

RADIO

WILLIAM ESTY AND COMPANY
INCORPORATED

OK [Signature]
4/28/36

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 23

THURSDAY, JANUARY 6th, 1936.

9:12 P.M. EST.



COPY:

(COLUMBIA BROADCASTING SYSTEM)

ANNOUNCER:

CAMELS never get on your nerves!

MUSIC:

SMOKE RINGS

OVERLAP:

(OVER MUSIC) Gangway neighbor...here comes the CAMEL C...
again through the courtesy of R. J. Reynolds Tobacco Company.
holders of CAMEL cigarettes...Now is the time for all good
men to come to the aid of the party and this is
Walter O'Keefe bidding you welcome once again on behalf of
Glen Gray and the Boys, I like Janis, and Ted Husing...Oh yes
and of course, Pee Wee Hunt...the boy wonder...the child
prodigy...His mother's going to keep him a child prodigy...
He's not going to put on long pants until he's forty...In
other words...He's begin at forty and here's where the C...
begin...And Broken Hearted."

MUSIC:

BROKEN HEARTED (ORCHESTRA)

APPLAUSE

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RADIO

WILLIAM EBY AND ASSOCIATES



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**RADIO
WILLIAM ESTY
AND COMPANY**



-2-

51458 4783

O'NEEF: AL LIES INTO

MUSIC: HILLBILLY OR DUFT

SOUND: APPLAUSE

SEVERAL TELEPHONE BELLS RINGING INTERMITTENTLY

NOISE OF TYPEWRITERS CLICKING

DOOR OPENING AND CLOSING

BUZZ OF VOICES IN BACKGROUND

CRIES OF: BOY! BOY! COPY! COPY!

(SUSTAIN NOISE AS BACKGROUND FOR DIALOGUE)

MAN'S VOICE: (ON CUE) Hello! Hello! Yeah Jim. Too bad...All right and
and get a statement from the mayor...

WOMAN'S VOICE: (ON CUE) This is the City Dispatch calling. Is it true that
your daughter is to be married tomorrow?

MAN'S VOICE: (ON CUE) O.K.! O.K.! I'll rewrite it with a human interest
angle.

BIZ: BRING UP BACKGROUND NOISE TO PEAK THEN OUT QUICK

ANNOUNCER: (ON CUE) And there you have a brief sound picture of what
goes on in almost any newspaper office, day after day. Nervous
strain -- fast, exacting work under pressure -- meals
governed by the clock rather than the menu, with irritating
indigestion so often the final result. To offset this hurry
and strain of modern life, it is good to know that smoking
CAMELS during and between meals has been found to assist and
encourage digestion. Then too, you will also enjoy the
superior mildness of CAMELS' matchless blend of costlier
tobaccoes. Give yourself this added pleasure to ease the
burden of modern-day living - Smoke CAMELS. This is strong

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ANNOUNCER:

(CONT'D) and strain is not only a part of present life, you find it in the country as well. Here's what
Fred L. Fowler, U.S. mail carrier with one of the most
difficult and dangerous rural routes in the country has to
say --

MAN:

(DOWN EAST ACCENT) I carry the mail for Uncle Sam -- 12½
miles by dog team from the Ququessoc Main Post office to
Keweenaw and Grant. Sometimes the snow is four feet deep
and it gets down to 45 or 55 degrees below zero but the mail
has to go through anyway -- two round trips every week. The
work is hard and I have to catch a meal when I can, but
when my meal is a snack or banquet, I top off with CAMEL.
There's a deep satisfaction about lighting up and CAMEL is
good for digestion. They get you right and make eating more
enjoyable.

ANNOUNCER:

Thank you, Mr. Fowler. And may I repeat CAMELS do get you
right. Enjoy the costlier tobaccos that have made CAMEL
famous and smoke them for digestion's sake as well.

MUSIC:

CLING TO ME (ORCHESTRA AND SARGENT)

APPLAUSE

MUSIC:

RHYTHMATIC (ORCHESTRA AND HUNT)

(OKKHEE AD LIES INTRODUCTION)

APPLAUSE

ANNOUNCER:

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

HUSING:

TO BE INSERTED MUSIC TAG & APPLAUSE

MUSIC:

ALONE (JEAN JAMES)

(OKKHEE AD LIES INTRODUCTION)

APPLAUSE

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O'KNEE:



-4-

Ladies and gentlemen...once again clubs for lonely hearts are springing up all over the country...social centers where the lonely and the bashful can seek out mates with kindred tastes and enthusiasms...Surely you've read the Lonely Heart Column in the papers where each one states his or her age, height, weight, likes and dislikes, etc....Tonight we take you to the club house where the Lonely Hearts are holding their weekly gathering...and a hostess is interviewing a new member...

