you don't have to grope around
for your tobacco, it doesn't get crumbled and broken up.
That's why Half and Half stays in better condition,
 fresher, in apple-pie order to give you a smoother and
cooler smoke. The patented Telescope Tin is an exclusive
feature with Half and Half, and like the exclusive Half
and Half blend, it's something no other tobacco can offer.
So next time...see for yourself how the patented Telescope
Tin works. Buy Half and Half Tobacco...for more
convenience...more comfort and greater smoking pleasure.

ATH01 0199978

(ORCH:.....HIT AND FADE NOVELTY SONG....LOVE SONG OF RINALDO)

DEN: (OVER MUSIC) Now me and the Bailey gals are gonna do
the LOVE SONG OF RINALDO...

Ah, love songs ...

I'll never forget the night I went to my girl's house
and sang her a sweet love son. But, it couldn't have
been so sweet ... 'Cause when I started singin' -
her father started swingin'!

(DEN, BAILEYS AND ORCHESTRA PRODUCTION NUMBER)

BEN: Thank you, ^{very much} my friends, thank you.

LEW: Mr. Bernie.

BEN: Yes, Lew.

LEW: Before I leave, I got a case I'd like to bring up for next week. Well you must come and see me sometime I want you to meet my wife Mary.

BEN: What is the case, Lew?

LEW: Well, a guy sold his wife for forty-two dollars, and they arrested him.

BEN: They arrested him for selling his wife?

LEW: No... (LAUGH) For not paying the sales tax.

BEN: Get on with you, Lew ... We and the Half and Half Lada I don't blame gotta play "THE LADY'S IN LOVE WITH YOU /.. Ah, dear -- you Lew you should have walked off on a bigger belly laugh the lady's in love with you, ~~xxxxxxxxxxxxxxxxxxxxxxxx~~ than that. We'll have to get the writers on the carpet ~~xxxxxxxxxxxxxxxxxxxxxxxx~~ tomorrow ~~xxxxxxxxxxxxxxxxxxxxxxxx~~

(ORCH:.....THE LADY'S IN LOVE WITH YOU)

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

BEN: ~~xxxxxxxxxxxxxxxxxxxxxxxx~~ ~~xxxxxxxxxxxxxxxxxxxxxxxx~~ ~~xxxxxxxxxxxxxxxxxxxxxxxx~~

BEN: And now, Ben Bernie He Say;
(CONT'D)

Here's a tip before we leave ye,
Smoke Half and Half - it's swell - believe me.

And now the time has come ...

(ORCH: AND BEN...AU REVOIR...SEGUE TO LONESOME OLE TOWN)

CHAPPEL: Be sure to listen in again at this same time next week
ladies and gentlemen for more MUSICAL MOCK TRIALS
with Old Judge Bernie, all the Lads and Lassies,
and Lew Lehr.

This is Ernest Chappel saying good night for Half and
Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

"AS BROADCAST"

ROUTINE FOR BEN BERNIE'S MUSICAL MOCK

TRIAL -- MAY 22, 1940

1. OPENING THEME AND BILLBOARD
2. SHORT BEN BERNIE MONOLOGUE
3. ORCHESTRA "I'M SHOOTIN' HIGH"
4. BERNIE LEHR SPOT
5. COMMERCIAL "A"
6. PATRICIA NORMAN & ORCH "SAYS MY HEART"
7. THE MUSICAL MOCK TRIAL
8. ORCHESTRA "YOU YOU DARLING"
9. VERDICT OF MUSICAL MOCK TRIAL
10. COMMERCIAL "B"
11. BERNIE & BAILEY SISTERS "GIVE A LITTLE WHISTLE"
12. ORCHESTRA "WOODPECKER SONG"
13. CIGARETTE REFERENCE
14. AU REVOIR AND SIGN OFF

ATX01 0199982

WEDNESDAY, MAY 22, 1940

AMERICAN TOBACCO CO. HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say:

If Your Home Team Loses
Don't get The Blues-es, Smoke
Half and Half to calm you down.

(ORCHESTRA: THEME UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie Program for
Half and Half Smoking Tobacco! Bringing you all
the Lads and Lassies, our Musical Mock Trial,
Lew Lehr, and the Old Maestro himself, Ben
Bernie!

(ORCHESTRA: THEME UP BIG TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah, greetings, my good people,
greetings, salutations etc etc and a good old etc.
And I want to wish you all a happy middle of
May Wednesday. Ah, this warm May weather makes
me begin to think about my summer vacation. The
only trouble is, I don't know where to go. My
doctor says "Go to the mountains, you're over-
weight," my wife says "Go to the seashore, you're
overworked," and my banker says, "Stay at home,
you're overdrawn!"

ATX01 01999B3

MAY 23 1940

LEW: (LAUGH) Monkeys is the craziest people. Mr. Bernie, didn't I hear you talking about summer vacations?

BEN: Yes, Lew, where are you going to spend your vacation?

LEW: Why, I'll probably spend it in a cabin in the mountai ... er ... a chateau by the ocea ... er ... a mexican haciend ... haciend ... (LAUGH) The doghouse!

BEN: Well, tell me, Lew, how did you spend your vacation last summer?

LEW: I bought a trailer.

BEN: A trailer? Where did you go?

LEW: I spent the whole summer in my back yard.

BEN: In a trailer?

LEW: Yeah! (GRUNT) I forgot to buy a oar to pull it!

BEN: Lew, I certainly think you could use a vacation.

LEW: What do you mean? Why I'm the picture of health! Look at these arms. Look at these hips. Look at this face. (LAUGH) Ain't it repulsive?

BEN: Oh, you're just modest, Lew. But I really do think you should take a vacation. Why don't you go to the seashore?

LEW: Oh, I don't like the seashore. Every time we go there my little son Sycamore always buries my mother-in-law in the sand. It makes me furious!

BEN: Well, why should that make you furious?

MAY 22 1940

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LEW: (LAUGH) He don't bury her deep enough!

BEN: You mean to tell me you never go to the seashore?

LEW: Oh certainly ... I was there last Sunday, Mr. Bernie.
There were fifteen beautiful girls swimming around
in the water, and all of a sudden they looked up
and saw me!

BEN: What happened?

LEW: (LAUGH) They scuttled themselves!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATK01 019985

HALF AND HALF
May 22, 1940

COMMERCIAL "A"

BERNIE: Nice buffoonin', Lewis! You is as refreshin' as these grand May days. Ah, such days! What it does to ya to see them flowers beginnin' to bloom and the grass growin' green and tall. Deah, deah ... and what it does to ya when you're tryin' to cut that grass with a lawn mower that's been spendin' the winter figurin' out how to make life miserable for ya! You go a couple feet and the pesky thing stops. You bend over double to give the blades a twist ... and they START ... just when you don't expect 'em to. Ah, how tragical! And how like life ... when trouble takes a notion to start, without any warnin'. Well mistah, don't let it throw ya. Instead of gettin' all up in the air ... just fill up your trusty briar with Half and Half Tobacco ... and Smoke a pipe -- to calm you down!

CHAPPEL: Good advice, Maestro. And gentlemen, we don't ask you to take our word for it when we say that Half and Half gives you a more enjoyable smoke. We'd

ATX01 0199986

HALF AND HALF
May 22, 1940

COMMERCIAL "A" -2-

CHAPPEL:
(CONT'D)

like you to prove that fact for yourself. Merely open a tin of Half and Half, and see how much you enjoy its delightful and distinctive aroma. You see, it's that aroma that gives Half and Half its grand flavor, for scientists tell us that the flavor of tobacco depends chiefly on aroma. Half and Half has a finer aroma because it is made by a new and exclusive process ... the Half and Half process of balanced blending. Choice, full-bodied Burleys are combined in just the right proportions with fragrant, mellow Virginias to give you a smoke that is more aromatic ... and therefore more flavorful. So next time, find out for yourself how grand a really fine smoking tobacco can be. Buy Half and Half Tobacco.

ATX01 019987

ALBERT R. STEVENS

Milt Goodman

ATX01 0199988

HALF AND HALF
May 22, 1940

COMMERCIAL "A" -2-

CHAPPEL:
(CONT'D)

like you to prove that fact for yourself. Merely open a tin of Half and Half, and see how much you enjoy its delightful and distinctive aroma. You see, it's that aroma that gives Half and Half its grand flavor, for scientists tell us that the flavor of tobacco depends chiefly on aroma. Half and Half has a finer aroma because it is made by a new and exclusive process ... the Half and Half process of balanced blending. Choice, full-bodied Burleys are combined in just the right proportions with fragrant, mellow Virginias to give you a smoke that is more aromatic ... and therefore more flavorful. So next time, find out for yourself how grand a really fine smoking tobacco can be. Buy Half and Half Tobacco.

ATX01 0199889

MAY 22 1940

BEN: Chappie, I subscribe to them sentiments heartily. Now let's get on with our Musical Mock Trial. While I don my judicial paraphernalia, Patty Norman is gonna sing SAYS MY HEART. Ben Bernie He Say: When You're Courtin' Your Girl Your Heart Talks, But After You're Married Money Talks. Sing, Patty cake, sing.

(PATTY NORMAN & ORCHESTRA "SAYS MY HEART")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, hear ye, here comes the judge.

PATTY: Here comes the judge.

(ORCHESTRA: CUE VAMP UNDER)

CHAPPEL & PATTY: Here comes the judge.

ORCHESTRA: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, here is old Judge Bernie, ready to ask all you folks to join us for another one of Ben Bernie's Music Mock Trials. Now, Ernest Chappel, as our court clerk, will you please enlighten the guys and gals about it?

CHAPPEL: I will, your honor, yes. Ladies and gentlemen, we will present an imaginary court room case, giving evidence by means of popular songs. Three jurors, picked from the studio audience, will try to guess the titles of these songs.

CHAPPEL:
(CONT'D)

Each juror will be given one musical clue for plaintiff, and one for the defense. Somewhere in the completed evidence, there is going to be a contradiction. Our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and a ten dollar bill if they give the correct verdict. (GAVEL) And now, your honor, here is our jury for tonight.

BEN: And a mighty fine looking jury they is too. How do you do, good people. Now what is your name, please?

(BEN INTERVIEWS JURORS THEN SAYS)

Well, let's get on with the case. This is a case involving breach of contract. The Pressed Ham Theatrical Agency claims that Juliet Woods, an actress, failed to fulfill a contract. Juliet denies the charge. And now to present the evidence, - where is he - we call on that legal loon, Lew Lehr.

LEW: Yessir, yessir, here I am, fat as a fiddle.

BEN: Lew, you mean fit as a fiddle.

LEW: I mean fat - I'm talkin' about a bass fiddle.

MAY 24 1948

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BEN: Lew, are you gonna represent both the plaintiff
and the defense again tonight?

LEW: Yes (GRUNT) I find I can make more money that
way.

BEN: All right, make with the corpus delecti.

LEW: Yessir - the Pressed Ham Theatrical Agency claims
they hired Juliet Woods in her home town, which
is

(ORCHESTRA:...CHARLESTON)

ATK01 0199992

JUL 21 1940

BEN: Now (NAME OF FIRST JUROR) Juliet's home town
is WHAT?

JUROR:

LEW: It's that old dance where you try to kick your
girl's teeth out.

JUROR:

BEN: You can get mighty fine corn pone and mint
juleps down there.

JUROR: CHARLESTON

BEN: Charleston is right, and here's a dollar to do
a little dancing with.

CONTINUE, LEW.

LEW: The agency claims they hired Juliet for a part
in a show called

(ORCHESTRA:.....ANYTHING GOES)

BEN: (NAME) They hired Juliet for a show called WHAT?

JUROR:

BEN: This is what happens when your wife leaves town.

JUROR:

LEW: Say whatever you want to, on this program
anything goes.

JUROR: ANYTHING GOES.

BEN: Anything goes is right, and a dollar just went.

PROCEED, LEW.

LEW: The agency says Juliet wouldn't work because she was homesick, and she kept saying

(ORCH:..CARRY ME BACK TO OLD VIRGINNY)

BEN: (NAME) Juliet kept saying what?

JUROR:

BEN: It's a place where hams come from ... pardon me, Winchell.

JUROR:

LEW: It's 800 miles from Coney Island.

JUROR: CARRY ME BACK TO OLD VIRGINNY.

BEN: That's right, and here's a dollar. But we all wish a pretty gal like you would stay right here. Now, Lew, you've presented the three musical clues for the plaintiff, how about the defense, are you going to plead for clemency.

LEW: No (MINUTE GRUNT) Let clemency get his own lawyer.

BEN: On with the case, Lawyer Lew.

MAY 23 1940

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LEW: Yes, sir ... Juliet Woods says she did
fulfill the contract. She appeared in the show
for them and worked ...

(ORCHESTRA: NIGHT AND DAY)

BEN: (NAME) Juliet says she worked when

JUROR:

BEN: It's when the lads pester me for a raise.

JUROR:

LEW: It's my favorite time for sleeping.

JUROR: NIGHT AND DAY

BEN: That's right. I've been working night and day
for the buck, and here I've got to give it to you.

CONTINUE, LEW.

ATX01 0199996

MAY 22 1940

LEW: Furthermore Juliet says she wasn't homesick.
In fact she was always singing ...

(ORCHESTRA.....IT'S A HAP HAP HAPPY DAY)

BEN: (NAME) Juliet was always singing WHAT?

LEW: It's what I sing when my mother-in-law leaves
the house.

JUROR:

BEN: This is the theme song of all guys who smoke
Half and Half.

JUROR: IT'S A HAP HAP HAPPY DAY.

BEN: Here's a dollar. And if you win that ten it sure
will be a hap hap happy day.

GO AHEAD, LEW

MAY 29 1953

CHAPPEL: The Theatrical agency claims they hired Juliet Woods in her home town which is CHARLESTON and brought her to New York to act in the show ANYTHING GOES. They claim Juliet wouldn't work because she was homesick and kept saying CARRY ME BACK TO OLE VIRGINIA.

But Juliet says she did fullfil her contract. She worked NIGHT AND DAY and was so contented she sang "IT'S A HAP HAP HAPPY DAY". And that she wouldn't leave New York because she said, "I'M FALLING IN LOVE WITH SOMEONE".

HALF AND HALF
May 22, 1940

COMMERCIAL "B"

BERNIE: And now that we're done with our legal points, I'd like to gve out with a few domestic points to youse guys as are plannin' to do a heap o' sittin' on your front porch this summer. Take out the old porch chairs. Take out the squeakin' porch hammock and that funny little table for keepin' papers and things on. And then, mistah, after you've gotten them all taken out, and you're a-settin' there with the little woman, take out your trusty briar and fill it up with Half and Half Tobacco. The pleasin', fragrant aroma of Half and Half will make the end of a perfect day even perfecter. And what's more, your better half will sure love the fragrance of Half and Half.

CHAPPEL: Very true, Maestro. Yes, gentlemen, you'll certainly find a lot of enjoyment in Half and Half. And here's another advantage. Half and Half is packed a special way ... to make it easier for you to fill your pipe ... it's packed in the telescope

ATX01 0199999

MAY 22 1940

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BEN: That's what I call mighty good summer summarizing, Chappie. Remind me to raise your salary. Now jurors, remember you are looking for a contradiction in the testimony you have just heard. You will retire and write your verdicts of whether Juliet Woods is guilty or not guilty, and state your reasons why. And remember, if you get it right you get ten dollars apiece... and don't forget the old Judge. Father's Day is coming.

Now while our able jurors are arriving at their verdicts me and the Half and Half Lads are gonna play YOU, YOU DARLIN. This is dedicated to my wife if she's listening..and if she ain't...I mean you, Myrna. You darling...

(ORCHESTRA....."YOU, YOU DARLIN")

(APPLAUSE)

(GAVEL)

CLERK: Order, order in the court.

BEN: Quiet, watch your P's and Q's
Here comes the jury with the news..

Clerk, have the jurors arrived at their verdicts?

CLERK: They have written them Your Honor, and here they are ready to read them.

ATX01 0200000

MAY 29 1940

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BEN: Well, let's have them. (JUROR'S NAME) will you please read your verdict on this here case?

(JURORS READ VERDICTS..BEN GIVES CORRECT VERDICT AND AWARDS PRIZES)

BEN: Well, jurors, you have served Justice justly. And here's three dollars to each of you for jury duty. I want to thank you all very much for serving.

(APPLAUSE)

ATX01 0200001

HALF AND HALF
May 22, 1940

COMMERCIAL "B"

BERNIE: And now that we're done with our legal points, I'd like to give out with a few domestic points to youse guys as are plannin' to do a heap o' sittin' on your front porch this summer. Take out the old porch chairs. Take out the squeakin' porch hammock and that funny little table for keepin' papers and things on. And then, mistah, after you've gotten them all taken out, and you're a-settin' there with the little woman, take out your trusty briar and fill it up with Half and Half Tobacco. The pleasin', fragrant aroma of Half and Half will make the end of a perfect day even perfecter. And what's more, your better half will sure love the fragrance of Half and Half.

CHAPPEL: Very true, Maestro. Yes, gentlemen, you'll certainly find a lot of enjoyment in Half and Half. And here's another advantage. Half and Half is packed a special way ... to make it easier for you to fill your pipe ... it's packed in the telescope

ATK01 0200002

HALF AND HALF
May 22, 1940

COMMERCIAL "B" -2-

CHAPPEL:
(CONT'D)

tin. This telescope tin is so different that it has been awarded a patent by the United States Government. It slides together as you use your tobacco, making the last pipeful as easy to get at as the first. You don't have to dig around, and BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition...fresher ... just right to give you a cool, smooth smoke. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. See for yourself how the telescope tin works. Buy the tobacco that's packed with pleasure ... and a pleasure to pack in your pipe ... Half and Half Tobacco.

ATX01 0200003

(ORCHESTRA: HIT AND FADE NOVELTY SONG ... GIVE A LITTLE WHISTLE)

BEN: (OVER MUSIC) Now me and the Bailey Gals are gonna do a novelty song called GIVE A LITTLE WHISTLE. Incidentally, the Bailey Gals' Ma has written in and wants to know how they're doing. They're doing right well, Ma. They get fifteen dollars a week ... and all they have to do is sing forty songs a night, cook for all the lads, and do the old Maestro's laundry. Start whistling, lads, start whistling.

(BEN, BAILEY GIRLS & ORCHESTRA PRODUCTION NUMBER)

BEN: Thank you so much. Thank you so much.

LEW: Well, so long, Mr. Bernie.

BEN: Why Lew where are you going in such a hurry?

LEW: Oh, my wife is giving a big masquerade party tonight.

BEN: A masquerade? How are you going to dress, Lew?

LEW: Oh, I'm just gonna wear a pair of galoshes over my face.

BEN: A pair of galoshes over your face? What are you supposed to represent?

LEW: (LAUGH) Puss in boots!

BEN: Aw, get going, Lew. And now me and the Half and Half Lads gotta play the WOODPECKER SONG. Peck away, Lads.

(ORCHESTRA "WOODPECKER SONG")

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

BEN: And now Ben Bernie He Say:
Here's a parting word before we say goodbye
For mighty swell smoking give Half and Half a try.
And now the time has come ...

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

CHAPPEL: Be sure to listen in again at this same time next weel ladies and gentlemen, for more MUSICAL MOCK TRIALS with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr.
This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 267 Madison Avenue

May 22, 1940

Mr. Edwin L. Dunham
Press & Promotion Bldg.
World's Fair
Flushing, N.Y.

Dear Mr. Dunham:

This letter will confirm your verbal permission to use the World's Fair name in the Ben Bernie script for tonight, May 22nd, in the following way:

HEN: My wife would like me to stay in town, but nothin' doin' after what happened last summer. So many of her relatives moved in on us for the World's Fair that on Saturday night we had to play bingo for the bath tub.

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your co-operation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

E. L. Dunham

ATX01 0200007A

AS BROADCAST

REBROADCAST

ROUTINE FOR BEN BERNIE'S MUSICAL MOCK

TRIAL -- MAY 22, 1940

1. OPENING THEME AND BILLBOARD
2. SHORT BEN BERNIE MONOLOGUE
3. ORCHESTRA "I'M SHOOTIN' HIGH"
4. BERNIE LEHR SPOT
5. COMMERCIAL "A"
6. PATRICIA NORMAN & ORCH "SAVE MY HEART"
7. THE MUSICAL MOCK TRIAL
8. ORCHESTRA "YOU YOU DARLING"
9. VERDICT OF MUSICAL MOCK TRIAL
10. COMMERCIAL "B"
11. BESSIE & BAILEY SISTERS "GIVE A LITTLE WHISTLE"
12. ORCHESTRA "WOODPECKER SONG"
13. CIGARETTE REFERENCE
14. AD REVQIR AND SIGN OFF

ATX01 0200008

WEDNESDAY, MAY 22, 1940

AMERICAN TOBACCO CO. HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BER: (ON DEAD AIR) Ben Bernie He Say:

If Your Home Toss Loses
Don't get The Blues-es, Smoke
Half and Half to calm you down.

(ORCHESTRA: THEME UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie Program for
Half and Half Smoking Tobacco! Bringing you all
the Lads and Lassies, our Musical Mock Trial,
Lew Lehr, and the Old Maestro himself, Ben
Bernie!

(ORCHESTRA: THEME UP BIG TO APPLAUSE)

BER: Yousah, yousah, yousah, greetings, my good ^{friends} people,
greetings, salutations etc etc and a good old etc.
~~and~~ ^{and} happy middle of
May Wednesday/ Ah, this warm May weather makes
me begin to think about my summer vacation. The
only trouble is, I don't know where to go. My
doctor says "Go to the mountains, you're over-
weight," my wife says "Go to the seashore, you're
overworked," and my banker says, "Stay at home,
you're overdrawn!"

ATX01 0200009

MAY 22 1940

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and how true it is, too

BEN:
(CONT'D)

Ah dear, /of course, there's a possibility that I
may have to go to Hollywood to do another picture
this summer. dear dear, ^{Myrna Bernie} You know there's a big
hit on Broadway now called LIFE WITH FATHER, and
they want me to star in a sequel to it. They're
gonna call it LIFE WITH GRANDFATHER.

My wife would like me to stay in town, but nothin'
doin' after what happened last summer. I'll never
forget it ... So many of ^{my wife's} her relatives moved in on
us for the World's Fair that on Saturday night we
had to play bingo for the bathtub. Well enough
of this vacaticaing. Get to work, Bernie. Yes
sir. He and the Half and Half Tobacco Lads are
sizin' to open up with I'M SHOOTIN' HIGH.

(ORCHESTRA: I'M SHOOTIN' HIGH)

BEN: That was the Half and Half Tobacco Lads ignoring
my baton as they played I'M SHOOTIN' HIGH.
Now, ladies and gentlemen, we wish to tell you that
any resemblance between the person we are about to
introduce and a human being is purely accidental.
Ah ha you guessed it.
/ Yowsah, it's that screwball of the screen, that
Half and Half wit of Movietone News, Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

ATX01 0200010

MAY 22 1940

LEW: (LAUGH) Monkeys is the craziest people. Mr. Bernie, didn't I hear you talking about summer vacations?

BEN: You sure did by the way, Yes, Lew, where are you going to spend your vacation?

LEW: Why, I'll probably spend it in a cabin in the mountai
... er ... a chateau by the ocean ... er ... a mexican haciend ... haciend ... (LAUGH) The doghouse!

BEN: Oh I don't believe that ~~Well, talk to me, Lew,~~ how did you spend your vacation last summer?

LEW: I bought a trailer.

BEN: A trailer? Where did you go?

LEW: I spent the whole summer in my back yard.

BEN: In a trailer?

LEW: Yeah! (GROAN) I forgot to buy a car to pull it!

BEN: Well, / Lew, I certainly think you could use a vacation.

LEW: What do you mean? Why I'm the picture of health. Look at these arms. Look at these hips. Look at this face. (LAUGH) Ain't it repulsive?

BEN: I wouldn't say that, Lew. Oh, you're just modest, Lew. But I really do think you should take a vacation. Why don't you go to the seashore?

LEW: Oh, I don't like the seashore. Every time we go there my little son Sycamore always buries my mother-in-law in the sand. It makes me furious!

BEN: Well, why should that make you furious?

LEW: (LAUGH) He don't bury her deep enough!

BEN: You mean to ^{say} ~~kill~~ you never go to the seashore?

LEW: Oh certainly ... I was there last Sunday, Mr. Bernie.
There were fifteen beautiful girls swimming around
in the water, and all of a sudden they looked up
and saw me.

BEN: What happened?

LEW: (LAUGH) They scuttled themselves!

(ORCHESTRA: LEW PLAY OFF MUSIC)

(APPLAUSE)

HALF AND HALF
May 22, 1940

COMMERCIAL "A"

BERNIE: Nice buffoonin', Lewis. You is as refreshin' as these grand May days. Ah, such days! What it does to ya to see them flowers beginnin' to bloom and the grass growin' green and tall. Deah, deah ... and what it does to ya when you're tryin' to cut that grass with a lawn mower that's been spendin' the winter figurin' out how to make life miserable for ya! You go a couple feet and the pesky thing gloms. You bend over double to give the blades a twist ... and they START ... just when you don't expect 'em to. Ah, how tragical! And how like life ... when trouble takes a notion to start, without any warnin'. Well sistah, don't let it throw ya. Instead of gettin' all up in the air ... just fill up your treaty briar with Half and Half Tobacco ... and Soake a pipe -- to calm you down.

CHAPPEL: Good advice, Maestro. And gentlesen, we don't ask you to take our word for it when we say that Half and Half gives you a most enjoyable smoke. Ye'd

ATX01 0200013

HALF AND HALF
May 22, 1940

COMMERCIAL "A" -2-

CHAPPEL:
(CONT'D)

like you to prove that fact for yourself. Merely
~~open~~ a tin of Half and Half, and see how much you
enjoy its delightful and distinctive aroma. You
see, it's that aroma that gives Half and Half its
grand flavor, for scientists tell us that the
flavor of tobacco depends chiefly on aroma. Half
and Half has a finer aroma because it is made by
a new and exclusive process ... the Half and Half
process of balanced blending. Choice, full-bodied
Berleys are combined in just the right proportions
with fragrant, mellow Virginias to give you a smoke
that is more aromatic ... and therefore more
flavorful. So next time, find out for yourself
how grand a really fine smoking tobacco can be.
Buy Half and Half Tobacco.

ATK01 0200014

BEN: Chapple, I subscribe to them sentiments heartily. No let's get on with our Musical Mock Trial. While I do my judicial paraphernalia, ^{little} Patty Norman is gonna sing SAYS MY HEART. Ben Bernie He Says: When You're Courtin' Your Girl Your Heart Talks, But After You're Married Honey Talks. Sing, Patty cake, sing.

(PATTY NORMAN & ORCHESTRA "SAYS MY HEART")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear yo, hear yo, here comes the judge.

PATTY: Here comes the judge.

(ORCHESTRA: ONE VAMP ORDER)

CHAPPEL & PATTY: Here comes the judge.

ORCHESTRA: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA: TWO BAR TAO)

BEN: Yowah, here is old Judge Bernie, ready to ask all yo folks to join us for another one of Ben Bernie's Musical Mock Trials. Now, Ernst Chappel, as our court clerk will you ^{kindly} ~~pleas~~ enlighten the guys and gals about it?

CHAPPEL: I will, your honor, yes. Ladies and gentlemen, we will present an imaginary court room case, giving evidence by means of popular songs. Three jurors, picked from the studio audience, will try to guess the titles of these songs.

CHAPPEL:
(CONT'D)

Each juror will be given one musical clue for plaintiff, and one for the defense. Somewhere in the completed evidence, there is going to be a contradiction. Our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and a ten dollar bill if they give the correct verdict. (GAVEL) And now, your honor, here is our jury for tonight.

BEN: And a mighty fine looking jury they is too. How do you do, good people. Now what is your name, please?

(BEN INTERVIEWS JURORS THEN SAYS)

Well, let's get on with the case. This is a case involving breach of contract. The Pressed Max Theatrical Agency claims that Juliet Todd, an actress, failed to fulfill a contract. Juliet denies the charge. And now to present the evidence, - where is he - we call on that legal loon, Lew Lehr.

LEW: Yesair, yessir, here I am, fat as a fiddle.

BEN: Lew, you seem fit as a fiddle.

LEW: I seem fat - I'm talkin' about a bass fiddle.

SEN: Lev, are you gonna represent both the plaintiff
and the defense again tonight?

LEV: Yes (GROENT) I find I can make more money that
way.

SEN: All right, make with the corpus delicti.

LEV: Yessir - the Pressed Man Theatrical Agency claims
they hired Juliet Woods in her home town, which
is

(GROENTPA:...CHARLESTON)

REN: Now (NAME OF FIRST JUROR) Juliet's home town
is WHAT?

JUROR:

LEN: It's that old dance where you try to kick your
girl's teeth out.

JUROR:

REN: You can get mighty fine corn pone and mint
juleps down there.

JUROR: CHARLESTON

REN: Charleston is right, and here's a dollar to do
a little dancing with.

CONTINUS, LEN.

LEN: The agency claims they hired Juliet for a part
in a show called

(ORCHESTRA:.....ANYTHING GOES)

SEN: (NAME) They hired Juliet for a show called THAT?

JURON:

SEN: This is what happens when your wife leaves town.

JURON:

LEN: Say whatever you want to, on this program
anything goes.

JURON: ANYTHING GOES.

SEN: Anything goes is right, and a dollar just went.

PROCEED, LEN.

LET: The agency says Juliet wouldn't work because she was homesick, and she kept saying

(OPCH:..CARRY ME BACK TO OLD VIRGINNY)

SEE: (NAUF) Juliet kept saying what?

JUROR:

SEE: It's a place where mass come from ... pardon me, Winchell.

JUROR:

LET: It's 500 miles from Coney Island.

JUROR: CARRY ME BACK TO OLD VIRGINNY.

SEE: That's right, and here's a dollar. But we all wish a pretty gal like you would stay right here. Now, Law, you've presented the three musical clues for the plaintiff, how about the defense, are you going to plead for clemency.

LET: No (MINUTE GRANT) Let clemency get his own lawyer.

SEN: On with the case, Lawyer Law.

LEX: Yes, sir ... Juliet Woods says she did fulfill the contract. She appeared in the show for them and worked ...

(ORCHESTRA: NIGHT AND DAY)

BEN: (NAME) Juliet says she worked when

JUROR:

BEN: It's when the lady poster go for a raise.

JUROR:

LEX: It's my favorite time for sleeping.

JUROR: NIGHT AND DAY

BEN: That's right. I've been working night and day for the buck, and here I've got to give it to you.

CONTINUE, LEX.

LEW: Furthermore Juliet says she wasn't homeick,
In fact she was always singing ...

(ORCHESTRA.....IT'S A HAP HAP HAPPY DAY)

BEN: (HAYS) Juliet was always singing THAT?

LEW: It's what I sing when my mother-in-law leaves
the house.

JUPON:

BEN: This is the theme song of all guys who smoke
Half and Half.

JUPON: IT'S A HAP HAP HAPPY DAY.

BEN: Here's a dollar. And if you win that ten it sure
will be a hap hap happy day.

GO AHEAD, LEW

LEW: And Juliet had no thought of leaving New York
because as she says ...

(ORCH., ... I'M FALLING IN LOVE WITH SOMEONE)

BEN: (NAME) What does Juliet say?

JUROR:

LEW: It's what I say to the maid every morning.

JUROR:

BEN: What do you say when you're out with a handsome
fella and there's a big full moon watchin' ya?

JUROR: Kiss me again.

BEN: No, but it's written by the same composer. Shoot
the cherbet to her Berbert.

JUROR: I'M FALLING IN LOVE WITH SOMEONE

BEN: Yes, and a dollar is falling out of my hand.
Folks, you have heard the six musical clues for
this evening's MUSICAL MOCK TRIAL.
Now, the clerk of the court will sue us.

MAY 22 1940

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CHAPPELL: The Theatrical agency claims they hired Juliet Woods in her home town which is CHARLESTON and brought her to New York to act in the show ANYTHING GOES. They claim Juliet wouldn't work because she was homesick and kept saying CARRY ME BACK TO OLD VIRGINIA.

But Juliet says she did fulfill her contract. She worked NIGHT AND DAY and was so contented she sang "IT'S A HAPPY HAPPY DAY". And that she wouldn't leave New York because she said, "I'M FALLING IN LOVE WITH SOMEONE".

ATX01 0200024

SEN: That's what I call mighty good sum'ing, Charlie. Remind me to raise your salary. Now jurors, remember you are looking for a contradiction in the testimony you have just heard. You will ^{kindly} retire and write your verdicts of whether Juliet Woods is guilty or not guilty, and state your reasons why. And remember, if you get it right you get ten dollars apiece... and don't forget the old Judge. Father's Day is coming.

