

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

R. J. Reynolds
1/7/36

12/30/35

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 28

TUESDAY, JANUARY 7th, 1936

9:00 - 9:30 P.M.



CUE: (COLUMBIA BROADCASTING SYSTEM)

ANNOUNCER: CAMELS never get on your nerves!

MUSIC: SMOKE RINGS

O'KEEFE: (OVER MUSIC) Gangway neighbor...here comes the CAMEL Caravan again through the courtesy of R. J. Reynolds Tobacco Company, makers of CAMEL cigarettes....This is Walter O'Keefe the Broadway Hillbilly and may I report that everyone is on hand this evening. Deane Janis, the red headed siren of song, along with Glen Gray and his Casa Loma and Ted Husing. Over the week end McGillicuddy and I went up to Lake Placid for the winter sports and McGillicuddy brought back a pair of skis. Insky and Levinsky and tonight the festivities open up with a song that was introduced during the blizzard of '88. It's entitled "Ballin' The Jack" ...Play Glen.

MUSIC: BALL-IN' THE JACK (ORCHESTRA)

APPLAUSE

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O'KEEFE:

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HILLBILLY OR DUET

APPLAUSE

ANNOUNCER: This evening we offer a novelty--the Inquiring Reporter gets interviewed! Mr. Reporter, have you been talking with new smokers of CAMEL cigarettes?

MAN: (YOUNG, BRISE) I have.

ANNOUNCER: How do they speak of CAMELS?

MAN: Very enthusiastically. These new CAMEL smokers all say they're on CAMELS to stay from now on.

ANNOUNCER: What reasons do they give for this?

MAN: They give various reasons. Some say that CAMELS' distinctive yet mild smooth flavor is what they appreciate most. Others tell me that CAMELS' costlier tobaccos are easy on the throat. Still others comment on CAMEL'S pleasant "lift".

ANNOUNCER: Anything else?

MAN: Oh, yes -- lots of the new CAMEL smokers are especially delighted with the fact that CAMELS are so mild they can smoke as many as they like without jangling their nerves. Others say CAMELS never affect their wind.

ANNOUNCER: What type of people are the new CAMEL smokers?

MAN: All types -- men, women, young people -- students, office workers -- out-of-doors people--but they have one thing in common. They are all modern-minded and up-to-date.

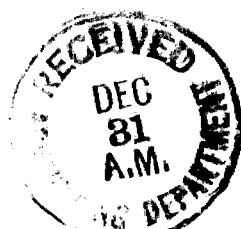
ANNOUNCER: And these new CAMEL smokers accepted the CAMEL "TRY-SEN INVITATION?"

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MAN:

Indeed they had. They smoked ten CAMELS, then twenty, then knew that the benefits of CAMELS' costlier tobaccos had made them CAMEL fans.

ANNOUNCER:

Is the "TRY-TEN" invitation still in force?

MAN:

It surely is.

ANNOUNCER:

Will you repeat it, for the benefit of our audience tonight?

MAN:

Certainly. The makers say: "SMOKE TEN FRAGRANT CAMELS. If you don't find them the mildest, best flavored cigarettes you ever smoked, return the package to us with the rest of the cigarettes in it, at any time within a month from this evening, and WE WILL RETURN YOUR FULL PURCHASE PRICE PLUS POSTAGE. SIGNED, R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, NORTH CAROLINA."

MUSIC:

YOU TOOK MY BREATH AWAY (ORCHESTRA AND SARGENT)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

MUSIC:

HONEY TAIN'T SO (ORCHESTRA AND HUNT)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

ANNOUNCER:

And now we present Ted Husing, CAMEL star reporter..

TO BE INSERTED

TAG

APPLAUSE

MUSIC:

DINNER FOR ONE PLEASE JAMES (DEANE JANIS)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE



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O'KEEFE:

Tonight, ladies and gentlemen, we follow the Hollywood Movie vogue and present a story of the opera. We have borrowed a little bit from La Boheme...Il Trovatore... Hansel and Gretel...Tristan and Isolde, Samson and Delilah and Dizzy and Daffy. Our opera tonight is entitled "La Bo-ham and Eggs". Please listen carefully to our singing chorus. Poe Dee Hunt will sing first tenor...Kenny Sargent will sing second tenor...Glen Gray will be first base...Paul Douglas will be second base and I'll play center field. The scene is laid in Venice on the Grand Canal where McGillicuddy operates a pusheart with an outboard motor. It is evening on the piazza San Marco, the Times Square of Venice and the biggest electric sign in town reads "I'd Swim A Mile For A CAMEL".And now that the plug is in let's get on with the opera, - "La Bo-Ham and Eggs".

