

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 27

TUESDAY, DECEMBER 31, 1935

9:00 - 9:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)

ANNOUNCER: CAMELS never get on your nerves!

MUSIC: SMOKE RINGS

O'KEEFE: Happy New Year ladies and gentlemen.....This is Walter O'Keefe wishing you a happy and prosperous 1936 on behalf of our bosses, R. J. Reynolds Tobacco Company.....makers of Camel Cigarettes. That also goes for my co-workers Deane Janis, Glen Gray and his Casa Loma Orchestra and that dear sweet lovable old character....Ted Husing. I just came across Broadway and the lid is off...the town is going crazy...and by contrast...it's so restful and quiet and peaceful here in the studio.

BIZ: HORNS AND WHISTLES AND GENERALBEDLAM

O'KEEFE: Ladies and gentlemen...that was McGilllicuddy blowing his noise.

SORIN: Happy times and tidings.

O'KEEFE: Same to you Mac.

SORIN: Listen....Christmas night you had a party at your house...but tonight the party is on me...at my house.. a little schnapps mayhap.

O'KEEFE: Well thanks Mac...we'll all go up before the program is over and tear a herring with you but meanwhile the show must go on so the Casa Loma boys have a new tune for the New Year. It's entitled "Three Little Words", Copyright 1843. All right, Glen.

MUSIC: THREE LITTLE WORDS (ORCHESTRA)

BIZ: EVERYBODY BLOWS HORNS APPLAUSE
RIVETTING MACHINE

O'KEEFE: Thank you, Glen...and by the way Mister...I don't mind your bringing your horns with you...but your brother...up there in the balcony...you'll have to take out the rivetting machine. Hello Deane. Happy New Year.

JANIS: I suppose so.

O'KEEFE: You're invited up to McGillicuddy's house...we're all going...the party is on him...

JANIS: SWELL FINE...

BIZ: PHONE RINGS

O'KEEFE: I'll answer it....Hello....

SORIN: (ON REVERSE MIKE, BACKSTAGE)
Hello hello hello....Gues who this is.

O'KEEFE: Parkyourkarkass...Jimmy Jimmy...it's Parkyourkarkass
We've got the wrong script.

SORIN: Walter...this is McGillicuddy. I'm up here telephoning
from my house. I'm getting things ready. Would you
people like to have some caviar?

O'KEEFE: Caviar? Oh sure...we all love caviar.

SORIN: Well stop at the delicatessen and buy a hundred
pound tin.

O'KEEFE: Is there anything else?

SORIN: No the party's on me...oh yes, there's one thing...
Bring some knives and forks...you can't tell...some
people might like to eat fancy.

O'KEEFE: All right Mac...I'll hang up now. We'll be up later
but the show's got to go on. These people here in the
studio want to sing.

BIZ: PHONE CLICKS

O'KEEFE: All right, Glen...give me the pitchpipe Lemuel.

BIZ: MUSIC STARTS

MUSIC: FIREMAN'S SONG(O'KEEFE AND AUDIENCE)
APPLAUSE

ANNOUNCER: Here's a typical conversation between two young Americans:

MAN: (CHINERFUL) What's this! I see you're smoking CAMELS now.

GIRL: (PLEASANT) Yes -- I accepted that CAMEL "try-ten" invitation. I smoked ten -- then twenty -- and now I'm a CAMEL fan! I never found a cigarette with such nice flavor -- and so easy on my throat!

MAN: I'm glad you found out about CAMELS too. I've been smoking 'em for years. You know CAMELS are made from costlier tobaccos -- that's why they're so mild and good.

GIRL: I could tell that, the first pack I smoked. Will you have a CAMEL now?

MAN: You bet!

