

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

OK [Signature] 1/6/36
1/2/36

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 30

THURSDAY, JANUARY 9, 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 voice of the old village choir..and reading from left to right in tonights picture, we have Glen Gray and his Casa Loma lads, Deane Janis and Ted Husing...and right here I want to inject a social note on this program. This being leap year, Ted Husing has all the other lads on the program very jealous because of the proposals he has received from young ladies eager to marry him..As a matter of fact, right now he's put shopping for a trosseau..all the band boys are getting together and they are going to give him a shower..Or at least a dry cleaning...Well so much for society news. Now for the latest news of radio row. The Casa Loma boys are going to play "The Music Goes Round and Round", they are going to play "Walking The Dog".

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MUSIC:

WALKING THE DOG(ORCHESTRA)

APPLAUSE

O'KEEFE:

AD LIBS INTO

HILARIOUSLY OR DUET

APPLAUSE

ANNOUNCER:

When you meet a new CAMEL smoker, and ask him what he thinks of CAMELS, he'll probably say something like this:

MAN:

(CHEERFUL) Say! I didn't know how good a cigarette could taste -- till I tried CAMELS.

ANNOUNCER:

Or something like this:

GIRL:

(HAPPY) The costlier tobaccos in CAMELS are so mild-- they're easy on my throat!

ANNOUNCER:

And listen to this:

MAN 2:

(SOUNDS IMPORTANT) I find that when I'm tired, I get a "LIFT" with a CAMEL!

ANNOUNCER:

Another opinion;

GIRL 2:

(PLEASED, PLEASANT) Those mild CAMELS! I smoke all I like, yet they don't affect my "wind" or jangle my nerves!

ANNOUNCER:

These are typical opinions of new CAMEL smokers -- people who accepted the no-risk "TRY-TEN INVITATION". They smoked ten CAMELS -- then twenty -- noted the extra benefits of CAMELS costlier tobaccos--and knew they'd found the new, mild, modern cigarette. That CAMEL "TRY-TEN INVITATION" is still most cordially extended.

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ANNOUNCER:

(CONT'D) Here it is, a signed statement from the makers: "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 tonight, and WE WILL REFUND YOUR FULL PURCHASE PRICE PLUS POSTAGE. SIGNED, R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, NORTH CAROLINA".

MUSIC:

WHEN APRIL COMES AGAIN(ORCHESTRA AND SARGENT)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

MUSIC:

MEET THE PRESIDENT(ORCHESTRA AND HUNT)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

ANNOUNCER:

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

HUSING:

TO BE INSERTED

TAG

APPLAUSE

MUSIC:

WITH ALL MY HEART(DEANE JANIS)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

O'KEEFE:

Ladies and gentlemen...if you have been following the advertisements in the Sunday newspapers you already know that this is the open season for cruises to the West Indies. Tonight therefore we take you on an Armchair Cruise to those romantic little islands that lie in the

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O'KEEFE:

(CONT'D) Carribean Sea between the two American continents. Strange lands...strange sights.... strange sounds...all these are yours to enjoy aboard that beautiful ocean greyhound... the S. S. Vandyne. The gangplank is being lowered and we listen in as the whistle toots and the S. S. Vandyne heads out for the open sea.

BIZ:

WHISTLE BLOWS

EVERYBODY YELLS "Goodbye"

O'KEEFE:

As the boat sails through the moonlit waters passengers throng the Grand Ballroom drawn there by the magnetic music---the contagious captivating rhythms of the ship's orchestra. Beautifully gowned women and smart sleek gentlemen fall under the spell of this sophisticated music...played as only THEY can play it - listen!

BIZ:

GOOD OLD SUMMERTIME (PIANO, SAX, TROMBONE,
AND DRUMS)

(OR WORSE WALTZ IN BAD TEMPO)

O'KEEFE:

Thank you boys...Ladies and gentlemen...that was Pierre Dupree and his String Quartette, Society's favorites, direct from Biarritz, Deauville, Palm Beach and Bridgeport. Through the windows comes the throbbing cry of a violin...and its music echoes in the hearts of two lovers who surrender to its spell, out on the promenade deck.

