

RADIO

WILLIAM ESTY AND COMPANY
INCORPORATED

3/26/34
RADIO

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM No. 32

TUESDAY MARCH 27 1934

10:00 - 10:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(20 seconds)

MUSIC: SMOKE RINGS

ANNOUNCER:

(ON CUE) Camel cigarettes.

(PAUSE) They never get on your nerves.

(PAUSE) This program is sponsored by the makers of Camel cigarettes and Prince Albert Smoking Tobacco.

(SLIGHT PAUSE) Tonight the Camel Caravan brings Colonel Stoopnagle and Budd.....

(SLIGHT PAUSE) Miss Connie Boswell.....

(SLIGHT PAUSE) And Glen Gray and the Casa Loma Orchestra!

MUSIC: DOCTOR HEKYLL AND MR. JYBE (Orchestra, chorus by Hunt, segue to organ theme)

H. Good evening, ladies and gentlemen. As good old Colonel Lemuel Q. Stoopnagle sits again at the mighty gaspipe organ, his face has a somewhat haggard look and there is absent that usual glint, that accustomed gleam in those

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great pink eyes. For tonight the Colonel is trying to think how in the world we are going to introduce Connie Roswell's first number, which immediately follows. Ah, ah! Now the deep furrows in his forehead are flattening out. I begin to see the old fire again in those crossed eyes: Give it that grand finale, Colonel, and come up here quickly before you forget what must come to your mind.

FINALE

Now. I can tell by the look in your eye that you have an introduction for Connie's first number. Am I right?

T. What's the name of her song, Budd?

B. Butterfingers.

T. Stop calling me stuff. Come on, what's the name of Connie's first song?

B. Butterfingers. That's the name of it.

T. Sounds as though we can do a drama to introduce that song. I'll whisper it to you. Listen. (WHISPERED LOUDLY)

B. Wonderful. Go ahead.

(KNOCK KNOCK)

B. Oooh, Budd, look at that pretty girl over there. Isn't she a knockout?

T. I like her hair; it's so sort of wavy and nice.

And her teeth! Phew! Some pretty white teeth.

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And her eyes! My, my. I like everything about her.
There's only one thing I don't like. I like everything
Butterfingers.

Alright, then. I'll take her fingers.

I'll take her hair and her eyes, boys. Give Budd 'er
fingers.

Alright, boys, give Butterfingers!

BUTTERFINGERS (Connie Russell and orchestra,
segue to next number)

SCATTERS (orchestra, segue to harp background)

ANNOUNCER:

(ON OFF WITH HARP BACKGROUND)

Here's a new game for you -- a game which you can play
yourself or with your friends anywhere or anytime. It
is called "Know Your Nerves" and consists of twenty nerve
tests collected in book form for your enjoyment by the
makers of Camel cigarettes. In this book you will find
drawings, simple directions for playing the game and
actual photographs of twenty champions and celebrities
who have taken these tests and established records. It's
real fun to beat Tilden's record in his nerve test. And
it's great sport to compete with your friends or your
family in the ring and pencil test. Your copy of "Know
Your Nerves" is waiting for you -- Simply send your name

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and address with the fronts of two Camel packages to the Camel Caravan, Winston-Salem, North Carolina -- or to the station to which you are listening. Caravan is spelled C A R A V A N -- and you'll always find Winston-Salem on every package of Camels. Take advantage of this unusual gift offer tonight. Send your name and address with two Camel package fronts to the Camel Caravan, Winston-Salem, North Carolina or to the station to which you are listening. The address will be repeated at the end of the program and meanwhile may we ask you to always remember that Camels never get on your nerves!

W. E.:

STAY ON MY HANKS (Orchestra, chorus by Sargent)

H.

Ladies and gentlemen, now that spring is practically around the corner, the letters are beginning to pour in asking for another of the Colonel's inspiring sports talks. Colonel, since these letters have been pouring in, I simply assume that you would be willing to give another sports talk, wouldn't you?

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T. Well, Budd, what can I say?

H. So, with your kind permission, I now introduce once more Colonel Grantuel Q. Ricenagle, eminent sports authority, who will speak on the subject: Sports are Indeed Fine Things. Colonel Ricenagle.

T. Hello, everyone. Things have been happening at a great rate in some of the foreign countries.

H. Wait a minute, Colonel. This is sports night. This time you are Grantuel Q. Ricenagle. Now go ahead.

T. Good evening, friends.

H. That's an improvement.

T. My subject tonight, as already related to you by Budd, is Sports are Indeed Fine Things. You can see from that that my task this evening is to be a great one, indeed. I shall begin by.....

H. There are several other important phases which you have failed to mention, Colonel, among which is baseball.

T. Oh yes. Baseball. Baseball.

H. And track meets, too.

T. Track meets?

H. Yes.

T. Baseball and track meets.

(KNOCK KNOCK)

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H. Just a moment, Colonel. Here is a messenger. It's a telegram. Shall I read it?

