

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 47

REVISED

TUESDAY, MARCH 10, 1936

9:00 to 9:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

ANNC'R: 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, running to the door again to welcome you. Pardon this thing I have on...it's just something I wear around the studio...Well it's open house tonight, folks, with glen Gray and his Casa Loma Orchestra... Deane Janis and Ted Husing holding the floor. For the last ten days they have been holding a big Home Exposition here in New York...All the latest styles in modern cottages and houses...but honestly they didn't have one house over there that could compare with Ted Husing's. He's got a house that goes thirty-five miles an hour...it's hitched to the back of his car. I tell you you can't beat these trailers.

SORIN: Pardon me, Walter, I know that trailer...I've been there. It doesn't look so good from the front...it looks pretty cheap from the back...but when you get inside...oh boy... (LAUGH) Phooey...it's awful.

O'KEEFE: Quiet, McGillicuddy...Music, Glen.

MUSIC: DALLAS BLUES (ORCHESTRA)
APPLAUSE

O'KEEFE: AD LIBS INTO

SOLO (WALTER O'KEEFE)"I'M GOING TO DANCE WITH
THE GUY WHAT BRUNG ME"
APPLAUSE

ANNC'R: Modern life offers advantages -- but it holds out dangers too. There's the strain of meeting day-to-day obligations -- the worry of "carrying on" in business and at home -- all the details that help to get nerves overstrained. And when nerves are "keyed up", digestion is generally next to suffer. It isn't surprising that nervous indigestion is such a widespread complaint today. Therefore it's all the more interesting and valuable to know that smoking CAMELS has a genuinely beneficial and helpful effect on the digestive process! CAMELS set you right! Your taste is pleased by the matchless blend of CAMEL'S costlier tobaccos. And CAMELS give a sense of well-being, help digestion follow its normal course! You couldn't do better than listen to Tommy Bridges, pitching ace of the World Champion Detroit Tigers. Here's Tommy Bridges' experience, told in his own words:

"BRIDGES": We ball players have to watch digestion. I eat what I want and smoke CAMELS for digestion's sake. I like to smoke CAMELS during and between meals -- I find them a real help in deeping digestion right.

ANNOUNCER: Smokers generally should heed those experienced words of Tommy Bridges. Smoke CAMELS for the benefits of costlier tobaccos -- and for digestion's sake as well. CAMELS - set you right!

MUSIC: BLUE ILLUSION (ORCHESTRA AND SARGENT)
APPLAUSE

O'KEEFE: Ladies and gentlemen, that was Kenny Sargent singing "Blue Illusion." And now it's Pee Wee Hunt's turn to sing "Let yourself Go"...They still come in, ladies and gentlemen, those inquiries about Pee Wee...his looks, his personality, his home life...Now as regards his looks...well he looks like...maybe we'd better skip what he looks like...but he's very happily married...he has a lovely wife...a three year old and a five year old...a three year old derby and a five year old overcoat...

MUSIC: LET YOURSELF GO (ORCHESTRA AND HUNT)
APPLAUSE

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

HUSING:

Thank you, Paul.

Last Thursday night I told you something of the fast and smashing game of indoor tennis as it's played today and I promised you a thrill in the finals of the National Indoor championships. And what a thrill it was! In a tense volleying duel that kept the fans on the edge of their chairs, Mrs. Marjorie Van Ryn with infinite precision and machine-like delivery defeated one of the better woman players, Miss Norma Taubele for the Women's National Indoor Tennis Championship, 6-4, 6-3. Miss Taubele who was champion in 1934, and a veteran match player, had somewhat of an edge on Mrs. Van Ryn in her low fast driving attack. But meeting the New Yorker's smashing forehands with masterly skill and resorting to strategy that made the gallery burst into gales of applause time and again, Mrs. Van Ryn playing in her first National Indoor Singles Championship, emerged the decisive victor.

Watching these two made me hark back some months to the same tournament last year. At this time a diminutive ball of furious energy was cutting a swathe through the tennis world that made history. Among other titles, she annexed the National Indoor Championship, ~~xxxxxxx~~ the Mixed Doubles Championship, the North and South Championship and more too numerous to mention.

MUSING: (CONTINUED)

Her name? Jane Sharp, of course. How that girl puts all of her slender five feet two inches into a furious forehand is the admiration of the veterans. And now she is seeking new laurels for that killing forehand in the professional ranks with Bill Tilden's troupe.