BIZ:

TRUE LOVE (VIOLIN - PLAYS VERY BEAUTIFULLY)

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JACK: Hey Babe...don't it getcha?

FROST: What are you squawking about.

JACK: Da music....(SINGS) Someone started Truckin'...Boy
that's the money. Yeah?

FROST: Yeah!

JACK: It brings out da poet in me,...I'm bustin' to Romance
you Babe...but I can't seem to snag the right words.

FROST: Aw come on...spill the beans...?

JACK: Well...the set-up here...the sky is filthy with stars..
the music in there...the water down there...and out
there on the island the birds are yappin' and the trees
are shakin' like my old man with the D Ts...

FROST: How romantic.

JACK: Yeah...I could close me eyes and think I wuz Romeo
and you wuz Juliette..

FROST: Well...you're an Okay guy...so before we get hitched
I'll come clean with ya...I ain't really no debutante.

JACK: Gee Honey, you had me fooled,..and I'm gonna shoot
square with you too.

FROST: Yeah?

JACK: Yeah...I really ain't no college perfesser like I wuz
tellin' ya...

FROST: Gee you talk like one...

BIZ: TRUMPET BLAST

O'KEEFE: A well-trained staff of courteous stewards personally

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O'KEEFE: (CONT'D) attend to the comfort of every guest...We
now pick up a steward making his rounds...

BIZ: SAILING, SAILING (ORCHESTRA)

BIZ: FEET WALKING...DOUGLAS WHISTLES

KNOCK ON DOOR

O'KEEFE: Mr. Throgmorton...Mr. Throgmorton...

SORIN: (SNORES SLEEPILY) Whaddye want?...

O'KEEFE: Did you leave a call for eight o'clock in the morning?

SORIN: Yes...why?...

O'KEEFE: Well it's four o'clock now...you've got four more
hours to sleep...

SORIN: Thank you...

JANIS: Oh steward...

O'KEEFE: Coming madam...

JANIS: I want to leave a call for ten o'clock...

O'KEEFE: Sorry Madam...we're all out of ten o'clock calls...
How about two five o'clock calls?

JANIS: That's fine...Now before I retire I'd like a little
bite to eat...What would you recommend...

O'KEEFE: Madam...I'd recommend our Specialite du Maison....
Boulette du Bonet au Chambertin a la Malmaison...

JANIS: What's that?...

O'KEEFE: Hash....

JANIS: Delightful....bring me an order...

BIZ:

TRUMPET BLAST

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**BEST
COPY**

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O'KEEFE:

Gee that steward sounded just like me. Of course a cruise through Tropic Waters...offers no greater pleasure than that brisk early morning walk around the promenade deck..Let's join a happy couple as they take a turn around the deck.

BIZ:

DOOR SLAMS

JANIS:

Ah...that air. Shall we take a walk?

DOUGLAS:

Righto...let's go!

BIZ:

RAPID STACCATO HOOFBEATS ON WOODEN BLOCK

O'KEEFE:

Many diversions are offered to brighten up life on the ship. Most popular after dinner entertainment with the ladies is the bridge tournament which takes place every evening in the Main Salon on B-deck. Let's listen in on a quiet rubber.

BIZ:

RECORD-WOMEN TALKING-SPEED IT UP
KEEP IT ON

O'KEEFE:

While the ladies try their luck at cards the men folks frequent the men's bar.. Maybe it's the camaraderie of the cruise...maybe it's the bubbling champagne....but whatever the reason something loosens the tongue and witty conversation runs riot as stories are swapped and tales are spun.

BIZ:

ALWAYS FAIR WEATHER (ORCHESTRA)

DOUGLAS:

Hello Smith.

O'KEEFE:

Hello Brown.

DOUGLAS:

Uh...what's that?