Now while our able jurors are arriving at their verdicts me and the Half and Half Lady are gonna play YOU, YOU DARLIN. This is dedicated to my wife if she's listening..and if she ain't...I mean you, Myrna. You darling...

ORCHESTRA....."YOU, YOU DARLIN"

(APPLAUSE)

(GAVEL)

CLERK: Order, order in the court.

SEN: Quiet, watch your P's and Q's Here comes the jury with the news.

Clerk, have the jurors arrived at their verdicts?

CLERK: They have written them Your Honor, and here they are ready to read them.

MAY 22 1940

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MAN: Well, let's have them. (JUROR'S NAME) will you please read your verdict on this here case?
(JURORS READ VERDICTS..MAN GIVES CORRECT VERDICT AND AWARDS PRIZES)

MAN: Well, jurors, you have served Justice justly. And here's three dollars to each of you for jury duty. I want to thank you all very much for serving.

(APPLAUSE)

ATK01 0200026

HALF AND HALF
May 22, 1940

COMMERCIAL "B"

BERNIE: And now that we're done with our legal points, I'd like to give out with a few domestic points to youse guys as are plannin' to do a heap o' sittin' on your front porch this summer. Take out the old porch chairs. Take out the squeakin' porch hammock and that fussy little table for keepin' papers and things on. And then, mistah, after you've gotten them all taken out, and you're a-settin' there with the little wosen, take out your trusty brier and fill it up with Half and Half Tobacco. The pleasin', fragrant aroma of Half and Half will make the end of a perfect day even perfecter. And what's more, your better half will ~~sure~~ love the fragrance of Half and Half.

CHAPPEL: Very true, Maestro. Yes, gentlemen, you'll certainly find a lot of enjoyment ^{we will} in Half and Half. And here's another advantage. Half and Half is packed a special way ... to make it easier for you to fill your pipe ... it's packed in the telescope

ATX01 0200027

HALF AND HALF
May 22, 1940

COMMERCIAL "B" -2-

CHAPPEL:
(CONT'D)

tin. This telescope tin is so different that it has been awarded a patent by the United States Government. It slides together as you use your tobacco, making the last pipeful as easy to get at as the first. You don't have to dig around, and BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition... fresher ... just right to give you a cool, smooth smoke. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. See for yourself how the telescope tin works. Buy the tobacco that's packed with pleasure ... add a pleasure to pack in your pipe ... Half and Half Tobacco.

ATX01 0200028

MAY 22 1940

(ORCHESTRA: HIT AND FADE NOVELTY SONG ... GIVE A LITTLE WHISTLE)

BEN: (OVER MUSIC) Now we and the Bailey Gals are gonna do a novelty song called GIVE A LITTLE WHISTLE. Incidentally, the Bailey Gals' Ma has written in and wants to know how they're doing. They're doing right well, Ma. They get fifteen dollars a week ... and all they have to do is sing forty songs a night, cook for all the lads, and do the old Maestro's laundry. Start whistling, lads, start whistling.

(BEN, BAILEY GIRLS & ORCHESTRA ... PRODUCTION NUMBER)

BEN: Thank you so much. Thank you so much.

LEW: Well, so long, Mr. Bernie.

BEN: Why ~~don't~~ where are you going in such a hurry? ^{Lew?}

LEW: Oh, my wife is giving a big masquerade party tonight.

BEN: A masquerade? How are you going to dress, Lew?

LEW: Oh, I'm just gonna wear a pair of galoshes over my face.

BEN: A pair of galoshes over your face? That are you supposed to represent?

LEW: (LAUGH) Pss in boots!
think of that

BEN: Aw, /get going, Lew. And now we and the Half and Half Lads gotta play the WOODPECKER SONG. Peck away, Lads.

(ORCHESTRA "WOODPECKER SONG")

CHAPPEL: 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 done run down. But before we leave I want to tell you that we'll wind it up again next Wednesday at the same time. And in the meantime remember ...

BER: ~~Antwox~~ Ben Bernie He Say:

Here's a parting word before we say goodbye
For sighty swell smoking give Half and Half a try.
And now the time has come ...

(ORCHESTRA AND BEN ... AD REVOIR ... GUIDE TO "LONELY OLD TOWN"

CHAPPEL: Be sure to listen in again at this same time next week ladies and gentlemen, for more MUSICAL MOCK TRIALS with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr.

This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

WEDNESDAY, MAY 29, 1940
(AS BROADCAST)

AMERICAN TOBACCO COMPANY HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say:

When Troubles Beset You
Don't Let It Get You,
Smoke Half and Half to calm you down.

(ORCHESTRA: THEMEUP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco! Bringing you all the
Lads and Lassies, our Musical Mock Trial, Lew Lehr,
and the Old Maestro himself, Ben Bernie!

(ORCHESTRA: THEME UP BIG TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah. Greetings, ladies and
gentlemen, greetings, salutations, and a happy end
of May to youse all. Ah, good old May, when
everything is green and growing, except my hair,
which is gray and going.
Well, folks, today is the Old Maestro's birthday ...
yowsah, thank you thank you very much. Think of it,
sweet thirty three, and this morning I really got
a thrill. I got a singing telegram from the Lads.
The telephone rang, and when I picked it up a voice
sang sweetly (SINGS) Happy birthday to you
Happy birthday to you
Happy birthday dear Maestro
Twenty-eight cents collect.

ATX01 0200031

BEN:
(CONT'D)

But no matter how much I try to convince people I'm still young, they just won't believe it. I don't mind when folks say, "Hello, grandpop," and I don't mind when ladies on the subway get up and give me their seats. But I got furious this morning when a boy scout picked me up and carried me across the street.

Ah dear. You may not know it, but Winchell and I were born at about the same time. No really, when I was a baby I used a rattle for a teething ring but Winchell's mouth was so big he had to chew on a balloon tire.

But enough of this, Bernie. What are you fixing to play? Well sir, me and the Half and Half Tobacco Lads are aimin' to open this here programme with MY MY

(ORCHESTRA....."MY MY")

BEN: That was me and the Half and Half collect telegram senders playing MY MY.

Now ladies and gentlemen, on a guy's birthday it is customary to receive gifts, but instead of receiving I'm going to give all of you a gift, and you can have him. It's that Half and Half wit of Movietone News, Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people. Oh, Mr. Bernie congratulations on your birthday.

BEN: Thank you, Lew.

LEW: I would have bought you a present, but I've been having trouble with my little son Sycamore. We changed his diet this morning and he's been acting funny all day.

BEN: Changed his diet? What did you give the little fellow

LEW: I gave him orange jui ... er ... tomato boullio ...er ... acidophil ... acidophil (LAUGH) A zombie! You know, Mr. Bernie, today is Sycamore's birthday too, and we gave him a party on the lawn.

BEN: Oh - a lawn party, that's wonderful. Tell me did you play any games with the children?

LEW: Yeh, I played piggy back with them. But as soon as I got down on my hands and knees I was terribly embarrassed.

BEN: Why?

LEW: (LAUGH) A dog catcher threw his net over me.

BEN: What did you get Sycamore for his birthday, Lew?

LEW: I got him the cutest little puppy dog, but we lost him.

BEN: How did you lose him?

LEW: We rubbed him down with alcohol, and the fleas got drunk and dragged him away.

BEN: Say Lewis, I suppose you served the usual refreshments at the party.

LEW: Oh no! Mrs. Lehr made some special berry pie.
BEN: What do you mean, special berry pie?
LEW: (LAUGH) Two bites and they bury you.
BEN: So all in all the party was a success, eh Lew?
LEW: Yeh, but the highlight of the party was a game for the
children's mothers. Ten of the fattest mamas
played two games at once.
BEN: Two games at once? How is that possible?
LEW: Well, first they started off by playing basketball,
and suddenly there was a mixup, and all those fat
mamas fell on the poor little referee. That
changed the game.
BEN: Changed the game? To what?
LEW: (LAUGH) Squash!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

SUNDAY, FEBRUARY 25, 1940

HALF AND HALF

COMMERCIAL "A"

BERNIE: You know, guys and gals, I've been sayin' for some time now how it's a good idea to smoke a pipe to calm you down. Well, by golly, I discovered another good thing about pipe-smokin' last night, while playin' two-handed bridge with the little woman. Two-handed bridge, in case you don't know, is like four-handed, except that instead of three people ... there's only one that gets disgusted and makes faces at you. We both kinda got worked up over them cards ... till the Old Maestro remembered his own advice and lit up a pipeful of Half and Half Tobacco to calm him down. Well sir, it did calm me down. I felt lots easier ... and because I did I was able to give out with soft answers to the wife. And that calmed her down. So that's why I say to youse guys ... whenever you're up in the air about anything ... and mebbe gettin' into a heated argument with somebody ... fill up your trusty briar with Half and Half Tobacco ... and Smoke a pipe - to calm you down. And when you do, I'll betcha the other fella calms down too.

ATX01 0200035

SUNDAY, FEBRUARY 25, 1940

HALF AND HALF

COMMERCIAL "A" -2-

VON ZELL: Maestro - that's a good idea all right! Yes, gentlemen ... it's a swell idea to take time out every once in a while for a friendly pipeful. And when you do ... well make your pipe tobacco Half and Half Tobacco ... because Half and Half has a delightful aroma that adds greatly to your smoking pleasure. You see, science tells us that aroma is chiefly responsible for flavor. And that's the reason 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 ... by combining a finished blend of fragrant, mellow Virginia tobaccos with another finished blend of rich, full-bodied Burleys. In this way, 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 ... and therefore more flavorful ... Half and Half Tobacco!

ATX01 0200036

SUNDAY, FEBRUARY 25, 1940

-7-

BEN: Harry, what you just said is my point of view in every detail. And now me and the Half and Half Tobacco Lads are gonna play I'VE GOT MY EYES ON YOU. I've got my eyes on you, ah, Myrna, I've got my eyes on you. The trouble is, my wife's got her eyes on me.

3....(ORCHESTRA "I'VE GOT MY EYES ON YOU")

BEN: That was me and the Half and Half Tobacco Lads playing I'VE GOT MY EYES ON YOU. And now here comes Senor Buddy Clarkio, that Massachusetts matador.

BUDDY: H'ya, Maes.

BEN: Hello, Buddy. Say, Buddy, every week at this time you tell the folks a joke which we unfortunately forgot to cut out of the script. Now what is it this week?

BUDDY: Well, I heard you talking about Cuba, and do you know that on account of Cuba I'm always late for rehearsal.

BEN: (SOTTO) Hold your breath, folks, here it comes.
(NATURAL VOICE) Well Brother Bones, why does Cuba always make you late for rehearsal?

ATK01 0200037

SUNDAY, FEBRUARY 25, 1940

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BUDDY: Well, Cuba gives us sugar, and sugar goes into coffee, when I see coffee I like to dunk, when I dunk I get my wristwatch wet, when my wristwatch is wet it don't keep good time, and that's why I'm late for rehearsals ... Shall I sing, Maes?

BEN: Yes, but quickly.

A.... (BUDDY CLARK & ORCHESTRA "DARN THAT DREAM")

(APPLAUSE)

BEN: And now, my good people, I sound the alarm through every middlesex village and farm. For someone is coming. 'Tain't the British! 'Tain't Don Ameche! 'Tain't Pinocchio! I cannot tell a lie, my friends ... It's that screwball of the screen ... that Half and Half wit of Movietone News ... LEW LEHR.

(APPLAUSE)

(ORCH: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people! Oh, Mr. Bernie, I hear they named a day after you in Havana.

BEN: Yes, Lew, they did.

LEW: That's nothin', they named a day after me, also.

BEN: What day did they name after you?

LEW: (LAUGH) Ground hog day.

ATK01 0200038

SUNDAY, FEBRUARY 25, 1940

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BEN: Lew, tell me, were you ever in Cuba?

LEW: Oh, certainly ... and while I was there, I went into a cabaret. The orchestra started to play a rhumba. I walked over to a beautiful Senorita ... I put my arms around her ... she put her arms around me, and I held her very tight ...

BEN: (INTERRUPTING) But, Lew ... You can't dance the rhumba.

LEW: (LAUGHS) Who wanted to dance?

BEN: You know, Lew ... last Thursday was George Washington's birthday, and I suppose you observed it in the proper manner.

LEW: I should say I did. I got a ticket for parking, and I said to the judge: "Your Honor, Just like the Papa of our country, I cannot tell a lie. I parked in front of a fire plug for twenty hours."

BEN: Well, I suppose the judge complimented you for your honesty?

LEW: Did I get complimented? Er ... did I get eulogized? Er ... did I get approba ... er approba ... (LAUGH)
I got thirty days! Mr. Bernie, is it really true that Washington never told a lie?

ATX01 0200039

SUNDAY, FEBRUARY 25, 1940

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BEN: It certainly is, Lew.

LEW: Never told a lie? HMMMMM. 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 mit 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 Sycamore celebrate the holiday?

ATX01 0200040

SUNDAY, FEBRUARY 25, 1940

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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 deah, 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!

(LEW PLAYS 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

ATK01 0200041

SUNDAY, FEBRUARY 25, 1940

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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.

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

ATX01 0200042

SUNDAY, FEBRUARY 25, 1940

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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 Wee 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 0200043

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 ... yowsah, smack bang into the month o' March ... 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

ATX01 0200044

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 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 0200045

SUNDAY, FEBRUARY 25, 1940

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7... (ORCHESTRA "PINCH ME" HIT AND FADE)

BEN: The Leds 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: 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. And meanwhile,
remember the words of that wise old traveler,

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" 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 Leds, Mary Small,
Buddy Clark and Lew Lehr.

"I've Got My Eyes On You" is from the picture "Broadway
Melody of 1940".

ATX01 0200046

YOUNG & RUBICAM, ^{INC.}
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 183 Madison Avenue

February 21, 1940

Mr. Wingart
Twentieth Century Fox
444 West 56th Street
New York City

Dear Mr. Wingart:

This letter is to confirm your verbal permission to use Don Ameche's and Tyrone Power's names in the Ben Bernie script for February 25, in the following way:

For Don Ameche: BEN: And now...I scund the alarm through every middlesex village and farm. for someone is coming. T'ain't the British, 'tain't Don Ameche! 'tain't Pinocchio.. it's that screwball of the screen Lew Lehr!

For Tyrone Power:LEW: ...I told my son ..to model his life after George Washington. I told him never to tell a lie and no sooner did I finish tellin' him then I had to slap him right in the face.

BEN: Why, what did he say?

LEW: He said I look like Tyrone Power.

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,

Barbara Boyle

YOUNG & RUBICAM, INC.

Barbara Boyle

APPROVED

Wingart

ATX01 0200047

AS BROADCAST
REBROADCAST

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 Low Lehr.

ATK01 0200048

SUNDAY, FEBRUARY 25, 1940

-2-

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, Senor Ben Bernie.

(APPLAUSE)

("LONESOME OLD TOEN")

BEN: Si, si, si, rumbas, aiestas, and hot tamales to youse
all. This is Pancho Gaucho El Rancho Grande-o
Benjameno Bernie-o, which in ^{jolly old} 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?

ATX01 0200049

SUNDAY, FEBRUARY 25, 1940

-3-

BEN: Ah yes, Harry, yes. Indeeedy, inderdy .. 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: Well ^{really Harry} / No, ~~NO~~ ... 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 dear, 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: ^{Tell me this} / ~~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 0200050

SUNDAY, FEBRUARY 25, 1940

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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, ^{Ah} Bull ^{Bull}..."
and in five minutes he came back ... dragging Winchell!

MARY: As a bull boy he certainly was a swell critic!

MARY: Como esta, Senor Bernie?

BEN: Ah, Senorita Mary Small. Muchos gracias, muchos gracia.

MARY: Did you do much rumba dancing in Cuba, Maestro?

BEN: Ah, I sure did, Mary!

All night long we danced the rumba
There were thrills in every turn
When she wasn't standing on my feet
I was a-standing on her feet.

Chantouse, Senorita Small, chanteusie.

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

(APPLAUSE)

ATX01 0200051

SUNDAY, FEBRUARY 25, 1940

HALF AND HALF

COMMERCIAL "A"

BERNIE: You know, guys and gals, I've been sayin' for some time now how it's a good idea to smoke a pipe to calm you down. Well, by golly, I discovered another good thing a out pipe-smokin' last night, while playin' two-handed bridge with the little woman. Two-handed bridge, in case you don't know, is like four-handed, except that instead of three people ... there's only one that gets disgusted and makes faces at you. We both kinda got worked up over them cards ... till the Old Maestro remembered his own advice and lit up a pipeful of Half and Half Tobacco to calm him down. Well sir, it did calm me down. I felt lots easier ... and because I did I was able to give out with soft answers to the wife. And that calked her down. So that's why I say to youse guys ... whenever you're up in the air about anything ... and nebbe gettin' into a heated argument with somebody ... fill up your trusty brier with Half and Half Tobacco ... and Smoke a pipe - to calm you down. And when you do, I'll betcha the other folla calms down too.

ATK01 0200052

SUNDAY, FEBRUARY 25, 1940

HALF AND HALF

COMMERCIAL "A" -2-

VON TELL: Maestro - that's a good idea all right! Yes, gentlemen ... it's a great idea to take time out every once in a while for a friendly pipeful. And when you do ... well make your pipe tobacco Half and Half Tobacco ... because Half and Half has a delightful aroma that adds greatly to your smoking pleasure. You see, science tells us that aroma is chiefly responsible for flavor. And that's the reason 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 ... by combining a finished blend of fragrant, mellow Virginia tobaccos with another finished blend of rich, full-bodied Burleys. In this way, 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 ... and therefore more flavorful ... Half and Half Tobacco!

ATX01 0200053

SUNDAY, FEBRUARY 25, 1940

-7-

BEN: Harry, what you just said is my point of view in every detail. And now me and the Half and Half Tobacco Lads are gonna play I'VE GOT MY EYES ON YOU. I've got my eyes on you, ah, Myrna, I've got my eyes on you. The trouble is, my wife's got her eyes on me.

3....(ORCHESTRA "I'VE GOT MY EYESS ON YOU")

BEN: That was me and the Half and Half Tobacco Lads playing I'VE GOT MY EYES ON YOU. And now here comes Senor Buddy Clarkie, that Massachusetts matador.

BODDY: H'ya, Maes.

BEN: Hello, Buddy. Say, Buddy, every week at this time you tell the folks a joke which we unfortunately forgot to cut out of the script. Now what is it this week?

BODDY: Well, I heard you talking about Cuba, and do you know that on account of Cuba I'm always late for rehearsal.

BEN: (SOTTO) Hold your breath, folks, here it comes.
(NATURAL VOICE) Well Brother Bonas, why does Cuba always make you late for rehearsal?

ATK01 0200054

SUNDAY, FEBRUARY 25, 1940

-8-

BUDDY: Well, Cuba gives us sugar, and sugar goes into coffee, when I see coffee I like to dunk, when I dunk I get my wristwatch wet, when my wristwatch is wet it don't keep good time, and that's why I'm late for rehearsals ... Shall I sing, Maes?

BEN: Yes, but quickly.

4.....(BUDDY CLARK & ORCHESTRA "DARN THAT DREAM")

(APPLAUSE)

BEN: And now, my good people, I sound the alarm through every middlesex village and farm. For someone is coming. 'Tain't the British! 'Tain't Don Ameche! 'Tain't Pinocchio! I cannot tell a lie, my friends ... It's that screwball of the screen ... that Half and Half wit of Movietone News ... LEW LEHR.

(APPLAUSE)

(ORCH: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people! Oh, Mr. Bernie, I hear they named a day after you in Havana.

BEN: Yes, Lew, they did.

LEW: That's nothin', they named a day after me, also.

BEN: What day did they name after you?

LEW: (LAUGH) Ground hog day.

ATK01 0200055

SUNDAY, FEBRUARY 25, 1940

-9-

BEN: Lew, tell me, were you ever in Cuba?

LEW: Oh, certainly ... and while I was there, I went into a cabaret. The orchestra started to play a rumba. I walked over to a beautiful Senorita ... I put my arms around her ... she put her arms around me, and I held her very tight ...

BEN: (INTERRUPTING) But, Lew ... You can't dance the rumba.

LEW: (LAUGHS) Who wanted to dance?

BEN: You know, Lew ... last Thursday was George Washington's birthday, and I suppose you observed it in the proper manner.

LEW: I should say I did. I got a ticket for parking, and I said to the judge: "Your Honor, Just like the Papa of our country, I cannot tell a lie. I parked in front of a fire plug for twenty hours."

BEN: Well, I suppose the judge complimented you for your honesty?

LEW: Did I get complimented? Er ... did I get eulogized? Er ... did I get approba ... er approba ... (LAUGH)
I got thirty days! Mr. Bernie, is it really true that Washington never told a lie?

ATX01 0200056

HALF AND HALF
May 29, 1940

COMMERCIAL "A"

BERNIE: Oh dear, nice clownin', Lew, nice clownin'.. You have made the folks smile a little, grin a little and laugh a little ... which only goes to prove what I've been sayin' for a long time now ... that we should all be grateful for the little things in life. But seriously, youse guys, ain't it a fact how much the little things can mean to us? Like the robin on your window sill these mornin's, or the funny, old faded picture of you and the Mrs. at Niagra Falls ... or that trusty pipe of yours that's been doin' you good service for lo these many years? Ah ... and how much more that briar means to ya, mistah, when it's filled with pleasin', fragrant Half and Half Tobacco. There's solid pleasure for ya. And for the little woman too. 'Cause your better half will sure love the fragrance of Half and Half.

CHAPPEL: Right, Maestro. And gentlemen, it takes less than three seconds to prove for yourself that Half and Half gives you more smoking pleasure. The instant you open a tin of Half and Half you'll enjoy its distinctive and delightful aroma. And as all real

ATK01 0200057

HALF AND HALF
May 29, 1940

COMMERCIAL "A" -2-

CHAPPEL: tobacco lovers know, that aroma is mighty important,
(CONT'D) because it's a scientific fact that the flavor of tobacco depends chiefly on aroma. Half and Half gets its finer aroma from the famous Half and Half process of balanced blending ... a new and exclusive process that combines choice, full-bodied Burleys with fragrant, mellow Virginias ... in just the right proportions. The result is a tobacco that is more aromatic ... and therefore more flavorful. Yes gentlemen, if it's a really delicious smoke you're after, wait till your pipe gets a load of Half and Half.

ATX01 0200058

BEN: Well spoken, Chappie my lad, well spoken. Now let's proceed with our musical Mock Trial. While I put on my judge's robe, which has shrunk because my wife uses it for a shower curtain, our new gal singer, Mary Jane Walsh, is gonna warble for you all. This is Mary's debut. Welcome to this here program, Mary Jane. What are you gonna sing?

MARY JANE: I Can't Love You Any More.

BEN: A fine thing, you just met me and already you can't love me any more. Oh dear. What is this strange power I have over women. Sing, Mary Jane, sing.

(MARY JANE & ORCH....."I CAN'T LOVE YOU ANY MORE")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, hear ye, here comes the judge.

MARY JANE: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL & Here comes the judge.

MARY JANE:

ORCH: HERE COMES THE JUDGE.

AUDIENCE: HERE COMES THE JUDGE.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, the judge am here, callin' all you davenport detectives for another one of Ben Bernie's Musical Mock Trials. Now court clerk, alias Ernest Chappel, suppose you tell the folks all about it.

CHAPPEL: Yes, your honor. Ladies and gentlemen, this is a game in which we present an imaginary courtroom case, and give the evidence by means of popular songs. We have picked a jury from the studio audience who will try to guess the titles of these songs. Now each juror will be given one musical clue for the plaintiff and one for the defense. Somewhere in completed evidence there is going to be a contradiction, and it will be up to our jury to detect this error and arrive at a verdict of guilty or not guilty. The jurors will receive a dollar for each musical title they guess correctly, and ten dollars if they get the right verdict. (RAP OF GAVEL) Now here is our jury for tonight, Judge Bernie.

BEN: Thank you, Chappie. Now, juror number one, what is your name, please?

(BEN INTERVIEWS JURORS THEN SAYS)

Well, let's get on with the case. This is a case involving breach of promise. Grace Russell contends that Bob Lee proposed to her. Bob denies the charge ... and now to present the evidence, once more here is that legal loon, Lew Lehr.

LEW: Yessir, yessir.

BEN: Lew, are you gonna present both sides of the case again tonight?

LEW: Why not (GRUNT) I'm two faced.

BEN: I wish you'd wear the other one sometime ... proceed with the case.

LEW: Grace says that Bob took her to a dance on a

(ORCHESTRA:.....JUNE NIGHT)

BEN: Now (FIRST JUROR) Grace says Bob took her to a
dance WHEN?

JUROR:

LEW: It's when the mosquitos start pushin' you around.

JUROR:

BEN: It's when many a batchelor makes a big mistake.

JUROR: JUNE NIGHT.

BEN: That's right, and here's a dollar for your hope
chest.

CONTINUE, LEW.

LEW: Grace says all evening Bob kept saying to her you're
the

(ORCHESTRA: OBJECT OF MY AFFECTION)

BEN: (NAME), Bob kept saying to her WHAT?

JUROR:

BEN: It's what Winchell sings when he looks in the mirror.

JUROR:

LEW: It's what my wife says I ain't.

JUROR: OBJECT OF MY AFFECTION.

BEN: You attained your object and here's your dollar.

GO AHEAD, LEW.

LEW: Grace claims Bob said to her, "Marry me, and we'll settle down in a

(ORCHESTRA: LOVE NEST)

BEN: (NAME), he said, "We'll settle down in a WHAT?

JUROR:

LEW: It's a fancy name for the doghouse.

BEN: Are you married?

JUROR: Yes.

BEN: Where did you live when you first got married?

JUROR: 1612 Flatbush Avenue.

BEN: No, that's not what I mean.

JUROR:

(GAVEL)

BEN: COURTROOM!

AUDIENCE: LOVE NEST.

BEN: Love Nest is right. Now Lew, before you start the defense I want to compliment you on the way you handled the plaintiff's case.

LEW: Thank you.

BEN: By the way, how do you find the law business these days?

LEW: Oh wonderful. This week I had two fifty cent cases and three little ones.

BEN: Well, proceed with the defense.

LEW: Yessir. Bob admits he took Grace to the dance, and gave her

(ORCHESTRA .. A KISS IN THE DARK)

BEN: (NAME) Bob gave Grace WHAT?

JUROR:

LEW: It often leads to a sock in the puss.

JUROR:

BEN: It's a lot of fun at the north pole where the nights are six months long!

JUROR: A KISS IN THE DARK.

BEN: That's right, and I kiss another dollar goodbye.

CONTINUE, LEW.

LEW: Bob says he didn't propose to Grace; all he said was

(ORCHESTRA: YOU'RE THE TOPS)

BEN: (NAME) What did Bob say to Grace?

JUROR:

BEN: It's what I say to my toupee.

JUROR:

LEW: When two guys wrestle and one is on the bottom,
it's the other one.

JUROR: YOU'RE THE TOPS.

BEN: Your answer is the tops, and here's a buck.

PROCEED, LEW.

LEW: Then they had an argument and Grace walked out of
the room, and Bob says, "There was no one there but

(ORCHESTRA: ME AND MY SHADOW)

BEN: Bob says there was no one there but WHAT?

JUROR:

BEN: It's the ground hog song.

JUROR:

LEW: I got one like a hippopotamus

JUROR: ME AND MY SHADOW.

BEN: That's right, and another dollar bit the dust. There
are your six musical clues, and now the clerk of the
court will sum up.

CHAPPEL: Grace Russell says that Bob Lee took her to a dance on a JUNE NIGHT. That all evening he kept saying to her you're the OBJECT OF MY AFFECTION. And that Bob proposed to her, saying "Marry me and we'll settle down in a LOVE NEST."

Bob admits that he took Grace to the dance and gave her A KISS IN THE DARK. He says, however, that he didn't propose, but just said YOU'RE THE TOPS. Then they had an argument and Grace walked out of the room, and Bob says, "There was no one there but ME AND MY SHADOW."

BEN: Chappie, thanks for the summary. Aply summarized.
Now jurors, remember that you are looking for a contradiction in the testimony you have just heard. You will kindly retire and write your verdicts of whether Bob is guilty or not guilty, and state your reasons why. And remember, if you get it right, you get ten dollars apiece ... and don't forget this is the Old Judge's birthday.

Now while we're waiting for the verdicts, comes VIENI VIENI, played by Benny Benny Bernie Bernie and all the Halfa Halfa Laddy Laddies. Play, play, lads lads ... VIENI VIENI.

(ORCHESTRA "VIENI VIENI")

(APPLAUSE)

(GAVEL)

CLERK: Order, order in the court.

BEN: Our jurors return looking happy and smug
Will the defendant go free or be tossed in the jug.
Clerk, have the jurors written their verdicts?

CHAPPEL: They have, your honor, and are ready to read them.

BEN: All right (NAME) will you please step to the microphone and read your verdict in this case?

(JURORS READ VERDICTS, BEN GIVES CORRECT VERDICT
AND AWARDS PRIZES)

BEN: Thank you, jurors, and here's three dollars apiece
to each of you for jury duty. You served the old
Half and Half court well.

(APPLAUSE)

HALF AND HALF
May 29, 1940

COMMERCIAL "B"

BERNIE: Yowsah, yowsah, yowsah. Fo'give me guys and gals, but every year at this time ... with all them June weddin's so near at hand ... old Dan'l Cupid Bernie likes to give out with a heart-to-heart chat on what every expectant husband should know. Ah, youse June grooms, as you stand on the threshold of wedded bliss, peerin' back over your shoulder at them instalments you've been payin' on the engagement ring, you have much to look forward to. Yowsah, just wait till the instalments for the furniture start comin' in each month. Oh dear ... but you mustn't ever let things like that get you up in the air, son. No sir, it's like I tell all guys ... whether they're bridegrooms-to-be, or old hands at the game ... I say ... Guys, never let yourself get out o' control. Just take out your trusty briar ... fill it up with Half and Half Tobacco ... and Smoke a pipe - to calm you down.

CHAPPEL: Nice advising, Maestro. Yes gentlemen, you'll certainly find a lot of comfort in Half and Half ...

ATX01 0200071

HALF AND HALF
May 29, 1940

COMMERCIAL "B" -2-

CHAPPEL: not only while you're smoking it, but even BEFORE
(CONT'D) you light up, because Half and Half is packed a special way that makes it easier for you to fill your pipe. It's packed in the telescope tin ... a tin that marked such an advance in pipe-smoking that it was granted a patent by the United States Government. It actually gets smaller as you use your tobacco ... sliding together and making the last pipeful as easy to get at as the first. No longer do you have to dig around, and BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition ... fresher ... just right to give you a cool, smooth smoke. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. See for yourself how this ingenious telescope tin works. Next time buy the tobacco that's packed with pleasure -- and a pleasure to pack in your pipe -- Half and Half Tobacco.

ATK01 0200072

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

BEN: Now this being my birthday, and on account of I feel so young, me and the Bailey gals are gonna sing a number that's been requested many times called PLAYMATES. Incidentally, me and the Bailey gals ain't speakin'. Why? Well, when I asked them what song they thought would be appropriate for my birthday, they suggested OLD MAN MOSE. Start playin' Lads.

(ORCHESTRA "PLAYMATES")

BEN: Thank you, so much, ladies and gentlemen. Thank you.

LEW: Well, so long, Mr. Bernie. I got to go now.

BEN: What's your hurry, Lew?

LEW: Well, I forgot to get you a birthday present, so I'm going over to my uncle's to get you a watch.

BEN: Well, Lew, if you don't mind, tell your uncle I'd like a watch with sixteen jewels.

LEW: Oh, Uncle can't stop to count the jewels (LAUGH) He's a pickpocket.

BEN: Get on with you, Lew. And now me and the Half and Half Lads are gonna play an old favorite, I'M PUTTING ALL MY EGGS IN ONE BASKET. Start scrambling, lads, start scramblin'.

(ORCHESTRA "I'M PUTTING ALL MY EGGS IN ONE BASKET")

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

BEN: Yowsah and don't forget Ben Bernie He Say:
Here's a friendly tip before we leave the air
Try Half and Half, you've got somethin' there
And now the time has come ...

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

CHAPPEL: Be sure to listen in again at this same time next week, ladies and gentlemen, for another MUSICAL MOCK TRIAL with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr.

This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(REBROADCAST)

WEDNESDAY, MAY 29, 1940
(AS BROADCAST)

AMERICAN TOBACCO COMPANY HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Says:

When Troubles Beset You
Don't Let It Get You,
Smoke Half and Half to calm you down.