ANNOUNCER: (COMES IN QUICKLY WITHOUT PERCEPTIBLE PAUSE) The CAMEL "try-ten" invitation has opened whole new worlds of smoking enjoyment to so many up to date people that we're going to repeat it for you! This is the makers' statement: "SMOKE TEN FRAGRANT CAMELS. IF YOU DON'T FIND THEM THE MILDEST, BEST-FLAVORED CIGARETTE YOU EVER SMOKED, RETURN THE PACKAGE TO US WITH THE REST OF THE CIGARETTES IN IT, AT ANY TIME WITHIN A MONTH FROM TONIGHT, AND WE WILL REFUND YOUR FULL PURCHASE PRICE, PLUS POSTAGE. SIGNED, R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, NORTH

ANNIC'R: (CONT'D) CAROLINA. (SLIGHT PAUSE) That's the CAMEL
"try-ton" invitation. Accept it. CAMEL'S costlier
tobaccoes have been so enthusiastically received by
other smokers, they're sure to delight you too.

MUSIC: IF YOU WERE MINE (ORCHESTRA AND SARGENT)
APPLAUSE

O'KEEFE: Ladies and gentlemen...that was Kenny Sargent, singing
"If you were mine"....

BIZ: TELEPHONE RINGS

O'KEEFE: Hello..

SORIN: Hello stranger...guess who this is.

O'KEEFE: Schloppermann...we've still got the wrong script..
What's on your mind McIlllicuddy.

SORIN: About this party I'm throwing. There's one other little
thing that slipped my mind.

O'KEEFE: What is it?

SORIN: Oh, it's not important...maybe I shouldn't have called...

O'KEEFE: What is it?

SORIN: We ain't got nothing to eat....

O'KEEFE: All right we'll bring some stuff along.

SORIN: By the way, do you like your food cold or hot?

O'KEEFE: Oh..some like it hot....some like it cold.

SORIN: Okay then, pick up an icebox and a stove...and we're
all set.

O'KEEFE: All right Mac...The party's on you...see you later.

MUSIC: MUSIC GOES ROUND AND ROUND (ORCHESTRA AND HUNT)
APPLAUSE

ANNCR: And now we present Ted Husino, CAMEL star reporter...

HUSINO COMMERCIAL

HUSINO: Thank you, Paul.

One fellow who refuses to go down for the count of ten is Old King Football. The robust lad always manages to tarry a bit after the regular season closes--and pops up on New Year's Day with a series of post season games... This year there are four outstanding New Year's Day Games, the Rose, Orange and Sugar Bowl games and the East-West All-Star classic.

The Rose Bowl Game, to be played again at Pasadena, under the watchful eye of the huge mountains surrounding the Arroyo Seco, will see Stanford University in the Bowl for the third straight year with the same team -- Grayson, Moscrip, and Company -- pitted against the first entry from the glamorous Southwest of Alamo fame --the rooping Southern Methodist Mustangs, the one team that captured the country by the sensational type of its play... and which features the thrilling Bobby Wilson as its great threat...Despite the Mustangs great record, and Stanford's Rose Bowl losses to Columbia and Alabama, I pick the Indians to win... The East-West Game will bring together the greatest West Coast stars against the combined East-Middle West Team.

USING: (CONT'D) These men, all seniors, devote their Christmas holidays to playing for charity. They are coached well, trained well and eager to fight it out. Each man of the 44 who plays in the game, is a star in his own right. One can only judge the teams by the strength of the individuals who comprise the squads, and while the East had taken several trimmings--this is the year of the eclipse-- so mark down one win for the Atlantic Coast ...

The Sugar Bowl game, inaugurated last year at New Orleans between Temple and Vanderbilt, resumes this year with two titans of the gridiron. One is LSU -- and the other TCU ... Louisiana State, with a great record meets one of the nations best teams in Texas Christian--and while it appears that the Texans are stronger overhead --I like the power that goes on relentlessly--so I choose LSU to win out...