BIZ:

RIDE PAGLIACCI (ORCHESTRA)

BIZ:

KNOCK ON DOOR

O'KEEFE:

Bah Hushbug...who can that be disturbing me...ME...the Great Svengali...The Mad Maestro.

BIZ:

KNOCK ON DOOR

O'KEEFE:

Ah woe is me...all I ask is a little quiet...all I want is a chance to sit on my piazza. Come in.

BIZ:

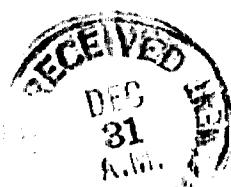
DOOR OPENS AND SHUTS

FRONT:

Ah Signori!.... where is Giovanni?



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O'KEEFE: Giovanni doesn't live here anymore.
FROST: Oh fiddlesticks...he was going to introduce me to the
great Svengali...to prepare me to sing for the opera.
O'KEEFE: I am Svengali...
This is Rudy Svengali folks...Heigh-ho everybody..

FROST: Not Svengali...the monster, the maniac, the fiend, the
beast, the cad, the bounder, the heel?

O'KEEFE: That's me.

FROST: Well I'm glad to know you...

O'KEEFE: Thank you.

FROST: You're welcome.

O'KEEFE: I'm nuts...I'm crazy... but I've got the hypnotic eye...
I can hypnotize you and make you sing like a lark in ten
days.

FROST: In ten days? Di di...di di di di, etc.

O'KEEFE: Better make it ten years. Leave it to Svengali...I'll
put your name in lights.

FROST: Ah, think of my name in lights...Me...Rosa Camella Brown
Margherita Bernadino de la Sanella Ravelli. You'll put
that in lights.

O'KEEFE: No...we'd better put up your initials.

BIZ: KNOCK ON DOOR

O'KEEFE: Bah huchbug...come in.

BIZ: DOOR OPENS

JACK: Ah Rosa Camella Santa Margherita Bernadino de la Sanella

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JACK: (CONT'D) Ravelli...you toy with my heart? Me....
Edmundo Alberto Bartolomeo de la Fico Dominico Ganzi.
O'KEEFE: Gee I'm in a tough spot here...my name is just plain
Svengali.
JACK: Ah...Not THE Svengali...the lowest form of animal life,
~~is the source of Venice?~~
O'KEEFE: Yes...that's me.
FROST: Quiet Edmundo...Svengali is going to teach me all the
operas.
O'KEEFE: Yes...I'm going to broaden her repertoire.
JACK: It's broad enough already...
FROST: But he'll make me a star and I'll have plenty of money.
JACK: Money, bah humbug. What is money? Nothing (PAUSE)
Except everything.
O'KEEFE: Bah humbug...I'm going down to the humbugger stand and
get a humbugger sandwich.
FROST: But wait, Svengali...Ganzi here would like you to hear
me sing "Camille".
O'KEEFE: Ah, Camille....I'd walk a mile for a Camille.
Come Rosa...sing for Svengali...Give us a burst of song.
Pour out those golden notes...Sing like the lark in
the meadows...Trill like the nightingale under the moon.
Sing it babe.
FROST: (SINGING) Donna e mobile, etc....
O'KEEFE: No, no, no, Rosa...That is trash...