(ORCHESTRAL THEME UP BIG THEN FADE)

CRAPPEL: Ladies and gentlemen, the Ben Bernie program for Half and Half Smoking Tobacco! Bringing you all the Lads and Ladies, our Musical Mock Trial, Lee Lehr, and the Old Maestro himself, Ben Bernie!

(ORCHESTRAL THEME UP BIG TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah. Greetings, ladies and gentlemen, greetings, salutations, and a happy end of May to youse all. Ah, good old May, when everything is green and growing, except my hair, which is gray and going.

Oh dear
/ Well, folks, today is the Old Maestro's birthday ...
this is my birthday today
yowsah/ ~~xxxxxx~~

sweet tirty three, and this morning I really got a thrill. I got a singing telegram from the Lads. The tele-hone rang, and when I picked it up a voice

sang sweetly (SINGS) Happy birthday to you
Happy birthday to you
Happy birthday dear Maestro
Twenty-eight cents collect.

ATK01 0200075

BEN: Ah dear.
(CONT'D) / But no matter how much I try to convince people I'm still young, they just won't believe it. I don't mind when folks say, "Hello, grandpa," and I don't mind when ladies on the subway get up and give me their seats. But I got furious this morning when a boy scout picked me up and carried me across the street.

that's carrying the Maestro too far.
Ah dear./ You may not know it, but Winchell and I were born at about the same time. ~~Remember~~ when I was a baby I used a rattle for a teething ring but Winchell's mouth was so big he had to chew on a balloon tire.

Put enough of this, Bernie. What are you fixing to play? Well sir, me and the Half and Half Tobacco Lads are aixin' to open this here programme with MY MY.

(ORCHESTRA: "MY MY")

BEN: That was me and the Half and Half collect telegram senders playing MY MY.

Now ladies and gentlemen, on a guy's birthday it is customary to receive gifts, but instead of receiving I'm going to give all of you a gift, and you can have his. It's that Half and Half wit of Movietone News, Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people. Oh, Mr. Bernie congratulations on your birthday.

BEN: Thank you, Lew.

LEW: I would have bought you a present, but I've been having trouble with my little son Sycamore. He changed his diet this morning and he's been acting funny all day.

BEN: Changed his diet? What did you give the little fellow

LEW: I gave him orange jui ... er ... tomato boullio ... er ... acidophil ... acidophil (LAUGH) A zombie! / You Ben: A zombie for Sycamore. know, Mr. Bernie, today is Sycamore's birthday too, and we gave him a party on the lawn.

BEN: Oh - a lawn party, that's wonderful. Tell me did you play any games with the children?

LEW: Yeh, I played piggy back with them. But as soon as I got down on my hands and knees I was terribly embarrassed.

BEN: Why?

LEW: (LAUGH) A dog catcher threw his net over me.

BEN: What did you get Sycamore for his birthday, Lew?

LEW: I got him the cutest little puppy dog, but we lost him.

BEN: How did you lose him?

LEW: He rubbed him down with alcohol, and the fleas got drunk and dragged him away.

BEN: Looka here you scoundrel
~~My goodness~~ / I suppose you served the usual refreshments at the party.

LEW: Oh no! Mrs. Lehr made some special berry pie.

BEN: What do you mean, special berry pie?

LEW: (LAUGH) Two bites and they bury you.

BEN: So all in all the party was a success, eh Lew?

LEW: Yeh, but the highlight of the party was a game for the children's mothers. Ten of the fattest nannas played two games at once.

BEN: Two games at once? How is that possible?

LEW: Well, first they started off by playing basketball, then and suddenly there was a mixup, and all those fat nannas fell on the poor little referee. That changed the game.

BEN: Changed the game? To what?

LEW: (LAUGH) Squash!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

HALF AND HALF
May 29, 1940

COMMERCIAL "A"

BERNIE: ~~Oh, look~~, nice clownin', Lew, nice clownin'.. You have made the folks smile a little, grin a little and laugh a little ... which only goes to prove what I've been sayin' for a long time now ... that we should all be grateful for the little things in life. But seriously, youse guys, sin't it a fact how much the little things can mean to us? Like the robin on your window sill these mornin's, or the funny, old faded picture of you and the Mrs. at Niagra Falls ... or that trusty pipe of yours that's been doin' you good service for lo these many years? Ah ... and how much more that briar means to ya, mistah, when it's filled with pleasin', fragrant Half and Half Tobacco. There's solid pleasure for ya. And for the little woman too. 'Cause your better half will sure love the fragrance of Half and Half.

CHAPPEL: Right, Maestro. And gentlemen, it takes less than three seconds to prove for yourself that Half and Half gives you more smoking pleasure. The instant you open a tin of Half and Half you'll enjoy its distinctive and delightful aroma. And as all real

ATX01 0200079

HALF AND HALF
May 29, 1940

COMMERCIAL "A" -2-

CHAPPEL,
(CONT'D)

tobacco lovers know, that aroma is mighty important, because it's a scientific fact that the flavor of tobacco depends chiefly on aroma. Half and Half gets its finer aroma from the famous Half and Half process of balanced blending ... a new and exclusive process that combines choice, full-bodied Burleys with fragrant, mellow Virginias ... in just the right proportions. The result is a tobacco that is more aromatic ... and therefore more flavorful. Yes gentlemen, if it's a really delicious smoke you're after, wait till your pipe gets a load of Half and Half.

ATX01 0200080

BEN: Well spoken, Chapple my lad, well spoken. Now let's proceed with our musical Mock Trial. While I put on my judge's robe, which has shrunk because my wife uses it for a shower curtain, our new gal singer, Mary Jane Walsh, is gonna warble for you all. ^{Incidentally} This is Mary's debut. Welcome to this here program, Mary Jane. What are you gonna sing?

MARY JANE: I Can't Love You Any More.

BEN: A fine thing, you just met me and already you can't love me any more. Oh dear. What is this strange power I have over women. Sing, Mary Jane, sing.

(MARY JANE & ORCH..... "I CAN'T LOVE YOU ANY MORE")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, hear ye, here comes the judge.

MARY JANE: Here comes the judge.

(ORCHESTRA CUE YOMP ONIER)

CHAPPEL & Here comes the judge.

MARY JANE:

ORCH: HERE COMES THE JUDGE.

AUDIENCE: HERE COMES THE JUDGE.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, the judge an here, callin' all you davenport detectives for another one of Ben Bernie's Musical Mock Trials. Now court clerk, alias Ernest Chappel, suppose you tell the folke all about it.

CHAPEL: Yes, your honor. Ladies and gentlemen, this is a game in which we present an imaginary courtroom case, and give the evidence by means of popular songs. We have picked a jury from the studio audience who will try to guess the titles of these songs. Now each juror will be given one musical clue for the plaintiff and one for the defense. Somewhere in completed evidence there is going to be a contradiction, and it will be up to our jury to detect this error and arrive at a verdict of guilty or not guilty. The jurors will receive a dollar for each musical title they guess correctly, and ten dollars if they get the right verdict. (RAP OF GAVEL)
Now here is our jury for tonight, Judge Bernie.

BEN: Thank you, Chappie. Now, juror number one, what is your name, please?

(BEN INTERVIEWS JURORS THEN SAYS)

Well, let's get on with the case. This is a case involving breach of promise. Grace Russell contends that Bob Lee proposed to her. Bob denies the charge ... and now to present the evidence, once more here is that legal icon, Lew Lehr.

LEX: Yessir, yessir.

BEN: Lex, are you gonna present both sides of the case again tonight?

LEX: Why not (GRUNT) I'm two faced.

BEN: I wish you'd wear the other one sometime ...
proceed with the case.

LEX: Grace says that Bob took her to a dance on a

(ORCHESTRA:.....JUNE NIGHT)

BEN: Now (FIRST JUDGE) Grace says Bob took her to a
dance NIGHT

JUDGE:

LEE: It's when the mosquitos start pushin' you around.

JUDGE:

BEN: It's when any a batchelor makes a big mistake.

JUDGE: JUNE NIGHT.

BEN: That's right, and here's a dollar for your hope
chest.

CONTINUE, LEE.

LEW: Grace says all evening Bob kept saying to her you're
the

(ORCHESTRA: OBJECT OF MY AFFECTION)

BEN: (NAME), Bob kept saying to her WHAT?

JUNOR:

BEN: It's what Winchell sings when he looks in the mirror.

JUNOR:

LEW: It's what my wife says I ain't.

JUNOR: OBJECT OF MY AFFECTION.

BEN: You attained your object and here's your dollar.

GO AHEAD, LEW.

LEN: Grace claims Bob said to her, "Marry me, and we'll settle down in a

(ORCHESTRA: LOVE NEST)

BEN: (MAYZ), he said, "We'll settle down in a WHAT?"

JUROR:

LEN: It's a fancy name for the doghouse.

BEN: Are you married?

JUROR: Yes.

BEN: Where did you live when you first got married?

JUROR: 1612 Flatbush Avenue.

BEN: No, that's not what I mean.

JUROR:

(GAVEL)

BEN: COURTROOM!

AUDIENCE: LOVE NEST.

BEN: Love Nest is right. Now Len, before you start the defense I want to compliment you on the way you handled the plaintiff's case.

LEN: Thank you.

BEN: By the way, how do you find the law business these days?

LEN: Oh wonderful. This week I had two fifty cent cases and three little ones.

BEN: Well, proceed with the defense.

LEW: Yeah, Bob admits he took Grace to the dance, and gave her

(ORCHESTRA .. A KISS IN THE DARK)

BEN: (NAME) Bob gave Grace WHAT?

JUROR:

LEW: It often leads to a sock in the puss.

JUROR:

BEN: It's a lot of fun at the north pole where the nights are six months long!

JUROR: A KISS IN THE DARK.

REN: That's right, and I kiss another dollar goodbye.

CONTINUE, LEE.

LEW: Bob says he didn't propose to Grace; all he said was

(ORCHESTRA: YOU'RE THE TOPS)

BEN: (NAME) What did Bob say to Grace?

JUROR:

BEN: It's what I say to my toupes.

JUROR:

LEW: When two guys wrestle and one is on the bottom,
it's the other one.

JUROR: YOU'RE THE TOPS.

BEN: Your answer is the tops, and here's a book.

PROCEED, LEE.

LEN: Then they had an argument and Grace walked out of
the room, and Bob says, "There was no one there but

(ORCHESTRA: ME AND MY SHADOW)

BEA: Bob says there was no one there but WHAT?

JUROR:

BEA: It's the ground hog song.

JUROR:

LEN: I got one like a hippopotamus

JUROR: ME AND MY SHADOW.

BEA: That's right, and another dollar bit the dust. There
are your six musical clues, and now the clerk of the
court will sum up.

CHAPPEL: Grace Russell says that Bob Lee took her to a dance on a JOHN NIGHT. That all evening he kept saying to her you're the OBJECT OF MY AFFECTION. And that Bob proposed to her, saying "Marry me and we'll settle down in a LOVE NEST."

Bob admits that he took Grace to the dance and gave her A KISS IN THE DARK. He says, however, that he didn't propose, but just said YOU'RE THE TOPS. Then they had an argument and Grace walked out of the room, and Bob says, "There was no one there but ME AND MY SHADOW."

BEN: Chapple, thanks for the summary. Aply summarized.
Now jurors, remember that you are looking for a
contradiction in the testimony you have just heard.
You will kindly retire and write your verdicts of
whether Bob is guilty or not guilty, and state your
reasons why. And remember, if you get it right, you
get ten dollars apiece ... and don't forget this is
the Old Judge's birthday.

Now while we're waiting for the verdicts, comes **VIENI**
VIENI, played by Benny Benny Bernie Bernie and all the
Halfa Halfa Laddy Laddies. Play, play, lads lads ...
VIENI VIENI.

(ORCHESTRA "VIENI VIENI")

(APPLAUSE)

(GAVEL)

CLERK: Order, order in the court.

BEN: Our jurors return looking happy and snug.
Will the defendant go free or be tossed in the jug.

Clerk, have the jurors written their verdicts?

CHAPPLE: They have, your honor, and are ready to read them.

BEN: All right **(NAME)** will you please step to the
microphone and read your verdict in this case?

(JURORS READ VERDICTS, BEN GIVES CORRECT VERDICT
AND AWARDS PRIZES)

BEN: Thank you, jurors, and here's three dollars apiece
to each of you for jury duty. You served the old
Half and Half court well.

(APPLAUSE)

HALF AND HALF
May 29, 1940

COMMERCIAL "B"

BERNIE: Yowsah, yowsah, yowsah. Fo'give us guys and gals, but every year at this time ... with all thes June weddin's so near at hand ... old Dan'l Cupid Bernie likes to give out with a heart-to-heart chat on what every expectant husband should know. Ah, youse June groos, as you stand on the threshold of wedded bliss, peerin' back over your shoulder at thes instalments you've been payin' on the engagement ring, you have such to look forward to. Yowsah, just wait till the instalments for the furniture start comin' in each month. Oh dear ... but you musn't ever let things like that get you up in the air, son. No sir, it's like I tell all guys ... whether they're bridegroos-to-be, or old hands at the gaze ... I say ... Goye, never let yourself get out o' control. Just take out your trusty briser ... fill it up with Half and Half Tobacco ... and Smoke a pipe - to cala you down.

CHAPPEL: Nice advising, Maestro. Yee gentlesen, you'll certainly find a lot of comfort in Half and Half ...

ATK01 0200093

HALF AND HALF
May 29, 1940

COMMERCIAL "B" -2-

CHAPPEL: not only while you're smoking it, but even BEFORE
(CONT'D) you light up, because Half and Half is packed a special way that makes it easier for you to fill your pipe. It's packed in the telescope tin ... a tin that marked such an advance in pipe-smoking that it was granted a patent by the United States Government. It actually gets smaller as you use your tobacco ... sliding together and making the last pipeful as easy to get at as the first. No longer do you have to dig around, and BECAUSE you don't, your tobacco doesn't get all broken up and crushed. It stays in better condition ... fresher ... just right to give you a cool, smooth smoke. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. See for yourself how this ingenious telescope tin works. Next time buy the tobacco that's packed with pleasure -- and a pleasure to pack in your pipe -- Half and Half Tobacco.

ATK01 0200094

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

BEN: Now this being my birthday, and on account of I feel so young, we and the Bailey gals are gonna sing a number that's been requested many times called PLAYMATES. Incidentally, we and the Bailey gals ain't speakin'. Why? Well, when I asked them what song they thought would be appropriate for my birthday, they suggested OLD MAN NOSE. Start playin' lads.

(ORCHESTRA ... "PLAYMATES")

BEN: Thank you, so much, ladies and gentlemen. Thank you.

LEW: Well, so long, Mr. Bernie. I got to go now.

BEN: What's your hurry, Lew?

LEW: Well, I forgot to get you a birthday present, so I'm going over to my uncle's to get you a watch.

BEN: Why that's delightful, ~~Well~~, Lew, if you don't mind, tell your uncle I'd like a watch with sixteen jewels.

LEW: Oh, Uncle can't stop to count the jewels (LAUGH) He's a pickpocket.

BEN: Get on with you, ^{scoundrel} Lew. And now we and the Half and Half lads are gonna play an old favorite, I'M POTTING ALL MY EGGS IN ONE BASKET. Start scranbling, lads, start scranblin'.

(ORCHESTRA ... "I'M POTTING ALL MY EGGS IN ONE BASKET")

CHAPPEL: 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, my brithday party's about over, but before I blow out all the candles I want to tell you we'll be back at the same time next week.

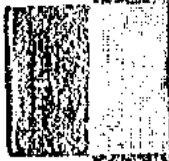
BEN: Yowah and don't forget Ben Bernie He Say:
Here's a friendly tip before we leave the air
Try Half and Half, you've got somethin' there
And now the time has come ...

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

CHAPPEL: Be sure to listen in again at this same time next week, ladies and gentlemen, for another MUSICAL MOCK TRIAL with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr.

This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.



AS BROADCAST

WEDNESDAY, JUNE 5, 1940

AMERICAN TOBACCO COMPANY HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say:

If the rain spoils your picnic,
Don't you frown,
Just smoke Half and Half to calm
you down.

(ORCHESTRA THEME ... UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco. Bringing you all
the Lads and Lassies, our Musical Mock Trial, Lew
Lehr, and the Old Maestro himself, Ben Bernie!

(ORCHESTRA THEME UP BIG TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah, greetings, salutations,
buys and gals, and a happy June Wednesday to youse
all. Ah, good old June, the month of picnics.
You folks all know what a picnic is ... a shoebox
filled with indigestion. Incidentally, on
Decoration Day I took all the Lads out on a picnic.
Oh what a sight it was. All eighteen of them piled
into my little car with their families and baskets
of lunch and off we went. You should have seen us.
By gosh, we looked like a road company of the
GRAPES OF WRATH.

ATX01 0200098

BEN:
(CONT'D)

Oh dear, it was really swell to get out into that great outdoors. I looked straight ahead, and the green mountains got me; I looked up, and the blue sky got me; then I bent over ... and a bumble bee got me.

In the evening we all went canoeing, and then came the only cloud to mar a perfect day ... we met Winchell. As he paddled by us he tipped over his canoe, and that, my friends, was the first time in history anybody ever saw Winchell tipping.

Ah, there's nothing like the country. The woodland full of birds singing, woodpeckers pecking ... Say - how's about us doin' a bit of peckin' ourselves. Lads, the WOODPECKER SONG.

(ORCHESTRA "WOODPECKER SONG")

BEN: That was me and the Half and Half Tobacco Lads playing the "Woodpecker Song."

Well, here he comes now,
His face full of grins,
His head full of nothing
And his neck full of chins.

BEN: So 'elp me, it's that Half and Half wit of
(CONT'D) Movietone News, Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people. Oh Mr. Bernie,
didn't I hear you talking about a picnic?

BEN: That's right, Lew.

LEW: I took all my relatives out in the country for a
picnic last week.

BEN: All your relatives frolicking in a field.
Why that must have been a beautiful sight.

LEW: Was that a beautiful sight.

LEW: Was that a beautiful sight. It looked like a
pastoral symphon ... er, an artistic panoram ...
er, a woodland festiva ... festiva (LAUGH) the
stockyards.

BEN: Oh I won't go for that, Lew. Tell me were there
any of your relatives there that I don't know?

LEW: Yes, my Aunt Tillie. We call her the Seafood Mama.

BEN: The Seafood Mama?

LEW: Yeh (GRUNT) She's got teeth like pearls and a face
like an oyster.

BEN: What did you do at the picnic, Lew?

LEW: All day long I fished, but it was awful
uncomfortable sitting for hours in one of those
little boats.

BEN: Flat bottom?

LEW: (LAUGH) You said it. But it was worth it, Mr.
Bernie. I caught a great big salmon.

BEN: Salmon? Now Lew, I can't believe that. Salmon
comes all the way from Alaska.

LEW: Yeah? (GRUNT) I thought he looked tired.
But I had the most fun when we all played my
favorite game, post office.

BEN: Ah, good old post office.

LEW: Yeh, I got blindfolded and I had to describe every
kiss I got. One pretty girl kissed me, and I said,
"Ah, special delivery." Then another girl gave me
a streamlined kiss, and I said, "Airmail." Then
my wife kissed me.

BEN: And what did you say?

LEW: (LAUGH) Dead letter office.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

HALF AND HALF
June 5, 1940

COMMERCIAL "A"

BERNIE: Thank you, Lewiskins, thank you. You were delightful. I can just see all your friends a-settin back out there with a nice warm smile and a happy glow on their faces. How about it guys and gals? Hmm? Deah deah, I wouldn't mind bein' out there with you and your Mrs. right now, mistah, sharin' the hospitality of your livin' room or your front porch, just takin' it easy and listenin'.. I'd be a-puffin' my pipeful of pleasin', fragrant Half and Half ... maybe just like you're doin' this very minute. If you are, there's no need me-tellin' ya how grand Half and Half is. Is there? And I guess you and the little woman sure agree with me, don't ya ... when I say ... your better half will love the fragrance of Half and Half.

CHAPPEL: Well said, Maestro. Yes gentlemen, and when we say Half and Half gives you a more enjoyable smoke we don't ask you to take our word for it. Here's how easy it is for you to prove that fact. Just open a tin of Half and Half, and discover for yourself Half and Half's delightful and distinctive aroma.

ATX01 0200102

HALF AND HALF
June 5, 1940

COMMERCIAL "A" -2-

CHAPPEL: It's that aroma that gives Half and Half its grand
(CONT'D)
flavor, for scientists tell us the taste or flavor
of tobacco depends chiefly on aroma. Half and Half
has a finer aroma because it is made by a new and
exclusive process ... the Half and Half process of
balanced blending. Choice, full-bodied Burleys
are combined in just the right proportions with
fragrant, mellow Virginias to give you a smoke that
is more aromatic ... and therefore more flavorful.
Next time find out for yourself how much smoking
enjoyment a really fine tobacco can give you. Buy
Half and Half Tobacco.

ATX01 0200103

BEN: And that was a hunk of good advice if ever I heard it. Chappie my boy. Now, to get ready for our Musical Mock Trial. While I slip on my judicial robe, which is a bit wrinkled on account of I use it as a nightgown, Mary Jane Walsh is gonna sing SHAKE DOWN THE STARS. Ah, Shake Down The Stars, and if you shake any my way ... make it Myrna. Sing, Mary Jane, sing.

(MARY JANE WALSH & ORCH "SHAKE DOWN THE STARS")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, hear ye, here comes the judge.

MARY: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL & MARY: Here comes the judge.

ORCHESTRA: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, here is old Judge Bernie, at yo' service. And I'm invitin' all you parlor Pinkertons to join us in another one of Ben Bernie's Musical Mock Trials. Chappie, you're the court clerk, give the folks the lowdown on the proceedings!

CHAPPEL: ~~Why of course.~~ Yes, Your Honor. Yes, ladies and gentlemen, this is a game in which we present an imaginary courtroom case, and give evidence by means of popular songs. And it's up to the three jurors we have picked from the studio audience to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff and one for the defense. Now somewhere in the completed evidence, there is going to be a contradiction. Our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical clue they guess correctly, and ten dollars if they arrive at the correct verdict. (GAVEL) And now, Your Honor, here is our jury for tonight.

BEN: Thank you, Chappie. Now, juror number one, what is your name?

(BEN INTERVIEWS JURORS, THEN SAYS)

Well, let's proceed to the case. This is a case involving negligence. George Allison contends that Russell Young caused him to lose his job. Russ Young denies the charge. And now to present the evidence, we call on that legal loon, Lew Lehr.

LEW: Yessir, yessir, yessir.

BEN: Lew, are you going to be the lawyer for both sides again tonight?

LEW: Why not? I got time.

BEN: Are you a good lawyer?

LEW: Positively.

BEN: Are you an honest man?

LEW: Do I look like twins?

BEN: Well, proceed with the evidence.

LEW: Yessir. George Allison says Russ took him out sailing on the ocean in his boat, and they got....

(ORCHESTRA: LOST IN A FOG)

BEN: (NAME), George says they got WHAT?

JUROR:

LEW: It's the only time my wife looks good to me.

JUROR:

BEN: It's what they say in California when you're wandering around in the rain.

JUROR: LOST IN A FOG.

BEN: You saw the answer to that one clearly, and here's a dollar.

GO AHEAD, LEW.

LEW: George says they get lost in the fog because Russ
was

(ORCHESTRA.....CARELESS)

BEN: Now (NAME) George says Russ was WHAT?

JUROR:

BEN: It rhymes with the top of my head, hairless.

JUROR:

LEW: When a husband leaves money in his pants pocket
overnight, that's what he is

JUROR: CARELESS

BEN: Careless is right, so here's a dollar to spend
carefully.

PROCEED, LEW.

LEW: George says "I might never have gotten home, but fortunately I'm a navigator and knew exactly where I was when

(ORCHESTRA.....I SAW STARS)

BEN: (NAME) Now George says "He knew exactly where he was when WHAT?

JUROR:

LEW: It's what happened to me when my wife caught me kissing the maid.

JUROR:

BEN: It's what Darryl Zanuck didn't say when he saw Winchell and me acting.

JUROR: I SAW STARS.

BEN: That's a four star answer and here's a dollar. Now Lew, before you present the defendant's case, I want to compliment you on your oratory.

LEW: Oh, thank you. You know, Mr. Bernie, all my friends say I'm a good speaker, but I once made a speech that ruined my life.

BEN: What did you say?

LEW: (LAUGH) Will you marry me.

BEN: Proceed with the defense.

LEW: Yessir. Russ says they didn't go out on the ocean at all, but just cruised around on

(ORCHESTRA.....OLE MAN RIVER)

BEN: (NAME) Russ says they cruised around on WHAT?

JUROR:

BEN: This song is very popular with Lawrence Tibbett, Paul Robeson, John Charles Thomas, myself, and other leading baritones.

JUROR:

LEW: It's spelled M-I-S..P..SPI.....it ain't the Hudson.

JUROR: OLE MAN RIVER.

BEN: That' right, and here's a dollar from ole man Bernie.

CONTINUE, LEW.

LEW: Russ says it wasn't foggy that night, but clear enough for them to see a

(ORCHESTRA.....SAILBOAT IN THE MOONLIGHT)

BEN: (NAME) It was clear enough for them to see a WHAT?

JUROR:

LEW: I don't know this one either, but if you guess it I'll split with you.

JUROR:

BEN: Are you an outdoor girl?

JUROR: Yes.

BEN: When you stand on the bank of the Hudson on a beautiful moonlight summer night and you look across the river, what do you see?

JUROR: New Jersey?

BEN: No, it's a certain kind of a boat.

JUROR: I'm afraid I don't know, Mr. Bernie.

BEN: COURTROOM!

AUDIENCE: SAILBOAT IN THE MOONLIGHT.

BEN: That's right, Sailboat in the Moonlight.

GO AHEAD, LEW

LEW: Russ got George back in plenty of time to go to work, because George told him, "I've got

(ORCHESTRA.....TIME ON MY HANDS)

BEN: (NAME) George told Russ he had WHAT?

JUROR:

BEN: It's the wrist watch song.

JUROR:

LEW: This is the favorite song up at Sing Sing.

JUROR: TIME ON MY HANDS.

BEN: That's right, and I hands you a dollar. And there are the six musical clues for this evening's Musical Mock Trial. Now, the clerk of the court will sum up.

CHAPPEL: George Allison says Russ Young took him out sailing on the ocean, and that they got LOST IN A FOG because Russ was CARELESS, and they never would have gotten home except, as George says, "I am a navigator and knew exactly where I was when I SAW STARS."

Russ, on the other hand, says they didn't go out on the ocean at all, but just cruised around on OLE MAN RIVER. Russ further says it was clear enough for them to see a SAILBOAT IN THE MOONLIGHT, and finally, that he got George back in plenty of time to go to work, because George said to him, "I've got TIME ON MY HANDS."

BEN: Well summed up, Chappie. Now jurors, remember you are looking for a contradiction in the testimony you have just heard. You will retire and write your verdicts of whether Russ is guilty or not guilty, and state your reason why. And don't forget, if you get it right, you get ten dollars, which the old judge will gladly invest for you at the race track tomorrow.

And now, while the jurors are arriving at their verdicts, me and the Half and Half Tobacco Lads are gonna play WITH THE WIND AND THE RAIN IN YOUR HAIR. Gosh, the only way I get the wind and the rain in my hair is to hang my toupee out the window. Play, Lads.

(ORCHESTRA:.....WITH THE WIND AND THE RAIN IN YOUR HAIR)

(APPLAUSE)

(GAVEL)

CLERK: Order, order in the court.

BEN: The jurors are here, now what do they think, Should the defendant go free or be tossed in the clin

Clerkie, have the good jurors written their verdicts?

CHAPPEL: They have, your honor, and here they are, ready to read them.

BEN: Well, let's see what they have written. (FIRST JUROR

BEN:
(CONT'D)

HAME) What is your verdict in this case?

(JURORS READ VERDICT BEN GIVES CORRECT VERDICT
AND AWARDS PRIZES)

Jurors, I want to compliment you, you have done your
duty very well, and here's three dollars apiece for
jury duty. Thank you all very much.

(APPLAUSE)

HALF AND HALF
June 5, 1940

COMMERCIAL "B"

BERNIE: And now old Nimrod Bernie wishes to direct a few remarks to youse members of the Sunday Afternoon Huntin' and Fishin' Society. I mean you Sunday drivers who spend a big part of your Sabbath HUNTIN' for holes in traffic that's full of guys FISHIN' for arguments. Deah deah, by the time you reach home or the place you're headed for, you're about fit to be tied, ain't ya? Well mistah, don't let it get ya. After an annoyin' experience like that, just set back and relax a bit. Yowsah, do what I tell all guys to do whenever they're up in the air about anything. Take out your trusty briar ... fill it up with Half and Half Tobacco ... and Smoke a pipe -- to calm you down.

CHAPPEL: Right Maestro. And gentlemen, Half and Half will give you more smoking comfort even BEFORE you light up, because Half and Half is packed a special way ... to make it easier for you to fill your pipe. It's packed in the telescope tin. This telescope tin marked such an advance in pipe-smoking that

ATX01 0200116

HALF AND HALF
June 5, 1940

COMMERCIAL "B" -2-

CHAPPEL: it has been granted a patent by the United States
(CONT'D) Government. It slides together, keeping the
tobacco always on top, making the last pipeful as
easy to get at as the first. 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
apple-pie-order to give you a cool, smooth smoke.
Like Half and Half's exclusive blend, the patented
telescope tin is something no other tobacco can
offer. See for yourself how the ingenious telescope
tin works. Next time buy the tobacco that's packed
with pleasure ... and a pleasure to pack in your
pipe ... Half and Half Tobacco.

ATK01 0200117

(ORCHESTRA "AN ACTOR'S LIFE FOR ME"... HIT AND FADE)

BEN: Now me and the Bailey gals are gonna sing AN ACTOR'S LIFE FOR ME. Incidentally, you folks may not know it, but I'm going to dramatic school right now. And the school uses my picture in their ads. They also use Walter Houston's picture. Under my picture it says "BEFORE" and under Houston's it says "AFTER." Curtain, Lads, here I go.

(ORCH BEN AND BAILEYS "AN ACTOR'S LIFE FOR ME")

(APPLAUSE)

BEN: Thank you, ladies and gentlemen, thank you.
LEW: Well, so long, Mr. Bernie.
BEN: Why Lew where are you going, what's your hurry?
LEW: My mother-in-law got sunburned on our picnic, and I have to go home and give her a treatment.
BEN: What kind of treatment do you give her for her sunburn?
LEW: (LAUGH) I slap her on the back.
BEN: Get out of here, you rascal, while me and the Half and Half Tobacco Lads play COULD BE.

(ORCHESTRA "COULD BE")

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

BEN: And now, Ben Bernie He Say:

Just one little word, before we say goodnight,
Smoke good old Half and Half, folks, it's a real
delight.

And now the time has come ...

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

CHAPPEL: Be sure to listen in again at this same time next
week, ladies and gentlemen, for another MUSICAL
MOCK TRIAL, with Old Judge Bernie, all the Lads
and Lassies, and Lew Lehr.

This is Ernest Chappel saying good night for Half
and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

YOUNG & RUBICAM, ^{INC.}
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 202 Madison Avenue

June 5, 1940

Mr. Bob Smith
National Broadcasting Co.
30 Rockefeller Plaza
New York, N.Y.

Dear Mr. Brown:

This letter will confirm your verbal permission to use John Charles Thomas's name in the Ben Bernie script for tonight, June 5th, in the following way:

(Conversation is to give clue to song title)

BEN: This song is very popular with Lawrence Tibbett, Paul Robeson, John Charles Thomas, myself, and other leading baritones.

Song title is "Ole Man River"

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your cooperation in this matter.

Very truly yours,

Dorothy Regan

YOUNG & RUBICAM, INC.

Dorothy Regan:

APPROVED:
Robert L. Edmiston

ATX01 0200120

YOUNG & RUBICAM, ^{INC.}
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 203 Madison Avenue
June 5, 1940

Mr. Rodney Bush
20th Century Fox
444 West 56th St.
New York, N.Y.

Dear Mr. Bush:

This letter will confirm your verbal permission to use Grapes of Wrath and Darryl Zanuck's name in the Ben Bernie script for tonight, June 5th, in the following way:

BEN: Incidentally, on Decoration Day I took all the Lads out on a picnic. It was a very impressive sight. All eighteen of them piled into my little car with their families and baskets of lunch and off we went. You should have seen us. We looked like a road company of the GRAPES OF WRATH.

(This conversation is to give clue to song title)

ORCHESTRA PLAYS: "I SAW STARS"

BEN: It's what Darryl Zanuck didn't say when he saw Winchell and me acting.

