

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

R. J. Reynolds
2/28/36

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 48

THURSDAY, MARCH 5, 1936.

REVISED

9:00-9:50 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...
crashing into your loudspeaker once again and wishing you the top of the evening. That goes for my colleagues Glen Gray and his Casa Loma Orchestra, Deane Janis and Ted Husing...too. A lot of people are curious as to what Husing looks like... I don't know what to say...His clothes are ordinary...his features are neutral...his build is just so-so...average...uh, but when he takes his hat off and you see the top of his head...that's where HE shines. Out in California they have named a mountain after him...Mount Baldy. So much for the world of sport...Now while I go out and direct the traffic with the cop on the beat, Glen Gray will play "Rosetta."

MUSIC: ROSETTA (ORCHESTRA)

APPLAUSE

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O'KEEFE:

AD LYBS INTO

SOLO (WALTER O'KEEFE)
OF
DUET (JAMES AND O'KEEFE)

APPLAUSE

ANNOUNCER:

There's no escaping the strain of modern life. Most of us have to hurry through the day to complete our work on schedule -- and all of us have worrying responsibilities to face. And too often the resulting nerve strain has a bad effect on digestion! We just seem to get too "keyed up" for digestion to proceed as it should. Then is when it's fine to remember that smoking CAMELS is found to have a definitely good effect on digestion. Or as people put it -- "IT HELPS TO SMOKE CAMELS." You enjoy in CAMEL's costlier tobaccos a flavor that is admittedly unequalled. You know the pleasing "lift" that comes from smoking a fragrant, mild CAMEL. Now remember the added benefit of CAMELS -- their helpful encouragement of good digestion! And now a statement from one of America's interesting young women, Mrs. Ethel Arnold, the tennis champion who travels the country over with Bill Tilden's professional stars. Mrs. Arnold is quoted as follows:

GIRL:

When an athlete puts forth terrific effort, or a person in the ordinary walks of life becomes over-tired, an upset digestion is the very common result. I've seen this happen many times, so I'm always careful to choose CAMELS, for like so many smokers, I've learned the benefits of smoking CAMELS while dining and when dinner is done.

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ANNOUNCER: Heed that statement -- it's of value to smokers generally! CAMELS are made from costlier tobaccos. "CAMELS set you right!"

MUSIC: LET'S FACE THE MUSIC AND DANCE (ORCHESTRA AND SARGENT)
APPLAUSE

O'KEEFE: Ladies and gentlemen, that was Kenny Sargent singing "Let's Face The Music and Dance" written by Irving Berlin, an up and coming young song writer who has five or six hundred hits to his credit. I wish my credit were as good as Irving's. And now another romantic lullaby...written by those up and coming balladists who gave us that beautiful tone poem "The Music Goes Round and Around." It's entitled "I'm Gonna Clap My Hands" and it will be sung by Pie Kee Hunt, the only man in the world who looks exactly like his passport picture.

MUSIC: I'M GONNA CLAP MY HANDS (ORCHESTRA AND HUNT)
APPLAUSE

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

HUSING: TO BE INSERTED

MUSIC: TAG
APPLAUSE

O'KEEFE: At this interim (and if there's anything I love it's a good interim) Deane Janis is going to sing "If You Love Me." This is written by Ray Noble...in other words, a NOBLE experiment. My my...now I carry on...

MUSIC: IF YOU LOVE ME (DEANE JANIS)
APPLAUSE

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O'KEEFE:

Ladies and gentlemen...radio has recently introduced several novelties in the field of entertainment. Up to the microphones have marched talking birds, parrots, roosters, canaries...each anxious to do his bit to amuse the listeners. Tonight we present something that will revolutionize radio... Oscar the Oyster...an oyster that talks...sings...sneezes. and coughs Tonight I was having dinner ~~at the restaurant~~ ~~Oyster~~...he was the last oyster on my plate...I was just going to eat him...but when THAT little oyster looked into my eyes with tears rolling down his face...I...I...uh... JUST COULDN'T DO IT. So I had Tony the waiter bring him over. Tony...bring in Oscar. *here*

BIZ:

CHORD IN G

CABOOCH:

Summoning Mr. O'Keefe...here we are.

