

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 40

THURSDAY FEBRUARY 13th 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, bowing in again with Doane Janis... Ted Husing, Glon Gray and the Casa Loma boys... and I just want to say that we all feel pretty good here tonight. You see we just got a beautiful Valentine in the mail... but not an ordinary Valentine... this is really an elaborate affair... something that must have cost at least a nickle... It reads:

To My Valentine

I like to listen to Ted Huse

I like to hear you introduce

Your program every Thurs. and Tues.

Gangway neighbor, I love youse.

O'KEEFE: (CONT'D) And that reminds me, in all New York... There's nothing like the Casa Loma Ork... They open the program with their musical valentine "Eccentric."

MUSIC

ECCENTRIC (ORCHESTRA)

APPLAUSE

ORCHESTRA

SMOKE RINGS (1st four bars)

ANNOUNCER: Here's a conversation that often takes place in present day life:

VOICE 1: (YOUNG WOMAN) Come on, Sue -- we've just time to drop in at that new place for a bite before the movie .

VOICE 2: (ALSO YOUNG WOMAN, CONTRASTS TO 1) Honestly, Alice, it wouldn't do me a bit of good to eat.

VOICE 1: Why, what's the matter ,

VOICE 2: My nerves are all jumpy - Oh! and you can't blame me with all the noise and confusion that goes on. I feel too "keyed up" to eat.

VOICE 1: My goodness, Sue, that's no way to be. When I get like that I always smoke a CAMEL. That's what you should do - smoke a CAMEL right now ! Then we'll go on !

ANNOUNCER: This is the good advice of a thoughtful friend ! And it's borne out, too, by the known fact that smoking CAMELS between and during meals improves and aids the digestive process. What an excellent thing to bear in mind in these days when noise and confusion, just as the young lady said, seem to stretch nerves right to the breaking point ! It's no use sitting down at the table when nerve strain has halted the process of digestion ! CAMELS

ANNOUNCER: (CONT'D) set you right - make food taste better !
Yes - smoking a CAMEL is a pleasure that's also a
positive good ! Note the added corroboration of CAMEL's
beneficial effect which comes from Dick Shelton. Mr.
Shelton is world champion cowboy and rodeo rider. He says:
MAN: (COWBOY VOICE) I guess good digestion is important to
everybody -- it certainly is to me in my rodeo work with
its irregular hours, lots of travelling and physical and
nervous strain. So I often smoke a CAMEL for the sake
of my digestion. And a mighty pleasing smoke it is, too !
ANNOUNCER: Thank you, Dick Shelton. Your words should be heeded
by smokers generally. Enjoy Camels' costlier tobaccos -
and smoke CAMELS for the sake of digestion too !
MUSIC: TAG (LAST FOUR BARS OF "SMOKE RINGS")
O'KEEFE: AD LIBS INTO
MUSIC: SINCE NELLIE GOT THE GONG (WALTER O'KEEFE)
APPLAUSE
O'KEEFE: Ladies and gentlemen ... as you know, the foreign film
companies are becoming more and more important. They
too have a cycle of pictures dealing with the underworld.
Of course, they are copied from Hollywood versions but
they have their own way of doing things. At present
three underworld films are delighting foreign audiences.
They are called "Manifest No Mercy", another one called
"I am A Fugitive From A Daisy Chain Gang" and a third
called "Public Antagonist... Numeral 1. We now give you
a preview of all three at once... a sort of cinematic hash.

O'KEEFE: (CONT'D) All right Glen... give me some foreign
gangster music.

BIZ: ORCHESTRA PLAYS "NARCISSUS"

DUNCAN: The time... afternoon.. the hideout of Scarface Cecil...
who controls the muffin racket in the West end.

BIZ: MUSIC UP AND OUT... DO exactly t is.

JACK: (VERY SAUVE AND POLISHED) Oh Scarface

O'KEEFE: Yes Butch.

JACK: The Westminster group, headed by Pretty Boy Feasington,
are muscling in on our area.

O'KEEFE: You don't mean...

JACK: I mean that not a one of our muffins is being served
in the West end.

O'KEEFE: Oh dash it all... then I shall jolly well have
to take him for a ride.

JACK: What clothes will you wear, Scarface ,

O'KEEFE: What do I usually wear for occasions of this sort. Tails...
of course. Rally the mob around... I'll need Cockeyed
Wilkinson Junior... Snake Eyes Cadwallader... and Rat
Faced Reginald the Third.

JACK: Very good, sir... the police are on the lookout. Keep
your nose clean.

O'KEEFE: Don't worry... I always keep my nostrils antiseptic.
Well boys... we must be off.

(NEXT TWO LINES RUN TOGETHER)

HUSKING: Righto Chief...

DONCLAS: Pip Pip, old fruit...

BIZ: DOOR OPENS AND SHUTS...