The final game is the Orange Bowl game at Miami between famous Mississippi--known affectionately as Ole Miss -- and Catholic University--Two or three years ago this game was known as the Palm Festival Game and featured Manhattan and Miami University---but now in the days of the greater post season classics, the game has stepped into the charmed circle...I favor Mississippi to win the oranges. And all these games, and all over the country, there is one prediction, I can safely make not only for tomorrow, but for all of 1936.

HUSING: (CONT'D) And that is that CAMEL cigarettes will be favored by sport followers everywhere. Athletes know the mildness of CAMELS -- they say "CAMELS don't get your wind!" Modern minded people everywhere agree with the athletes and find they can smoke CAMELS all they like without interfering with good condition.. or healthy nerves!

MUSIC:

TAG

APPLAUSE

O'KEEFE: Say Doane...

JANIS: Yes, Walter..

O'KEEFE: As soon as you get through singing this song I'll take you up to McGillicuddy's New Year's Party...

BIZ:

TELEPHONE RINGS

SORIN: (REVERSE MIKE) Mr. O'Keefe...Mr. O'Keefe. Hello Tallyho!

O'KEEFE: (NASALLY) Well as I live and try to keep the hotel porters from pasting stickers on these bags under my eyes if it isn't Portland...now how did that line get in here? Say will you people here in the audience look at your tickets and see if this is the GAMBL broadcast.

SORIN: Say O'Kiffy...I want your advice...I've got some flowers here...some beautiful blooms and buds...

O'KEEFE: Flowers?

SORIN: Don't you think Miss Janis would like some flowers on the table.

O'KEEFE: Certainly.

SORIN: Well, then, bring a table (PAUSE) along with those other little items.

BIZ:

PHONE CLICK

O'KEEFE: Doane..you go ahead and sing "Tender is the Night". I'm going up to McGillicuddy's. You people come up when you've finished. Hey give me a nickel...I'll pay you back Saturday. See you later, Glen.

MUSIC: THUNDER IS THE NIGHT (DEANE JANIS)

APPLAUSE

BIZ: MOTOR RACES AND DIES

HUSING: Is this McGillicuddy's apartment house?

O'KEEFE: Yes...the Chateau Richelieu de Rabinowitz. Let's go on.

BIZ: DOWN OPENS AND SHUTS

O'KEEFE: Say boy.

DOUGLAS: Yes sir.

O'KEEFE: Will you kindly direct me? Where is Mr. McGillicuddy's penthouse.

DOUGLAS: Down in the cellar .. one flight down.

O'KEEFE: It's dark here Ted...look out for the first step.

HUSING: Okay Walter.

BIZ: TWO STEPS AND CRASH

O'KEEFE: Well, here we are.

BIZ: KNOCK ON DOOR

DOOR OPENS

FROST: What do youse gents want.

O'KEEFE: Is this Mr. McGillicuddy's penthouse?

FROST: No...he lives in the sub-basement...one flight down.

BIZ: DOOR SLAMS

O'KEEFE: Look out Ted...It's dark...I told you to watch out before. Let me go downstairs first.

HUSING: All right, Walter.

BIZ: TWO STEPS AND CRASH

SORIN: Well O'Kiffy...it's nice of you to drop in on me like this.

HUSING &
O'KEEFE: Hello, Mac, etc.

O'KEEFE: Mac...I think you've got a wonderful place here.

SORIN: I think so. It's the only underground penthouse in New York. But wait till you see my boy...He's got his OWN penthouse.

O'KEEFE: Where?

SORIN: Two flights down.

O'KEEFE: Mac...where's the phone. I've got to make a call.

SORIN: Right there.

BIZ: PHONE CLICKS

O'KEEFE: Hello...operator...Hey, she doesn't answer.

SORIN: You forgot to put in a nickel.

BIZ: DROPPING OF NICKEL IN SLOT.

O'KEEFE: Operator...Wickersham 2-2000...Hello Doane Janis... What? She's gone? All right thanks...Goodbye.

BIZ: JIGGLE OF HOOK.

O'KEEFE: Operator...I didn't get my number.