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Rodney Bush

ATX01 0200121

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 685 Madison Avenue
June 5, 1940

Mr. Evans
Columbia Concerts
113 West 57th St.
New York, N.Y.

Dear Mr. Evans:

This letter will confirm your verbal permission to use Lawrence Tibbett's & Paul Robeson's name in the Ben Bernie script for tonight, June 5th, in the following way:

(Conversation is to give clue to song title)

ORCHESTRA PLAYS: "OLE MAN RIVER)

REN: This song is very popular with Lawrence Tibbett, Paul Robeson, John Charles Thomas, myself, and other leading baritones.

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Lawrence Tibbett

ATX01 0200122

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK - 343 Madison Avenue
June 5, 1940

Mr. Larry White
Leland Hayward
654 Madison Ave.
New York, N.Y.

Dear Mr. White:

This letter will confirm your verbal permission to use Walter Houston's name in the Ben Bernie script for tonight, June 5th, in the following way:

BEN: Now me and the Baily gals are gonna sing AN ACTOR'S LIFE FOR ME. Incidentally, you folks may not know it, but I'm going to dramatic school now. And the school uses my picture in their ads. They also use Walter Houston's picture. Under my picture it says "BEFORE" and under Houston's it says "AFTER".

Would you please sign and return this letter to me immediately by our messenger. We would appreciate your co-operation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Larry White
L.H.

ATX01 0200123

AS BROADCAST

REBROADCAST

WEDNESDAY, JUNE 5, 1960

AMERICAN TOBACCO COMPANY HALF AND HALF

BEN BERNIE'S MUSICAL NOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Says:

If the rain spoils your picnic,
Don't you fret,
Just smoke Half and Half to calm
you down.

(ORCHESTRA THEME UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco. Bringing you all
the Lads and Lassies, our Musical Nock Trial, Lew
Lehr, and the Old Maestro himself, Ben Bernie!

(ORCHESTRA THEME UP BIG TO APPLAUSE)

BEN: Yousah, yousah, yousah, greetings, salutations,
boys and girls, and a happy June Wednesday to youse
all. Ah, good old June, the month of picnics.
You folks all know what a picnic is ... a stomach
filled with indigestion. Incidentally, on
Decoration Day I took all the Lads out on a picnic.
Oh what a sight it was. All eighteen of them piled
into my little car with their families and baskets
of lunch and off we went. You should have seen us.
By gosh, we looked like a road company of the
GRAPES OF WRATH.

ATK01 0200124

REN:
(CONT'D)

Oh dear, it was really swell to get out into that great outdoors. I looked straight ahead, and the green mountains got me; I looked up, and the blue sky got me; then I bent over ... and a bumble bee got me.

In the evening we all went canoeing, and then came the only cloud to mar a perfect day ... we met Winchell. As he paddled by us he tipped over his canoe, and that, my friends, was the first time in history anybody ever saw Winchell tipping.

Ah, there's nothing like the country. The woodland full of birds singing, woodpeckers pecking ... Say - how's about us doin' a bit of peckin' ourselves. Lads, the WOODPECKER SONG.

(ORCHESTRA "WOODPECKER SONG")

REN: That was me and the Half and Half Tobacco Lads playing the "Woodpecker Song."

Well, here he comes now,
His face full of grime,
His head full of nothing
And his neck full of chime.

-3-

BEN: that jolly jester,
(CONT'D) So 'elp me, it's /that Half and Half wit of
 Noveltons News, Lew Lehr.

(ORCHESTRA: LEHR PLAYS ON MUSIC)

LEW: Monkeys is the craziest people. Oh Mr. Bernie,
 didn't I /^{just}hear you talking about a picnic?

BEN: That's right, Lew.

LEW: I took all my relatives out in the country for a
 picnic last week.

BEN: All your relatives frolicking in a field.
 Why that must have been a beautiful sight.

LEW: Was that a beautiful sight.

LEW: Was that a beautiful sight, / ^{Why}It looked like a
 pastoral symphon ... er, an artistic panorama ...
 er, a woodland festive ... festive (LAUGH) the
 stockyards.

BEN: Oh ~~I want to go for that, Lew~~ ^{Lew} Tell me / were there
 any of your relatives there that I don't know?

LEW: Yes, my Aunt Tillie. We call her the Seafood Mama.

BEN: The Seafood Mama?

LEW: Yeh (GROAN) She's got teeth like pearls and a face
 like an oyster.

BEN: Tell me
 / What did you do at the picnic, Lew?

LEW: All day long I fished, but it was awful
uncomfortable sitting for hours in one of those
little boats.

BEN: Flat bottom?

LEW: (LAUGH) You said it. But it was worth it, Mr.
Bernie. I caught a great big salmon.

BEN: Salmon? Now Lew, I can't believe that. Salmon
comes all the way from Alaska.

LEW: Yeah? (GROAN) I thought he looked tired. -a long sw:
BEN: I fell in for that one.
LEW: But I had the most fun when we all played my
favorite game, post office.

BEN: Ah, good old post office.

LEW: Ah you play it, too.
/ Yeah, I got blindfolded and I had to describe every
kiss I got. One pretty girl kissed me, and I said,
"Ah, special delivery." Then another girl gave me
a streamlined kiss, and I said, "Airmail." Then
my wife kissed me.

BEN: And what did you say?

LEW: (LAUGH) Dead letter office.

(ORCHESTRAL LEHR PLAY OFF MUSIC)

(APPLAUSE)

HALF AND HALF
June 5, 1940

COMMERCIAL "A"

BERNIE: Thank you, Lewiskins, thank you. You were delightful. I can just see all your friends a-settin' back out there/with a nice warm smile and a happy glow on their faces. How about it guys and gals? Hm? Deah deah, I wouldn't mind bein' out there with you and your Mrs. right now, mistah, sharin' the hospitality of your livin' room or your front porch, just takin' it easy and listenin'.. I'd be a-puffin' my pipeful of pleasin', fragrant Half and Half ... maybe just like you're doin' this very minute. If you are, there's no need me-tellin' ya how grand Half and Half is. Is there? And I guess you and the little woman sure agree with me, don't ya ... when I say ... your better half will love the fragrance of Half and Half.

CHAPPEL: Well said, Maestro. Yes gentlemen, and when we say Half and Half gives you a more enjoyable smoke we don't ask you to take our word for it. Here's how easy it is for you to prove that fact. Just open a tin of Half and Half, and discover for yourself Half and Half's delightful and distinctive aroma.

ATK01 020012B

HALF AND HALF
June 5, 1940

COMMERCIAL "A" -2-

CHAPPEL: It's that aroma that gives Half and Half its grand
(CONT'D) flavor, for scientists tell us the taste of flavor
of tobacco depends chiefly on aroma. Half and Half
has a finer aroma because it is made by a new and
exclusive process ... the Half and Half process of
balanced blending. Choice, full-bodied Burleys
are combined in just the right proportions with
fragrant, yellow Virginias to give you a smoke that
is more aromatic ... and therefore more flavorful.
Next time find out for yourself how much smoking
enjoyment a really fine tobacco can give you. Buy
Half and Half Tobacco.

ATX01 0200129

BEN: And that was a bank of good advice if ever I heard it Chappie my boy. Now, to get ready for our Musical No Trial. While I slip on my judicial robe, which is a bit wrinkled on account of I ^{had to} use it as a nightgown, Mary Jane Walsh is gonna sing SHAKE DOWN THE STARS. Ah, Shake Down The Stars, and if you shake any my way ... make it Myrna. Sing, Mary Jane, sing.

(MARY JANE WALSH & ORCH. SINGING "SHAKE DOWN THE STARS")

(APPLAUSE)
(YOUR NAME OF GAVEZ. IS HERE)

CHAPPEL: Hear ye, hear ye, here comes the judge.

MARY: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL & MARY: Here comes the judge.

ORCHESTRA: Here comes the judge.

AUDIENCE: Here comes the judge.

(ORCHESTRA TWO BAR TAG)

BEN: Yousah, here is old Judge Bernie, at yo^e service. An I'a invitin^g all you parlor Pinkertons to join us in another one of Ben Bernie's Musical Hook Trials. Chappie, you're the court clerk, give the folks the lowdown on the proceedings.

CHAPPEL: Why of course...Yes, Your Honor. Yes, ladies and gentlemen, this is a game in which we present an imaginary courtroom case, and give evidence by means of popular songs. And it's up to the three jurors we have picked from the studio audience to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff and one for the defense. Somewhere in the completed evidence, there is going to be a contradiction. Our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical clue they guess correctly, and ten dollars if they arrive at the correct verdict. (GAVEL) And now, Your Honor, here is our jury for tonight.

SEN: Thank you, Chap. Now, juror number one, what is your name?

(SEN INTERVIEWS JURORS, THEN SAYS)

Well, let's proceed to the case. This is a case involving negligence. George Allison contends that Russell Young caused him to lose his job. Russ Young denies the charge. And now to present the evidence, we call on that legal loon, Les Lehr.

LEW: Yessir, yessir, yessir.

BEN: Lew, are you going to be the lawyer for both sides
again tonight?

LEW: Why not? I got time.

BEN: Are you a good lawyer?

LEW: Positively.

BEN: Are you an honest man?

LEW: Do I look like twins?

BEN: Well, proceed with the evidence.

LEW: Yessir. George Allison says Huss took his cut
sailing on the ocean in his boat, and they got....

(ORCHESTRAL: LOST IN A FOG)

BEN: (NAME), George says they got WHAT?

JUROR:

LEW: It's the only time my wife looks good to me.

JUROR:

BEN: It's what they say in California when you're
wandering around in the rain.

JUROR: LOST IN A FOG.

BEN: You saw the answer to that one clearly, and here's
a dollar.

GO AHEAD, LEW.

LEW: George says they got lost in the fog because Russ
was

(ORCHESTRA.....CARELESS)

BEN: Now (NAME) George says Russ was WHAT?

JUROR:

BEN: It rhymes with the top of my head, hairless.

JUROR:

LEW: When a husband leaves money in his pants pocket
overnight, that's what he is

JUROR: CARELESS

BEN: Careless is right, so here's a dollar to spend
carefully.

PROCEED, LEW.

LEW: George says "I might never have gotten home, but fortunately I'm a navigator and knew exactly where I was when

(ORCHESTRA.....I SAW STARS)

BEN: (NAME) Now George says "He knew exactly where he was when WHAT?

JUROR:

LEW: It's what happened to me when my wife caught me kissing the maid.

JUROR:

BEN: It's what Darryl Zanuck didn't say when he saw Winchell and me acting.

JUROR: I SAW STARS.

BEN: That's a four star answer and here's a dollar. Now Lew, before you present the defendant's case, I want to compliment you on your oratory.

LEW: Oh, thank you. You know, Mr. Bernie, all my friends say I'm a good speaker, but I once made a speech that ruined my life.

BEN: What did you say?

LEW: (LAUGH) Will you marry me.

BEN: Proceed with the defense.

LEW: Yessir. Russ says they didn't go out on the ocean at all, but just cruised around on

(ORCHESTRA.....OLE MAN RIVER)

BEN: (NAME) Russ says they cruised around on VRAT?

JUROR:

BEN: This song is very popular with Lawrence Tibbett, Paul Robeson, John Charles Thomas, myself, and other leading baritones.

JUROR:

LEW: It's spelled M-I-S..P..S'I.....it ain't the Hudson.

JUROR: OLE MAN RIVER.

BEK: That's right, and here's a dollar from ole man Bernie.

CONTINUE, LEW.

LEW: Russ says it wasn't foggy that night, but clear enough for them to see a

(ORCHESTRA.....SAILBOAT IN THE MOONLIGHT)

BEN: (NAME) It was clear enough for them to see a WHAT?

JUROR:

LEW: I don't know this one either, but if you guess it I'll split with you.

JUROR:

BEN: Are you an outdoor girl?

JUROR: Yes.

BEN: When you stand on the bank of the Hudson on a beautiful moonlight summer night and you look across the river, what do you see?

JUROR: New Jersey?

BEN: No, it's a certain kind of a boat.

JUROR: I'm afraid I don't know, Mr. Bernie.

BEN: COURTROOM!

AUDIENCE: SAILBOAT IN THE MOONLIGHT.

BEN: That's right, Sailboat in the Moonlight.

GO AHEAD, LEW

LEW: Russ got George back in plenty of time to go to work, because George told him, "I've got

(ORCHESTRA.....TIME ON MY HANDS)

BEN: (NAME) George told Russ he had WHAT?

JUROR:

BEN: It's the wrist watch song.

JUROR:

LEW: This is the favorite song up at Sing Sing.

JUROR: TIME ON MY HANDS.

BEN: That's right, and I hands you a dollar. And there are the six musical clues for this evening's Musical Nock Trial. Now, the clerk of the court will sum up.

CHAPTER: George Allison says Russ Young took him out sailing on the ocean, and that they got LOST IN A FOG because Russ was CARELESS, and they never would have gotten home except, as George says, "I as a navigator and knew exactly where I was when I SAW STARS."

Russ, on the other hand, says they didn't go out on the ocean at all, but just cruised around on OLE MAN RIVER. Russ further says it was clear enough for them to see a SAILBOAT IN THE MOONLIGHT, and finally, that he got George back in plenty of time to go to work, because George said to him, "I've got TIGES ON MY HANDS."

BEN: Well summed up, Chay lo. Now jurors, remember you are looking for a contradiction in the testimony you have just heard. You will retire and write your verdicts of whether Ruca is guilty or not guilty, and state your reason why. And don't forget, if you get it right, you get ten dollars, which the old judge will gladly invest for you at the race track tomorrow.

And now, while the jurors are arriving at their verdicts, we and the Half and Half Tobacco Lads are gonna play WITH THE WIND AND THE RAIN IN YOUR HAIR. Gosh, the only way I get the wind and the rain in my hair is to hang my toupee out the window. Play, Lads.

(ORCHESTRA..... WITH THE WIND AND THE RAIN IN YOUR HAIR)

(APPLAUSE)

(SINGING)

CLERK: Order, order in the court.

BEN: The jurors are here, now what do they think. Should the defendant go free or be tossed in the cell?

CLERK: Have the good jurors written their verdicts?

CHAPPEL: They have, your honor, and here they are, ready to read them.

BEN: Well, let's see what they have written. (FIRST JUROR

SEN:
(CONT'D)

NAME) What is your verdict in this case?

(JURORS HEAD VERDICT HAS GIVEN CORRECT VERDICT
AND AWARDED PRIZES)

Jurors, I want to compliment you, you have done your
duty very well, and here's three dollars apiece for
your duty. Thank you all very much.

(APPLAUSE)

HALF AND HALF
June 5, 1940

COMMERCIAL "7"

BESSIE: And now old Harold Bernie wishes to direct a few remarks to youse members of the Sunday Afternoon Huntin' and Fishin' Society. I mean you Sunday drivers who spend a big part of your Sabbath HUNTIN' for holes in traffic that's full of guys FISHIN' for arguments. ^{Ah} ~~Deahdeah~~ by the time you reach home or the place you're headed for, you're about fit to be tied, ain't ya? Well nisteh, don't let it get ya. After an amoyin' experience like that, just set back and relax a bit. Yowah, do what I tell all guys to do whenever they're up in the air about anything. Take out your trusty briar ... fill it up with Half and Half Tobacco ... and Smoke a pipe -- to calm you down.

CHAPPELA Right Maestro. And gentlemen, Half and Half will give you more smoking comfort even BEFORE you light up, because Half and Half is packed a special way ... to make it easier for you to fill your pipe. It's packed in the ~~telescope tin~~ ^{telescope tin}. This telescope tin marked such an advance in pipe-smoking that

ATX01 0200142

HALF AND HALF
June 5, 1940

CONFIDENTIAL, #3 -2-

CHAPPELLA (CONFIDENTIAL) it has been granted a patent by the United States Government. It slides together, keeping the tobacco always on top, making the last pipeful as easy to get at as the first. 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 ~~single-pipe-order~~ to give you a cool, smooth smoke. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. See for yourself how the ingenious telescope tin works. Next time buy the tobacco that's packed with pleasure ... and a pleasure to pack in your pipe ... Half and Half Tobacco.

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(ORCHESTRA "AN ACTOR'S LIFE FOR ME" ... HIT AND FAKE)

BEN: How we and the Bailey gals are gonna sing AN ACTOR'S LIFE FOR ME. Incidentally, you folks may not know it, but I'm going to dramatic school right now. And the school uses my picture in their ads. They also use Walter Houston's picture. Under my picture it says "BEFORE" and under Houston's ^{picture} it says "AFTER." Curtain, lads, here I go.

(ORCH BEN AND BAILEYS "AN ACTOR'S LIFE FOR ME")

(APPLAUSE)

BEN: Thank you, ladies and gentlemen, thank you.

LEW: Well, so long, Mr. Bernie.

BEN: Why Lew ^{Lew} where are you going, what's your hurry?

LEW: My mother-in-law got sunburned on our picnic, and I have to go home and give her a treatment.

BEN: What kind of treatment do you give her for her sunburn?

LEW: (LAUGH) I slap her on the back.

BEN: Get out of here, you rascal, ^{get going} while we and the Half and Half Tobacco lads play COULD BE.

(ORCHESTRA "COULD BE")

CHAPPEL: 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, guys and gals, it looks like that's about all
we have time for tonight, but I want to remind you all
that we'll be back again at the same time next Wednesday.

BEN: And now, Ben Bernie He Say:

Just one little word, before we say goodnight,
Smoke good old Half and Half, folks, it's a real
delight.

And now the time has come ...

(ORCH & BERNIE ... AU REVOIR ... SEQUE TO "LONGER OLD TOWN")

CHAPPEL: Be sure to listen in again at this same time next
week, ladies and gentlemen, for another MUSICAL
MOCK TRIAL, with Old Judge Bernie, all the Lads
and Lassies, and Lew Lehr.

This is Ernest Chappel saying good night for Half
and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

(AS BROADCAST)

WEDNESDAY, JUNE 12, 1940

AMERICAN TOBACCO COMPANY.... HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) BEN BERNIE HE SAY:

When the girl of your dreams marries another,
Smoke Half and Half, it will calm you down, brother.

(ORCHESTRA: THEME UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco! Bringing you all
the Lads and Lassies, Our Musical Mock Trial,
Lew Lehr, and the Old Maestro himself, Ben Bernie!

(ORCHESTRA: THEME UP BIG.... TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah, greetings, ladies and
gentlemen, greetings, salutations, and a happy
romantic June night to youse all. Ah, good old June,
the month of marriages. Marriage, my friends, is lik
playing the horses ... you never know what you're
gonna get for your two bucks. Oh dear, yesterday
a very good friend of mine got married, and I was
best man at his wedding. I was best man at his
wedding, because he was best man at my wedding. He
helped me get married...so it was only fair I should
have a chance to get even, I figure.

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BEN:
(CONT'D)

And what a tight guy that bridegroom was. Do you know what he did for a wedding supper? He reserved sixteen slots at the Automat.

Ah dear, romance today ain't the same as it used to be. By gosh, in my day a fellow took a girl to the park, looked at the sky, and waited for the moon. What does he do now--nowadays he takes her to the movies, looks at the screen....and waits for bingo. Oh dear, this bein' the month when school lets out throughout the country, me and the Lads are gonna open with a kids song, PLAYMATES.

(ORCHESTRA....."PLAYMATES")

BEN: Nicely done, nicely done---that was me and the Half Half Tobacco Lads playing PLAYMATES. And now, what is so rare as a day in June? Well, here it comes now with a nose like a poppy.... That human jalopy, that Half and Half wit of Movietone News, Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people. Oh Mr. Bernie, your remarks about marriage was very interesting.

BEN: Thank you, Lew, thank you. Do you approve of young men getting married?

LEW: Do I approve? Why, to me a young man who gets married is a practical...er, a responsibl...er, a chivalrou... chivalrou (LAUGH) A sucker. You know, Mr. Bernie, I was best man at a wedding yesterday, too.

BEN: Oh, you were?

LEW: Yeh, and you should have seen the bride. She weighed two hundred and thirty pounds. And when she came down the aisle the orchestra didn't play (SINGS) Here comes the bride.

BEN: They didn't? What did they play?

LEW: (LAUGH) (SINGS) Horses, horses, horses. And you know, Mr. Bernie, that was the craziest wedding. The groom was so absent minded, that instead of buying a marriage license, he bought a dog license.

BEN: Well, what happened?

LEW: All through the ceremony the preacher kept calling the bride Fido.

BEN: Fido! Well, Lew, don't you think it's wonderful the way marriage changes a man?

LEW: You said it. Before you're married you say to your girl, "Darling, a penny for your thoughts."

BEN: Quite right.

LEW: Then after you're married you say, "Here's fifty bucks Shut up!"

BEN: Well, Lew, you know I'm laughing but I don't like to hear you talk that way about marriage. Why, who gets your breakfast for you every day?

LEW: My wife.

BEN: And who does all the housework, to make you a
happy home?

LEW: My wife.

BEN: And who do you follow through the house saying,
"Darling, I love you, give me a kiss?"

LEW: (LAUGH) The maid.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

HALF AND HALF
JUNE 12, 1940

COMMERCIAL "A"

BERNIE: Oh dear, spoken like a gentleman and a scholar, Lewis
And now Professor Bernie wants to make a bit of a
commencement address to all youse gentlemen and
scholars who are graduatin' from college these days.
Ah, gents, you are standin' on the threshold of life,
at the very portals of opportunity. And son, you
better watch out for them portals, ' cause sometimes
they turn out to be swingin' doors that flap back
and swat you smack in the face. Oh, deah, but don't
let them temporary set-backs in life get the best of
ya. No sir, gettin' discouraged never done anybody
any good. Just do what I tell all guys to do
whenever they're feelin' out of sorts and up in the
air. Fill up your trusty briar with Half and Half
Tobacco....and smoke a pipe -- to calm you down.

CHAPPELL: Right maestro. Yes, gentlemen...and it will take you
less than three seconds to prove for yourself how much
more smoking pleasure there is in Half and Half. The
instant you open a tin of Half and Half you'll
discover the reason. It's Half and Half's distinctive
and delightful aroma. As all real tobacco lovers

ATX01 0200150

HALF AND HALF
JUNE 12, 1940

COMMERCIAL "A" --2--

CHAPPELL:
(CONT'D)

know, aroma is chiefly responsible for the taste or flavor of tobacco. And Half and Half gets its finer aroma from the famous Half and Half process of balanced blending. a new and exclusive process that combines choice, full-bodied Burleys with fragrant, mellow Virginias...in exactly the right proportions. The result is a tobacco that is more aromatic. and therefore, more flavorful. And gentlemen, when we say that Half and Half gives you more smoking pleasure, we don't ask you to take our word for it. Just put Half and Half in your pipe...and prove it.

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BEN: Well spoken, Chappie, well spoken, so 'elp me.
And now let's get ready for our musical Mock Trial.
Now, while I slip into my judicial slipcover, Mary
Jane Walsh is gonna sing THIS CAN'T BE LOVE ---
THIS CAN'T BE LOVE-- or as they say up at good old
Harvard, THIS CAWN'T BE LOVE. Sing, Mary Jane.

(ORCHESTRA & MARY JANE WALSH....."THIS CAN'T BE LOVE")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, hear ye, here comes the judge.

MARY JANE: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL & MARY JANE: Here comes the judge.

ORCHESTRA: Here Comes the Judge.

AUDIENCE: Here Comes the Judge.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, it's the old Judge back again in person,
invitin' all you sofa Sherlocks in for another session
of Ben Bernie's Musical Mock Trials. Now, Ernest, as
clerk of the court, will you tell the good people all
about it?

CHAPPEL: Yes, your honor. Ladies and gentlemen, this is a game
in which we present an imaginary courtroom case, and
give evidence by means of popular songs. And it's up

CHAPPEL:
(CONT'D)

to the three jurors we have picked from the studio audience to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff and one for the defense. Now somewhere in the completed evidence there is going to be a contradiction our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and a ten dollar bill if they arrive at the correct verdict. (RAP OF GAVEL) And now, your honor, here is our jury for tonight.

BEN: Thank you, Chappie. And a very charming looking jury they is. Now, here is the first juror...what is your name?

(BEN REFERS TO JURORS AS FIRST, SECOND AND THIRD, CONTINUES INTERVIEWING JURORS, THEN SAYS)

Well, let's proceed to the case. This is a case involving reckless driving. Hugh Reilly contends that Dan Bates was speeding and damaged Hugh's car. Dan denies the charge. And now, to present the evidence, we call once again on that legal loon, Lew Lehr.

LEW: Yessir, yessir.

BEN: Lew, why are you handling both sides of the case toni

LEW: (LAUGHS) I like double features.

BEN: Proceed with the case.

LEW: Reilly says Bates ran into his car during the
holiday season when everybody was singing

(ORCHESTRA: SANTA CLAUS IS COMING TO TOWN)

BEN: Now (FIRST JUROR) Riley says everybody was singing
WHAT?

JUROR:

BEN: He's number one in the chimney sweepstakes.

JUROR:

LEW: Whenever my son Sycamore hears this song he stops
giving me hotfoots.

JUROR: SANTA CLAUS IS COMING TO TOWN.

BEN: That's right, and here's a dollar from old Santa
Claus Bernie.

CONTINUE LEW

LEW: Reilly says the accident happened when he was

(ORCHESTRA: BACK HOME AGAIN IN INDIANA)

BEN: Reilly says the accident happened when he was
where?

JUROR:

LEW: You can't miss it. It's right between Los Angeles
and the Bronx.

JUROR:

BEN: It's where they have a famous automobile race.

JUROR: BACK HOME AGAIN IN INDIANA.

BEN: Spoken like a true Hoosier, and here's one dollar.

GO AHEAD, LEW.

LEW: Reilly says that Bates forced his car off the road
into a field full of

(ORCHESTRA: ROBINS AND ROSES)

BEN: (NAME) Reilly says the field was full of WHAT?

JUROR:

LEW: They're both red. One has feathers and the other
costs two dollars a dozen.

JUROR:

BEN: It's a song about birds and flowers.

JUROR: Something about roses?

BEN: That's the flower, now can you give me the bird...
Don't answer that question!

JUROR: DOESN'T GUESS IT.

BEN: COURTROOM!

AUDIENCE: ROBINS AND ROSES.

BEN: Robins and Roses is right. Lew, you've handled
the plaintiff's case very well. Where did you
get your legal training.

LEW: Harvard, Yale, Princeton, Columbia and Michigan.

BEN: You were graduated from all those colleges?

LEW: No (GRUNT) Thrown out.

BEN: You beat me by one college. Proceed with the
defense.

LEW: Yessir. Dan Bates says that when he was driving that day, he was not

(ORCHESTRA: CARELESS.)

BEN: (NAME) Dan says he was not WHAT?

JUROR:

BEN: When a married man talks in his sleep, my friend, that's what he is.

JUROR:

LEW: If a guy jumps out of an airplane and forgets to take his parachute with him, that's what he is.

JUROR: CARELESS

BEN: That's right, and I carelessly hands you a buck.

PROCEED LEW.

LEW: Bates wasn't careless, because he had with him a

(ORCHESTRA:....LITTLE OLD LADY)

BEN: Dan Bates had with him a what?

JUROR:

LEW: It's what my wife looks like when she gets back
from the beauty parlor.

JUROR:

BEN: You usually see a boy scout helping her across
the street.

JUROR: LITTLE OLD LADY

BEN: That's right, and here's a little old dollar.

CONTINUE LEW.

LEW: And Bates also says there wasn't any reason for him to be speeding, because he didn't have to

(ORCHESTRA:.....HURRY HOME)

BEN: (NAME) Bates says he didn't have to WHAT?

JUROR:

LEW: That's what Mr. Bernie's always telling his horses.

JUROR:

BEN: Do you go out on dates?

JUROR: Oh, yes.

BEN: What does your mother say to you when you go out on dates?

JUROR: Is it LADY BE GOOD?

BEN: No, try again.

JUROR:

BEN: COURTROOM.

AUDIENCE: HURRY HOME.

BEN: Hurry home is right. Now there are the six musical clues for this evening's MUSICAL MOCK TRIAL. Now, clerk of the court, will you sum up?

CHAPPEL: Hugh Reilly says that Dan Bates ran into his car during the holiday season when everybody was singing SANTA CLAUS IS COMING TO TOWN. That the accident happened when he was BACK HOME AGAIN IN INDIANA, and that Dan forced him off the road into a field filled with ROEDNS AND ROSES.

Dan, on the other hand, says that when he was driving that day he was not CARELESS, because with him in the car was a LITTLE OLD LADY, and finally, that there was no reason for him to be speeding, because he didn't have to HURRY HOME.

BEN: Thank you, Chappie. Now jurors please remember you are looking for a contradiction in the testimony you have just heard. You will kindly retire and write your verdicts of whether Dan Bates is guilty or not guilty, and state your reasons why. If you arrive at the correct verdict, you will get ten dollars, for which I will gladly wrestle you, best two falls out of three.

Now, while the jurors are arriving at their verdicts, me and the Half and Half Tobacco Lads are gonna play IT'S A WONDERFUL WORLD. This is the theme song of a young fellow when he first gets married. Then his mother-in-law moves in and the song changes to IT'S A BLUE WORLD. A wonderful world, lads, a wonderful world. Play.

(ORCHESTRA "IT'S A WONDERFUL WORLD")

CLERK: Order, order in the court!

BEN: Here comes our jury, as spry as can be
Will the defendant be jailed, or will he go free?

Clerk, are the jurors ready to read their verdicts?

CHAPPEL: They are, your honor, ready and waiting to read them.

BEN: All right, jurors, please step right up. (NAME),
will you please read the verdict you have written?
(JURORS READ VERDICTS, BEN GIVES CORRECT VERDICT AND
AWARDS PRIZES)

BEN: Well, jurors, you have handled this case very capably.

BEN: And here is three dollars apiece to each of you for jury service, and I sure want to thank you all very much for serving.

(APPLAUSE)

HALF AND-HALF
June 12, 1940

COMMERCIAL "B"

BERNIE: Thank you for applauding. I hope you found yourself a bit a pleasure in this here musical mock trial, guys and gals. You know what they say ... pleasure - like gold - is where you find it. And that's right too. Some guys find it on a peaceful lake, fishin' and watchin' a cork make ripples. Some guys find it chasin' a little white ball around a golf course. Ah, but mistah, here's sumpin' to remember. Wherever you look for your pleasure, I'll wager you'll find it lots better if you're puffin' a pipeful of Half and Half Tobacco. Good old pleasin', fragrant Half and Half. It's a streamlined ticket to solid enjoyment for ya. What's more, it's enjoyment the little women will share too ... 'cause your better half will love the fragrance of Half and Half.

CHAPPEL: Right, Maestro. And smokers, here's another advantage of Half and Half. Half and Half is packed a special way that makes it easier to fill your pipe. It's packed in the telescope tin ... a tin that is so different that it was granted a patent by the United States Government. It actually gets smaller as you

ATK01 0200164

HALF AND HALF
June 12, 1940

COMMERCIAL "B" -2-

CHAPPEL:
(CONT'D)

use your tobacco ... sliding together, keeping the tobacco always on top, and making the last pipeful as easy to get at as the first. No longer do you have to dig around ... and well 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. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. Why not see for yourself how this ingenious telescope tin works? From now on, pack your pipe with pleasure ... with Half and Half Tobacco.

ATX01 0200165

(ORCHESTRA ... HIT AND FADE ... "WE'RE OFF TO SEE THE WIZARD")

BEN: (OVER MUSIC) Now me and the Bailey gals are gonna do WE'RE OFF TO SEE THE WIZARD. You folks all know what a wizard is. Well, when I sit down in the chair, and my barber takes a pair of scissors in his hand, and can find something to cut on my head ... brother, he is a wizard. I'll say he is.

(BEN, BAILEYS & ORCH "WE'RE OFF TO SEE THE WIZARD")

BEN: Thank you, very much, my friends, thank you.

LEW: Goodbye, Mr. Bernie, I gotta leave now.

BEN: Where are you going, Lew?

LEW: I gotta see a client of mine. She was in court this morning, because she hit her husband with a baseball bat and knocked him over the fence.

BEN: Knocked her husband over the fence?

LEW: Yeah.

BEN: What did she get?

LEW: (LAUGH) A case of Wheaties.

BEN: Get away with yourself. Well this is the spot where me and the Half and Half Lads play WITH THE WIND AND THE RAIN IN YOUR HAIR. Play, Lads.

(ORCHESTRA "WITH THE WIND AND THE RAIN IN YOUR HAIR")

CHAPPEL: 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 Wedding Party is about over. But before we kiss the blushing bride and shake the grooms hand I want to remind you all that we'll be back again next Wednesday at the same time.

