

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 51

Tuesday, March 26, 1935
10:00-10:30 PM

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

MUSIC: (SMOKE RINGS)

O'KEEFE: (AFTER EIGHT BARS) Gangway neighbor here comes the Camel Caravan again brought to you by the makers of Camel Cigarettes and Prince Albert Smoking Tobacco.... this is Walter O'Keefe again the Man on the Flying Trapeze and I want to say Hello to you for Annette Hanshaw.... for Glen Gray and his Casa Loma Orchestra and for Ted Husing. Y'know it's good to see the various unmistakable signs of Spring.... the red robin.... the first blades of grass.... and today Ted Husing just peeled off two layers of underwear. He's got three more layers to take off but he's waiting for some warmer weather...Ho///Hum...I've got Spring Fever ...I'm going to take it easy while the lads play "Sweet Lorraine."

MUSIC:

SWEET LORAIN (ORCHESTRA)

O'KEEFE: Ladies and gentlemen...tonight we continue our series of suggested radio programs for institutions which want to go on the air...Tonight we suggest a program for a local beanery...

BIZ: TRUMPET BLAST

VON ZELL: Benny's Beanery is on the air!!!

BIZ: TRUMPET BLAST

JACK: Special today...HAMBURGER STEAK....FIFTEEN CENTS!

BIZ: TRUMPET BLAST

SORIN: With Gravy...TWENTY CENTS.

BIZ: TRUMPET BLAST

HUSING: With Potatoes...TWENTY FIVE CENTS.

BIZ: TRUMPET BLAST

FROST: Choice of two Vegetables...THIRTY CENTS.

BIZ: TRUMPET BLAST

O'KEEFE: With a stomach pump...THIRTY FIVE CENTS...

BIZ: CHORD...PITCH FOR SONG

CAST: We've got cream in our coffee

Beef that's medium rare

While you eat your oats

Watch your hats and coats

Benny's now on the air...

BIZ: MUSIC DIPS DOWN OVER TALK

51453 1113

O'KEEFE: Good evening folks...this broadcast is coming to you from Benny's Beanery...open day and night... tables for dames...Have you ever taken a ride up into the stratosphere...Up...up...up...thirty thousand feet above the earth?...From the top of the world you look down on sundappled clouds beneath you... What a thrill!...Well friends...you can experience that same dizzy feeling after eating one of our ten cent sirloin steaks..with gravy...fifteen... And now may I present our best recommendation... a satisfied customer...Abner Acidosis...Bring him over here Doctor...Go ahead Mr. Acidosis...I'll hold you up...

JACK: (OLD MAN VOICE) Well folks...I been eatin' in Benny's Beanery for two years come Ground Hog day... Let me say that there ain't a food value in town like they is here...Why only yesterday...for fifteen cents I got a ham sandwich...a cup of coffee...a derby hat and a new spring topcoat...

BIZZY ORCHESTRA PLAYS "HEARTS AND FLOWERS"

O'KEEFE: Thank you, Abner...Take him away, Doctor...Ladies and gentlemen, let me ask you a question...Have you ever been on the sands at Palm Beach and watched the smart set come tripping merrily into the Cocktail Bar?...This thrill can only be compared to the gay carefree laughing throngs as they trip merrily into Benny's Beanery for tea...like this...

BIZ:

ANGRY MUTTERING CROWD NOISES

ORCHESTRA PLAYS "HEARTS AND FLOWERS"

O'KEEFE: Let me point out some more features of our service...
We have the most modern up-to-date steam tables in town...Here at our steam tables you can get a hot dinner or a Turkish bath...Let's shoot the microphone down and listen in on a conversation between a customer and a waitress...

SORIN: Hey girlie,...Have you got Frog's logs?...

ALICE: No...it's rheumatism that makes me walk that way...

SORIN: Well, what have you got?...

ALICE: I've got calv's brains...frieasseed liver...
pickled pig's feet and stewed kidneys...

SORIN: I don't care if you've got housemaid's knees...
I want something to eat...

O'KEEFE: And now my friends...one of the features that makes Benny's Beanery the gathering place of celebrities is the singing of our OWN singing waiter...Ichabod Fink...Come on, Ickey...what are you going to sing?

JACK: I will give my own interpretation of "Mother Machree."

BIZ: PIANO CHORD ORCHESTRA PLAYS BEAUTIFUL INTRODUCTION
LARD DOWN TO MOTHER MACHREE AND THEN RUNS WILD IN A HOT NUMBER

O'KEEFE RINGS BELL INSISTENTLY

JACK: (STILL SINGING) Put them all together...they spell Mother...and I'm out in the cold again...

BIZ:

O'KEEFE RINGS BELL

"HEARTS AND FLOWERS"

O'KEEFE: And now my dear listeners...We'd like to take you behind the scenes in Bonny's Beanery where our chef...Francois Henri de la Goldberg is making up his famous hash...all right Henri...one hash comin' up...