SOUND OF MOTOR

O'KEEFE: To the Whoofington Arms Restaurant, James.

HUSKING: Yes sir.

BIZ: motor races and dies

HUSKING: Here we are, sir... there's Pretty Boy Feasington talking to Maizie, the waitress.. Listen.

SORT ; (BRITISH) Maizie, my little outey puss... I'm branching out into another racket... the chopped chicken livers racket. It fits in well with my muffins and herring.

HOST: (COCKNEY) Oh honestly, dearie ... you're hot stuff.

SORTIN: Maizie... your Henglish is disgraceful... the way you drop with the haitches. Nevertheless.. I'd like you to be becoming my gun moll.

HOST: Let's talk it over later... 'Ere's Soarface Cecil.

O'KEEFE: Quite right, Pretty Boy... reports have filtered through to me that you're cutting in on my region. I'm forced to take you for a ride.

SORTIN: I'd be thrilled to pieces. Let's go.

BIZ: door opens and shuts

MOTOR

O'KEEFE: Drive on, James.

BIZ: LIGHT HUM OF MOTOR

SORTIN: I appreciate you chaps taking me for a ride like dis...

O'KEEFE: Oh Pretty Boy, I'm so embarrassed. I can't bump you off in the approved manner. I've forgotten my pistol.

SORIN: You mean your rehowlwer.
O'KEEFE: My rehowler. Could I borrow your rod.
SORIN: Well it isn't much.. It's just a little forty-four that
Mama gave me when I graduated from Reform School.
O'KEEFE: Oh I love the feel of it.. Is it loaded ,
SORIN: Yes... try it.
O'KEEFE: Thanks, I will !

BIZ: SHOTS RING OUT

SORIN: (WELLS) Oh you got me.. you got me.

DOUGLAS: Bravo, Scarface Cell old boy... a direct hit.

BIZ: TRUMPET BLAST

APPLAUSE

MUSIC: MY HEART IS KEEPING COMPANY (ORCHESTRA & SARGENT

APPLAUSE

(O'KEEFE AD LIBS INTRODUCTIONS)

MUSIC: THE DAY I LET YOU GET AWAY (ORCHESTRA AND HUNT)

APPLAUSE

ANNOUNCER: And now we present Ted Husing, CAMEL star reporter

HUSING: Thank you Paul.

Today as I scan the stars marching in the sport parade
I think of the boys and girls whose stock in trade is speed
the rapid fire of a champion, the super-fast pace that keeps
you ahead of the pack -- if you're good.

For instance, there is the lanky, slim shouldered
Californian, Ellsworth Vines, one of the greatest tennis
players ever to crash a racket against a ball. Have you
seen how Ellsworth flashes those scissors legs around the

THROWING:

(CONT'D) court , Unforgettable speeds..such as he showed in the great match against Henri Cochet at Forest Hills. And when Ellsworth leans on that ball, -- you can bet that it speeds up too, on the return journey to his opponent across the net.

Or take the speed swimmer Clarence (Buster) Crabbe whom I saw win the fastest 400-meter race in history. It was partly form, partly plain nerve and courage -- but when Buster knifed the water of that California pool we onlookers sensed the fact that new record was in the making

Here's another speed king-- slender Tommy Bridges of the world champion Tigers. Tommy keeps that fast ball in reserve till it's needed, then it comes like a flash, an amazing bullet from the slim pitcher's hand ! The memorable ending of last Fall's world series is a case in point. Speed and nerve ! Essential ingredients in the recipe of a champion ! And let's not forget the ladies. On any list of speed champions there's a place for the name of Helene Madison the graceful American girl who holds a flock of swimming records -- and has never been topped for time in the 100 and 400 meter events. I had the pleasure of seeing this lady hang up those records and I'm here to tell you she has the style and nerve that a speed champion requires.

These folks are typical of the champions who set the marks of speed. They're typical too, in their views on training and "condition." And they all smoke CAMEL

ENDING: (CONT'D) cigarettes. You'll find that Helene Madison says "CAMELS are the safe smoke for those who've got to have wind," and Ellsworth Vines agrees with the statement that "CAMELS have a refreshing way of bringing the energy up to a higher level." Buster Crabbe puts it this way.: "CAMELS are so mild, they never jangle my nerves," he says. And Tommy Bridges, travelling the country with a champion baseball team, reports as follows: "We ball players have to watch digestion, I eat what I like and smoke CAMELS for digestion's sake."