You'll all be listenin', huh? And now the time - oh dear, I must just say one thing ... Ben Bernie

He Say: If you wish to make Dad happy, here's a mighty peachy way
Buy a swell pound tin of Half and Half for him on Father's Day.

And now the time has come.

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

CHAPPEL: Be sure to listen in again at this same time next week, ladies and gentlemen, for another MUSICAL MOCK TRIAL with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr.

This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.

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ATX01 0200168

YOUNG & RUBICAM, INC.
Advertising

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • MONTREAL • TORONTO

NEW YORK • 385 Madison Avenue

June 12, 1940

Mr. C.B. Farley
Horn & Hardart
600 West 50th St.
New York, N.Y.

Dear Mr. Farley:

This letter will confirm your verbal permission to use the name Automat in the Ben Bernie script for tonight, June 12th, in the following way:

BEN: And what a tight guy that bridegroom was. Do you know what he did for a wedding supper? He reserved sixteen slots at the Automat.

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

C. B. Farley
Horn & Hardart Co

ATX01 0200169

(AS BROADCAST)
(RE-BROADCAST)

WEDNESDAY, JUNE 12, 1940

AMERICAN TOBACCO COMPANY... HALF AND HALF

SEN BERNIE'S MUSICAL HOOK TRIAL

SEN: (ON DEAD AIR) SEN BERNIE HE SAY:
When the girl of your dreams marries another,
Smoke Half and Half, it will ease you down, brother.

(ORCHESTRA: THESE ARE UP BIG TECH PANEL)

CHAS. EL: Ladies and gentlemen, the Sen Bernie program for
Half and Half Smoking Tobacco! Bringing you all
the Lads and Lassies, Our Musical Hook Trial,
Lay Lehr, and the Old Maestro himself, Sen Bernie!

(ORCHESTRA: THESE UP BIG... TO APPLAUSE)

SEN: Yousah, yousah, yousah, greetings, ladies and
gentlemen, greetings, salutations, and a hap y
romantic June night to youse all. Ah, good old June,
the south of marriages. Marriage, my friends, is like
playing the horses ... you never know what you're
gonna get for your two bucks. Oh Xous, yesterday
a very good friend of mine got married, and I was
best man at his wedding. I was best man at his
wedding, because he was best man at my wedding. So
helped me get married...so it was only fair/I should
have a chance to get even, DeBogorax

ATX01 0200170

REN: Oh, you were?
Uh huh

LEW: ~~xxxx~~ and you should have seen the bride. She weighed
fifty
two hundred and thirty pounds. And when she came down
the aisle the orchestra didn't play (SINGS) Here
comes the bride.

REN: They didn't? What did they play?

LEW: (LAUGHS) (SINGS) Horses, horses, horses. / And you
Very appropriate
know, Mr. Bernie, that was the craziest wedding. The
groom was so absent minded, that instead of buying
a marriage license, he bought a dog license.

REN: Well, what happened?

LEW: All through the ceremony the preacher kept calling the
bride Fido.

REN: ~~xxxx~~ Well, Lew, don't you think it's wonderful the
way marriage changes a man?

LEW: You said it. Before you're married you say to your
girl, "Darling, a penny for your thoughts."

REN: Quite right.

LEW: Then after you're married you say, "Here's fifty bucks
Shut up!"

REN: Now listen, Lew,
~~xx~~ I don't like to
hear you talk that way about marriage. Why, she gets
your breakfast for you every day!

LEW: My wife.

edge

BEN: And she does all the housework, to make you a
happy home?

LEW: My wife.

BEN: And who do you follow through the house saying,
"Darling, I love you, give me a kiss?"

LEW: (LAUGHS) The said.

(ORCHESTRA: LEW PLAY OFF MUSIC)

HALF AND HALF
JUNE 12, 1940

CONFIDENTIAL

BERNIE: Oh dear, spoken like a gentleman ~~and a scholar~~, Lewis. And now Professor Bernie wants to make a bit of a commencement address to all youse gentlemen and scholars who are graduatin' from college these days. Ah, gents, you are standin' on the threshold of life, at the very portals of opportunity. And son, you better watch out for them portals, ' cause sometimes they turn out to be swingin' doors that flap back and smit you smack in the face. Oh, deah, but don't let them temporary set-backs in life get the best of ya. No sir, gattin' discouraged never done anybody any good. Just do what I tell all guys to do whenever they're feelin' out of sorts and up in the air. Fill up your tresty briar with Half and Half Tobacco...and smoke a pipe -- to calm you down.

CHASWELL: Right maestro. Yes, gentlemen...and it will take you less than three seconds to prove for yourself how much more sakin' pleasure there is in Half and Half. The instant you open a tin of Half and Half you'll discover the reason. It's Half and Half's distinctive and delightful smoke. As all real tobacco lovers

ATX01 0200174

HALF AND HALF
JUNE 12, 1940

COMMERCIAL "A" --2--

CHAPPELL:
(CONT'D)

Now, aroma is chiefly responsible for the taste or flavor of tobacco. And Half and Half gets its finer aroma from the famous Half and Half process of balanced blending..... a new and exclusive process that combines choice, full-bodied Burleys with fragrant, mellow Virginias...in exactly the right proportions. The result is a tobacco that is more aromatic....and therefore, more flavorful. And gentleness, when we say that Half and Half gives you more smoking pleasure, we don't ask you to take our word for it. Just put Half and Half in your pipe....and prove it.

ATK01 0200175

REN: Well spoken, Chappie, well spoken, so 'elp me.
And now let's get ready for our musical Hook Trial.
Now, while I slip into my judicial slipcover, Mary
Jane Walsh is gonna sing THIS CAN'T BE LOVE ---
~~THIS CAN'T BE LOVE~~ or as they say up at good old
Harvard, THIS CAN'T BE LOVE. Sing, Mary Jane.

(ORCHESTRA & MARY JANE WALSH... "THIS CAN'T BE LOVE")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN BURNING)

CHAPPEL: Hear ye, hear ye, here comes the judge.

MARY JANE: Here comes the judge.

(ORCHESTRA CUZ YARP RUDER)

CHAPPEL: Here comes the judge.

MARY JANE:

ORCHESTRA: Here Comes the Judge.

AUDIENCE: Here Comes the Judge.

(ORCHESTRA: TWO RAPS TIG)

REN: Yowah, it's the old Judge hook again in person,
invitin' all you safe Sherlocks in for another session
look here my good boy---
of Bon Bernie's Musical Hook Trials. Now, Ernest, /the
clerk of the court, will you tell the good people all
about it?

CHAPPEL: Yes, your honor. Ladies and gentlemen, this is a game
in which we present an imaginary courtroom case, and
give evidence by means of popular songs. And it's up

CHAPPEL:
(CONT'D)

to the three jurors we have picked from the studio audience to guess the titles of these songs. ^{Now} Each juror will be given one musical clue for the plaintiff and one for the defense. Now somewhere in the completed evidence there is going to be a contradiction our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and a ten dollar bill if they arrive at the correct verdict. (RAISES UP GAVEL) And now, your honor, here is our jury for tonight.

BEN:

Thank you, Chappie. And a ~~very~~ ^{mighty} interesting jury we have assembled here tonight. First juror, may I ask you your name, please?
~~xxxxx~~

(BEN REFERS TO JURORS AS FIRST, SECOND AND THIRD, CONTINUES INTERVIEWING JURORS, THEN SAYS)

Well, let's proceed to the case. This is a case involving reckless driving. Hugh Reilly contends that Dan Bates was speeding and damaged Hugh's car. Dan denies the charge. And now, to present the evidence, we call once again in that legal loon, Lew Lehr.

LEW:

Yessir, yessir.

BEN:

Lew, why are you handling both sides of the case tonight?

LEW: (LARGE) I like double features.

REX: Proceed with the case.

LEW: Reilly says Bates ran into his car during the
holiday season when everybody was singing.

(CRISTINA: SANTA CLAUSE IS COMING TO TOWN)

BEH: Now (FIRST JUNOR) Riley says everybody was singing
WENT?

JUNOR:

BEH: He's number one in the chimney sweepstakes.

JUNOR:

LEW: Whenever my son Symore hears this song he stops
giving me hotfoots.

JUNOR: SANTA CLAS IS COMING TO TOWN.

BEH: That's right, and here's a dollar from old Santa
Class Bernie.

CURTAIN UP

LEW: Reilly says the accident happened when he was
(ORCHESTRA: BACK HOME AGAIN IN INDIANA)

BEN: Reilly says the accident happened when he was
where?

JUROR:

LEW: You can't miss it. It's right between Los Angeles
and the Bronx.

JUROR:

BEN: It's where they have a famous automobile race.

JUROR: BACK HOME AGAIN IN INDIANA.

BEN: Spoken like a true Hoosier, and here's one dollar.

GO AHEAD, LEW.

LEX: Reilly says that Bates forced his car off the road
into a field full of

(ORCHESTRA: ROBINS AND ROSES)

BEN: (NAME) Reilly says the field was full of WHAT?

JUROR:

LEX: They're both red. One has feathers and the other
costs two dollars a dozen.

JUROR:

BEN: It's a song about birds and flowers.

JUROR: Something about roses?

BEN: That's the flower, now can you give me the bird...
Don't answer that question!

JUROR: DOESN'T GUESS IT.

BEN: COURTROOM!

AUDIENCE: ROBINS AND ROSES.

BEN: Robins and Roses is right. Lex, you've handled
the plaintiff's case very well. Where did you
get your legal training.

LEX: Harvard, Yale, Princeton, Columbia and Michigan.

BEN: You were graduated from all those colleges?

LEX: No (GROAN) Thrown out.

BEN: You beat me by one college. Proceed with the
defense.

LEW: Yessir. Dan Bates says that when he was driving that day, he was not

(ORCHESTRA: CARELESS.)

BEN: (NAME) Dan says he was not THAT?

JUROR:

BEN: When a married man talks in his sleep, my friend, that's what he is.

JUROR:

LEW: If a guy jumps out of an airplane and forgets to take his parachute with him, that's what he is.

JUROR: CARELESS

BEN: That's right, and I carelessly hands you a buck.

PROCEED LEW.

LEW: Bates wasn't careless, because he had with him a

(ORCHESTRAL...LITTLE OLD LADY)

BEN: Dan Bates had with him a what?

JUROR:

LEW: It's what my wife looks like when she gets back
from the beauty parlor.

JUROR:

BEN: You usually see a boy scout helping her across
the street.

JUROR: LITTLE OLD LADY

BEN: That's right, and here's a little old dollar.

CONTINUE LEW.

LEW: And Bates also says there wasn't any reason for
him to be speeding, because he didn't have to

(ORCHESTRAL.....HURRY HOME)

BEN: (NAME) Bates says he didn't have to WHAT?

JUROR:

LEW: That's what Mr. Bernie's always telling his horses.

JUROR:

BEN: Do you go out on dates?

JUROR: Oh, yes.

BEN: What does your mother say to you when you go out
on dates?

JUROR: Is it LADY BE GOOD?

BEN: No, try again.

JUROR:

BEN: COURTROOM.

AUDIENCE: HURRY HOME.

BEN: Harry home is right. Now there are the six
musical clues for this evening's MUSICAL MOCK TRIAL.
Now, clerk of the court, will you sue up?

CHAPPEL: Hugh Reilly says that Dan Bates ran into his car during the holiday season when everybody was singing SANTA CLAUS IS COMING TO TOWN. That the accident happened when he was BACK HOME AGAIN IN INDIANA, and that Dan forced him off the road into a field filled with TREES AND ROSES.

Dan, on the other hand, says that when he was driving that day he was not CARELESS, because with him in the car was a LITTLE OLD LADY, and finally, that there was no reason for him to be speeding, because he didn't have to HURRY HOME.

BEN: Thank you, Chappie. Now jurors please remember you are looking for a contradiction in the testimony you have just heard. You will kindly retire and write your verdicts of whether Dan Bates is guilty or not guilty, and state your reasons why. If you arrive at the correct verdict, you will get ten dollars, for which I will gladly wrestle you, best two falls out of three.

Now, while the jurors are arriving at their verdicts, we and the Half and Half Tobacco Lads are gonna play IT'S A WONDERFUL WORLD. This is the theme song of a young fellow when he first gets married. Then his mother-in-law moves in and the song changes to IT'S A BLUE WORLD. A wonderful world, Lads, a wonderful world. Play.

(ORCHESTRA PLAYS "IT'S A WONDERFUL WORLD")

CLERK: Order, order in the court.

BEN: Here comes our jury, as spry as can be
Will the defendant be jailed, or will he go free?
Clerk, are the jurors ready ^{with} to read their verdicts?

CHAPPEL: They are, your honor, ready and waiting to read them.
Well

BEN: / All right, jurors, please stop right up. (NAME),
be good enough to
will you please read the verdict you have written?

(JURORS READ VERDICTS, BEN GIVES CORRECT VERDICT AND AWARDS PRIZES)

BRE: Well, jurors, you have handled this case very capably.

BEN: And here is three dollars apiece to each of you for jury service, and I sure want to thank you all very much for serving.

(APPLAUSE)

HALF AND HALF
June 12, 1940

COMMERCIAL "X"

Well,
BENNY: Thank you for applauding. I hope you found yourself a bit a pleasure in this here musical hook trial, guys and gals. You know what they say ... pleasure - like gold - is where you find it. And that's right too. Some guys find it on a peaceful lake, fishin' and watchin' a cork make ripples. Some guys find it chasin' a little white ball around a golf course. Ah, but mistab, here's a sumpin' to remember. ~~There's~~ you look for your pleasure, I'll wager you'll find it lots better if you're puffin' a pipeful of Half and Half Tobacco. Good old pleasin', fragrant Half and Half. It's a streamlined ticket to solid enjoyment for ya. That's zero, it's enjoyment the little woman will share too ... 'cause your better half will love the fragrance of Half and Half.

That's
CHAPEL: / Right, Maestro. And smokers, here's another advantage of Half and Half. Half and Half is packed a special way that makes it easier to fill your pipe. It's packed in the telescope tin ... a tin that is so different that it was granted a patent by the United States Government. It actually gets smaller as you

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HALF AND HALF
June 12, 1940

COMMERCIAL "R" -2-

CHAPPEL
(CONT'D)

use your tobacco ... sliding together, keeping the tobacco always on top, and making the last pipeful as easy to get at as the first. No longer do you have to dig around ... and well BECAUSE you don't, your tobacco doesn't get all broken up and crushed. It stays in better condition ... fresher ... just the way it should be to give you a cool, smooth smoke. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. Why not see for yourself how this ingenious telescope tin works? From now on, pack your pipe with pleasure ... with Half and Half Tobacco.

ATX01 0200189

(ORCHESTRA ... HIT AND FADE ... "WE'RE OFF TO SEE THE WIZARD")

BEN: (OVER MUSIC) Now we and the Bailey gals are gonna go WE'RE OFF TO SEE THE WIZARD. You folks all know what a wizard is. Well, when I sit down in the chair, and my barber takes a pair of scissors in his hand, and can find something to cut on my head ... brother, he is a wizard. ~~It's a wizard.~~

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

BEN: Thank you, ^{so} very much, ~~my friends,~~ ladies and gentlemen, indeed, thank you.

LEW: Goodbye, Mr. Bernie, I gotta leave now.

BEN: Where are you going, Lew?

LEW: I gotta see a client of mine. She was in court this morning, because she hit her husband with a baseball bat and knocked him over the fence.

BEN: Knocked her husband over the fence?

LEW: Yeah Uh huh.

BEN: What did she get?

LEW: (LAUGH) A case of Wheaties.
on with you Lew, now

BEN: ~~Get away with yourself, hell this is the spot~~

where we and the Half and Half Lads play WITH THE

WIND AND THE RAIN IN YOUR HAIR. / Play, Lads.
I wish it could be in my hair but it will have to be in your hair.

(ORCHESTRA ... "WITH THE WIND AND THE RAIN IN YOUR HAIR")

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

Aw shucks.

BEN: Well folks, our old Half and Half Wedding Party is about over. But before we kiss the blushing bride and shake the grocer ^{by the paw} hand I want to remind you all that we'll be back again next Wednesday at the same time.

You'll all be listenin', huh? ^{huh? Oh dear. And in} ~~and now the time~~
the meantime don't forget ~~shucks~~ ~~just say~~ ~~something~~... Ben Bernie

He Says: If you wish to make Dad happy, here's a mighty peechy way
Buy a swell pound tin of Half and Half for him on Father's Day. Yowsah.

reluctantly

And now/the time has come

(ORCHESTRA. BEN ... AU REVOIR ... SINGS TO "LOSER'S OLD TOWN")

CHAPPEL: Be sure to listen in again at this same time next week, ladies and gentlemen, for another MUSICAL MOCK TRIAL with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr.

This is Ernest Chappel saying good night for Half and Half Snoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

AS BROADCAST

WEDNESDAY, JUNE

AMERICAN TOBACCO COMPANY HALF AND HA

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say:

If the hot weather frets yo
Don't let it get you ... Sn
Half and Half to calm you o

(ORCHESTRA: THEME UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie progr
Half and Half Smoking Tobacco. Bringing yo
the Lads and Lassies, our Musical Mock Tria
Lehr, and the Old Maestro himself, Ben Berr

(ORCHESTRA: THEME UP BIG TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah, greetings, my good
greetings, salutations, and a happy commenc
week Wednesday to youse all. This is old cu
Bernie, just back from graduation exercises
old alma mater, where I received an honorary
You know, most distinguished people get the
of PH.D...But the degree I got was D.PH ...
really D.PH ... Dope at Picking Horses. Oh c
and how right they are. You know, a lot of p
don't believe I ever went to college, but I c
I took medicine there ... but I'm all right n
Ah, and those commencement exercises took me
to the days of my own graduation. It seems ju

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BEN:
(CONT'D)

like yesterday, those graduation ceremonies at good old Bayonne Tech. My parents looked on, beaming with pride, as I walked across the platform. The dean said, "Ben Bernie?" And I answered, "Yes." And he said, "Sorry, Stupid, you flunk again!"

Oh dear, I'll never forget those days. You know, I went to college with Phil Baker and Winchell, and the day of our graduation we all took part in a big historical pageant. I wore a coonskin cap and a gun: I represented Daniel Boone. Baker came in on a horse: He represented Paul Revere. But Winchell didn't have to wear a costume. He just parked himself in a chair ... he was Sitting Bull. How's for gettin' this here commencement program started? The number? I'm glad you asked me. We're gonna play YOURS IS MY HEART ALONE. Your cue-y, Lads.

(ORCHESTRA "YOURS IS MY HEART ALONE")

BEN: That was me and the Half and Half Tobacco Lads playing YOURS IS MY HEART ALONE. Well, here he comes now, see how proudly he struts, some think he's a genius, but we think he's nuts. So 'elp me, it's that Half and Half wit of Movietone News, Lew Lehr!

ATX01 0200193

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Mohkeys is the craziest people. Oh, Mr. Bernie, you make me so homesick when you spoke about college.

BEN: Why, Lew, I didn't know you went to college.

LEW: Did I went to college! I went to the University of Mississip ... er, I went to the University of Pennsylv ... er, I went to the University of Technolog ... Technolog (LAUGH) Reform School.

BEN: I can't believe that. No, seriously, Lew, how much schooling did you really have?

LEW: I only went to the second grade, because my teacher treated me terribly. Every day she made me stand with my face in the corner.

BEN: She made you stand with your face in the corner? Why, did she think you were bad?

LEW: No (GRUNT) Just ugly.

BEN: Unbelievable, unbelievable.

LEW: You know, Mr. Bernie, my worst subject in school was arithmetic. One day the teacher asked me this question. If Central Park is two and a half miles long and a half mile wide, and a man can walk six miles an hour, how long will it take him to walk around it fifty times?

BEN: Did you figure it out?

LEW: Yes, but (LAUGH) was my feet tired!

BEN: Well, Lew, how is your son Sycamore doing in school?

LEW: Oh it's terrible. All he does in that school is go to parties, dance, and kiss the pretty girls.

BEN: Kiss the girls? The little rascal.

LEW: As soon as I found out about it I rushed into his classroom and walked right up to his desk.

BEN: What did you say to him?

LEW: (LAUGH) Move over!

BEN: Well, Lew, all in all, don't you believe in higher education?

LEW: You said it. My uncle could have quit school, but, instead he went to college. He got four scholarships, seven degrees, and every honor you can think of.

BEN: That's remarkable, Lew. What's he doing now?

LEW: (LAUGH) He's a bum!

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

HALF AND-HALF
June 19, 1940

COMMERCIAL "A"

BERNIE:

That was peachy pixilatin', Lewis.

Your face isn't pretty, goodness knows,
It could only be loved by your mommy;
But you're like the gentle breeze that blows -
Refreshin', ... and just as balmy.

But all kiddin' aside, Lew, you have given us
a few minutes of pleasure. And they're mighty
welcome these troubled days, too. It feels darn
good to enjoy a little time out from the cares
of the world. Yowsah, all of us ought to take
time out every now and then. And you know mistah,
that's where your pipe can be mighty helpful.
You can find yourself a heap of precious comfort
and peace of mind, settin' back and a-puffin'
away on your trusty briar ... especially when
your tobacco is pleasin', fragrant Half and Half
Tobacco. Ah, there's solid contentment and
pleasure for ya. What's more, friend wife will
enjoy it too ... 'cause your better half will
sure love the fragrance of Half and Half.

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HALF AND HALF
June 19, 1940

COMMERCIAL "A" -2-

CHAPPLE: Well said, Maestro. And gentlemen, in less than three seconds you can prove for yourself that Half and Half gives you more smoking pleasure. The instant you open a tin of Half and Half you'll be delighted with its fine, distinctive aroma. And as all real tobacco lovers know, that aroma is very important, because it's a scientific fact that the flavor of tobacco depends chiefly on aroma. Half and Half gets its finer aroma from the famous Half and Half process of balanced blending ... a new and exclusive process that combines choice, full-bodied Burleys with fragrant, mellow Virginias ... in just the right proportions. The result is a tobacco that is more aromatic ... and therefore more flavorful. Next time find out for yourself how enjoyable a really fine smoking tobacco can be. Buy Half and Half Tobacco.

ATX01 0200197

BEN: Well spoken, Chappie, well spoken. Now let's get ready for our Musical Mock Trial. While I slip into my legal lingerie, Mary Jane Walsh is gonna sing IT'S BEEN SO LONG. Ah, it has been so long. When the gals meet me they always sing this song. Only they shorten the title ... they just sing So Long. Let's hear from you Mary Jane, let's hear.

(MARY JANE WALSH & ORCH....."IT'S BEEN SO LONG")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, hear ye, here comes the judge.

MARY JANE: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL & Here comes the judge.

MARY JANE:

ORCH: HERE COMES THE JUDGE.

AUDIENCE: HERE COMES THE JUDGE.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, it's old Judge Bernie himself, in person, invitin' all you davenport Dick Tracys to join us for another session of Ben Bernie's Musical Mock Trials. Now court clerk Chappel, will you tell the folks about it.

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CHAPPEL: Yes, your honor. Ladies and gentlemen, we are going to present an imaginary courtroom case, and give you the evidence by means of popular songs. We have picked three jurors from our studio audience, and it is their job to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff and one for the defense. Now, somewhere in the completed evidence there is going to be a contradiction, and it is up to the jurors to detect this error, and from it arrive at their verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and ten dollars if they get the correct verdict. (GAVEL) Now, your honor, here is the jury we have chosen for tonight.

BEN: Thank you, clerk Chappie. Now, first juror, what is your name, please?

(BEN CONTINUES TO INTERVIEW JURY, THEN SAYS)

Well, let's get to the case. This is a case involving defamation of character. Bob Wolfe says Tom McDonald defamed him. Tom denies the charge. And now, to present the evidence, once more we call on that legal loon, Lew Lehr.

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LEW: Yessir, yessir.

BEN: Lew, which side of the case are you going to represent, the plaintiff or the defense?

LEW: Both (GRUNT) I like to lead a double life.

BEN: Well go on with the case you Doctor Jekyll and Mr. Hyde.

LEW: Yessir. Bob Wolfe says one night he was out

(ORCHESTRA: ON THE LONE PRAIRIE)

BEN: Now (NAME OF FIRST JUROR) Bob says he was out WHERE?

JUROR:

BEN: It's a place out west that's emptier than the last theater I played.

JUROR:

LEW: It's way out thar where men are men and women are females.

JUROR: ON THE LONE PRAIRIE.

BEN: You rounded up that answer, and rustled a dollar out of my pocket.

GO ON LEW.

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JUN 19 1940

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LEW: Bob says that night Tom McDonald was talking
about him, telling a bunch of

(ORCHESTRA: LIES)

BEN: (NAME) Bob says Tom was telling a bunch of WHAT?

JUROR:

BEN: It's what I tell the landlord every month.

JUROR:

LEW: Every time I tell them to my wife she kicks
my teeth out.

JUROR: LIES.

BEN: You told the truth, and here's a dollar.

PROCEED LEW.

ATX01 0200201

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LEW: Bob says he didn't hear Tom tell these lies
directly, but he heard them from

(ORCHESTRA: LITTLE SIR ECHO)

BEN: Now, (NAME) Bob says he heard them from WHOM?

JUROR:

LEW: It's when the little man who wasn't there talks.

JUROR:

BEN: Who repeats everything you say?

JUROR: LITTLE SIR ECHO!

BEN: That's right, and here's an echo from the mint.
Lew, this is the week of commencement, did you
graduate from law school?

LEW: Oh, certainly.

BEN: Have you got a sheepskin?

LEW: No, this is my natural complexion.

BEN: Enough of this nonsense, proceed with the defense.

ATX01 0200202

JUN 19 1940

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LEW: Tom McDonald claims that as far as telling a
lie about Bob Wolfe, he never did

(ORCHESTRA: SAY IT.)

BEN: (NAME) Tom claims that he never did WHAT?

JUROR:

BEN: It's what many a young man on bended knee asks
his girl to do.

JUROR:

LEW: If you get an idea just say it, it might be right.

JUROR: SAY IT.

BEN: You said it right, and here's a dollar.

GO AHEAD LEW.

ATK01 0200203

LEW: Furthermore, Tom says that on the night in question, he was in Florida where he saw the
(ORCHESTRA.....MOON OVER MIAMI)

BEN: (NAME) Tom says he was in Florida where he saw WHAT?

JUROR:

LEW: It's the prettiest thing down there that don't wear a bathing suit.

JUROR: ,.....

BEN: It's often been confused with the top of my head.

JUROR: MOON OVER MIAMI.

BEN: You shined on that one...here's a dollar.

PROCEED LEW.

LEW: Tom says he went to Florida because he wanted to find out one thing...

(ORCH:..... IS IT TRUE WHAT THEY SAY ABOUT DIXIE)

BEN: (NAME) Tom wanted to find out WHAT?

JUROR:

LEW: It's where they call a zombie a mint julep.

JUROR:

BEN: I'll give you a hint. If I were your boy friend and I took a long trip down south, when I came back what would you say to me?

JUROR: Uh....I get along without you very well?

BEN: No, hush my mouth, this is a song about the south.

JUROR: Let me see....I'm afraid I don't know Mr. Bernie.

BEN: Courtroom.

AUDIENCE: IS IT TRUE WHAT THEY SAY ABOUT DIXIE.

BEN: Is it true what they say about Dixie, is right. And these are the six musical clues for this evening's MUSICAL MOCK TRIAL. Now court clerk Ernest Chappel, will you please sum up?

JUN 19 1946

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CHAPPEL: Bob Wolfe says one night he was out ON THE LONE PRAIRIE and Tom McDonald was talking about him, telling a bunch of LIES. Bob says he didn't hear Tom tell these lies directly, but he heard them from LITTLE SIR ECHO.

Tom McDonald, on the other hand, claims that as far as telling a lie about Bob Wolfe, he never did SAY IT. Furthermore, Tom says on the night in question he was in Florida where he saw the MOON OVER MIAMI, and that he went south because he wanted to find out one thing: IS IT TRUE WHAT THEY SAY ABOUT DIXIE?

ATX01 0200206

BEN: Nicely summed up, Ernest. Now jurors, remember you are looking for a contradiction in the testimony you have just heard. And you will retire and write your verdicts of whether Tom is guilty or not guilty and state your reasons why. If you get the right verdict, you will get ten dollars, which means the Le won't get any salary this week.

And now, while the jurors are writing their verdicts, me and the Half and Half Lads are gonna play A LATIN FROM MANHATTAN, or, as they say in Brooklyn, a jerk from New Yerk. Play, Lads.

(ORCHESTRA:.....A LATIN FROM MANHATTAN)

(GAVEL)

CHAPPEL: Order, order in the court.

BEN: Quiet, quiet, our jury is back
Will the defendant go free, or does his future look
black.

Chappie, have the jurors written their verdicts?

CHAPPEL: They have, your honor, and here they are, ready to read them.

BEN: Well, let's hear them. (NAME) Will you read what you have written?

(JURORS READ VERDICTS BEN GIVES CORRECT ANSWER AND AWARDS PRIZES)

Jurors, I want to thank you all very much for serving and here's three dollars apiece to you for your jury

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BEN: duty. You did a swell job.
(CONT'D)
(APPLAUSE)

ATX01 0200208

HALF & HALF
JUNE 19, 1940

COMMERCIAL "B"

BERNIE: Well, old Galileo Bernie has been doin' a bit of lookin' up in the almanac, and he's run across sumpin' mighty interestin'. You know that chart that classifies different periods of the year with certain astronomical signs? They zodiac, they calls it. Well sir, accordin' to that chart...startin' a day after tomorro...the sun's gonna be under the sign of the crab. Deeah, that's what I want to warn youse guys about. Don't let anything put the sign of the crab on YOU, mistah, and make you grouchy and grumpy. No sir. Keep yourself cool and collected. Instead of lettin' yourself get hot and bothered and irritable....the way summer heat makes you so often....just fill up your trusty briar with smooth and soothin' Half and Half Tobacco, and smoke a pipe -- to calm you down.

CHAPPEL: That's good advice maestro. Yes gentlemen, you'll certainly find a lot of comfort in Half and Half...eve BEFORE you light up, because Half and Half is packed a special way that makes it easier for you to fill your pipe. It's packed in the telescope tin...a tin that marked such an advance in pipesmoking that it was gran a patent by the United States Government. It actually gets smaller and smaller as you use your tobacco...

ATX01 0200209

HALF & HALF
JUNE 19, 1940

COMMERCIAL "B" -2-

CHAPPEL:
(CONT'D)

sliding together...keeping the tobacco always right
up on top....and making the last pipeful as easy to get
at as the first. You don't have to dig around, and
BECAUSE you don't, your tobacco doesn't get all broken
up and crumbled. It stays in better condition
 fresher...just right to give you a cool, smooth smoke.
Like Half and Half's exclusive blend, the patented
telescope tin is something no other tobacco can offer.
See for yourself how this ingenious telescope tin works
Next time buy the tobacco that's packed with pleasure.
and a pleasure to pack in your pipe. Buy Half and
Half Tobacco.

ATK01 0200210

JUN 19 1940

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(ORCHESTRA.....HIT AND FADE "THE LITTLE RED FOX"

BEN: Now me and the Bailey gals are gonna do a number that we've had a great many requests to repeat, THE LITTLE RED FOX. Ah, the little red fox. I'm singing this number with special permission of the SPCA on account the last time they heard me sing it, I was arrested for cruelty to animals. Start the chase, Lads.

(BEN, BAILEYS & ORCHESTRA..... "THE LITTLE RED FOX"

(APPLAUSE)

BEN: Thank you, ladies and gentlemen, thank you.

LEW: Oh, Mr. Bernie.

BEN: Yes, Lew.

LEW: Before I go I want to read you this Father's Day poem I got from my little son Sycamore.

BEN: For Father's Day? Ah, how touching. Do read it, Lew.

LEW: (CLEARS THROAT) Papa dear, to buy you a gift to me was quite a puzzle,
So I bought the thing that you need me
Enclosed you'll find a muzzle.

Ain't that tender?

BEN: Oh, get on with you, Lew. Go away. Me and the Lads are gonna play THE WOODPECKER SONG. Start peckin' Lads.

(ORCHESTRA..... "WOODPECKER SONG")

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

ATK01 0200211

JUN 19 1940

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BEN:

Just one final word, before we leave the air,
Smoke good old Half and Half, and puff away each care.
And now the time has come....

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

CHAPPEL: Be sure to listen in again at this same time next
week, ladies and gentlemen, for another MUSICAL MOCK
TRIAL with Old Judge Bernie, all the Lads and Lassies,
and Lew Lehr.