FROST: (IN GLASS) Thank you. I will refund your money.

BIZ: FLOOD OF COINS IN BOX

SORIN: What happened?

O'KEEFE: I hit the jackpot.

HUSING: Where will I put my coat?

SORIN: I'll call my butler...

O'KEEFE: Butler, eh?

SORIN: Yes...an English Butler...he's an old family retainer...
He's been with my family...oh...improximately a couple
of days. Here he comes now.

CABOOCH: (JABBERS) Did you ring Massa McGillicuddy.

SORIN: Yes my good man Meadows.

HUSLIN: Your name isn't Meadows...what's your real name?

CABOOCH: In China people call me High Sing High Sing.

HUSLIN: High Sing? Then you ought to know me... I'm High Sing.
Shake.

CABOOCH: (LAUGHS) Good American joke...I kill myself.

O'KEEFE: By the way Mac...does your butler live in the house here?

SORIN: No...he lives with his folks. In China.

HUSLIN: Oh'ma?

SORIN: Sure, that's only four flights down. Meadows...you may
tell my son Montgomery that his presence is desired here
immediately. (ENGLISH PRONUNCIATION)

CABOOCH: (JABBERS)

O'KEEFE: Ladies and gentlemen that was Kenny Sargent singing
Love in Blooms.

SORIN: Go o on O'Kiffy...let's liven up the party. There's a
player piano...

O'KEEFE: That's fine..how do I start it.

SORIN: Just dropa nickel in the slot. It plays."Take Me Out
to the Ball Game."

O'KEEFE: Okay.

BIZ: NICKELIN SLOT

TINNY PIANO PLAYS RIGHT BARS

HUSKINS: Hey, it's stopped. What's the matter?

O'KEEFE: The game was called on account of darkness. Here I'll try another tune.

BIZ: MICHAEL IN SLOT

TINNY PIANO SOUNDS TO "MOOSELTORY"

B HIN: I can't help it gentlemen...that piano has been in the family for years. Oh, here's my boy.

JACK: Oh, hullo, Dad. How's the party kid, hetcha.

SRIN: Junior you been too much away to college already...you ain't had an opportunity to meet hop with O'Kiffy.

JACK: Pline Papa...you're wrecking the King's English already. You know Mr. O'Kiffy I'm terrible ashamed of Papa's accent....

O'KEEFE: I can understand it.

JACK: He embarrasses me to pieces. You see before I went to college I used to talk like dot...but now I'm talking like this.

BIZ: BAND PANS

CABOOCH: YELLS EXCITEDLY

JACK: Quiet, you infernal bounder. What's the trouble.

CABOOCH: It's New Year's Eve in China. (LAUGHS)

O'KEEFE: Mac I'd like a cigarette?

SRIN: There's a slot machine over there...put in the money you will get a pack of CAMER.

O'KEEFE: Well, well, well so tonight you must join me at for dinner...By the way where's Deana and Ol band.

SORIN: Oh, I forgot to tell you. They couldn't afford to
come...they didn't have any nickels...the cheapskates.

MUSIC: LI PHOIBE BLUES (ORCHESTRA)

APPLAUSE

ANNOUNCER: This CAMEL Caravan comes to you with the greetings of
R. J. Reynolds Tobacco Co., Winston-Salem, North
Carolina, makers of CAMEL cigarettes and Prince Albert
Smoking Tobacco, who take this opportunity of making you
a New Year's wish of happiness and prosperity for 1934.
All right, Walter...it's yours...

MUSIC: SWING RINGS

O'KEEFE: And so, ladies and gentlemen...another happy year
down the corridor of time...Time marches on and
the CAMEL Caravan...and may I on behalf of the
the program and our bosses wish you a prosperous
We'll be back Thursday night at the same time...I
Walter O'Keefe saying goodnight and I'll see you New
year.

DIZ: HORN AND TRUMPETS TOOT
WIND UP AND OUT
STATION OUR.