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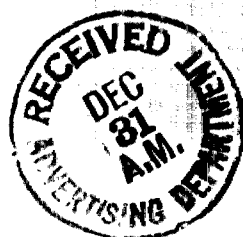
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FROST: (CHIES)
O'KEEFE: There, there, Bambina...mia...I will hypnotize you
and give you a beautiful voice..
FROST: Hypnotize me...No, no...
O'KEEFE: Yes, yes...you are falling under my power...Slowly
and slowly you are going to sleep. You're sleepy.
JACK: (ECHOING, SLOW VOICE) So is the audience.
O'KEEFE: Now I have you in my power...you are no longer Rosa...
you are a part of me...We will always share and share
alike...We are one person...when you get hungry I'll
eat...When I get sick YOU'LL go to the hospital...when
you get a new dress I'll wear it. Now at last....I am
your master....you must do my bidding.
FROST: What do you bid?
O'KEEFE: I bid four no trump.
FROST: (ECHOING) All right you've made your bid...now you can
lie in it.
O'KEEFE: Now I will hear your voice...you will sing the score
from Carmen.
FROST: Ah Maestro...what IS the score?
O'KEEFE: Southern Methodist ² Stanford ² (TO BE CORRECTED)
JACK: Maestro...she's hypnotized.
O'KEEFE: Quiet, you fool...now you will hear REAL music...Real
opera.

END:

FLUTE AND ALICE FCHO BIRD MUSIC
DIRECT SEQUE TO
MUSICAL BRIDGE(ANY SOFT OPERATIC MUSIC..PROBABLY CARMEN)

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LOUGHAN:

(OVER MUSIC) And so, ladies and gentlemen...under the hypnotic spell of Svengali, Rosa rises to great heights. Her schooling over, we now pick her up on the night of her debut at the opera. The scene is in the wings just before the curtain goes up.

PROST:

I am frightened...I am so nervous.

O'KEEFE:

Fear not, Pambina...I'll be right by your side.

PROST:

Here comes the conductor...

SORIN:

Hullo sweetcats,---who is this punk with you?

O'KEEFE:

I am Svengali!

SORIN:

Not Svengali...the faker, the deadbeat, the eight ball, the jinx, the schlemmel.

O'KEEFE:

Yep...that's me.

SORIN:

Not Svengali...the cheap chisseller...the cheapskate...the snake in the grass...

O'KEEFE:

Yup.

SORIN:

Humph...never heard of you. But surely you've heard of me...the composer and librettist of the great opera...Beny, Meeny, Miny, Moe.

O'KEEFE:

Yes...I've heard of Beny, Meeny, Miny, Moe.

SORIN:

Tell I'm Moe...

(OFF MIKE) Curtain...the orchestra's tuning up...Curtain.

(INTRODUCTION OF MUSIC)...INTO ARIA FROM CARMEN
(CLEAR; CARMEN, ANVIL CHORUS, FAUST, ST. LOUIS WOMAN)
WITH EVENTUAL SEGUE TO STUDIO AUDIENCE SINGING
"THE MUSIC GOES ROUND AND ROUND"

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MUSIC:

CASL LOMA STOMP (ORCHESTRA)

APPLAUSE

ANNOUNCER:

The CAMEL Caravan comes to you as a presentation of R. J. Reynolds Tobacco Co., makers of CAMEL cigarettes and Prince Albert Smoking Tobacco. Men, you're invited to deal yourself a hand in a great game of pipe joy -- by smoking good old "P.A.!" Prince Albert, you know, has the same backing from the makers that CAMELS are given. This is the MONEY-BACK OFFER TO PIPE SMOKERS: "SMOKE TENNY FRIENDLY PIPEFULS OF PRINCE ALBERT. IF YOU DON'T FIND IT THE MELLOWEST, TASTIEST PIPE TOBACCO YOU EVER SMOKED, RETURN THE POCKET TIN WITH THE REST OF THE TOBACCO IN IT TO US AT ANY TIME WITHIN ONE MONTH FROM THIS EVENING AND WE WILL REFUND FULL PURCHASE PRICE PLUS POSTAGE!" SIGNED, R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, NORTH CAROLINA. Get in on this offer, pipe smokers! Our motto is, "YOU MUST TRY PLEASE!" All right, Walter...it's yours..

MUSIC:

SMOKE RINGS

O'KEEFE:

And so, ladies and gentlemen...Smoke Rings brings to an end one more excursion of the CAMEL Caravan...and ~~that's~~ good night for Deane Janis, Glen Gray and his boys and Ted Husing. May I remind you that we'll be back again Thursday night, same time, same place, same cast, ~~and~~ This is Walter O'Keefe, saying good night till this

May Gray

and also,

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O'KEEFE:

(CONT'D) same time next Thursday.

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