This is Ernest Chappel saying good night for Half and
Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0200212

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 345 Madison Avenue

June 19, 1940

Miss Molly Slott
Chicago Tribune Daily News Syndicate
220 East 42nd Street
New York, N.Y.

Dear Miss Slott:

This letter will confirm your verbal permission to use the name Dick Tracy in the Ben Bernie script for tonight, June 19th, in the following way:

BEN: Yowsay, it's old Judge Bernie himself, in person, invitin' all you davenport Dick Tracys to join us for another session of Ben Bernie's Musical Mock Trials.

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Dorothy Regan

YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

M. Slott

ATX01 0200213

YOUNG & RUBICAM, INC.
Advertising

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • MONTREAL • TORONTO

NEW YORK • 245 Madison Avenue

June 19, 1940

Mr. Coleman
A.S.P.C.A.
26th Street & Madison Ave.
New York, N.Y.

Dear Mr. Coleman:

This letter will confirm your verbal permission to use the name S.P.C.A. in the Ben Bernie script for tonight, June 19th, in the following way:

BEN: Now me and the Bailey gals are gonna do a number called "The Little Red Fox". Ah, the little red fox. I'm singing this number with special permission of the SPCA, because the last time they heard me sing it, I was arrested for cruelty to animals.

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Dorothy Regan

YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Hyman H. Coleman

ATK01 0200214

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 285 Madison Avenue

June 19, 1940

Mr. Harry Ommerle
William Morris Agency
1270 Sixth Avenue
New York, N.Y.

Dear Mr. Ommerle:

This letter will confirm your verbal permission to use Phil Baker's name in the Ben Bernie script for tonight, June 19th, in the following way:

BEN: You know, I went to college with Phil Baker and Winchell, and the day of our graduation we all took part in a big historical pageant. I wore a coonskin cap and a gun: I represented Daniel Boone. Baker came in on a horse: He represented Paul Revere. But Winchell didn't have to wear a costume. He just parked himself in a chair ... he was Sitting Bull.

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Harry G. Ommerle
per *J. J. Morris*

ATX01 0200215

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK, 365 Madison Avenue
June 19, 1940

Mr. Lawrence Evans
Columbia Concerts
113 West 57th Street
New York, N.Y.

Dear Mr. Evans:

This letter will confirm your verbal permission to use Lawrence Tibbett's name in the Ben Bernie script for tonight, June 19th, in the following way:

BEN: No, an echo always sounds like the original voice
... nobody ever mistook my echo for Lawrence Tibbett.

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Dorothy Regan

YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Lawrence Evans

ATX01 0200216

AE BROADCAST

REBROADCAST

WEDNESDAY, JUNE 19, 1940

AMERICAN TOBACCO COMPANY HALF AND HALF

BEN BERNIE'S MUSICAL HOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie Ho Say:

If the hot weather frets you
Don't let it get you ... Smoke
Half and Half to calm you down.

(ORCHESTRA: THOSE UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for Half and Half Smoking Tobacco. Bringing you all the Lads and Lassies, our Musical Hock Trial, Lew Lehr, and the Old Maestro himself, Ben Bernie!

(ORCHESTRA: THOSE UP BIG TO APPLAUSE)

BEN: Yowzah, yowzah, yowzah, greetings, my good friends, greetings, salutations, and a happy commencement week Wednesday to youse all. This is old own laude Bernie, just back from graduation exercises at my old alma mater, where I received an honorary degree. You know, most distinguished people get the degree of PH.D. . . . But the degree I got was D.PH . . . so really ~~D.PH~~ . . . Dope at Picking Horses. Oh dear, ~~and how right they are~~ You know, a lot of people don't believe I ever went to college, but I did. I took medicine there . . . but I'm all right now. Ah, and these commencement exercises took me back to the days of my own graduation. It seems just

ATX01 0200217

BEN:
(CONT'D)

like yesterday, those graduation ceremonies at good old Bayonne Tech. My parents looked on, beaming with pride, as I walked across the platform. The dean said, "Ben Bernie?" And I answered, "Yes." And he said, "Sorry, Stupid, you flunk again!"

Oh dear, I'll never forget those days. You know, I went to college with Phil Baker and Winchell, and the day of our graduation we all took part in a big historical pageant. I wore a coonskin cap and a gun! I represented Daniel Boone. Baker came in on a horse! He represented Paul Revere. But Winchell didn't have to wear a costume. He just parked himself in a chair ... he was Sitting Bull. Now's for gettin' this here commencement program started? The number? I'm glad you asked me. /
What are we gonna play?
We're gonna play YOURS IS MY HEART ALONE. Your cue-y, Lads.

(ORCHESTRA "YOURS IS MY HEART ALONE")

BEN: That was me and the Half and Half Tobacco Lads playing YOURS IS MY HEART ALONE. Well, here he comes now, see how proudly he struts, some think he's a genius, but we think he's nuts. So 'elp me, it's that Half and Half wit of Novistone News, Lew Lehr!

3

(ORCHESTRAL LEW PLAY ON MUSIC)

LEW: Honkeys is the cratiest people. Oh, Mr. Bernie, you make me so homesick when you spoke about collage.

BER: Why, Lew, I didn't know you went to collage.

LEW: Did I went to collage? I went to the University of Mississip ... er, I went to the University of Pennaylva ... er, I went to the University of Technolog ... Technolog (LADGH) Reform School.

BER: I can't believe that. No, seriously, Lew, how much schooling did you really have?

LEW: I only went to the second grade, because my teacher treated me^{so} terribly. Every day she made me stand with my face in the corner.

BER: She made you stand with your face in the corner? Why, did she think you were bad?

LEW: No (GROWL) Just ugly.

BER: ~~Unbelievable, unbelievable~~

LEW: You know, Mr. Bernie, my worst subject in school was arithmetic. One day the teacher asked me this question. If Central Park is two and a half miles long and a half mile wide, and a man can walk six miles an hour, how long will it take him to walk around it fifty times?

BER: Did you figure it out?

JUN 19 1940

LEW: Yes, but (LAUGH) was my feet tired!

BEN: ^{tell me} Kally, Lew, /how is your son Sycamore doing in school?

LEW: Oh it's terrible. All he does in that school is go to parties, dance, and kiss the pretty girls.

BEN: Kiss the girls? The little rascal, /like my son James?

LEW: As soon as I found out about it I rushed into his classroom and walked right up to his desk.

BEN: What did you say to him?

LEW: (LAUGH) Move over.

BEN: Well, Lew, all in all, don't you believe in higher education?

LEW: You said it. My uncle could have quit school, but, instead he went to college. He got four scholarships, seven degrees, and every honor you can think of.

BEN: That's remarkable, Lew. What's he doing now?

LEW: (LAUGH) He's a bus!

(ORCHESTRA: LEHR PLAY OFF MUSIC)
(APPLAUSE)

ATK01 0200220

HALF AND HALF
June 19, 1940

COMMERCIAL "A"

MEMIE:

That was peachy pixilatin', Lewis.

Your face isn't pretty, goodness knows,
It could only be loved by your money!
But you're like the gentle breeze that blows -
Refreshin', ... and just as balmy.

But all kiddin' aside, Lew, you have given us
a few minutes of pleasure. And they're mighty
welcome these troubled days, too. It feels darn
good to enjoy a little time out from the cares
of the world. You see, all of us ought to take
time out every now and then. And you know mistah,
that's where your pipe can be mighty helpful.
You can find yourself a heap of precious comfort
and peace of mind, settin' back and a-puffin'
away on your trusty briar ... especially when
your tobacco is pleasin', fragrant Half and Half
Tobacco. Ah, there's solid contentment and
pleasure for ya. That's more, friend wife will
enjoy it too ... 'cause your better half will
sure love the fragrance of Half and Half.

ATX01 0200221

HALF AND HALF
June 19, 1940

COMMERCIAL "A" -2-

CHAPLAIN

Well said, Maestro. And gentlemen, in less than three seconds you can prove for yourself that Half and Half gives you more smoking pleasure. The instant you open a tin of Half and Half you'll be delighted with its fine, distinctive aroma. And as all real tobacco lovers know, that aroma is very important, because it's a scientific fact that the flavor of tobacco depends chiefly on aroma. Half and Half gets its finest aroma from the famous Half and Half process of balanced blending ... a new and exclusive process that combines choice, full-bodied Burleys with fragrant, mellow Virginias ... in just the right proportions. The result is a tobacco that is more aromatic ... and therefore more flavorful. Next time find out for yourself how enjoyable a really fine smoking tobacco can be. Buy Half and Half Tobacco.

ATX01 0200222

BEN: Well spoken, Chappie, well spoken. Now let's get ready for our Musical Hoek Trial. While I slip into my legal lingerie, Mary Jane Walsh is gonna sing IT'S BEEN SO LONG. Ah, it has been so long. When the gals meet me they always sing this song. Only they shorten the title ... they just sing So Long, ^{Sing away, Mary Jane, sing away.} ~~that's what they sing~~
~~xxxxxxx~~

(MARY JANE WALSH & ORCH....."IT'S BEEN SO LONG")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, hear ye, here comes the judge.

MARY JANE: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL & MARY JANE: Here comes the judge.

ORCH: HERE COMES THE JUDGE.

AUDIENCE: HERE COMES THE JUDGE.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, it's old Judge Bernie himself, in person, invitin' all you davenport Dick Tracys to join us for another session of Ben Bernie's Musical Hoek Trials. Now court clerk Chappel, will you tell the folks about it.

CHAPPEL: Yes, your honor. Ladies and gentlemen, we are going to present an imaginary courtroom case, and give you the evidence by means of popular songs. We have picked three jurors from our studio audience, and it is their job to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff and one for the defense. Now, somewhere in the completed evidence there is going to be a contradiction, and it is up to the jurors to detect this error, and from it arrive at their verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and ten dollars if they get the correct verdict. (GAVEL) Now, your honor, here is the jury we have chosen for tonight.

BEN: Thank you, clerk Chappel. Now, first juror, what is your name, please?

(BEN CONTINUES TO INTERVIEW JURY, THEN SAYS)
Well, let's get to the case. This is a case involving defamation of character. Bob Wolfe says Tom McDonald defamed him. Tom denies the charge. And now, to present the evidence, once more we call on that legal loon, Lew Lehr.

LEW: Yessir, yessir.

BEN: Lew, which side of the case are you going to represent, the plaintiff or the defense?

LEW: Both (GRUNT) I like to lead a double life.

BEN: Well go on with the case you Doctor Jekyll and Mr. Hyde.

LEW: Yessir. Bob Wolfe says one night he was out

(ORCHESTRA: ON THE LONE PRAIRIE)

BEN: Now (NAME OF FIRST JUROR) Bob says he was out WHERE?

JUROR:

BEN: It's a place out west that's captier than the last theater I played.

JUROR:

LEW: It's way out thar where men are men and women are females.

JUROR: ON THE LONE PRAIRIE.

BEN: You rounded up that answer, and rustled a dollar out of my pocket.

GO ON LEW.

LEW: Bob says that night Tom McDonald was talking about him, telling a bunch of

(ORCHESTRA: LIES)

BEN: (NAME) Bob says Tom was telling a bunch of WHAT?

JUNOR:

BEN: It's what I tell the landlord every month.

JUNOR:

LEW: Every time I tell them to my wife she kicks my teeth out.

JUNOR: LIES.

BEN: You told the truth, and here's a dollar.

PROCKED LEW.

LEW: Bob says he didn't hear Tom tell these lies directly, but he heard them from

(ORCHESTRA: LITTLE SIN ECHO)

BEN: Now, (NAME) Bob says he heard them from WHOM?

JUROR:

LEW: It's when the little man who wass't there talks.

JUROR:

BEN: Who repeats everything you say?

JUROR: LITTLE SIN ECHO!

BEN: That's right, and here's an echo from the mint. Now, this is the week of commencement, did you graduate from law school?

LEW: Oh, certainly.

BEN: Have you got a sheepskin?

LEW: No, this is my natural complexion.

BEN: Enough of this nonsense, proceed with the defense.

LEW: Tom McDonald claims that as far as telling a lie about Bob Wolfe, he never did

(ORCHESTRA: SAY IT.)

BEN: (HAVE) Tom claims that he never did WHAT?

JUROR:

BEN: It's what many a young man on bended knee asks his girl to do.

JUROR:

LEW: If you get an idea just say it, it might be right.

JUROR: SAY IT.

BEN: You said it right, and here's a dollar.

GO AHEAD LEW.

LEE: Furthermore, Tom says that on the night in question, he was in Florida where he saw the

(ORCHESTRA.....MOON OVER MIAMI)

BEN: (NAME) Tom says he was in Florida where he saw WHAT?

JUROR:

LEE: It's the prettiest thing down there that don't wear a bathing suit.

JUROR:

BEN: It's often been confused with the top of my head.

JUROR: MOON OVER MIAMI.

BEN: You shined on that one...here's a dollar.

PROCEED LEE.

JUN 18 1940

LEW: Tom says he went to Florida because he wanted
to find out one thing...

(ORCH:..... IS IT TRUE WHAT THEY SAY ABOUT DIXIE)

BEN: (NAME) Tom wanted to find out WHAT?

JUROR:

LEW: It's where they call a zombie a mint julep.

JUROR:

BEN: I'll give you a hint. If I were your boy friend
and I took a long trip down south, when I came
back what would you say to me?

JUROR: Uh....I get along without you very well?

BEN: No, hush my mouth, this is a song about the south.

JUROR: Let me see....I'm afraid I don't know Mr. Bernie.

BEN: Courtroom.

AUDIENCE: IS IT TRUE WHAT THEY SAY ABOUT DIXIE.

BEN: Is it true what they say about Dixie, is right.
And there are the six musical clues for this
evening's MUSICAL MOCK TRIAL. Now court clerk
Ernest Chappel, will you please sum up?

JUN 19 1940

-15-

CHAPPEL: Bob Wolfe says one night he was out ON THE LONG PRAIRIE and Tom McDonald was talking about him, telling a bunch of LIES. Bob says he didn't hear Tom tell these lies directly, but he heard them from LITTLE SIR ECHO.

Tom McDonald, on the other hand, claims that as far as telling a lie about Bob Wolfe, he never did SAY IT. Furthermore, Tom says on the night in question he was in Florida where he saw the SIGN OVER MIAMI, and that he went south because he wanted to find out one thing: IS IT TRUE WHAT THEY SAY ABOUT DIXIE?

ATK01 0200231

-16-

BEN: Nicely sucked up, Ernst. Now jurors, remember you are looking for a contradiction in the testimony you have just heard. And you will retire and write your verdicts of whether Tom is guilty or not guilty and state your reasons why. If you get the right verdict, you will get ten dollars, which means the L won't get any salary this week.

And now, while the jurors are writing their verdicts, we and the Half and Half Lads are gonna play A LATIN FROM MANHATTAN, or, as they say in Brooklyn, a jerk from New York. Play, Lads.

(ORCHESTRAL MUSIC PLAYS A LATIN FROM MANHATTAN)

(GAVEL)

CHAPPEL: Order, order in the court.

BEN: Quiet, quiet, our jury is back
Will the defendant go free, or does his future look
black.

Chapple, have the jurors written their verdicts?

CHAPPEL: They have, your honor, and here they are, ready to read them.

BEN: Well, let's hear them. (BARK) Will you read what you have written?

(JURORS READ VERDICTS BEN GIVES CORRECT ANSWER AND REARDS PRIZES)

Jurors, I want to thank you all very much for service and here's three dollars apiece to you for your jury

JUN 19 1940

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SM: duty. You did a swell job.
(CONT'D)
(APPLAUSE)

ATK01 0200233

HALF & HALF
JUNE 19, 1940

COMMERCIAL "B"

BERNIE: Well, old Galileo Bernie has been doin' a bit of lookin' up in the almanac, and he's run across sompin' mighty interestin'. You know that chart that classif different periods of the year with certain astronomic signs? They zodiac, they calls it. Well sir, accordin' to that chart...startin' a day after tomorrow...the sun's gonna be under the sign of the crab. Der deah, that's what I want to warn youse guys about. Der let anything put the sign of the crab on YOU, mistah, and make you grouchy and grumpy. No sir. Keep youself cool and collected. Instead of lettin' yourself get hot and bothered and irritable....the way summer heat makes you so often....just fill up your trusty brier with smooth and soothin' Half and Half Tobacco, and smoke a pipe -- to calm you down.

CHAP'EL: That's good advice maestro. Yes gentlemen, you'll certainly find a lot of comfort in Half and Half...BEFORE you light up, because Half and Half is packed a special way that makes it easier for you to fill you pipe. It's packed in the telescope tin...a tin that marked such an advance in pipesmoking that it was gran a patent by the United States Government. It actually gets smaller and smaller as you use your tobacco...

ATX01 0200234

HALF & HALF
JUNE 19, 1940

COMMERCIAL "B" -2-

CHAPPEL:
(CONT'D)

sliding together...keeping the tobacco always right
up on top....and making the last pipeful as easy to
at as the first. You don't have to dig around, and
BECAUSE you don't, your tobacco doesn't get all broke
up and crumbled. It stays in better position
 fresher...just right to give you a cool, smooth smoke
Like Half and Half's exclusive blend, the patented
telescope tin is something no other tobacco can offer
See for yourself how this ingenious telescope tin work
Next time buy the tobacco that's packed with pleasure
and a pleasure to pack in your pipe. Buy Half and
Half Tobacco.

ATX01 0200235

(ORCHESTRA.....HIT AND FADE....."THE LITTLE RED FOX"

BEN: Now me and the Bailey gals are gonna do a number that we've had a great many requests to repeat, **THE LITTLE RED FOX**. This was, as you know, introduced by my old colleague **RED FOX**. / Ah, the little red fox, the little red fox, the little red fox, my pal Kay Kyser. The old professor introduced this song with some of the best musicians of the 1920s and made it a big hit, and the old maestro figured, if the old professor could do that, if it was good enough for the old professor, by gosh, it's good enough for the

(BEN, BAILEYS & ORCHESTRA....."THE LITTLE RED FOX"

Maestro.

(APPLAUSE)

BEN: Thank you, ladies and gentlemen, thank you.

LEW: Oh, Mr. Bernie.

BEN: Yes, Lew.

LEW: Before I go I want to read you this Father's Day poem I got from my little son Sycamore.

BEN: For Father's Day? Ah, how touching. Do read it, Lew.

LEW: (CLEARS THROAT) Paps dear, to buy you a gift to me was quite a puzzle,
So I bought the thing that you need so
Enclosed you'll find a ruzzle.

Ain't that tender?

How do you like that?

BEN: OK, get on with you, Lew. Go away. Me and the lads gonna play **THE WOODPECKER SONG**. Start peckin' Lads.

(ORCHESTRA....."WOODPECKER SONG"

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

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NEWS: Well, guys and gals, it looks like our Half and Half commencement program is about over. But before we put our cap and gown back in the moth balls until next year, heed ye to this valedictory....Ben Bernie He Say :
Just one final word, before we leave the air,
Smoke good old Half and Half, and puff away each care.
And now the time has gone....

(BEN AND ORCHESTRA...AU REVOIR...SWING TO "LONESOME OLD TOWN")

CHAPPEL: Be sure to listen in again at this same time next week, ladies and gentlemen, for another MUSICAL HOCK TRIAL with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr.

This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0200237

AS BROADCAST

WEDNESDAY, JUNE 26, 1940

AMERICAN TOBACCO COMPANY ... HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say:

When vacation bills
Give you the chills,
Smoke Half and Half to calm you down.

(ORCHESTRA: THEME UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for Half and Half Smoking Tobacco. Bringing you all the Lads and Lassies, Our Musical Mock Trial, Lew Lehr, and the Old Maestro himself, Ben Bernie!

(ORCHESTRA: THEME UP BIG TO APPLAUSE)

BEN: Thank you, thank you. By gosh I feel as if I were running for office. Yowsah, yowsah, yowsah. Greetings, salutations, and a happy June Wednesday to youse all. This is the Old Maestro, Ben Bernie, waftin' yo' way on a coast to coast light up for good old Half and Half Smoking Tobacco. Well folks, I've just come back from the doctor's, where I had my annual physical check-up. Yeh, I've reached that age where the doctors begin to look you over, and the gals begin to overlook you. By gosh, that was the quickest examination I ever had, the doctor said, "Let me see your

ATX01 0200238

Wednesday, June 26, 1940

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BEN:
(CONT'D)

tongue, check; let me see your throat, check;
let me see your cash ... no check!"

It was sure embarrassing when he gave me the eye
test. The doctor said, "Looka here Bernie, read
the small letters over there." So I said,
"N-Y-L-O-N." And the doctor said, "Take your
eyes off the nurse's stocking and read the chart
on the wall!"

Oh the doctor finally said, "Mr. Bernie, you're
not living a normal life. Why don't you and your
wife, Wes, settle down and adopt a baby." And I
said, "Doc, we'd like to adopt one, but we can't
agree. My wife's holding out for Robert Taylor
and I'm holding out for Myrna Loy!"

Oh but let's get on, Bernie. Me and the Half
and Half Tobacco Lads are adopting as an opening
song HEAR MY SONG, VIOLETTA. Adopt, adopt, adopt.

(ORCHESTRA "HEAR MY SONG, VIOLETTA")

BEN: Nicely done, nicely done. That was me and the
Half and Half Lads playing HEAR MY SONG, VIOLETTA.
Well, here he comes now on this last week in June
Is it really a man or a human baboon ... so 'elp
me, it's that Half and Half wit of Movietone News,
Lew Lehr.

ATX01 0200239

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people. Oh, Mr. Bernie, I just got a physical examination at the doctor's today, too.

BEN: You did, Lew? What was the doctor's report?

LEW: He said that what my body needs is a vitamin extract ... er, a potassium chloride ... er, sulphanylmid sulphanylmid (LAUGH) A girdle.

BEN: A girdle! You surprise me. Well, Lew, tell me how come you went to the doctor?

LEW: Well, ever since you taught me how to bet on the horses, I've been having trouble with my stomach.

BEN: Ah, you're nervous?

LEW: No (LAUGH) starving. Besides, every morning when I bend down and pull my arms up, I get pains in my back.

BEN: Well, why do you bend down and pull your arms up?

LEW: (GRUNT) Do you know any other way a guy can get his pants on? Over his head or sompin.

BEN: Well, what did the doctor recommend for you?

LEW: Well, he said I might need an operation, so he called in four surgeons.

BEN: What was the surgeons' diagnosis?

LEW: Well, the chief surgeon examined me for 4 hours, and finally he said "I'm sorry Mr. Lehr, but all your

WEDNESDAY, JUNE 26, 1940

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LEW: . teeth will have to come out."

(CONT'D)

BEN: . What did you do?

LEW: (LAUGH) I handed them to him!

BEN: Ah, Lew, humanity owes a great deal to those men in white.

LEW: Yeah, they're wonderful. And I'm proud to say I got two brothers who are men in white.

BEN: Surgeons?

LEW: No (LAUGH) Street cleaners.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATK01 0200241

HALF AND HALF
June 26, 1940

COMMERCIAL "A"

BERNIE: Oh splendid, Lewis, splendid. Your words have given the Old Maestro much food for thought. Yowsah ... after listenin' to you, I'm thinkin' definitely that monkees is NOT the cwaziest people. But that's all right, Lew, at least you seem to be dodgin' old man gloom and enjoyin' life. And by golly that's mighty important. Yowsah, it's mighty important for all of us to try to give worries the go-by, and find as much enjoyment as we can. And mistah, that's why I say you ought to get yourself acquainted with good old Half and Half Tobacco. It's so gosh darn ontentin' and enjoyable that old man gloom just naturally does a fade-out. Ah, when you're a-settin' back, a-puffin' a pleasin' fragrant pipeful of Half and Half it sure makes you feel swell. And it's mighty swell for the Mrs., too, 'cause your better half will love the fragrance of Half and Half.

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WEDNESDAY, JUNE 26, 1940

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BEN:
(CONT'D)

Bernie's Musical Mock Trials. Now court clerk Chappel, suppose you tell the folks all about it.

CHAPPEL:

Yes, your honor. Ladies and gentlemen, we are going to present an imaginary courtroom case, in which the evidence will be given by popular songs. We've picked three jurors from our studio audience, and it is up to them to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff and one for the defendant. Now somewhere in the completed evidence, there is going to be a contradiction, and our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and ten dollars if they arrive at the correct verdict. (GAVEL) And now, your honor, here is our jur for tonight.

BEN:

And a mighty swanky looking jury, too. First juror your name, please?

(BEN CONTINUES INTERVIEWING JURORS THEN SAYS)

Well, let's get on with this here case. This is a case involving embezzlement. The First Piggy Bank accuses Fred Robbe of absconding with a large sum of money. Fred denies the charge. Now

ATXO1 0200243

BEN: to present the evidence, once more we call again
(CONT'D) on that legal loon of posterity, Lew Lehr.

LEW: Yessir, yessir.

BEN: Lew, are you ready to do your bit for the plaintiff
and your bit for the defendant?

LEW: Yeh, this is a two bit case.

BEN: Well, proceed, counsellor, proceed.

LEW: The Bank says that Fred took their money and went
straight to

(ORCHESTRA: OLE MAN RIVER)

BEN: (NAME) The Bank says Fred took the money and went
straight to WHAT?

JUROR:

BEN: This stream makes a part down the scalp of the good
old U.S.A.

JUROR:

LEW: I don't know how to spell it, but it's awful wet.

JUROR: OLE MAN RIVER.

BEN: OLE MAN RIVER is right, and here's a dollar from
Ole Man Bernie.

PROCEED, LEW.

LEW: When Fred got to Ole Man River, the Bank's
private detectives saw him

(ORCHESTRA: WAITING FOR THE ROBERT E. LEE)

BEN: (NAME) The private detectives saw him doing WHAT?

JUROR:

LEW: It's the Hoboken ferry of the Mississippi.

JUROR:

BEN: It was named after a great general.

JUROR: WAITING FOR THE ROBERT E. LEE.

BEN: That's right, suh, and here's a dollar to buy
some corn pone.

GO AHEAD, LEW.

LEW: The Bank says Fred got on the Robert E. Lee and sailed down the Mississippi until he was

(ORCHESTRA: SOUTH OF THE BORDER)

BEN: (NAME) Fred sailed down the Mississippi until he was WHERE?

JUROR:

LEW: When you fall off a horse it's where you land.

JUROR:

BEN: It's where they say, "Here today and gone tamale."

JUROR: SOUTH OF THE BORDER.

BEN: Si, si, si, and here's a dollar from Senor Bernie. There's the case for the plaintiff, now on with the defense. Lew, did you have your briefs?

LEW: No, I still got on my long underwear.

BEN: Continue with the case.

LEW: Yessir, Fred says he didn't go anyplace, but he was right here in town.

(ORCHESTRA: DAY IN DAY OUT)

BEN: (NAME) Fred says he was right here in town WHEN?

JUROR:

LEW: It's when my mother-in-law does most of her talking.

JUROR:

BEN: It's how long it takes my horse to finish a race.

JUROR: DAY IN DAY OUT.

BEN: That's right, and I reach in my pocket and pull out a dollar.

CONTINUE, LEW.

LEW: Fred says he didn't steal the money, because he already has enough money to be

(ORCHESTRA: A LITTLE BIT INDEPENDENT)

BEN: (NAME) Fred says he already has enough money to be WHAT?

JUROR:

LEW: If you invest a dollar at two percent, and if you live a thousand years, that's what you'll be.

JUROR:

BEN: Are you married?

JUROR: Yes.

BEN: Well, before you were married I presume your husband was very attentive to you.

JUROR: Yes.

BEN: Well, now that you're married, how does he act?

JUROR: Scatterbrain?

BEN: No, that's not it. Courtroom!

AUDIENCE: A LITTLE BIT INDEPENDENT.

BEN: That's it, a little bit independent.

CONTINUE, LEW.

WEDNESDAY, JUNE 26, 1940

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LEW: Fred says if the Bank had wanted him, they could have found him any time in his apartment on

(ORCHESTRA: FORTY SECOND STREET)

BEN: (NAME) Fred says the Bank could have found him in his apartment on WHAT?

JUROR:

LEW: I used to stroll on it on my way home from Minsky's.

JUROR:

BEN: Ruby Keeler and Dick Powell made this street famous in a movie once.

JUROR: FORTY SECOND STREET.

BEN: You're right, and here's one smacker. Well, there are the six musical clues to our case. Now Court Clerk Chappel, will you sum up?

ATX01 0200249

WEDNESDAY, JUNE 26, 1940

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CHAPPEL: Yes, your honor. The First Piggy Bank says that Fred Robbe stole their money and went straight to OLE MAN RIVER, that their detectives saw him WAITING FOR THE ROBERT E. LEE, and that he got on the Robert E. Lee and sailed down the Mississippi until he was SOUTH OF THE BORDER.

Fred, on the other hand, claims that he was right here in town DAY IN DAY OUT, further, that he didn't steal the money, because he already had enough to be a LITTLE BIT INDEPENDENT, and finally, that if the Bank had wanted him they could have found him any time in his apartment on FORTY SECOND STREET.

ATX01 0200250

BEN: Nicely summed up, Chappie. Now jurors, remember, you are looking for a contradiction in the evidence, you have just heard. You will kindly retire now and write your verdicts of guilty or not guilty, and state your reasons why. If you get the correct verdict, you will get ten dollars apiece, which is all for you. Of course, if you want to see the old judge outside later, that's up to you, too.

Now, while the jurors are writing their verdicts, me and the Half and Half Tobacco Lads are gonna play THE BREEZE AND I. Ah, The Breeze and I. I'm gonna write a sequel to this song and dedicate it to Winchell ... I'm gonna call it the Wind and I. Start breezin', Lads, start breezin'.

(ORCHESTRA "THE BREEZE AND I")

(APPLAUSE)

CHAPPEL: Order, order in the court.

BEN: The jury is now returning, I see,
Will the defendant be sentenced or will he go free?
Chappie, have the jurors written their verdicts?

CHAPPEL: They have, your honor, and here they are, ready to read them.

WEDNESDAY, JUNE 26, 1940

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BEN: Well, that's just what I wanted to hear. Now young lady, (NAME), will you please ready your verdict?

(JURORS READ VERDICTS BEN GIVES CORRECT VERDICT AND AWARDS PRIZES)

Yowsah, yowsah, yowsah. Jurors, you have acted very intelligently, and here is three dollars apiece to you for jury duty. And thank you very much for serving.

(APPLAUSE)

ATX01 0200252

HALF AND HALF
June 26, 1940

COMMERCIAL "B"

BERNIE: And now fo'give me guys and gals, but old Angus MacBernie wants to recite a couple of mighty sensible lines of poetry written by Bobbie Burns. List' while I quote ...

Oh wad some power the giftie gie us
To see oursel's as eithers see us.

Ah, Bobbykins knew whereof he spoke. It sure would be a darn good idea if we could all take a good look at ourselves at times. I mean like at times, for instance, mistah, when you get yourself all worked up into a tantrum about sumpin' that ain't really worth all the fuss and fury. You'd act lots less rambunctious, I reckon, if you could see what you looked like. But, you know, I got a even better system. Yowsah, it's a preview system that lets you set back and look at yourself and what's botherin' ya, before you fly off the handle. And the result is you don't fly off the handle at all. Instead of whippin' yourself into a frenzy, whip out your trusty briar, fill it up with Half and Half Tobacco ... and Smoke a pipe - to calm you down.

ATK01 0200253

HALF AND HALF
June 26, 1940

COMMERCIAL "B" -2-

CHAPPEL: Well said, Maestro. Yes gentlemen, you'll sure find a heap of comfort in a pipeful of Half and Half. And what's more, Half and Half gives you extra comfort even BEFORE you light up, because Half and Half is packed a special way that makes it easier for you to fill your pipe. It's packed in the telescope tin ... a tin that marked such an advance in pipe-smoking that it was granted a patent by the United States Government. Now, this tin actually gets smaller and smaller as you use your tobacco, sliding together and keeping the tobacco always on top, making the last pipeful as easy to get at as the first. You don't have to dig around, and just 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. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. See for yourself how this ingenious telescope tin works. Next time be sure you buy Half and Half Tobacco in the convenient telescope tin.

ATK01 0200254

(ORCHESTRA: HIT AND FADE "PLAYMATES")

BEN: (OVER MUSIC) Now me and the Bailey gals are gonna sing PLAYMATES. This number takes me back to my own school days. Ah, I'll never forget them. My parents had to sign extradition papers to get me out of the second grade. PLAYMATES, PLAYMATES.

(ORCHESTRA, BEN, BAILEYS PLAYMATES ... UP TO FINISH)

(APPLAUSE)

LEW: Well so long, Mr. Bernie. I got to get back to court.