BIZ: POTS AND PANS,BROKEN PLATES,
WHINNY OF HORSE...BARK OF A DOG...
SOUND EFFECTS HOLIDAY ENDING IN
A CRASH BOX...

O'KEEFE: Ladies and Gentlemen...you've just been listening to Bonny's Beanery and now we return you to our main studios...where Annette...the pride of the Hanshaw family...will sing "When I Grow Too Old To Dream."

MUSIC: WHEN I GROW TOO OLD TO DREAM (ANNETTE HANSHAW)

VON ZELL: When we were discussing cigarettes, with a tobacco expert from the South, we asked about Camels. Here's what the tobacco man had to say:

VOICE: (YOUNG, FRIENDLY, SOUTHERN) Camels are made from finer, more expensive Turkish and Domestic tobaccos than any other popular brand.

VON ZELL: You may check that statement in the markets where superior tobaccos are grown and sold; or -- better still -- light up a Camel -- find out for yourself why steady smokers prefer this better cigarette...

(CONT'D) Your taste will welcome the flavor, so good and wholesome, rich yet mild. You'll also be delighted to notice that Camels' flavor doesn't "thin out" on you after a lot of smoking: the last Camel you light in the evening is just as pleasing as the first you smoke in the day. And then there's Camels' energizing effect, confirmed by science, that's a harmless, delightful "lift" in energy flow, when you're fatigued. Always have Camels with you: it's a cheering cigarette that people are delighted to join you in smoking. And you may tell them it's a fact, that Camels' costlier tobaccos never interfere with healthy nerves.

MUSIC: AIN'T IT JUST TOO BAD (ORCHESTRA AND HUNT)
(O'KEEFE AND LIPS INTRODUCTION OVER MUSIC)

BIZ: ROLL ON THE DRUMS

VON ZEIL: Tonight, ladies and gentlemen...we give you another edition of Professor O'Keefe's Newsreel...Always the last with the latest...Presenting the O'Keefe News...The Eyes, Ears and Schnozzola of the World...

SORIN: Sees all!...

JACK: Hears all!...

O'KEEFE: And has a phony fragrance!...

BIZ: PHONY TRUMPET BLAST

O'KEEFE: New York, N.Y....March 26th...As everyone knows,
the dude ranches out West have been a big success
with Eastern tourists...Manhattan turns the tables
by opening a Wild Western hotel right on Times Square,
for cowboys only...And now we take you to the lobby
of the Brand Hotel...

BIZ: ORCHESTRA PLAYS "HORSES" DIMS DOWN
EVERYBODY YELLS "YIPPEE" "YAHOO" "WHOA BESS" ETC.
HOOF BEATS UP AND DOWN

JACK: (COWBOY DRAWL) Whoa thar Jenny...Yippee!...Hiya
Mr. Clerk...I'm Jack Taylor from the Bar X...

O'KEEFE: Yippee...I'm Walter O'Keefe from the bar around
the corner...

JACK: He and my horse Jenny occupy stall two fourteen...
but I think we're gonna need another room...

O'KEEFE: Don't you and your horse sleep well?...

JACK: Well, I'll tell ya stranger, I sleep fine...but
Jonny, muh horse is expecting a blessed event and
she wants to have twin beds...

O'KEEFE: Ohhh...a blessed event, eh?...Congratulations, Jenny..

BIZ: HORSE WHINYS
TELEPHONE BELL RINGS
CLICK OF RECEIVER

O'KEEFE: Hello...Yes, this is the clerk...Oh no, I can't do
anything about torn bed sheets...You'll have to
take off your spurs when you go to bed nights...
What's that?...Room service?...Yes, I'll take your
order...Yes...Yes...I'll send it right up...a ham
sandwich on rye and a bag of oats...

BIZ: CLICK OF RECEIVER

SORIN: Hullo, hullo, hullo...Stranger...How's wit .
O'KEEFE: That was two can McIllicuddy, folks...
SORIN: Well, podnor, I don't reckon ya got a room without
a bath?...For about twenty-five cents?...
O'KEEFE: Well...I ain't sed I ain't...
SORIN: I ain't axing ya is ya ain't...I'm axing you is
you is?...
O'KEEFE: Well, ah reckon we kin accommodate ya...How about
that room over thar?...
SORIN: You mean that room thar?...
BIZ: REVOLVER SHOT
O'KEEFE: No, I mean that one thar...with the transome over
the door...
BIZ: REVOLVER SHOT - CRASH OF GLASS
SORIN: O.K. podnor...git along little doaggle...git along...
giddyup...
BIZ: HOOF BEATS UP AND DOWN - LOUD TO SCIT
FROST: Hiya Walt...
O'KEEFE: Good morning, Miss Featherbed...How are you enjoying
yourself...
FROST: Oh, it's wonderful...
O'KEEFE: And did you enjoy your horseback ride this morning?..
FROST: It was beautiful...Honest, it was the nuts...I've
been bouncing on the saddle all morning...
O'KEEFE: Well, you mast be hungry...Sit down and I'll buy you
a sandwich...