I was watching her grace, her indomitable energy just the other day, marveling that she could keep in such peak of physical condition. And when she came off the court and lighted her cigarette, I asked her how she managed. Jane smiled and said:

"Exhibition playing requires a lot of traveling, a lot of meals eaten at all kinds of hours, under hurried circumstances and often in unusual places, making digestion a real problem. But I've discovered that smoking CAMELS while eating and after helps digestion along. And smoking a CAMEL is also one of the most natural ways I know to restore my sense of well-being when I'm tired or low."

And what Jane says is backed up by many other famous tennis stars such as Ethel Arnold, George Lott, Lester Stoeffen and Big Bill Tilden.

MUSIC:

TAG

APPLAUSE

O'KEEFE: And now Ladies and Gentlemen, we present Miss Deane Janis. I don't know whether you've ever heard this song before, but I feel sure it will be a hit if they can only get somebody to play it. It's entitled, Smoke Rings - It's a pretty little thing - we hope you like it.

MUSIC: SMOKE RINGS (DEANE JANIS)
APPLAUSE

O'KEEFE: Tonight, ladies and gentlemen, we turn back the clock and review the last thirty years of the American scene... This is the second in our series of memory broadcasts... We begin back in the days when women were wearing those big hats...you know...those old fashioned hats with flowers on the top...a bunch of grapes on the side... asparagus on the back and two cans of tomato soup in the front...All right, Glen...strike up the band... Time marches backward...

BIZ: ORCHESTRA PLAYS "REMEMBER" & Fade out

O'KEEFE: In the early nineteen hundreds America got its first glimpse of the automobile...The first two automobiles ever made are still in existence...one of them belongs to an Early American museum...Ted Husing is still driving the other one... We now take you to the first automobile salesroom on Broadway in the year nineteen hundred...

BIZ: ORCHESTRA PLAYS "GET OUT AND GET UNDER"

DOUGLAS: I'd like to buy an automobile

JACK: Well...I'm glad you came to us...We've got a wide selection here...we've got THREE automobiles you can choose from...Here's a jim dandy...a racing model... Wait till you hear this motor...I'll crank it up...

BIZ: SOUND EFFECTS NOTE: GET A BURLESQUE SOUND EFFECT FOR CRANKING AND THEN INTO SPITTING ANTIQUE MOTOR...FOLLOWING DIALOGUE GOES OVER RUNNING MOTOR...

JACK: It purrls like a kitten...don't she...

DOUGLAS: Rn?...whatzzat?...

JACK: (YELLING) I say you can hardly hear it...

DOUGLAS: Hanh...beg pardon...

JACK: I say the motor here...she's as quiet as a mouse...

DOUGLAS: I'm sorry...that darned motor is making so much noise I can't hear a word you're saying...

BIZ: MOTOR DIES OUT

JACK: Well sir...what do you think of it?...

DOUGLAS: I'll stick to my horse...

JACK: I'll give you a good trade-in on that horse...How old is she...

DOUGLAS: Oh, my horse...she's an eighteen ninety-eight model...
Only been run five thousand miles...and you can get
twenty-five miles on a gallon of oats...

JACK: Sold...hop in...I'll crank it for you...

DOUGLAS: How do you start it?...

JACK: You push this little valve down...the wheels go round
and around...ho do ho...

BIZ: MOTOR STARTS VERY LOUDLY

JACK: (YELLING) By the way...when you're driving around...
you better not blow that horn...you're liable to wake
somebody up...

BIZ: ORCHESTRA PLAYS "REMEMBER" and fade

O'KEEFE: And so out into the open road he rides...drunk with
the power of speed he flashes down Broadway...heckled
by the angry citizens...

BIZ: MUSIC DIES DOWN...MOTOR CONTINUES

CAST YELLS (HICK VOICES)...Get a horse! Get a horse!

DOUGLAS: Oh shut your trap...twenty-three skidoo...(PAUSE) Good
grief... there's a policeman chasing me...

SORIN: (STRAIGHT VOICE) Hey you...pull over to the curb...

BIZ: MOTOR DIES

SORIN: Where's the fire?

DOUGLAS: Sorry officer...I didn't know I was speeding...How fast WAS I going?...

SORIN: I don't know...but I had to run as fast as I could to catch up with you...

ORCHESTRA PLAYS "REMEMBER" and fade out

O'KEEFE: Following the war, the world of music went topsy turvy... instead of the stately dignified measures of the old fashioned dancing, hot tunes came into vogue and America was introduced to jazz...We now pick up Uncle Sam's first jazz band...Hot Lick Hank and his Seven Sophisticated Sizzlers....