T. Yes, by all means. It may have some insignificance to us.

H. It's the score of the Puckering Valley game.

T. Oh really. How interesting. How are things up to now?

H. The score is ten to 8.

T. I must be getting on. I have an appointment at 5 to eight. So, it all boils down to the fact that....

BIZ: (PHONE)

Answer that, Budd, please. It may be a phone call.

BIZ: (LIFTS RECEIVER)

H. Good evening. Colonel Ricenagle's office. You don't tell me. Is that so? My, my. Good day.

BIZ: (HANGS UP PHONE)

T. Something important?

H. The operator says the line is busy -- the number I called this morning.

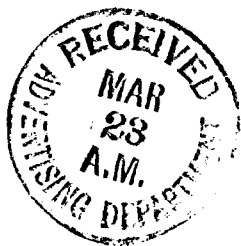
T. Well, we are indeed progressing, aren't we? I can remember a time when there were no telephones at all.

Where was I in my sports talk?

H. You were just on the point of saying something, Colonel, I believe.

T. Oh yes; of course. Well, sports are something which are with us from morn until night, and as such, should be treated as such. I guess that about covers the matter for the present. Budd, does anything occur to you that I might add?

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H. You might add two and two, Colonel, if you feel disposed.
T. Four.

H. Thank you. This little sports talk has been given by the well-known authority Colonel Grantuel Q. Ricenagle, whose speeches in printed form are often read in the far corners of the earth, including China. In fact in our audience tonight is a Chinese merchant named ON TOO LONG, who will now give you his opinion, in his native Chinese, of this speech of the Colonel's tonight. ON TOO LONG.

T. (CHINESE) Fooey!

(BELL)

H. Ladies and gentlemen, the Colonel and I have a play to present this evening. It takes place in the operating room of a hospital. Doctor Angus B. Carver and Doctor Emmet Q. Probe are the surgeons in charge of this case. There are also several nurses named Emily. Colonel Stoopnagle and I shall take the parts of each character.

T. And we shall take the patient apart, too.

H. As the curtain rises, three nurses and the two doctors are standing around the patient, patiently waiting.

T. The patient is a man named Gladpebble who came into the hospital to sell life insurance and instead is being operated upon himself. And Budd, just for fun, let's have the curtain lowered at the beginning of the play.

I'm sick and tired of seeing curtains go UP every time a play starts.

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H. Goody for you, Colonel.

T. (DRAM) Well, doctor.

H. (DRAM) Very well, doctor. And you?

T. Fine. Now doctor, I hardly know what to do about this patient of ours.

H. I must admit, doctor, that I, too, am at somewhat of a loss.

T. Let me have another look at him. Nurse!

H. (FALSETTO) Yes, doctor.

T. Lift the sheet a moment. Now look here, Probe. See that? I think this patient, Gladpebble, needs a thorough overhauling. For instance, look at those freckles.

H. Hm...Freckles, eh? Serious complications, I should say, doctor.

T. Yes, and that's not all. Look at that double chin.

H. (SURPRISED) Well, well. I had no idea this was such a serious case. A double chin. Hm. Well, well, well, and a couple of goodness me's!

T. See if the patient has a pulse.

H. (SLOOPLY) No, I can't seem to find a trace of a pulse, doctor. Strange, isn't it? How about his temperature?

T. I took it several minutes ago.

H. Well, if you took it, then of course he has no temperature. No pulse and no temperature.

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T. See if his legs are there.
G. Just a moment, doctor....Yes, his legs are there.
T. Very good....Now I think we shall operate. Hand me down that crosscut saw.
H. Nurse!
T. (FALSETTO) Yessir!
H. Hand me down my walkin' cane.
POEM SING: Hand me down my walkin' cane.

PL2: (SOUND OF SAWING AND BANGING, IN TIME WITH ORCHESTRA PLAYING 'HAND ME DOWN MY WALKIN' CANE')

T. Well, doctor, what do you think?
H. I'm not sure, doctor. Looks like we'd have to use adhesive tape instead of the usual needle and thread. What do you think?
T. I said What Do You Think first, doctor.
H. Well, after five hours on this operation, I am tired and careworn. Whether I have enough strength left to put the adhesive on this patient, I do not know. In fact, I am so tired, I guess I'll have to give up entirely.
T. I see, doctor. So you can't TAPE it, huh?

(BELL)

MUSIC:

YOU OUGHT TO BE IN PICTURES (Connie Powell and orchestra, segue to harp background)

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ANNOUNCER:

(ON CUE OVER HARP BACKGROUND)

Every cigarette smoker has a right to know this fact: Camels are made from finer, more expensive Turkish and Domestic tobaccos than any other popular brand. No wonder people say "I'd walk a mile for a Camel." Those costlier tobaccos never tire the taste or interfere with healthy nerves. That's why you may smoke Camels constantly, as much as you like. The makers have spent millions of dollars more for your enjoyment and for your protection.