BEN: Why look at that chapeau you're wearing, dear dear. Making all the customers laugh. Why, Lew, are you still working on that same case?

LEW: Yeh, you should have been there this morning. It was terrible. One guy kept running around kissing all the ladies on the jury and hugging all the pretty witnesses.

BEN: Why that's a terrible way to behave in court.

LEW: Yeh (LAUGH) I'm ashamed of myself.

BEN: Go on with you, Lew, while the Old Maestro and the old Half and Half Lads give out with THAT OLD FEELING.

(ORCHESTRA "THAT OLD FEELING")

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

WEDNESDAY, JUNE 26, 1940

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BEN: That it does. Well, folks, another Half and Half program is almost history, but before we fold up our wave length and retire for the night, I want to remind you that we'll be back at the same time next Wednesday, so how's for listenin' ... hmmm? And in the meantime remember Ben Bernie He Say: Here's a little tip before we retire, Try Half and Half in your trusty old briar. Yowsah. And now the time has come ...

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

CHAPPEL: Be sure to listen in again at this same time next week, ladies and gentlemen, for another MUSICAL MOCK TRIAL with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr. Ole Man River heard on this hour is from Show Boat. This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.
THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATK01 0200256

YOUNG & RUBICAM, INC.

Advertising

NEW YORK 285 Madison Avenue
 CHICAGO 333 No. Michigan Avenue
 DETROIT 7430 Second Blvd.
 HOLLYWOOD 6253 Hollywood Blvd.
 MONTREAL 660 St. Catherine Street

June 25, 1940

Mr. William Collier, Jr.
 c/o Feldman-Blum
 9441 Wilshire Blvd.
 Beverly Hills, Calif.

Dear Mr. Collier:

Confirming our telephone conversation of this morning, the following is the mention of Dick Powell which you cleared for the Ben Bernie show for tomorrow.

The orchestra plays Forth-Second Street. Bernie gives a hint,

"Ruby Keeler and Dick Powell made this street famous in a movie once."

Thank you very much for your courtesy in this matter.

Very truly yours,

YOUNG & RUBICAM, INC.

Ruperta Woodcock
 Ruperta Woodcock

APPROVED BY:

Wm. Collier

rw

ATX01 0200257

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 285 Madison Avenue

June 25th, 1940

Mr. Perry Charles,
Metro-Goldwyn-Mayer
1540 Broadway
New York, New York.

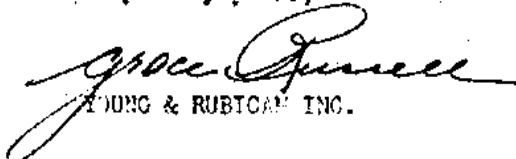
Dear Mr. Charles:

This letter will confirm your verbal permission to use the names Robert Taylor and Myrna Loy in the Ben Bernie script for tomorrow night, June 26th, in the following way:

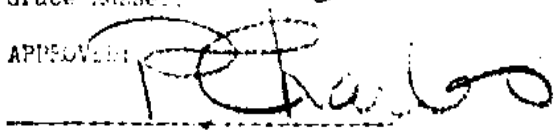
BEN: "The doctor finally said, 'Mr. Bernie, you're not living a normal life. Why don't you and your wife settle down and adopt a baby'. And I said, 'Doc, we'd like to adopt someone, but we can't agree. My wife's holding out for ROBERT TAYLOR and I'm holding out for MYRNA LOY'".

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,


YOUNG & RUBICAM INC.

Grace Russell

APPROVED: 

ATX01 0200258

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 385 Madison Avenue

June 25th, 1940

Miss Ruby Keeler,
New York Theatre,
53rd Street & Broadway,
New York, New York.

Dear Miss Keeler:

Would you please give us permission to use your name in the Ben Bernie script for tomorrow night, June 26th, in the following manner:

ORCH: Forty Second Street

Ben: RUBY KEELER and Dick Powell made this street famous in a movie once.

If this meets with your approval, would you please sign and return this letter to me by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Grace Russell
YOUNG & RUBICAM INC.

Grace Russell

APPROVED:

Ruby Keeler

ATK01 0200259

YOUNG & RUBICAM, INC.

Advertising

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • MONTREAL • TORONTO

NEW YORK • 383 Madison Avenue

June 25th, 1940

Mr. Harold Minsky,
Gaiety Theatre,
46th Street & Broadway,
New York, New York.

Dear Mr. Minsky:

This will confirm your verbal permission to use the name Minsky in the Ben Bernie script for tomorrow night, June 26th, in the following way:

ORCH: FORTY SECOND STREET

Ben: "Fred says the Benk could have found him in his apartment on WHAT?"

Jurors:

LEHR: "I used to stroll on it on my way home from MINSKY'S"

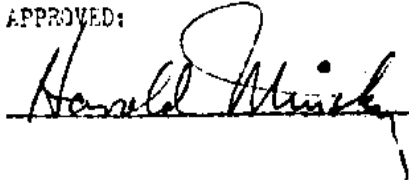
Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,


YOUNG & RUBICAM INC.

Grace Russell

APPROVED:



ATX01 0200260

YOUNG & RUBICAM, INC.
Advertising

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • MONTREAL • TORONTO

NEW YORK • 367 Madison Avenue

June 25th, 1940

Miss Celia Linden,
George Abbott Productions,
630 Fifth Avenue,
New York, New York.

Dear Miss Linden:

This will confirm your verbal permission to use the name "Too Many Girls" in the Ben Bernie script for tomorrow night, June 26th, in the following manner:

BERNIE: Mary Jane Walsh is gonna sing Shake Down The Stars. Mary, what's the name of that big Broadway hit you were in this year?

WALSH: Too Many Girls.

BERNIE: Oh yer, Too Many Girls.

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Grace Russell
YOUNG & RUBICAM INC.

Grace Russell

APPROVED:

Celia Linden
Acq to George Abbott

ATX01 0200261

CONSENT TO USE OF NAME

ON

"BEN BERNIE'S MUSICAL MOCK TRIALS" RADIO SHOW

I, the undersigned, residing at *108 Hedden Grove Drive - Larchmont, N.Y.*
do hereby consent that YOUNG & RUBICAM, INC., a corporation duly
organized and existing under and by virtue of the laws of the
State of New York, and having its office at 285 Madison Avenue,
Borough of Manhattan, City of New York, and/or The American
Tobacco Company may use my name for advertising purposes
and/or for the purpose of trade. *This release covers the use
of my name only on the June 26th Ben Bernie
show and only if the character "Fred Robbe" in the
script is proven innocent of any crime.*
Dated: New York City

June 25.....19*40*

Fred Robbe

Witness: *Francesca Ventresca*

ATX01 0200262

(AS BROADCAST)
(REBROADCAST)

WEDNESDAY, JUNE 26, 1940

AMERICAN TOBACCO COMPANY HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say:

When vacation bills
Give you the chills,
Smoke Half and Half to calm you down.

(ORCHESTRA: THEME UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for Half and Half Smoking Tobacco. Bringing you all the Lads and Lassies, Our Musical Mock Trial, Lew Lehr, and the Old Maestro himself, Ben Bernie!

(ORCHESTRA: THEME UP BIG TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah. Greetings, salutations, and a happy June Wednesday to youse all. This is the Old Maestro, Ben Bernie, waftin' yo' way on a coast to coast light up for good old Half and Half Smoking Tobacco. Well folks, I've just come back from the doctor's, where I had my annual physical check-up. Oh dear, I've reached that age where the doctors begin to look you over, and the gals begin to overlook you. By gosh, that was the quickest examination I ever had. The doctor said, "Let me see your tongue, check; let me see your throat, check; let me see your cash ... no check!" It was really embarrassing when he gave me the eye test.

ATX01 0200263

WEDNESDAY, JUNE 26, 1940

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BEN:
(CONT'D)

The doctor said, "Read the small letters over there." So I said, "N-Y-L-O-N." He said, "Take your eyes off the nurse's stocking and read the chart on the wall!"

Well, the doctor finally said, "Mr. Bernie, you're not living a normal life, sir. Why don't you and your wife settle down and adopt a baby." And I said, "Doc, we'd like to adopt one, but we can't agree. My wife's holding out for Robert Taylor and I'm holding out for Myrna Loy!"

Oh dear, get on Bernie with the music. Me and the Half and Half Tobacco Lads, sir, are adopting as an opening song HEAR MY SONG, VIOLETTA. Adopt, adopt.

(ORCHESTRA....."HEAR MY SONG, VIOLETTA")

BEN: That was me and the Half and Half Tobacco Lads playing HEAR MY SONG, VIOLETTA.

Well, here he comes now on this last week in June, is it really a man or a human baboon ... so 'elp me, it's that Half and Half wit of Movietone News, Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people. Oh, Mr. Bernie, I just got a physical examination at the doctor's today, too.

BEN: You did, Lew? What was the doctor's report?

ATX01 0200264

WEDNESDAY, JUNE 26, 1940

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LEW: He said what my body needs is vitamin extract ...
er, potassium chloride ... er, sulphanimid
sulphanilimid (LAUGH) A girdle.

BEN: Well, Lew, how can you say that. The idea!
How come you went to the doctor?

LEW: Well, ever since you taught me how to bet on the
horses, I've been having trouble with my stomach.

BEN: Ah, you're nervous?

LEW: No (LAUGH) I'm starving. Besides, every morning
when I bend down and pull my arms up, I get pains
in my back.

BEN: Well, why do you bend down and pull your arms up?

LEW: (GRUNT) Do you know any other way a guy can get his
pants on?

BEN: Well, Louis, what did the doctor recommend for you?

LEW: Well, he said I might need an operation, so he
called in four surgeons.

BEN: And what was the surgeon's diagnosis?

LEW: Well, the chief surgeon examined me for 4 hours, and
finally he said, "I'm sorry Mr. Lehr, but all your
teeth will have to come out."

BEN: What did you do?

LEW: (LAUGH) I handed them to him!

BEN: Ah, Louis after all humanity owes a great deal to

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BEN: those men in white.
(CONT'D)

LEW: Yeah, they're wonderful. I'm proud to say I got
two brothers who are men in white.

BEN: Surgeons?

LEW: No (LAUGH) Street cleaners.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

ATK01 0200266

HALF AND HALF
June 26, 1940

COMMERCIAL "A"

BERNIE: Splendid, Lewis, splendid. Your words have given the Old Maestro much food for thought. Yowsah ... after listenin' to you, I'm thinkin' definitely that monkees is NOT the cwaziest people. But that's all right, Lew, at least you seem to be dodgin' old man gloom and enjoyin' life. And by golly that's mighty important. Yessir, it's mighty important for all of us to try to give worries the go-by, and find as much enjoyment as we can. And mistah, that's why I say you ought to get yourself acquainted with good old Half and Half Tobacco. It's so gosh darn contenin' and enjoyable that old man gloom just naturally does a fade-out. Ah, when you're a-settin' back, a-puffin' a pleasin' fragrant pipeful of Half and Half it sure makes you feel swell. And it's mighty swell for the Mrs., too, 'cause your better half will love the fragrance of Half and Half.

CHAPPEL: Right you are, Maestro. Yes gentlemen, and in less time than it takes to tell it, you can find out for yourself the reason why Half and Half gives you

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HALF AND HALF
June 26, 1940

COMMERCIAL "A" -2-

CHAPPEL:
(CONT'D)

such a completely swell smoke. You'll know it the instant you open the tin of Half and Half, and discover its delightful and distinctive aroma. As all real tobacco lovers know, that aroma is mighty important, because science tells us that the flavor of tobacco depends mostly on aroma. Half and Half gets its finer aroma from the famous Half and Half process of balanced blending ... a new and exclusive process that combines choice, full-bodied Burleys with fragrant, mellow Virginias ... in just the right proportions. The sum total is a tobacco that is more aromatic ... and consequently more flavorful. Next time find out for yourself how swell a really fine smoking tobacco can be. Buy Half and Half Tobacco.

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BEN: Chappie, you just uttered a mouthful, so help me. You should be uttering all the commercials. Now, for our Musical Mock Trial. While I get into my judicial rompers, Mary Jane Walsh is gonna sing SHAKE DOWN THE STARS. Mary, by the way, what's the name of that big Broadway hit you were in this year?

MARY: Too Many Girls.

BEN: Oh yes, Too Many Girls. I was in a Broadway Musical show one time.

MARY: You were, Maestro? What was it called?

BEN: Too Few Customers. And now, since that joke got too few laughs, suppose you sing, Mary.

(MARY JANE WALSH & ORCH:....."SHAKE DOWN THE STARS")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, hear ye, here comes the judge.

MARY JANE: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL &
MARY JANE: Here comes the judge.

ORCH: HERE COMES THE JUDGE.

AUDIENCE: HERE COMES THE JUDGE.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, here's old Judge Bernie, callin' in all you folks to play detective for another one of Ben

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BEN:
(CONT'D)

Bernie's Musical Mock Trials. Now court clerk Chappel, suppose you tell the folks all about it.

CHAPPEL:

Yes, your honor. Ladies and gentlemen, we are going to present an imaginary courtroom case, in which the evidence will be given by popular songs. We've picked three jurors from our studio audience, and it is up to them to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff and one for the defendant. Now somewhere in the completed evidence, there is going to be a contradiction, and our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will receive one dollar for each musical title they guess correctly, and ten dollars if they arrive at the correct verdict.

(GAVEL) Now, your honor, here is our jury for tonight

BEN:

And a mighty, mighty, impressive jury, too. Now, first juror, what is your name?

(BEN CONTINUES INTERVIEWING JURORS THEN SAYS)

BEN:

Well, let's get on with this here case. This is a case involving embezzlement. The First Piggy Bank accuses Fred Robbe of absconding with a large sum of money. Fred denies the charge. Now to present the evidence, once more we call on that legal loon of posterity, Lew Lehr.

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LEW: Yessir, yessir.

BEN: What sort of a chapeau is that you're wearing in court?

LEW: Suppose you guess! (Chapeau's you guess)

BEN: Suppose you guess! He threw one back at me!

Lew, are you ready to do your bit for the plaintiff and your bit for the defendant?

LEW: Yeh, this is a two-bit case.

BEN: Proceed, counsellor, proceed.

LEW: The Bank says that Fred took their money and went straight to

(ORCHESTRA: OLE MAN RIVER)

BEN: (NAME) The bank says Fred took the money and went straight to WHAT?

JUROR:

BEN: This stream makes a part down the scalp of the good old U.S.A.

JUROR:

LEW: I don't know how to spell it, but it's awful wet.

JUROR: OLE MAN RIVER.

BEN: OLE MAN RIVER is right, and here's a dollar from Ole Man Bernie.

PROCEED LEW.

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WEDNESDAY, JUNE 26, 1940

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LEW: When Fred got to Ole Man River, the Bank's private
detectives saw him

(ORCHESTRA: WAITING FOR THE ROBERT E. LEE)

BEN: (NAME) The private detectives saw him doing WHAT?

JUROR:

LEW: It's the Hoboken ferry of the Mississippi.

JUROR:

BEN: It was named after a great general.

JUROR: WAITING FOR THE ROBERT E. LEE.

BEN: That's right, suh, and here's a dollar to buy some
corn pone.

GO AHEAD, LEW.

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LEW: The Bank says Fred got on the Robert E. Lee and sailed down the Mississippi until he was

(ORCH.....SOUTH OF THE BORDER)

BEN: (NAME) Fred sailed down the Mississippi until he was WHERE?

JUROR:

LEW: When you fall off a horse it's where you land.

JUROR:

BEN: It's where they say, "Here today and gone tamale".

JUROR: SOUTH OF THE BORDER.

BEN: Si, si, si, and here's a dollar from Senor Bernie. There's the case for the plaintiff, now on with the defense. Lew, do you have your briefs?

LEW: No, I still got on my long underwear.

BEN: Continue with the case.

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LEW: Yessir, Fred says he didn't go anyplace, but he was right here in town.

(ORCH:.....DAY IN DAY OUT)

BEN: (NAME) Fred says he was right here in town WHEN?

JUROR:

LEW: It's when my mother-in-law does most of her talking.

JUROR:

BEN: It's how long it takes my horse to finish a race.

JUROR: DAY IN DAY OUT.

BEN: That's right, and I reach in my pocket and pull out a dollar.

CONTINUE LEW.

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LEW: Fred says he didn't steal the money, because he
already has enough money to be

(ORCH:.....A LITTLE BIT INDEPENDENT)

BEN: (NAME) Fred says he already has enough money to be
WHAT?

JUROR:

LEW: If you invest a dollar at two percent, and if you live
a thousand years, that's what you'll be.

JUROR:

BEN: Are you married?

JUROR: Yes.

BEN: Well, before you were married I presume your
husband was very attentive to you.

JUROR: Yes.

BEN: Well, now that you're married, how does he act?

JUROR: Scatterbrain?

BEN: No, that's not it. Courtroom!

AUDIENCE: A LITTLE BIT INDEPENDENT.

BEN: That's it, a little bit independent.

CONTINUE, LEW.

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LEW: Fred says if the Bank had wanted him, they could have found him any time in his apartment on

(ORCH:.....FORTY SECOND STREET)

BEN: (NAME) Fred says the Bank could have found him in his apartment on WHAT?

JUROR:

LEW: I used to stroll on it on my way home from Minsky's.

JUROR:

BEN: Ruby Keeler and Dick Powell made this street famous in a movie once.

JUROR: FORTY SECOND STREET.

BEN: You're right, and her's one smacker.

Well, there are the six musical clues to our case. Now Court Clerk Chappel, will you sum up?

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BEN: Nicely summed up, Chappie, nicely. Now jurors, remember, you are looking for a contradiction in the evidence you have just heard. You will retire now and write your verdicts of guilty or not guilty, and state your seasons why. If you get the correct verdict, you will get ten dollars apiece, which is all for you. Of course, if you want to see me outside later, that's up to you, too.

Now, while the jurors are writing their verdicts, me and the Half and Half Tobacco Lads are gonna play THE BREEZE AND I. Ah, The Breeze and I. I'm gonna write a sequel to this song and dedicate it to Winchell...I'm gonna call it the Wind and I.

Start breezin', Lads.

(ORCH:.....THE BREEZE AND I)

(APPLAUSE)

CHAPPEL: Order, order in the court.

BEN: The jury is now returning, I see,
Will the defendant be sentenced or will he go free?
Chappie, have the jurors written their verdicts?

CHAPPEL: They have, your honor, and here they are, ready to read them.

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CHAPPEL: Certainly your honor. The First Piggy Bank says that Fred Robbe stole their money and went straight to OLE MAN RIVER, that their detectives saw him WAITING FOR THE ROBERT E. LEE, and that he got on the Robert E. Lee and sailed down the Mississippi until he was SOUTH OF THE BORDER.

Fred, on the other hand, claims that he was right here in town DAY IN DAY OUT, further, that he didn't steal the money, because he already had enough to be A LITTLE BIT INDEPENDENT, and finally, that if the Bank had wanted him they could have found him any time in his apartment on FORTY SECOND STREET.

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BEN: Oh, that's just what I wanted to hear. (NAME)

Will you please read your verdict?

(JURORS READ VERDICTS BEN GIVES CORRECT VERDICT AND
AWARDS PRIZES)

I want to congratulate you, Jurors, you have acted
very intelligently, and here is three dollars apiece
for jury duty.

You've acted very intelligently and I think you are
worthy of the applause of the audience.

(APPLAUSE)

ATX01 0200279

HALF AND HALF
June 26, 1940

COMMERCIAL "B"

BERNIE: And now fo'give me guys and gals, but old Angus MacBernie wants to recite a couple of mighty sensible slines of poetry written by Bobbie Burns. List' whilst I quote..

Oh wad some power the giftie gie us
To see oursel's as ithers see us.

Ah, Bobbykins knew whereof he spoke. It sure would be a darn good idea if we could all take a good look at ourselves at times. I mean like at times, for instance, mistah, when you get yourself all worked up into a tantrum about sumpin' that ain't really worth all the fuss and fury. You'd act lots less rambunctious, I reckon, if you could see what you looked like. But, you know, I got a even better system. Yowsah, it's a preview system that lets you set back and look at yourself and what's botherin' ya, before you fly off the handle. And the result is you don't fly off the handle at all. Instead of whippin' yourself into a frenzy, whip out your trusty briar, fill it up with Half and Half Tobacco ... and Smoke a pipe - to calm you down.

CHAPPEL: Well said, maestro. Yes gentlemen, you'll sure find a heap of comfort in a pipeful of Half and Half.

ATX01 0200280

HALF AND HALF
June 26, 1940

COMMERCIAL "B" -2-

CHAPPEL:
(CONT'D)

And what's more, Half and Half gives you extra comfort even BEFORE you light up, because Half and Half is packed a special way that makes it easier for you to fill your pipe. It's packed in the telescope tin ... a tin that marked such an advance in pipe-smoking that it was granted a patent by the United States Government. Now this tin actually gets smaller and smaller as you use your tobacco, sliding together and keeping the tobacco always on top, making the last pipeful as easy to get at as the first. You don't have to dig around, and just 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. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. See for yourself how this ingenious telescope tin works. Next time be sure you buy Half and Half Tobacco in the convenient telescope tin.

ATX01 0200281

WEDNESDAY, JUNE 26, 1940

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

BEN: (OVER MUSIC) Now me and the Bailey gals are gonna sing PLAYMATES. This number takes me back to my own school days. Ah, I'll never forget them. My parents had to sign extradition papers to get me out of the second grade. Play, Lads, PLAYMATES. Well, on with the song.

(ORCHESTRA, BEN, BAILEYS PLAYMATES ... UP TO FINISH)

(APPLAUSE)

BEN: Thank you very much, ladies and gentlemen. I thank you very much on behalf of John Charles Thomas and all the famous baritones; I thank you. What are you doing here?

LEW: Well so long, Mr. Bernie. I got to get back to court.

BEN: What do you mean, you have got to go back to court? Why, Louis, I'm surprised at you. Are you still working on that same case?

LEW: Yeh, you should have been there this morning. One guy kept running around kissing all the ladies on the jury and hugging all the pretty witnesses.

BEN: Hugging all the pretty witnesses? Kissing all the girls in court? Why that's a terrible way to behave in court.

LEW: Yeh (LAUGH) I'm ashamed of myself.

BEN: Get along with you, little Dogie, get along, while

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BEN: the Old Maestro and the old Half and Half Lads
(CONT'D) play THAT OLD FEELING.

(ORCHESTRA....."THAT OLD FEELING")

CHAPPEL: 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, another Half and Half program is almost history, but before we fold up our wave length and retire for the night, I want to remind you all that we're back at the same time next Wednesday, so how's for listenin'...humm? And in the meantime remember Ben Bernie He Say:

Here's a little tip before we retire,

Try Half and Half in your trusty old briar.

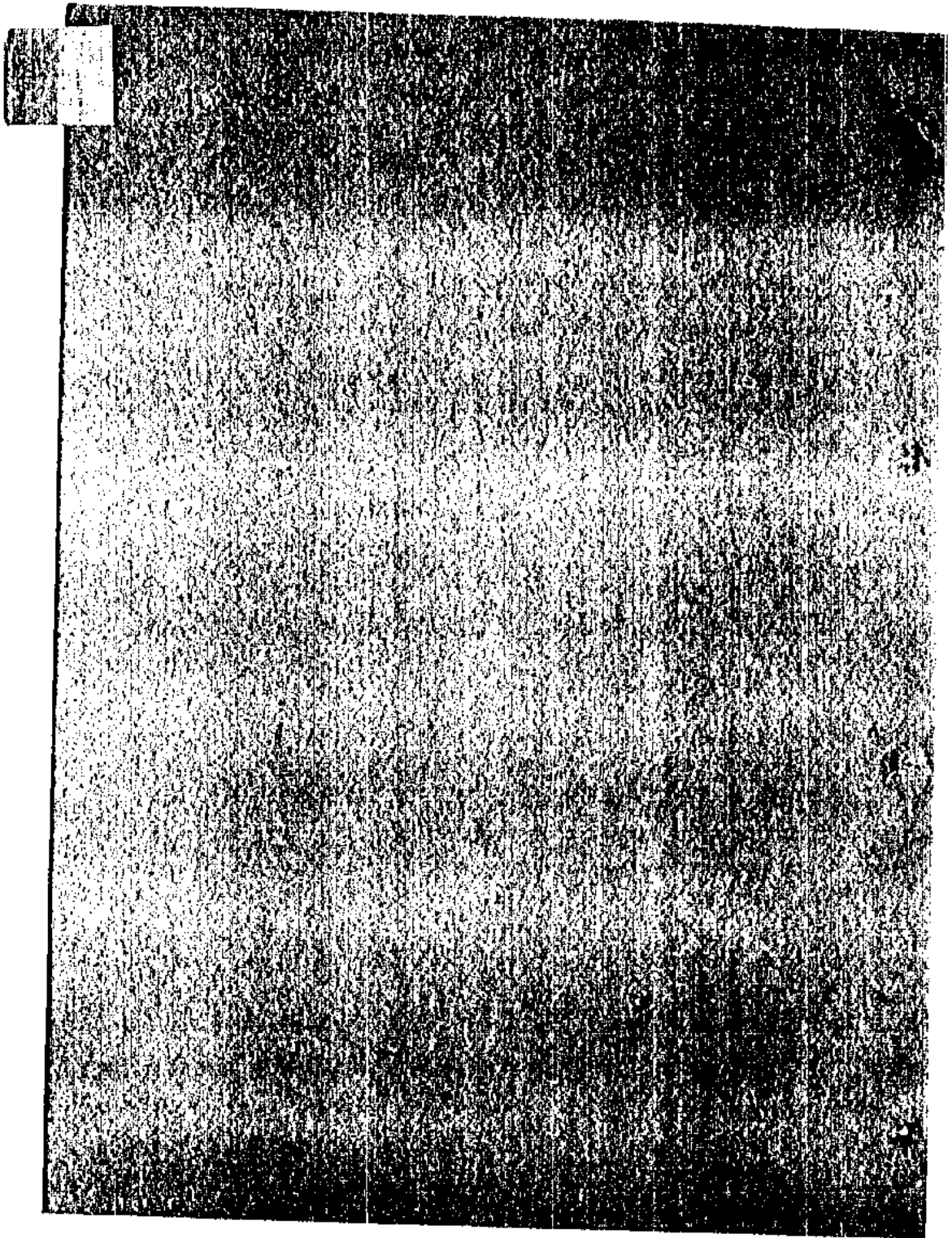
And now the time has come

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

CHAPPEL: Be sure to listen in again at this same time next week, ladies and gentlemen, for another MUSICAL MOCK TRIAL with Old Judge Bernie, all the Lads and Lassies and Lew Lehr. Old Man River heard on this program is from Show Boat.

This is Ernest Chappel saying good night for Half and Half Smoking Tobacco.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.



AS BROADCAST

WEDNESDAY, JULY 3, 1940

AMERICAN TOBACCO COMPANY.....HALF AND HALF

BEN BERNIE'S MUSICAL MOCK TRIAL

BEN: (ON DEAD AIR) Ben Bernie He Say:

When you're fishing all day
And that big one gets away,
Smoke Half and Half to calm you down.

(ORCHESTRA: THEME UP BIG THEN FADE)

CHAPPEL: Ladies and gentlemen, the Ben Bernie program for
Half and Half Smoking Tobacco! Bringing you all
the Lads and Lassies, our Musical Mock Trial, Lew
Lehr, and the Old Maestro himself, Ben Bernie!

(ORCHESTRA: THEME UP BIG TO APPLAUSE)

BEN: Yowsah, yowsah, yowsah. This is the Old Maestro,
Ben Bernie, askin' all you good folks to pull up a
sofa, for a thirty minute loaf-a.
Well, folks, here we are at the beginning of anothe
summer season. You know it's funny how my life is
divided into seasons. In the fall I'm on a band
stand and I'm a music man; in the winter I'm on a
program and I'm a joke man; and in the summer...I'm
on a bicycle and I'm a Good Humor Man.
But I did start this summer very pleasantly. Last
week-end I was honorary counsellor at a boy's camp.
And what a day I had. You should have seen those

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WEDNESDAY, JULY 3, 1940

BEN:
(CONT'D)

husky little youngsters and me starting out on a ten mile hike. Off they went, carrying knapsacks on their backs. And four hours later, home they came, carrying me on their backs.

The old maestro, yowsah. That night in the camp we had a terrible experience. A wild wolf came just outside of our cabin and started howling. So to keep up the courage of the kids, I started to sing. Then they all said, "Quiet, Bernie, we'd rather hear the wolf!"

Ah, but the thing the kids enjoyed most was when I taught them the art of life saving. I said, "Kids, when a man in the water is sinking, always pull him out by the hair." Then I jumped in the water to let them rescue me. They saved my toupee, but I darned near drowned. You all beat me to it that ti And now it's time for the Lads to rescue you from any more of these jokes by opening this here progra with THE WIND AND THE RAIN IN YOUR HAIR. Start raining, Lads.

(ORCHESTRA....."WITH THE WIND AND THE RAIN IN YOUR HAIR")

BEN: That was me and the Half and Half Lads playing WIFE THE WIND AND THE RAIN IN YOUR HAIR.

BEN: Well, here he comes now, on this night in midsummer.
(CONT'D) Some people are dumb, but this guy is dumber....
So 'elp me, it's that Half and Half wit of Movietone
News, Lew Lehr.

(ORCHESTRA: LEHR PLAY ON MUSIC)

LEW: Monkeys is the craziest people. Oh, Mr. Bernie, you
know I'm sending my son Sycamore to one of those
summer camps.

BEN: You are, Lew? I'll bet your son Sycamore is growing
up to be a perfect little gentleman.

LEW: Is he a little gentleman? Why he's the most
affectiona...er, the most lovabl..er, the most ad
....adorabl...(LAUGH) A dope.

BEN: Well, Lew, why are you sending Sycamore to camp, h

LEW: Well, he's awfully underweight, and I can't under-
stand it. He takes plenty of exercise, he's always
in the sunshine, and he gets plenty of sleep.

BEN: Well, what do you feed him?

LEW: Feed him? (GRUNT) I knew there was something we
forgot.

BEN: Well, where are you sending Sycamore, Lew?

LEW: To a very exclusive Indian camp, Camp Wabanakihok
Mukalaka Chibadaba.

BEN: What does that mean in Indian?

LEW: (LAUGH) Pay in advance.

WEDNESDAY, JULY 3, 1940
(REVISE #3)

BEN: Well, Lew, little Sycamore must certainly be fond of the great outdoors.

LEW: Yeah - our whole family were great outdoor men. Y know, Mr. Bernie, my great-great grandfather was one of the Boons.

BEN: Daniel Boone?

LEW: No (LAUGH) Baboon. One night, one night after din in this camp the kids all got together and I showed them how to send Indian smoke signals. But in the middle of it, my pants caught on fire.

BEN: Your pants caught on fire?

LEW: Yeah. But those smart kids always know what to do in an emergency.

BEN: What did they do?

LEW: They grabbed me ...

BEN: Yeah?

LEW: They laid me flat on my stomach ...

BEN: Yeah?

LEW: They all got around me ...

BEN: And then?

LEW: (LAUGH) They toasted marshmallows.

(ORCHESTRA: LEHR PLAY OFF MUSIC)

(APPLAUSE)

HALF AND HALF
July 3, 1940

COMMERCIAL "A"

BERNIE: Nice cavortin', Lewis. You have added to the merriment of this Fourth-of-July eve. Ah, Fourth of July. What a feelin' it's gonna be tomorrow mornin' ... openin' one eye, lookin' at the clock, makin' a face at it, turnin' over, all set for another three hours' sleep ... and then ... ah, and then ---- junior starts blastin' away with his firecrackers or noisemakers right smack under your bedroom window. Deah, deah, but you got to make the best of it, mistah. Remember, you were a kid once yourself. Go on out and help him. And later on in the day, if all the noise and excitement kinda gets to be a little too much for ya, just do what I tell all guys to do when they sort of feel nervous and fed up -- take out your trusty briar, fill it up with Half and Half Tobacco ... and Smoke a pipe to calm you down.

ATX01 0200289

HALF AND HALF
July 3, 1940

COMMERCIAL "A" -2-

CHAPPEL: A good bit of advice, Maestro. And gentlemen, here's a mighty easy way to prove for yourself that Half and Half gives you more smoking pleasure. Merely open a tin of Half and Half and see how much you enjoy its distinctive and delightful aroma. That tells you the whole story, for all real tobacco lovers know how important that aroma is. Yes, it's a scientific fact that the taste or flavor of tobacco depends chiefly on aroma. Half and Half gets its finer aroma from the famous Half and Half process of balanced blending ... a new and exclusive process that combines choice, full-bodied Burleys with fragrant, mellow Virginias ... in exactly the right proportions. The result is a tobacco that is more aromatic ... and therefore more flavorful. Yes gentlemen, if it's a really swell smoke you're after, wait till your pipe gets a load of Half and Half.