FROST: I'll have a sandwich, but I won't sit down...
I can't sit down...

O'KEEFE: I hope we haven't ruined your week end...Oh,
pardon me...I want to talk to this gentleman here...
Hiya Hunt...

HUNT: Hiya all stranger, I calc'late...I reckon...podner..
Nipce...Yahoo...How do I get up to my room on the
fourth floor...where's the elevators?...

O'KEEFE: The elevators, yahoo?...We got three elevators...
Jessie (WHINNY) Tessie (WHINNY) and Bossie (WHINNY)...

HUNT: I'll take Bossie...C'mon Bess...take me up to the
fourth floor...Giddap..

MIZ: HYSTERICAL HOOF-BEATS ON STAIRS

TRUMPET BLAST

O'KEEFE: And now ladies and gentlemen, we take you to the
grand ballroom of the Grand Hotel, where Kenny
Sargent will sing "Dancing in the Dark"...while
Pec Wee Hunt is still on his way upstairs...

MUSIC: DANCING IN THE DARK (ORCHESTRA AND SARGENT)

MUSING: Thank you Harry:
Well, Spring arrived the other day, but I feel that
it will take a lot longer for some of the baseball
teams to get that far. In other words, some of the
ball clubs are still far from hitting their stride.

BUSING:

(CONT'D) It has been said, often enough, that the spring exhibition games mean little, if anything, and that seems to be the truth this year, more than any other.

For this reason, the manager works his pitchers but briefly, letting them linger only while they are effective. Naturally his winning percentage suffers. Usually the pilot has an idea what his leading flingers can do, and no doubt, will do, as the pennant race swings under way. His main objective is to determine what his unknown quantities can do, and the spring season games are an effective form of discovery.

Last Tuesday, I swung with the experts in picking the Cards to attain the 1936 "World serious." They present an almost intact lineup this year. Martin, Frisch, Collins and Durocher are back for the infield work with Gelbert, Whitehead and Wilson in reserve.

The fielders are back, excepting Orsatti, and the pitching staff has been strengthened with Pat Malone. Headed by Dizzy Dean, the National League's most valuable ball player for 1934, the Cards look too strong for the pack. My eye particularly hits to James "Rip" Collins, the 30 year old first sacker. Rip has been called "the greatest punch in baseball".

HUSING: (CONT'D) Here's why: he's fourth in league
batting, right up among the best first basemen,
a power on attack or defense with a penchant for
slugging home the needed winning runs. Yes, sirree--
the port side first secker, coached by his father,
and inspired by a wife anxious to see him make good,
has emerged into the big time with flying colors.
And by the way, James "Rip" Collins, like 21 out of
23 Champion Cardinals, is a Camel smoker. And here's
his slant on cigarettes: "After a hard ball game,"
says Rip Collins, "Smoking a Camel gives my energy
a 'lift.'" I don't suppose I'll ever have to travel
far for one, but if necessary, 'I'd walk a mile for
a Camel.'"
Right you are, Rip Collins.
This is Ted Husing, your reporter -- I'll be with
you again, next week.

MUSIC: YOU'RE THE TOP (ANNETTE HANSHAW)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)
MUSIC: "THE GAMBELER'S WIFE" (WALTER O'KEEFE)
MUSIC: YOU'RE DRIVING ME CRAZY (ORCHESTRA)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

VON KELL: The Camel Caravan is presented by the makers of
Camel Cigarettes and Prince Albert Smoking Tobacco,
R. J. Reynolds Tobacco Company of Winston-Salem,
North Carolina. Camels are made from costl
(PAUSE)

VON ZELL: (CONT'D) When you're tired, a Camel will give your flow of energy a refreshing lift. (PAUSE) Smoke Camels as much as you like -- they never get on your nerves.

MUSIC: SMOKE RINGS

O'KEEFE: Well I hate to run off like this...just when the party's getting hot but we've got to shove off so let's call it a day for Annette Hanshaw...for Glen Gray and that ever lovin' Casa Loma Orchestra.. and for Ted Husing. Just let me put in a plug for our next appearance...Thursday at nine o'clock Eastern Standard Time, and again at nine thirty Mountain time or eight thirty Pacific Coast time.

BIZ: HORSES HOOFBS

O'KEEFE: Well I've just got time to canter back to the Brand Hotel...this is Walter O'Keefe...saying Good nate and Gwan to bed...

THEME UP AND OUT

STATION CUE