TAG

APPLAUSE

MUSIC: TOO MUCH IMAGINATION (DEANE JANIS)
(O'KEEFE AD LIES INTRODUCTION)

APPLAUSE

O'KEEFE: Ladies and Gentlemen... there comes a time in the life of every man when he finds himself caught in an embarrassing position and has to borrow some money. Of course, there are many ways of borrowing money... you can wire home to mother, call on one of your best friends.. or if you want to do it the hard way... ask Ted Husing for it.. Why even NATIONS borrow money from other nations..Some borrowed money from us and if they default on two more payments we'll own the war outright. Years ago I discovered that the quickest and most convenient way to borrow money is from the cashier of your own hotel. The guest is always

O'KEEFE: (CONT'D) right... service is their motto and the whole transaction is carried out with such finesse and secrecy that it becomes a pleasure for the borrow-ER and the borrow-EE. We take you now to the cashier's desk of the Metropolitan Hotel where a guest is enjoying this convenience.

BIZ: ORCHESTRA PLAYS: "ALL AL NE"

(DOUGLAS PLAYS THE ROLE OF A TIMID, SHY CASPAR MILQETOAST...AFRAID OF HIS OWN SHADOW..O'KEEFE THE CASHIER IS LAUD AND NOISY BY CONTRAST)

BIZ: RABBLE OF VOICES * BELL AND "FRONT BOY"

DOUGLAS: (TIMIDLY) Am YOU the cashier.

O'KEEFE: (EXACT ANT THESIS) Yes... sir. That's me.. at your service.

DOUGLAS: (HALTINGLY) Well, I'd like to ask you a favor.. the fact is I'm financially embarrassed... I should like to flmt a loan... I find myself in need of funds... my reservoir of roady cash has run dry... I seek financial assistance... I need a buck and a quarter.

O'KEEFE: (BOOMING VOICE) Well, Mr. Jones... you've been a guest of this hotel for ten years. I guess you're good for a buck and a quarter.

DOUGLAS: (WITH TREPIDATION) Shh... quiet.. it's only a buck and a quarter.. This is very embarrassing... I don't want anyone to know a out it.

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O'KEEFE: (BLASTING) Don't worry... nobody will know a thing about it... you'll get your buck and a quarter.. Hey Bellboy.

HUNTING (OFF MIKE) Yes sir.

O'KEEFE: Jones here needs a buck and a quarter. Get McCauley, the credit manager.

HUNTING: (REPEATS LINE TWICE) Mr. McCauley... Jones needs a buck and a quarter.

DOUGLAS: Shhh .. Quiet...

O'KEEFE: Don't worry, Jones.. it's strictly confidential..

DOUGLAS: Would you mind dropping your voice down to a loud shriek.

O'KEEFE: Now before giving you this money... merely as a matter of routine.. I'd like to ask you a few questions.

DOUGLAS: You see, I've got five hundred dollars coming from my family in Honolulu....

O'KEEFE: Five hundred dollars from Honolulu, oh..Miss Woffington.

JANIS: Yes Boss, what is it ?

O'KEEFE: Call up Honolulu.. talk to Mr. Jones' family... and find out if a check for five hundred is in the mail.

JANIS: Yes... sir... anything else...

O'KEEFE: Yes.. I want to find out how his credit is here in the hotel.

JANIS: Call up every room in the hotel..

DOUGLAS: Yes sir.

DOUGLAS: Never mind the dollar and a quarter.. let's forget about it.

O'KEEFE: Oh no... service with a smile. Miss Woffington...cable Scotland Yard... Now we're all set, Mr. Jones. Just stick your hand in this solution.

DOUGLAS: What's that for ?

O'KEEFE: We'll just take your fingerprints...No trouble at all. Oh,

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O'KEEFE: (CONT'D) here's Mr. McCauley now.

JACK: Oh hello O'keefe... I understand this gentleman wants to borrow a buck and a quarter... I brought the doctor along.

O'KEEFE: That's fine... Mr. Jones, just take your shirt off.

DOUGLAS: What... in front of all these people here in the lobby.

O'KEEFE: Yes... in cases over a dollar, you've got to take a blood test.

DOUGLAS: Never mind.. let's forget about the dollar and a quarter.

APPLAUSE

MUSIC: DUSKY STEPHEN EDWARDS (ORCHESTRA)

APPLAUSE

SMOKE RINGS

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, pleasing more men than any other brand. Prince Albert is mild - mellow - free from bite. And "P.A." has back of it a sincere no-risk "get-acquainted" offer direct from the makers. Listen to this: "SMOKE TWENTY PIPEFULS OF PRINCE ALBERT. IF YOU DON'T FIND IT THE FINEST 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 COMPANY, WINSTON SALEM, NORTH CAROLINA. (PAUSE) There it is pipe smokers - an

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ANNOUNCER

(CONT'D) offer to acquaint you at no risk, with the greatest pleasure a pipe can give - smoking "good old P.A. ! "

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

O'KEEFE M:

And so, once again, my dear listeners... we take it on the lam and amscray into the night. We'll be back with the same cast... Deane Janis, Glen Gray and his Casa Loma Orchestra... At the same time come Chewsday evening. This is Walter O'Keefe... nobody's valentine... saying good night until then.

THEME UP AND OUT

STATION CUE