JOHN:

ORCHESTRA PLAYS "ALL ALONE"

FIDDLE UP AND DOWN

FROST:

(PINKIE) Oh Mr. Gladstone...with your charm and personality I don't think it should be difficult to find a little girl friend for you...

SORIN:

Thank you...I simply got to getting a mate...my heart is long to pieces like anything...

FROST:

Well I've got just the girl for you...do you see that beautiful creature over there?...

SORIN:

You mean the one in the wheel chair?...phooey...I'd rather be lonely...

FROST:

No...that lovely red-headed girl...Wait a minute I'll call her over...Uh...Miss Thompson!...

JOHN:

(GIGGLES)

FROST:

I want you to meet Mr. Gladstone...

SORIN:

T. Pincus Gladstone...Call me Pinky...

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FROST:



-5-

Now Mr. Gladstone...I'm going to leave you two lovebirds alone...you go right ahead and tell her all about yourself...

JANIS: (GIGGLES)

SORIN: (GIGGLES) I still think I'd rather be lonely...Come on...tell me about yourself sweetmeats...

JANIS: (NOT TOO FAST) My dear Mr. Gladstone...I am sweet sixteen...five foot two...eyes of blue...weight a hundred and eighteen...like all kinds of sports...riding, swimming, tennis...like good books and movies...have a sweet disposition and am easy to get along with...(GIGGLE)...and I've got \$20,000 in the bank...Now tell me all about YOU!...

SORIN: (GIGGLES) Well, my dear Miss Thompson...I weigh three hundred and fifty pounds...height three feet six...the athletic type...age fifteen...like all sports...poker, pool, pinocchio and ping pong...I love your blue eyes, your red hair, your sweet disposition and your \$20,000 won't stand between us...Let me see...(TRAILING OFF MIKE) \$20,000...at three percent...

BIZ: TRUMPET BLAST

OURLEFF: Ah...Blind young love...recklessly plunging into marriage with no thought of the future or the twenty thousand dollars...But here in the Lonely Hearts Club, age is no barrier...Romance flourishes even among those elderly people who are in the twilight of life...Let's eavesdrop on a conversation between two of the older set...

OUT:

ORCHESTRA PLAYS "SILVER THREADS AMONG THE GOLDEN"
TO VIOLIN SOLO OF "I LOVE YOU TRULY"

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-6-

FROST: (OLD LADY) I feel kinda chilly, lovey dovey...

O'KEEFE: (OLD MAN) Eh?...

FROST: Says I'm chilly around the shoulders...Aren't you going to do something about it, honey?...

O'KEEFE: Sure baby...here's my hot water bottle...

FROST: Thank you...you're a sweet boy, Skippy...Why don't you come over to see me tomorrow night?...

O'KEEFE: I can't...I got to stay home and listen to Uncle Don...It's my birthday...

FROST: Mercy me...what a romantic night...

O'KEEFE: Yes...this...Let's just sit here and hold hands...Oh Sarah... I'm losin' my head...Sarah...Sarah...

FROST: There...there...Oh, you're so emotional you're shaking...

O'KEEFE: Why shouldn't I be shaking...I'm ninety-eight years old... Kiss me, babe...

FROST: All right...I'm only ninety-two myself...but I hope you're not the type that kiss and tell...

FIZ: KISS EFFECT

O'KEEFE: Umah...you're gorgeous...

FROST: Eh?...

O'KEEFE: You're gorgeous...

FROST: Eh?...

O'KEEFE: (SINGING) You're gorgeous...you're gorgeous...you're gorgeous... you're gorgeous tonight...skidoodle-toot...

FROST: Yes...but how are you going to prove you love me?...

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CHICAGO:

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-7-

Here...you can wear my fraternity pin...Sigma Epsilon Pi...
You know, Sarah...I'm going to work hard for you...I'm going
to get a paper route after school...

FRONT: Tell honey...when we git married...where are we going to
live?...

CH. 118: Live?...Well seein' as how we're just a couple of youngsters
startin' out together we kin live with my maw and paw!

BIZ: TRUMPET BLAST

CH. 1111: Of course, the Lonely Hearts Ball has a wide appeal...Even
lads from the ranches and the prairies of the Far West feel
the sting of loneliness and seek companionship...We now pick
up a cowboy from the Far West meeting one of the local
girls...

BIZ: ORCHESTRA PLAYS "THE LAST ROUND UP"

FRONT: (NEW YORKER DIALECT) Well, what's the matter with you,
fella...You're looking lonesome...Are you lonesome?...

JACK: (WESTERN DRAWL - MOURNFUL) Well, I'll tell you, gal...I'm
the Lone Cowboy, oh ho ho, oh ho ho...I ain't the same since
my boss, Tony...Well, I'm powerful glad to meet up with you,
gal...I'm Texas Tim...What's your handle?...