ATX01 0200290

WEDNESDAY, JULY 3, 1940

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BEN: When it comes to Half and Half, Chappie, you and I see eye to eye. And now to get on with our Musical Mock Trial. While I put on my judicial jumpers, Mary Jane Walsh is gonna sing SAY IT, from Jack Benny's last picture. You all know Jack Benny ... he's that fellow on Phil Harris' program. Sing, Mary Jane.

(ORCHESTRA MARY JANE WALSH ... "SAY IT")

(APPLAUSE)

(FOUR RAPS OF GAVEL IN RHYTHM)

CHAPPEL: Hear ye, year ye, here comes the judge.

MARY JANE: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL & JANE: Here comes the judge.

ORCHESTRA: HERE COMES THE JUDGE.

AUDIENCE: HERE COMES THE JUDGE.

(ORCHESTRA: TWO BAR TAG)

BEN: Yowsah, it's old Jedge Bernie back again. And we're askin' all youse folks to play detective with us in another one of Ben Bernie's Musical Mock Trials. Now court clerk Chappel, will you explain the game to everybody?

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WEDNESDAY, JULY 3, 1940

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CHAPPEL: Yes, your honor. Ladies and gentlemen, this is a game in which we present an imaginary courtroom case, and give the evidence by means of popular songs. And it's up to the three jurors we have picked from the studio audience to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff and one for the defendant. Now somewhere in the completed evidence there is going to be a contradiction. Our jurors are suppose to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will get one dollar for each musical clue they guess correctly, and ten dollars if they arrive at the correct verdict. (GAVEL) And now, your honor, here is our jury for tonight.

BEN: Thank you, Chappie. Now, first juror, what is your name?

(BEN INTERVIEWS JURORS, THEN SAYS)

Well, let's get on with the case. This is a case involving breach of promise. Kay Gaynor claims Jerry Rice proposed to her. Jerry claims that he didn't. And now, to present the evidence, we call once again on that legal loon, Lew Lehr.

LEW: Yessir, yessir.

ATX01 0200292

WEDNESDAY, JULY 3, 1940

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BEN: Lew, are you going to present both sides of the case again tonight?

LEW: Sure, my wife says I'm dumb enough for two people.

BEN: Well state the case.

LEW: (CLEARS THROAT) Kay says that Jerry was very affectionate, all the time calling her his

(ORCHESTRA: BEAUTIFUL LADY IN BLUE)

BEN: (NAME OF FIRST JUROR) Kay says Jerry was always calling her his WHAT?

JUROR:

LEW: It's just the opposite of an ugly man in red.

JUROR:

BEN: Think of Myrna Loy in technicolor.

JUROR: BEAUTIFUL LADY IN BLUE.

BEN: That's right, and a dollar just blew your way.

GO ON, LEW.

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WEDNESDAY, JULY 3, 1940

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LEW: Kay says Jerry proposed to her one night while they were

(ORCHESTRA: IN A LITTLE GYPSY TEA ROOM)

BEN: (NAME) Kay says Jerry proposed to her in WHAT?

JUROR:

BEN: It's where they read your fortune by peeking into a cup of orange pekoe.

JUROR:

LEW: Yeh, if you sit there too long they read your oolong and then say "so long."

JUROR: IN A LITTLE GYPSY TEA ROOM.

BEN: That's right, and here's a dollar to add to your fortune.

PROCEED, LEW.

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WEDNESDAY, JULY 3, 1940

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LEW: And while they were in the little gypsy tea room,
they listened to

(ORCHESTRA: ALEXANDER'S RAGTIME BAND)

BEN: (NAME) While they were there they listened to WHAT?

JUROR:

BEN: Stowkoski never led this group.

JUROR:

LEW: When I was a baby the nurse used to sing this song
while I held her on my lap.

JUROR: ALEXANDER'S RAGTIME BAND.

BEN: That is right, and here's a dollar from Ragtime
Bernie. Lew, in presenting the plaintiff's case
you were erudite, concise, perspicacious, and
articulate.

LEW: Thank you, I didn't know what I was saying either.

BEN: Proceed with the defense.

ATX01 0200295

WEDNESDAY, JULY 3, 1940

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LEW: Yessir. Jerry says he couldn't have proposed
to Kay, because on the night in question he was in

(ORCHESTRA: HONOLULU)

BEN: (NAME) Jerry says on the night in question he
was WHERE?

JUROR:

BEN: That's where I lost my hair, a clipper went over me.

JUROR:

LEW: It's the capitol of how you feelin' ... I mean
Hawaii.

JUROR: HONOLULU.

BEN: That answer's a lulu and here's a dollar.

CONTINUE, LEW.

ATX01 0200296

WEDNESDAY, JULY 3, 1940

-13-

LEW: Jerry says he is a botanist, and he was in
Honolulu to find some rare

(ORCHESTRA: BLUE ORCHIDS)

BEN: (NAME) Jerry says he was in Honolulu to find
some rare WHAT?

JUROR:

BEN: This is what I never get from Winchell.

JUROR:

LEW: It's a dandelion with oomph.

JUROR: BLUE ORCHIDS.

BEN: Blue Orchids is right, and here's a green dollar.

PROCEED, LEW.

ATX01 0200297

WEDNESDAY, JULY 3, 1940

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LEW: While he was hunting these blue orchids, he was assisted by the Island people who were always singing their native song, the beautiful

(ORCHESTRA: INDIAN LOVE CALL)

BEN: The people were always singing their native song which is WHAT?

LEW: It's what Pocohantas sang to John Smith while they were giving him a hotfoot.

JUROR:

BEN: Well, I'll give you a hint. Have you ever seen Nelson Eddy and Jeanette MacDonald in pictures?

JUROR: Yes, many times.

BEN: Well, suppose you were Jeanette MacDonald and Lew Lehr was Nelson Eddy. What song would you sing to him?

JUROR: Ah, sweet mystery of life?

BEN: No, guess again.

JUROR:

BEN: COURTROOM!

AUDIENCE: INDIAN LOVE CALL!

BEN: Indian Love Call is right. Now, court clerk Chappel, will you sum up?

ATK01 0200298

WEDNESDAY, JULY 3, 1940

-15-

CHAPPEL: Kay Gaynor says Jerry Rice was very affectionate, always calling her his BEAUTIFUL LADY IN BLUE, that he proposed to her one night IN A LITTLE GYPSY TEA ROOM, and while they were there they listened to ALEXANDER'S RAGTIME BAND. Jerry says he couldn't have proposed to Kay, because on the night in question he was in HONOLULU; that, being a botanist, he went there to find some rare BLUE ORCHIDS. He was assisted by the Island people who were always singing their native song, the beautiful INDIAN LOVE CALL.

BEN: Thank you, Chapple. Now jurors, remember you are looking for a contradiction in the testimony you have just heard. You will retire and write your verdicts of whether you think Jerry is guilty of not guilty, and state your reasons why. If you get the correct verdict, you will get ten dollars, which will get you a toothpick and a glass of water at any New York night club. Now, while the jurors write their verdicts, me and the Half and Half Lads are gonna play the Winchell song, I GET ALONG WITHOUT YOU VERY WELL. Play, Lads.

(ORCHESTRA: I GET ALONG WITHOUT YOU VERY WELL)

(APPLAUSE)

ATX01 0200299

WEDNESDAY, JULY 3, 1940

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(RAP OF GAVEL)

CLERK: Order, order, in the court.

BEN: Stop this clamor, stop this noise,
The verdicts are ready, gals and boys.

Clerk, have the jurors arrived at their verdicts?

CLERK: They have written them, your honor, and here they
are ready to read them.

BEN: Then by all means let us proceed. (JURORS NAME)

Will you read the verdict you have written?

(JURORS READ VERDICT BEN GIVES CORRECT VERDICT

AWARDS PRIZES)

BEN: You jurors have done a mighty swell job, and I
want to thank you all very much for serving.

Here's three dollars a piece for jury duty.

(APPLAUSE)

RTX01 0200300

HALF AND HALF
July 3, 1940
(REVISED)

COMMERCIAL "B"

BERNIE: And now fo'give me guys and gals, but the Old Maestro wants to address a few remarks to all his vacationin' friends up there in the mountains and down at the seashore and all along the lakesides. How ya doin' guys, hum? Golly, I wouldn't mind bein' there with ya right now...just settin' back with you and the Mrs. musin' about today and plannin' for tomorrow....takin' it easy-like, puffi away on your trusty pipe. Ah what a feelin'... especially if your tobacco is Half and Half Tobacco Mmm, good old pleasin', fragrant Half and Half. Ge whillikins mistah, there's sumpin' mighty smooth an soothin'. Believe you me...wherever you are, it's double pleasure, with Half and Half. And it's a heap of pleausre for friend wife, too, 'cause your better half will love the fragrance of Half and Hal

CHAPPEL: Right you are, Maestro. And gentlemen, not only does Half and Half give you a more enjoyable smoke, but it gives you more convenience too. That's because Half and Half is packed an exclusive way that makes it easier for you to fill your pipe. It packed in the telescope tin...a tin that marked

ATX01 0200301

HALF AND HALF
July 3, 1940
(REVISED)

COMMERCIAL "B" -2-

CHAPPEL:
(CONT'D)

such an advance in pipe-smoking that it was granted a patent by the United States Government. Now the tin actually gets smaller and smaller as you use your tobacco, sliding together and keeping the tobacco always right up on top, making the last pipeful as easy to get at as the first. You don't have to dig around, and just BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition... fresherin apple-pie order to give you a cool, smooth smoke. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. See for yourself how this ingenious telescope tin works. Next time buy the tobacco that's packed with pleasure...and a pleasure to pack in your pipe.....Half and Half Tobacco.

ATK01 0200302

(ORCHESTRA: HIT AND FADE...LOVE SONG OF RENALDO)

BEN: Now me and the Bailey gals are gonna do a request song LOVE SONG OF RENALDO. We expect to feature this at the Lyric Theatre in Indianapolis where we're opening Friday, yowsah. My voice may sound a little hoarse this evening, on accounta I was cheering madly at the Baer-Galento fight last night. I cheered so loud, the other people in the room couldn't hear the radio. So 'elp me. Oh deah.

(ORCHESTRA: BEN AND BAILEYS "LOVE SONG OF RENALDO")

(APPLAUSE)

LEW: Well, so long, Mr. Bernie.

BEN: Why, where are you going, Lew?

LEW: I got to look for my son, Sycamore.

BEN: Your son, Sycamore? Where is he?

LEW: I don't know. He shot off a skyrocket and forgot to let go.

BEN: Get along with you, Lew, while me and the Half and Half Lads play YOURS IS MY HEART ALONE.

(ORCHESTRA "YOURS IS MY HEART ALONE")

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

WEDNESDAY, JULY 3, 1940

-20-

BEN: Right. Well, folks, this about winds up the last show on our current series for good old Half and Half Smoking Tobacco. It's been a genuine pleasure broadcasting for the dear old alma mater, so 'elp me, and before I leave I'd like to thank Lew Lehr our entire cast, and everyone who has been associated with the broadcast, and a mighty pleasant association, I assure you. They've been mighty swell -- Yowsah. But most of all I want to thank you good people who have been such faithful listeners. And now, ben Bernie He Say: Here's a final word, before we end the season, Smoke Half and Half Tobacco, you'll find it mighty pleasin'

And now the time has come

(BEN & ORCH ... NEXT TIME ... SEGUE TO "LONESOME OLD TOWN")

CHAPPEL: THE MUSICAL MOCK TRIAL with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr has been presented by Half and Half Smoking Tobacco. "Alexander's Ragtime Band" is from the picture of the same name and "Indian Love Call" is from "Rose Marie."

This is Ernest Chappel saying good night.

THIS IS THE COLUMBIA BROADCASTING SYSTEM.

ATX01 0200304

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 385 Madison Avenue

July 3, 1940

Mr. Michael Meyerberg
1 West 67th St.
New York, N.Y.

Dear Mr. Meyerberg:

This letter will confirm your verbal permission to use Stokowski's name on the Ben Bernie program tonight, July 3rd, in the following way:

(Conversation is to give clue to musical number)

ORCHESTRA PLAYS "ALEXANDER'S RAGTIME BAND

BEN: While they were there they listened to what?

JUROR: ?

BEN: Stokowski never led this group.

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Michael Meyerberg

ATK01 0200305

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 265 Madison Avenue

July 3, 1940

Mr. T. J. O'Keefe
Good Humor Corporation
46-81 Metropolitan Avenue
Brooklyn, N.Y.

Dear Mr. O'Keefe:

This letter will confirm your verbal permission to use the name Good Humor on the Ben Bernie program tonight, July 3rd, in the following way:

BEN: In the fall I'm on a band stand and I'm a music man; in the winter I'm on a program and I'm a joke man; and in the summer ... I'm on a bicycle and I'm a Good Humor Man.

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Dorothy Regan
YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

J. H. Glaser
Pres.

ATX01 0200306

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO

NEW YORK · 365 Madison Avenue

July 3, 1940

Mr. Perry Charles
Metro-Goldwyn-Mayer
1540 Broadway
New York, N.Y.

Dear Mr. Charles:

This letter will confirm your verbal permission to use Jeanette Mac Donald & Nelson Eddy's name on the Ben Bernie program, tonight July 3rd, in the following way:

(Conversation is to give clue to musical number)

ORCHESTRA PLAYS "INDIAN LOVE CALL"

BEN: Well, I'll give you a hint. Have you ever seen Nelson Eddy and Jeanette MacDonald in pictures?

JUROR: Yes, many times.

BEN: Well, suppose you were Jeanette MacDonald and Lew Lehr was Nelson Eddy. What song would you sing to him?

Would you please sign and return this letter to me immediately by our messenger. Thank you for your cooperation in this matter.

Very truly yours,

Dorothy Regan

YOUNG & RUBICAM, INC.

Dorothy Regan

APPROVED:

Perry Charles

ATX01 0200307

REBROADCAST

AS BROADCAST

WEDNESDAY, JULY 3, 1940

AMERICAN TOBACCO COMPANY..... HALF AND HALF

SEN BERNIE'S MUSICAL NOCK TRIAL

SEN: (ON LEAD AIR) Sen Bernie He Gayt

When you're fishing all day
and that big one gets away,
Smoke Half and Half to calm you down

(ORCHESTRAL THEME UP BIG TOWN JAZZ)

CHUCKLE: Ladies and gentlemen, the Sen Bernie program for Half and Half Smoking Tobacco! Bringing you all the Lads and Lassies, our Musical Nock Trial, Lee Lehr, and the Old Maestro himself, Sen Bernie!

(ORCHESTRAL THEME UP BIG TOWN JAZZ)

SEN: Yowah, yowah, yowah. This is the Old Maestro, Sen Bernie, askin' all you good folks to pull up a rofs, for a thirty minute loaf-a.

Well, folks, here we are at the beginning of another summer season. You know it's funny how my life is divided into seasons. In the fall I'm on a band stand and I'm a music man; in the winter I'm on a program and I'm a joke man; and in the summer... I'm on a bicycle and I'm a Good Neighbor Man.

But I did start this summer very pleasantly. Last week-end I was honorary councillor at a boy's camp and what a day I had. You should have seen those

ATX01 0200308

WEDNESDAY, JULY 2, 1940

SEN:
(CONT'D)

bucky little youngsters and so starting out on a ten mile hike. Off they went, carrying knapsacks on their backs. And four hours later, here they came, carrying me on their backs.

The old maestro, yowah. That night in the canoe we had a terrible experience. A wild wolf came just outside of our cabin and started howling. So to keep up the courage of the kids, I started to sing. Then they all said, "Quiet, Berrie, we'd rather hear the wolf!"

Oh, but the thing the kids enjoyed most was when I taught them the art of life saving. I said, "Kids, when a man in the water is sinking, always pull him out by the hair." Then I jumped in the water to let them rescue me. They saved my lungs, but I died near drowned. You all beat me to it that time. And now it's time for the kids to save you from any more of these jokes by opening this here program with THE WIND AND THE RAIN IN YOUR HAIR. I gotta get the hair on the program. / That's greaining, kids.

(PROGRAMS.....*THE WIND AND THE RAIN IN YOUR HAIR*)

SEN: That was me and the Hair and Hair Kids playing 'TIS THE WIND AND THE RAIN IN YOUR HAIR.

WEDNESDAY, JULY 3, 1940

W: Well, have he come now, on this night in silence?
 (GROGGER) Some people are dumb, but this guy is dumber...
 So help me, it's that Half and Half wit of Soviet
 News, Lew Lehr.

(PROLOGUE: LEHR PLAY OR MIMIC)

W: Monkeys in the greatest people. Oh, Mr. Bernie, I
 know I'm sending my son Sycamore to one of those
 summer camps.

W: You are, Lew? I'll bet your son Sycamore is growing
 up to be a perfect little gentleman.

W: Is he a little gentleman? My boy's got a heart
 of affection... oh, the most loyal... oh, the most able
 Good!... (GROGGER) A rope.

W: how can you say that

W: Well, Lew, why are you sending Sycamore to camp, he
 is so perfectly incompetent, and I can't understand
 it. He takes a lot of discipline, he's always
 in the sunshine, and he's a perfect little fellow.

W: Well, what is your son's name?

W: That's it? (GROGGER) I never knew you could name a
 carrot.

W: listen here, Lew,
 Well, where are you sending Sycamore, Lew?

W: To a summer camp in the Indian camp, the
 Haka'ska Chikagaha.

W: What does that mean in Indian?

W: (GROGGER) Pay in advance.

BEN: Well, Lew, little Sycamore must certainly be fond of the great outdoors.

LEW: Yeah - our whole family were great outdoor men. I know, Mr. Bernie, my great-great grandfather was one of the Boons.

BEN: Daniel Boone?

LEW: No (LAUGH) Baboon. One night, one night after dinner in this camp the kids all got together and I showed them how to send Indian smoke signals. But in the middle of it, my pants caught on fire.

BEN: Your pants caught on fire?

LEW: Yeah. But those smart kids always know what to do in an emergency.

BEN: What did they do?

LEW: They grabbed me ...

BEN: Yeah?

LEW: They laid me flat on my stomach ...

BEN: Yeah?

LEW: They all got around me ...

BEN: And then?

LEW: (LAUGH) They toasted marshmallows.

(ORCHESTRA: LEW PLAY OFF MUSIC)

(APPLAUSE)

HALF AND HALF
July 3, 1940

COMMERCIAL "A"

BERNIE:

Nice cavortin', Lewis. You have added to the
merriment of this Fourth-of-July eve. Ah, ^{the} Fourth
of July. What a feelin' it's gonna be tomorrow
mornin' ... openin' one eye, lookin' at the clock,
makin' a face at it, turnin' over, all set for
another three hours' sleep ... and then ... ah,
and then --- Junior starts blastin' away with
his firecrackers or noisemakers right smack
under your bedroom window. Deah, deah, but you
got to make the best of it, mistah. Remember,
you were a kid once yourself. Go on out and
help him. ^{Go on.} And later on in the day, if all the
noise and excitement kinda gets to be a little
too much for ya, just do what I tell all guys
to do when they sort of feel nervous and fed
up -- take out your trusty briar, fill it up
with Half and Half Tobacco ... and Smoke a
pipe to calm you down.

ATX01 0200312

HALF AND HALF
July 3, 1940

COMMERCIAL "A" -2-

CHAPPEL:

A good bit of advice, Maestro. And gentlemen, here's a mighty easy way to prove for yourself that Half and Half gives you more smoking pleasure. Merely open a tin of Half and Half and see how much you enjoy its distinctive and delightful aroma. That tells you the whole story, for all real tobacco lovers know how important that aroma is. Yes, it's a scientific fact that the taste or flavor of tobacco depends chiefly on aroma. Half and Half gets its finer aroma from the famous Half and Half process of balanced blending ... a new and exclusive process that combines choice, full-bodied Burleys with fragrant, mellow Virginians ... in exactly the right proportions. The result is a tobacco that is more aromatic ... and therefore more flavorful. Yes gentlemen, if it's a really swell smoke you're after, wait till your pipe gets a load of Half and Half.

ATX01 0200313

WEDNESDAY, JULY 3, 1940

-7-

BEN: When it comes to Half and Half, Chappie, you and I
see eye to eye. / ^{yessir.} And now to get on with our Musical
Mock Trial. While I put on my judicial jumpers,
of Walsh, Walsh, Walsh, McCormick Wickersham & Walsh
Mary Jane Walsh/is gonna sing SAY IT, from Jack
Benny's last picture. You all know Jack Benny ...
he's that fellow on Phil Harris' program. Sing,
Mary Jane.

(ORCHESTRA MARY JANE WALSH ... "SAY IT")

(APPLAUSE)

(FOUR RAPE OF GAVEL IN RETIRE)

CHAPPEL: Hear ye, year ye, here comes the judge.

MARY JANE: Here comes the judge.

(ORCHESTRA CUE VAMP UNDER)

CHAPPEL & JANE: Here comes the judge.

ORCHESTRA: HERE COMES THE JUDGE.

AUDIENCE: HERE COMES THE JUDGE.

(ORCHESTRAL TWO BAR TAG)

BEN: Yorsch, it's old Judge Bernie back again. And we're
askin' all youse folks to play detective with us in
another one of Ben Bernie's Musical Mock Trials. No
court clerk Chappel, will you explain the game to
everybody?

ATK01 0200314

WEDNESDAY, JULY 3, 1940

-2-

CHAPPEL: Yes, your honor. Ladies and gentlemen, this is a game in which we present an imaginary courtroom case, and give the evidence by means of popular songs. And it's up to the three jurors we have picked from the studio audience to guess the titles of these songs. Each juror will be given one musical clue for the plaintiff and one for the defendant. Now somewhere in the completed evidence there is going to be a contradiction. Our jurors are supposed to detect this error, and from it arrive at a verdict of guilty or not guilty. The jurors will get one dollar for each musical clue they guess correctly, and ten dollars if they arrive at the correct verdict (GAVEL) And now, your honor, here is our jury for tonight.

BEN: Thank you, Cheppie. Now, first juror, what is your name?

(BEN INTERVIEWS JURORS, THEN SAYS)

Well, let's get on with the case. This is a case involving breach of promise. Kay Gaynor claims Jerry Rice proposed to her. Jerry claims that he didn't. And now, to present the evidence, we call once again on that legal loon, Lew Lehr.

LEW: Yessir, yessir.

ATX01 0200315

WEDNESDAY, JULY 3, 1949

-9-

BEN: Lev, are you going to present both sides of the case again tonight?

LEW: Sure, my wife says it's dumb enough for two people.

BEN: Well state the case.

LEW: (CLEARS THROAT) Kay says that Jerry was very affectionate, all the time calling her his

(ORCHESTRA: BEAUTIFUL LADY IN BLUE)

BEN: (NAME OF FIRST JUROR) Kay says Jerry was always calling her his WHAT?

JUROR:

LEW: It's just the opposite of an ugly man in red.

JUROR:

BEN: Think of Myrna Loy in technicolor.

JUROR: BEAUTIFUL LADY IN BLUE.

BEN: That's right, and a dollar just blew your way.

GO ON, LEW.

ATX01 0200316

WEDNESDAY, JULY 3, 1940

-10-

LEW: Kay says Jerry proposed to her one night while
they were

(ORCHESTRA: IN A LITTLE GYPSY TEA ROOM)

BEH: (NAME) Kay says Jerry proposed to her in WHAT?

JUROR:

BEH: It's where they read your fortune by peering into
a cup of orange pekoe.

JUROR:

LEW: Yeh, if you sit there too long they read your
oolong and then say "so long."

JUROR: IN A LITTLE GYPSY TEA ROOM.

BEH: That's right, and here's a dollar to add to your
fortune.

PROCEED, LEW.

ATK01 0200317

LEW: And while they were in the little gypsy tea room,
they listened to

(ORCHESTRA: ALEXANDER'S RAGTIME BAND)

BEN: (NAME) While they were there they listened to WHAT?

JUROR:

BEN: Stowkoski never led this group.

JUROR:

LEW: When I was a baby the nurse used to sing this song
while I held her on my lap.

JUROR: ALEXANDER'S RAGTIME BAND.

BEN: That is right, and here's a dollar from Ragtime
Bernie. Lew, in presenting the plaintiff's case
you were erudite, concise, perspicacious, and
articulate.

LEW: Thank you, I didn't know what I was saying either.

BEN: Proceed with the defense.

WEDNESDAY, JULY 3, 1940

-12-

LEW: Yessir. Jerry says he couldn't have proposed
to Kay, because on the night in question he was in

(ORCHESTRA: HONOLULU)

BEN: (NAME) Jerry says on the night in question he
was WIEREY?

JURON:

BEN: That's where I lost my hair, a clipper went over me.

JURON:

LEW: It's the capitol of hos you feelin' ... I mean
Hawaii.

JURON: HONOLULU.

BEN: That answer's a lulu and here's a dollar.

CONTINUE, LEW.

ATK01 0200319

WEDNESDAY, JULY 3, 1940

-15-

LEN: Jerry says he is a botanist, and he was in
Honolulu to find some rare

(ORCHESTRA: BLUE ORCHIDS)

REN: (SANG) Jerry says he was in Honolulu to find
some rare WHAT?

JUROR:

BEN: This is what I never get from Winchell.

JUROR:

LEN: It's a dandelion with oceph.

JUROR: BLUE ORCHIDS,

REN: Blue Orchids is right, and here's a green dollar.

PROCEED, LEN.

ATX01 0200320

WEDNESDAY, JULY 3, 1940

-14-

LEW: While he was hunting these blue orchids, he was assisted by the Island people who were always singing their native song, the beautiful

(ORCHESTRA: INDIAN LOVE CALL)

BEN: The people were always singing their native song which is WHAT?

LEW: It's that Pocahontas song to John Smith while they were giving him a hotfoot.

JUROR:

BEN: Well, I'll give you a hint. Have you ever seen Nelson Eddy and Jeanette MacDonald in pictures?

JUROR: Yes, many times.

BEN: Well, suppose you were Jeanette MacDonald and Lew Lehr was Nelson Eddy. What song would you sing to him?

JUROR: Ah, sweet mystery of life?

BEN: No, guess again.

JUROR:

BEN: COURTROOM!

AUDIENCE: INDIAN LOVE CALL.

BEN: Indian Love Call is right. Now, court clerk Chappel, will you sum up?

ATX01 0200321

WEDNESDAY, JULY 3, 1940

-15-

CHIFFELA Kay Gayner says Jerry Rice was very affectionate, always calling her his BEAUTIFUL LADY IN BLUE, that he proposed to her one night IN A LITTLE GYPSY TEA ROOM, and while they were there they listened to ALEXANDER'S RAGTIME BAND. Jerry says he couldn't have proposed to Kay, because on the night in question he was in HONOLULU; that, being a botanist, he went there to find some rare BLUE ORCHIDS. He was assisted by the island people who were always singing their native song, the beautiful INDIAN LOVE CALL.

BEN: Thank you, Chippie. Now jurors, remember you are looking for a contradiction in the testimony you have just heard. You will retire and write your verdicts of whether you think Jerry is guilty or not guilty, and state your reasons why. If you get the correct verdict, you will get ten dollars, which will get you a toothpick and a glass of water at any New York night club. Now, while the jurors write their verdicts, we and the Half and Half Lads are gonna play the Winchell song, I GET ALONG WITHOUT YOU VERY WELL. Play, Lads.

(ORCHESTRA: I GET ALONG WITHOUT YOU VERY WELL)

(APPLAUSE)

ATK01 0200322

WEDNESDAY, JULY 1, 1970

-16-

(RAP OF GAYLE)

CLERK: Order, order, in the court.
BEN: Stop this clamor, stop this noise,
The verdicts are ready, gals and boys.
Clerk, have the jurors arrived at their verdicts?
CLERK: They have written them, your honor, and here they
are ready to read them.
BEN: Then by all means let us proceed. (JURORS NAME)
Will you read the verdict you have written?
(JURORS READ VERDICT BEN GIVES CORRECT VERDICT
AWARDS PRIZES)
BEN: You jurors have done a mighty swell job, and I
want to thank you all very much for serving.
Here's three dollars a piece for jury duty.
(APPLAUSE)

ATK01 0200323

HALF AND HALF
July 3, 1940
(REVISED)

COMMERCIAL "B"

ASHBIE: And now fo'give me guys and gals, but the Old Maestro wants to address a few remarks to all his vacationin' friends up there in the mountains and down at the seashore and all along the lak sides. How ya doin' guys, huh? Golly, I wouldn't mind bein' there with ya right now...just settin' back with you and the Mrs. sassin' about today and plannin' for tomorrow...takin' it easy-like, puff away on your trusty pipe. Ah what a feelin'... especially if your tobacco is Half and Half Tobacco. Man, good old pleasin', fragrant Half and Half. A whittikin' nistah, there's sassin' mighty smooth a soot-in'. Believe you me...wherever you are, it's double pleasure, with Half and Half. And it's a heap of pleasure for friend wife, too, 'cause your better half will love the fragrance of Half and Ha

ASHBIE: Right you are, Maestro. And sassin' not only does Half and Half give you a more enjoyable smoke but it gives you more convenience too. That's because Half and Half is packed an exclusive way that makes it easier for you to fill your pipe. I packed in the telescope tin...a tin that marked

ATX01 0200324

HALF AND HALF
July 9, 1940
(REVISED)

COMMERCIAL "B" -2-

CHAPPEL:
(CONT'D)

such an advance in pipe-smoking that it was granted a patent by the United States Government. Now the tin actually gets smaller and smaller as you use your tobacco, sliding together and keeping the tobacco always right up on top, making the last pipeful as easy to get at as the first. You don't have to dig around, and just BECAUSE you don't, your tobacco doesn't get all broken up and crumbled. It stays in better condition... fresher.....in apple-pie order to give you a cool, good smoke. Like Half and Half's exclusive blend, the patented telescope tin is something no other tobacco can offer. See for yourself how this ingenious telescope tin works. Next time buy the tobacco that's packed with pleasure....and a pleasure to pick in your pipe.....Half and Half Tobacco.

RTX01 0200325

WEDNESDAY, JULY 3, 1940
(REVISED)

(ORCHESTRA: HIT AND FADE... LOVE SONG OF RENALDO)

BEN: Now me and the Bailey gals are gonna do a request song LOVE SONG OF RENALDO. We expect to feature this at the Lyric Theatre in Indianapolis where we're opening Friday, yowzah. My voice may sound a little hoarse this evening, on accounts I was cheering madly at the Baer-Galento fight last night. I cheered so loud, the other people in the room couldn't hear the radio. So 'elp me. Oh deah.

(ORCHESTRA: BEN AND BAYLEYS "LOVE SONG OF RENALDO")

(APPLAUSE)

LEW: Well, so long, Mr. Bernie.

BEN: Why, where are you going, Lew?

LEW: I got to look for my son, Sycamore.

BEN: Your son, Sycamore? Where is he?

LEW: I don't know. He shot off a skyrocket and forgot to let go.

BEN: Get along with you, Lew, while we and the Half and Half Lads play YOURS IS MY HEART ALONE.

(ORCHESTRA: "YOURS IS MY HEART ALONE")

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

WEDNESDAY, JULY 2, 1960

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BEN: Right. Well, folks, this about winds up the last show on our current series for good old Half and Half Smoking Tobacco. It's been a genuine pleasure broadcasting for the dear old alma mater, so 'elp me, and before I leave I'd like to thank Lew Lehr our entire cast, and everyone who has been particularly my writers, Park Levy, Alan Lipscomb, Harry Bail associated with the broadcast, and a mighty and out in Hollywood, Larry Ryan, Deah old Larry. pleasant association, I assure you. They've been mighty swell -- Yowzah. But most of all I want to thank you good people who have been such faithful listeners. And now, ben Bernie He Says Here's a final word, before we end the season, Smoke Half and Half Tobacco, you'll find it mighty pleasin' And now the time has come

(BEN & ORCH ... NEXT TIME ... BEGIN TO "LONESOME OLD TOWN")

CHAPPEL: THE MUSICAL MOCK TRIAL with Old Judge Bernie, all the Lads and Lassies, and Lew Lehr has been presented by Half and Half Smoking Tobacco. "Alexander's Ragtime Band" is from the picture of the same name and "Indian Love Call" is from "Rose Marie." This is Ernest Chappel saying good night. THIS IS THE COLUMBIA BROADCASTING SYSTEM.

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