(PAUSE)

If you are a pipe smoker you owe it to yourself to get acquainted with Prince Albert Smoking Tobacco. Camels and Prince Albert are made by the same people, who put good old "P.A." through a special process that removes every hint of harshness and every bit of bite. For this reason millions of grateful smokers have bestowed on Prince Albert the title of "The National Joy Smoke." There are two full ounces in every tin.

MUSIC:

INDIAN (Orchestra)

I've been considering stuff a good deal lately, Budd, and I have several plans in mind for inventions. Now you take an oyster, for instance.

I don't like oysters.

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T. Do you like clams?
H. Nope.
T. Frogs' legs?
H. Yes.
T. Well, you can't streamline a frog's leg. And what I had in mind was the streamlining of oysters. It's hard to swallow some of the larger oysters. So I thought it would be a good idea to streamline them, like an automobile.
H. Imagine fenders on an oyster!
T. Well, we'll let that go. Then I had another idea that's even better.
H. Oh, it couldn't be.
T. It's for changing Mother Goose rhymes. They've rhymed long enough. Everybody knows them now. Why not make a change in them. For instance,

Simple Simon met a pieman
Going to the fair.
Said Simple Simon to the pieman,
'Hello.'

Do you like that?

H. Not much, but here's another that occurred to me while you were reciting that one:

Humpty Dumpty sat on a wall,
Humpty Dumpty had a great fall,
All the king's horses and all the king's men
Said: "You'd better lay off that stuff."



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T. That's the spirit. How much better they sound that way,
Budd. Listen:

Pussy cat, pussy cat, where have you bean?
I've been to London to look at the Queen.
Pussy cat, pussy cat, what did you do there?
"Oh, I had a peachy time."

H. Who started this, anyway, Colonel? Listen to this. This
will be the last one:

One, two, shut the door,
Three, four, buckle my shoe,
Five six, lay them straight,
Seven eight, pick up sticks.

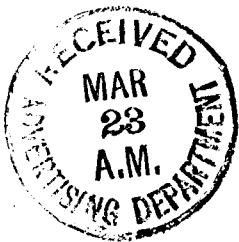
T. Nine ten, eleven twelve, left half thru center. Hep!
What is this -- a football game? Listen, then in
addition to the streamline oysters and the Mother Goose
rhymes, I have a couple of inventions. One is in
connection with a mattress and the other is a zipper.

H. What about the mattress? Not a cellophane one so old
maids don't have to get out of bed to see who's underneath?

T. We used that in vaudeville. No, this is called a tickle
mattress. Half of it has little tickles on it. It's
for nightmares.

H. A tickle mattress for nightmares?

T. Yes. You see, you go to sleep on the side without the
tickles on it. Then you have a terrible dream and during
the dream pitch and toss and roll over in your sleep on
to the tickles. Then you are tickled to death and you
wake up laughing instead of crying. It's splendid.



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1. Why don't you just have the whole mattress tickle you and then you couldn't have the bad dreams in the first place.
2. What, and not go to sleep at all on account of you're laughing too much? I should say not.
3. And the zipper, Colonel, what's the zipper for you spoke about?
4. It's just a cellophane zipper, fudd, for air pockets.
5. I see. Well, I suppose we might just as well go home now, after that.
6. Not'til I tell about one more invention. It's a hollow cake of soap.
7. Hollow?
8. Yeah, so there won't be any pieces left over after you've used it up.
9. Good day, Colonel.
10. Good night, fudd.

(TELL)

MUSIC:

SMOKE RINGS (Orchestra)

ANNOUNCER:

(ON CUE (FADER ORCHESTRA BEGINS SMOKE RINGS))

Say Pee Wee Hunt, how many dots can you make on a sheet of paper in ten seconds?

PEE WE:

Who, me? Why Harry, I can make a hundred.

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ANNOUNCER:

I see -- you've been playing that nerve game, haven't you?
Sure. We all have. It's a lot of fun to find out some
things about your nerves.

ANNOUNCER:

That's right and just to make sure that all our friends
listening in get their copy of "Know Your Nerves" I'm
going to repeat the offer. A copy of this fascinating
new game will be sent to you free of charge if you will
simply send your name and address with two Camel package
fronts to the Camel Caravan, Winston-Salem, North
Carolina or to the station to which you are listening.
We suggest that you write tonight before
it slips your mind. Send your name, address and two
Camel package fronts to the Camel Caravan -- C A R A V A N
Winston-Salem, North Carolina.

HOST:

Yes sir -- you do that and a lot of entertainment will be
coming your way before you know it.

SMOKE:

(SMOKE RINGS (Continues))

ANNOUNCER:

(ON CUE OVER SMOKE RINGS) The Camel Caravan is on the
air again next Thursday evening at the same time.....
bringing Colonel Stoopnagle and Budd, Miss Connie
Foswell and Glen Gray and his Casa Loma Orchestra. This
program was broadcast from the Colonnades of Essex House
in New York City.

(BOWS UP)

ANNOUNCER:

(ON CUE) Harry Von Zell speaking. This is the Columbia
Broadcasting System.

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SMOKE:

(SMOKE RINGS)

TO Columbia 1110 A.M. New York

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