

**RADIO**  
**WILLIAM ESTY AND COMPANY**  
INCORPORATED

*R.R. 2/10*  
*1/29/34*  
*1/21/34*

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 17

THURSDAY, FEBRUARY 1, 1934  
10:00 - 10:30 P.M.



CUE: (COLUMBIA BROADCASTING SYSTEM)  
(30 seconds)

MUSIC: CAMEL CARAVAN

ANNOUNCER:

Camel cigarettes!

MUSIC: SMOKE RINGS (fade on cue)

ANNOUNCER:

(ON CUE) They never get on your nerves. This Camel Caravan  
is sponsored by the makers of Camel cigarettes.

MUSIC: (OUT)

ANNOUNCER:

(ON CUE) Presenting --- Glen Gray and his Casa Loma Orchestra!

MUSIC: MEDLEY (Orchestra - segue to harp background)

ANNOUNCER:

(ON CUE) We introduce Miss Irene Taylor ----- singing: -

MUSIC: SOMEBODY LOVES ME (Taylor and orchestra - segue to harp  
background)

ANNOUNCER:

(ON CUE) Introducing a unique new musical organization -- heard  
for the first time on the air! We present the Choristers --  
32 voices directed by Louis Katzman.

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MUSIC:

MINE (Choristers --- segue to harp background)

ANNOUNCER:

(ON CUE) That was "Mine" from the George Gershwin Score of "Let 'Em Eat Cake" --- and sung by the choristers. The orchestra now, in "Basin Street Blues."

MUSIC:

BASIN STREET BLUES (Orchestra with Hunt -- segue to harp background)

ANNOUNCER:

(ON CUE) The speediest and most exhilarating of all winter athletic events is ski-jumping. Sportsmen whiz down snow-covered inclines, then fly out into the air, landing far below at express train speed! A nasty fall and possible serious injury are the penalties for faulty judgment in this daring game! Consider Anton Lekang, one of the world's best ski-jumpers. He has won more than 40 trophies and titles, including the National Class A Championship. Let us tell you about it. Scene -- Lake Tahoe, New York.

BIZ:

(CROWD BACKGROUND. SKI JUMPING EFFECT. APPLAUSE -- CHEERS IN DISTANCE)

BOB:

Say -- that was a pretty good jump -- close to two hundred feet.

JUNE:

Yes --- and that man almost broke his neck doing it, too.

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BOB:

Best Copy

That slide is covered with ice -- I'd hate to try to walk on it -- let alone light on a pair of skis!

OFFICIAL:

(FADES IN) Hello, Bob -- getting a good story for your paper

BOB:

I'll say I am, Mr. Martin -- tell me, when does Anton Lekang do his stuff?

JUNE:

Anton Lekang -- who's he?

BOB:

(LAUGHS) Mr. Martin is an official at this ski-run. You tell her, Mr. Martin.

OFFICIAL:

A few of his titles are Eastern Canadian Champion, Interstate Champion, and New England Champion. He's the last jumper in the meet today -- if he beats that fellow's mark he'll be winner!

JUNE:

I'd dying to see him.

BOB:

Well -- here he is, coming up the stairs. Hi, Anton!

LEKANG:

(FADES IN) Oh, hello there, Bob!

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BOB:

Anton, this is Miss Warren.



JUNE:

How do you do, Mr. Lekang.

LEKANG:

How are you?

BOB:

Miss Warren has come to see you jump.

LEKANG:

(LAUGHS) I hope I make a good one.

OFFICIAL:

There's the signal -- the course is cleared. All ready, Lekang?

LEKANG:

I'm ready.

OFFICIAL:

All --- right --- (BLOWS WHISTLE)

LEKANG:

(AS HE FADES RAPIDLY) So lo-o-ng!

BIZ:

SKI EFFECT (BEGIN WITH LEKANG'S EXIT LINE)

PAUSE \*

DISTANT CHEERS AND APPLAUSE

JUNE:

Do you see that? My goodness -- what a jump!

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BOB:

Say --- did he beat the mark, Mr. Martin?

OFFICIAL:

Look -- see him shooting down the slide!

BOB:

The mark -- how about the mark?

OFFICIAL:

They're measuring now. See that man signalling up here?

BIZ:

(DISTANT CHEERING LOUDER)

OFFICIAL:

He made it all right -- he made it! Anton Lekang is National Class A Champion!

JUNE:

(FADES OUT) I'm so thrilled.

BOB:

(FADES OUT) Boy -- some jump! Let me get to a telephone!

BIZ:

(TAKE AWAY ALL CROWD EFFECTS SHARPLY)

ANNOUNCER:

(ON CUE) So Anton Lekang won America's outstanding ski award. To win such a championship requires rigid training, cool, calculating skill and daring, perfect health of body and nerves. And on the question of smoking, Anton Lekang has an interesting statement to make. Here it is:

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LEKANG:

I have smoked Camel cigarettes steadily, for years. I never tire of their mild, rich flavor -- and Camels never upset my nerves.

ANNOUNCER:

(ON CUE) Thank you, Anton Lekang -- your judgment of a cigarette is of interest to every smoker. And to our audience, may we add this: test Anton Lekang's statement for yourself -- give Camels a try. You will find that you can smoke Camels as steadily as you wish, without tiring your taste and without interfering with healthy nerves.

MUSIC:

IF I FORGET YOU (Fade on cue for announcer)

ANNOUNCER:

(ON CUE) The orchestra is playing "If I Forget You." The vocalist is Kenny Sargent.

MUSIC:

FINISH "IF I FORGET YOU" (Orchestra and Sargent, segue to harp background)

ANNOUNCER:

(ON CUE) Again we hear Miss Irene Taylor, singing:

MUSIC:

AFTER SUNDOWN (Taylor and orchestra - segue to harp background)

ANNOUNCER:

(ON CUE) Another special arrangement by the Choristers:

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MUSIC:

DOWN BY THE OLD MILL STREAM (Choristers - segue to harp background)

ANNOUNCER:

(ON CUE) In choosing your cigarette, remember this: It's the tobacco that counts. It is a fact, well known to experienced tobacco men, that Camels are made from finer, more expensive tobaccos than any other popular brand of cigarettes. And if you care to investigate, these same tobacco authorities will tell you that Camel spends millions of dollars more to give you a better cigarette. You will find added enjoyment in the delicious mildness of these costlier tobaccos as well as a safeguard for healthy nerves. Next time you pass the cigarette counter, stop for a package of Camels. It's a very pleasant way of testing these facts for yourself.

MUSIC:

(HARP BEGINS MODULATION FOR NEXT NUMBER)

ANNOUNCER:

(ON CUE) "Clarinet Marmalade" -- played by Glen Gray and the orchestra.

MUSIC:

CLARINET MARMALADE (Orchestra - segue to SMOKE RINGS)

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ANNOUNCER:

(ON CUE) The Camel Caravan, featuring Glen Gray and his Casa Loma Orchestra with Kenny Sargent, Pee Wee Hunt and the Choristers will be on the air at the same time next Tuesday night.

MUSIC: (THEME UP)

ANNOUNCER:

(ON CUE) This is the Columbia Broadcasting System.

MUSIC: (FADE THEME - 20 seconds)

WABC - New York

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