DOUGLAS:

Ray Walter...is this the oyster.

O'KEEFE:

No, Paul. That's Tony, the waiter. Did you bring Oscar with you, Tony?

CABOOCH:

Yes, I've got him here. (CLAPPING SHELLS) But look out... He's got a cold...he's going to sneeze...Look out.

BIZ:

CABOOCH DOES SNEEZE

O'KEEFE:

Gesundheit.

CABOOCH:

Look out he's gonna sneeze again.

BIZ:

CABOOCH DOES SNEEZE

CABOOCH:

Poor Oscar...Let Papa wipe your nose now...Go ahead...blow hard.

BIZ:

CABOOCH BLOWS

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CABOOCH:

Poor little Oyster... wonder Oscar's got a cold...there's
a crant here. Shut that door over there.

O'KEEFE:

That's not a door...it's McGillicuddy's mouth. It's always
open.

SORIN:

Hullo hullo hullo, Mr. O'Kiffy...

O'KEEFE:

Hullo McGillicuddy...I want you to meet this oyster...we've
got...He does everything...he sings, he sneezes...he coughs.

SORIN:

My ay...quite a repertoire. I'd like to add to it. I'd
like to teach him to talk English... (CLEARS THROAT) Oscar,
my little oyster...how would you like dot? How would you
like me to teach you to speak English. Come on...speak up.

CABOOCH:

(CLATTER OF SHELLS AND GURGLES) Phooey.

SORIN:

Phooey to you too.

O'KEEFE:

McGillicuddy...oh, the way...do you know Tony, the waiter?

SORIN:

Cutie. Quite. His broken English is highly amusing. He's
full of je ne sais quoi and joie de vivre...n'est-ce pas?

CABOOCH:

You don't look so hot yourself big boy.

SORIN:

Qu'est-ce que vous avez dites mon ami...vous etes schlemiel.

CABOOCH:

Oh I accept your apology...that's different.

O'KEEFE:

Mac, your French is tres lousay...

CABOOCH:

Sshh...quiet, Mr. O'Creepy...Oscar's asleep.

SORIN:

My my ay...isn't that cute. He sleeps on his stomach...just
like me.

O'KEEFE:

With a big stomach like that you must rock all night.

SORIN:

Yes...my kiddies use me for a see saw...

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O'KEEFE: Quiet, McGillicuddy...the oyster is snoring.

BIZ: CABOOCH DOES SNORE AND WHISTLE

O'KEEFE: He snores like you too, McGillicuddy...but let him sleep.
Perhaps you wonder why Oscar snores like that. Well, Oscar's had a hard life...a very SAL life.

BIZ: VIOLIN PLAYS "HEARTS AND FLOWERS"

O'KEEFE: You see an oyster keeps changing from a boy to a girl...and from a girl to a boy...then after he's been a boy for a while he changes back to a girl...So Oscar could never plan very far ahead. For five years he held down a job in a sea food restaurant...during those years the cook made five thousand oyster stews...and Oscar was the only oyster he had to give flavor to the stews.

SORIN: It's a wonder he didn't take to drink.

O'KEEFE: He did...Oscar was always stowed to the gills...You see he was lonely there...he was all alone...swimming around in an oyster stew...with his shells off...a nudist...with people staring at him. But he was modest...he tried desperately to hide behind each cracker that sailed by...He felt like a fan dancer trying to hide behind a piece of butter. Then one day the boss said to him "Oscar...we've been together for a long time...you've lost your flavor...you're too old...younger oysters are coming along..." Oscar pleaded with him. He tried to explain...He said "But Boss...Life begins at forty..." But the boss was hard hearted...He threw him out on his selfedelpha...Oscar drifted down to the docks...and that's

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O'KEEFE: (CONT'D) where Tony first saw him...a broken down ~~oysterman~~
straining on his banjo, singing "I Cover The Waterfront"...
and that's the reason, McGillicuddy...that Oscar snore like
that.