BIZ: ORCHESTRA PLAYS ANY OLD TUNE IN CORNY STYLE
DARK TOWN STRUTTERS BALL and fade

O'KEEFE: As a fore runner to the restaurants, the coffee pots.....the roadside diners of later years...there sprung up in those early days the One Arm Lunch Room... We now pick up a few of the customers giving their orders to the boss...

BIZ: MUSIC DIES....BABBLE....BANGING OF PLATES

CABOOCH: Well gents...what's gonna be...what'll you have....

DOUGLAS@ I'll have a ham sandwich....

CABOOCH: Ham sandwich.....

VICTOR: One ham comin' up.....

JACK: Gimme a bowl of soup....

CABOOCH: Bowl of soup....

VICTOR: Bowl of soup.....

CABOOCH: Hey you....what you gonna have, mister?.....

O'KEEFE: A bowl of bean soup...broiled beef,...buttered beets...
and bread and butter....

CABOOCH: Okay....a bowl of bean soup....broiled beef....buttered
beets and bed and brutter....

VICTOR: What's that?....

CABOOCH: I said a browl of brean soup....boiled reef....beetered
brees and bread and butter....

O'KEEFE: Hey, wait a minute....get that straight will you?....

O'KEEFE: I want a bean of browl soup....I mean buttered beets
and some boiled bed and brutter.

CABOOCH: Okay...the gentlemen wants one bowl of bean soup....
breeled boif....beetered bed...and bruttered breebs...

VICTOR: What?

CABOOCH: Hey what's the matter...don't you understand plain
English.

FROST: Pardon me...I heard the order. I think I can straighten you out...The gentlemen simply wants a coop of breaned bowl....reff boiled...buttered preets..AND bread and butter. What could be simpler.

DOUGLAS: Hey boys...pardon me...let ME help you out. Why don't you take a hamburger sandwich.

CABOOCH: Atsa boy...you're a smart people. How about it boss?

O'KEEFE: All right then...give me a hamburger sandwich and a cup of coffee.

CABOOCH: (DELIGHTED) That's right. (YELLING) One Samburger Handwich and a bup of cloffey. Sonamagun.

BIZ: ORCHESTRA PLAYS "REMEMBER" and fade out

O'KEEFE: When vaudeville was in its heyday nobody stirred the audience to greater emotional heights than the minstrel man who sang the mother song with both knees and both tonsils. We now give you the greatest of them all Joe (MOTHER O'NINE) Machree who made America mother conscious in those early days.

BIZ: ORCHESTRA PLAYS Original

JERRY COLUNNA SINGS IT AND GOES INTO FOLLOWING PATTERN:

COLUNNA: Dinner for one please Mother...bring me a bowl of breen soup, bruttered breets and bed and brutter...ah Mother... Who is it who worked tired fingers to the bone over a hot stove... (CONTINUED)

COLUMNNA: CONTINUED

...who is it who put me through school and fed me,
put clothes on my back....I did it myself....Mother was
always out truckin'....Ah Mother...twelve little letters
but they mean the world to me....what a beautiful word.....
M-O-T-H-E-R.....Mother.

O'KEEFE: Cat....K-E-T

DOUGLAS: Camels....C-A-M-E-L-S

JACK: Dog...woof woof.

SORIN: Phoeey....P-H-oey.

COLUMNNA: Put them all together, they make alphabet soup...
Listen to the jazz come out (whoo whoo).

APPLAUSE

MUSIC: RUNNIN' WILD (ORCHESTRA)

APPLAUSE

SMOKE RINGS

ANNOUNCER: The CAMEL Caravan is a presentation of R. J. Reynolds
Tobacco Company, Winston-Salem, North Carolina, makers
of CAMEL cigarettes and Prince Albert Smoking Tobacco.
Men, there's no describing Prince Albert -- smoking
tells the story of "Good Old P.A." This largest selling
brand of Pipe tobacco is made of mild, mellow, choice
tobaccos with a special process to banish nip and
harshness and remove all bite. (CONTINUED)

ANNOUNCER: (CONTINUED)

For extra dividends of pipe smoking pleasure -- invest
in the big red two-ounce economy tin of Prince Albert.
All right, Walter...it's yours...

O'KEEFE: Here in the east, ladies and gentlemen, it's almost
nine thirty and that breaks up our party for tonight...
Remember, Deane Janis, Glen Gray and Ted Husing and I
will return at this same time Thursday. This is
Walter O'Keefe saying goodnight.

THEME UP AND OUT

STATION CUE