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O'KEEFE: I said, hello Brown.
DOUGLAS: Oh....hello Smith.
O'KEEFE: Uh...quite a big ocean here.
DOUGLAS: Yup...quite a big ocean.
O'KEEFE: The bott's big too.
DOUGLAS: Yup...but the ocean's bigger. Don't you think Mr...uhh.
O'KEEFE: My name is Smith.
DOUGLAS: Ih...what's that?
O'KEEFE: I said my name's Smith.
DOUGLAS: My name's Brown.
O'KEEFE
AND
DOUGLAS: Glad to know you.
O'KEEFE: Well it's your turn,
DOUGLAS: What time is it.
O'KEEFE: Let's see now...four minutes after ten.
DOUGLAS: Ih...what's that?
O'KEEFE: I said it's four minutes after ten.
DOUGLAS
AND
O'KEEFE: Well, I'm glad to know you.
DOUGLAS: Say...uh...says...uh...quite a big watch you got there.
O'KEEFE: Uh yup...but my pocket's big too.
DOUGLAS: Yup...but the ocean's bigger.
O'KEEFE: Yup...it's bigger than you or me...don't you think?
DOUGLAS: Well...we can't stand here and gab all night.
O'KEEFE: No...well, good night Brown.

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DOUGLAS:

Good night Smith.

O'KEEFE:

Oh...From...in the little chat we just had...any statement I made...uh...keep them under your hat.

DOUGLAS:

Quite a big hat...

O'KEEFE:

Yes...but your head's bigger.

BIZ:

TRUMPET BLAST

O'KEEFE:

But enough of this gayety.....

And now my happy travellers...we sight land. Everyone prepares to go ashore. Let's walk down the gangplank to this quaint old Spanish town that dates back to the pirates of the fifteenth century. As we land the natives are singing a tribal chant that is three hundred years old.

BIZ:

TOM TOMS BEAT

MUSIC GOES ROUND AND ROUND (CAST AND ORCHESTRA SING)

O'KEEFE:

Now folks...if you folks from the boat will follow me I'll take you into this native bazaar.

BIZ:

BABBLE OF VOICES

O'KEEFE:

Oh boy...how much does this cost?

JACK:

(JABBERS)

JANIS:

Captain what did he say?

O'KEEFE:

I don't know... but here comes the proprietor. Oh Mr. Proprietor...how much is this sweater.

SORIN:

Well, I'll tell you my dear chapple. Is costing six dollars this fancy creation...but for today's special

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SORIN:

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**BEST
COPY**

(CONT'D) ...I'll give it to you...let's see...six
dollars...I'll give it to you for five ninety eight...
and two cents sales tax.

O'KEEFE: I seem to recognize that patois...that speech of yours.
What island is this.

SORIN: Coney Island, old kid.

JACK: (OFF MIKE) Nuts...peanuts...popcorn...hot dogs...

APPLAUSE

MUSIC: AFTER YOU'VE GONE(ORCHESTRA)

APPLAUSE

ANNOUNCER: The CAMEL Caravan is presented by R. J. Reynolds
Tobacco Company, makers of CAMEL cigarettes and Prince
Albert Smoking Tobacco. Good old "P.A." is the
acknowledged National Joy Smoke. It's filled with such
mild, mellow goodness---made with the "no-bite" process!
And just as in the case of CAMELS, Prince Albert has
its money-back "get-acquainted" offer from the makers.
This big no-risk offer reads as follows: "SMOKE TWENTY
MILD, FRAGRANT 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. Pipe smokers, take advantage of

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ANNOUNCER:

(CONT'D) this offer. Our motto is, "YOU must be pleased!"

All right, Walter...it's yours...

MUSIC:

SMOKE RINGS

O'KEEFE:

Well ladies and gentlemen, tear another page off the calendar....thus ends another visit from the CAMEL C ravan...along with Glen Gray, Leane Janis and Ted Husing. We will ^{be} back at this same location Tuesday, until then, this is Walter O'Keefe saying good night.

THESE UP AND OUT

STATION CUE

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