SORIN: I know...but why does he snore like that.

O'KEEFE: You bet...

SORIN: Perhaps you wonder why I snore. Well, it's a long, sad story

BIZ: VIOLIN PLAYS SLOW MINOR MUSIC

SORIN: I once had a herring and his name was Moe...he had a hard
life...working twenty-six hours a day.

O'KEEFE: Wait a minute...there are only twenty-four hours in every day.

SORIN: Yes...but this herring worked overtime.

O'KEEFE: It's a wonder that herring didn't take to drink.

SORIN: He did...he was always pickled. Well, on St. Patrick's Day
something terrible happened to Moe...he found himself
swimming around in an Irish stew...so he died of a broken
heart. Poor Moe.

O'KEEFE: Then what happened?

SORIN: (CRYING) That's all there is...there ain't no Moe.

BIZ: KNOCK ON THE DOOR

O'KEEFE: Come in...

BIZ: DOOR OPENS AND SHUTS

JACK: (LOUDLY) Say, you're Walter O'Keefe aren't you?

O'KEEFE: Yes, I'm O'Keefe.

JACK: Well, I'm a reporter from the daily gazette.

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SORIN: Fish...quiet. Keep your mouth...you reporter you...I've got
a sick oyster in the house. Don't you know how to believe.

JACK: (PENITENT) I'm sorry...you see I've never been out with an
oyster before. Anyway O'Keefe...that's what I came to see
you about...that oyster. My paper wants his life story. Is
he gonna be YOUR stooge?

O'KEEFE: Yes.. and he'll be famous too...everybody likes an oyster
stooge.

JACK: (ROARS WITH LAUGHTER) Oyster stooge!

O'KEEFE: Funny eh?

JACK: (DEAD PAN) No.

O'KEEFE: Well then would you like to hear Oscar sing?

JACK: Sing?

O'KEEFE: Sure...Oscar sings Hillbilly songs. Tony...what's the name
of that Hillbilly song Oscar sings.

CABOOCH: It's called... (ITALIAN JABBER)

JACK: What's that?

CABOOCH: "She'll Be Comin' Round The Mountain."

O'KEEFE: Well, let's see if his throat is in condition...Stick out
your tongue, Oscar.

BIZ: CABOOCH MAKES SOUND EFFECT

CABOOCH: Come on, Oscar...cough...Look out ever body. He's gonna
cough.

BIZ: CABOOCH DOES COUGH

O'KEEFE: Okay Oscar...you're all right. Before you sing...Sound your A

BIZ: CABOOCH MAKES NOISE

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O'KEEFE: All right, Oscar...swing it...Music, Glen. Ladies and gentlemen..."Comin Round The Mountain" sung by Oscar the Oyster.

BIZ: ORCHESTRA PLAYS A FEW BARS AND TACETS
CABOOCH SINGS

APPLAUSE

O'KEEFE: All right, all right, all right...

MUSIC: MARCH OF THE MADMEN (ORCHESTRA)

APPLAUSE

SMOKE RINGS

ANNOUNCER: This program, the CAMEL Caravan, is heard as a presentation of E. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of CAMEL cigarettes and Prince Albert Smoking Tobacco. Men, put Prince Albert in your pipe -- settle back for enjoyment. Bite and harshness is taken out of P.A. by a special process -- it's the largest selling pipe tobacco in the world!

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

O'KEEFE: The needle goes round and round, ladies and gentlemen...and the second hand points to nine thirty...Oyster Standard Time...Don't forget that we'll be back at this same time Tuesday with Deane Janis, Glen Grey, Ted Husing and Oscar the Oyster. This is Walter O'Keefe saying good night until then.

THEME UP AND OUT

STATION CUE

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