FRONT: I'm Flatbush Fanny...

JACK: Well Fanny...you're a mighty purty lookin' filly...

FRONT: Oh Texas...

JACK: Yessum...I had my eye on you all night...I was over here at
the watering trough...I seed you a-trottin' around and I said
to myself "Tim, there's a good sound mare...She's got a
mouthful of teeth"...and Fanny I can't wait to see you
around my pastures...

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-8-

FROST: Gee Texas...you certainly can make with the woids...Do you want me to marry yez and live with youse out on the prairie?

JACK: Yup...just the three of us...You, me and the hoss...That is if the hoss don't have no objections to yuh...

FROST: But wait a minute, Texas...I can't share youse with nobody... you got to choose between me and the hoss...

JACK: What's 'at, Fanny?...

FROST: You got to choose between me and the hoss...

JACK: Well missy...you sure make it difficult for me, but let's go down to the preacher and I'll put my brand on yuh!...

BLZ: TRUMPET BLAST

O'KEEFE: Of course, the Lonely Hearts Club is not only a gathering place for the romantic minded...It is also a meeting place for those lonely souls who seek companionship, camaraderie and conversation...We now tune you in on a quiet corner of the club where two members are having a gay chat...

PIZ: ORCHESTRA PLAYS "FOR BE'S A JOLLY GOOD FELLOW"

O'KEEFE: Say uh...Pettibone...I got a joke for you...

DOUGLAS: Say that's dandy, Witherspoon...you tell me one and I'll tell you one...

O'KEEFE: Well, I got a hot one for you...now stop me if you've heard this one...You haven't heard it, have you?...

DOUGLAS: Well...it sounds familiar...but I'll stop you if I've heard it...

O'KEEFE: Well...it seems there were two Irishmen...Pat and Mike...

DOUGLAS: Pat and who?...

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-9-

O'KEEFE: Mike...

DOUGLAS: (ROARS) Say, that's rich...Now I'll have to tell you my story.

O'KEEFE: But I haven't finished mine...Well sir, these two Irishmen, Pat and Mike...you're sure you haven't heard this...

DOUGLAS: No...no...how does it go...

O'KEEFE: Don't forget...if you've heard this story STOP me...Don't be afraid...

DOUGLAS: No...I'm not afraid...go ahead...

O'KEEFE: Well, Pat and Mike are walking down the street and there was a sign there "Men At Work"...A fellow climbed out of the man-hole and said to Pat "Where do you think you're going?"... Well, what do you think Pat said?...

DOUGLAS: What did he say?...

O'KEEFE: Well, it wasn't so much what he said as the way he come out with it...

DOUGLAS: Yeah...but what did he say?...

O'KEEFE: You got me there...I don't remember exactly...Maybe I'd remember if I started all over again...You see there were two Irishmen...Pat and Mike...

DOUGLAS: Pat and who?...

O'KEEFE: Mike...They were walking down the street...Now I want you to stop me if you've heard it...Don't be afraid...

DOUGLAS: Who? Me afraid?...I'm not afraid to stop you...

O'KEEFE: Oh, you're not, eh?...

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-10-

DOUGLAS:

So...you're a wise guy, eh?...Say, you're not big enough to stop me...Come on out in the alley...(AD LIB EXIT)

APPLAUSE

MUSIC:

BUGLE CALL RAG (ORCHESTRA)

ANNOUNCER:

The CAMEL Caravan is presented by R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of CAMEL cigarettes and Prince Albert Smoking Tobacco. Good old "P.A." is the National Joy Smoke. Its mild "biteless" flavor pleases more men than any other brand. Prince Albert carries with it a money-back "get-acquainted" offer from the makers reading as follows: "SMOKE TWENTY 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! SIGNAL, R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, NORTH CAROLINA. Pipe smokers, take advantage of this big no-risk offer. Our motto has always been "YOU MUST BE PLEASED!"

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

SMOKE RINGS

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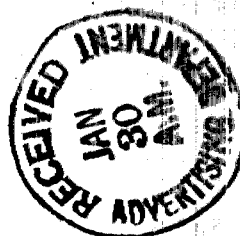
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-11-

O'KEEFE:

And so, ladies and gentlemen...this is Auf Wiedersehn from
Leanne Janis, Ted Husing and Glen Gray's Casa Loma Orchestra.
Oh, before we sign off...there's one little story I'd like
to tell you...It seems there were two Irishmen...Pat and
Mike...

DOUGLAS:

Pat and who?...

O'KEEFE:

Oh let's not go into that again...This is Walter O'Keefe,
ladies and gentlemen...saying good night until this same
time Tuesday...

THREE UP AND OUT

STATION CUE

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