

RADIO

1/11/34

WILLIAM ESTY AND COMPANY

INCORPORATED

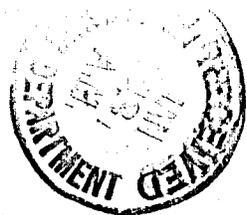
CAMEL PROGRAM #12

TUESDAY, JANUARY 16, 1934

10:00 - 10:30 P.M.

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COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM No. 12

TUESDAY, January 16, 1934
10:00 - 10:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(30 seconds)

MUSIC: CAMEL CARAVAN (15 seconds)

ANNOUNCER:

Camel cigarettes!

MUSIC: SMOKE RINGS (fade on cue)

ANNOUNCER:

(ON CUE) They never get on your nerves -----

This is the Camel Caravan, sponsored by the makers of
Camel cigarettes -----and presenting -----

MUSIC: (OUT)

ANNOUNCER:

Glen Gray and his Casa Loma Orchestra!

MUSIC: JAZZ BAND BALL (segue to harp background)

ANNOUNCER:

(ON CUE) You just heard one of the favorite dance tunes
of nearly twenty years ago, "The Jazz Band Ball" and
here's Irene Taylor with an interpretation of a present
day favorite "Like Me A Little Bit Less, Love Me A Little
Bit More."

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LIKE ME A LITTLE BIT LESS, LOVE ME A LITTLE BIT
MORE (Taylor and orchestra - segue to harp background)

ANNOUNCER:

(ON CUE) From now on may we ask you please to remember that the first time you ever heard "Armful of Sweetness" on the air was tonight. Pee Wee Hunt sings the chorus.

MUSIC: ARMFUL OF SWEETNESS (Orchestra and Hunt - segue to harp background)

ANNOUNCER:

(ON CUE) From the musical score of the talking picture "Going Hollywood" comes Kenny Sargent's solo for this evening "Temptation."

MUSIC: TEMPTATION (Orchestra and Sargent - segue to harp background which fades on cue)

ANNOUNCER:

(ON CUE) Have you ever watched that thrilling modern sport called hydroplane racing? There's excitement, there's danger, and a constant demand for nerve and skill in this speedy game. Frail, brightly painted hulls powered by high pressure engines fly over the course on cushions of air and foam! These boats are piloted by daredevils whose courage and watermanship are their only protection against possible serious accident. During a recent

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Albany to New York race a record speed was set. Like to learn more about it? Let us join a group of New York reporters who are idling in a fast launch near the finish line on the Hudson.

BIZ:

(WATER LAPPING AGAINST SIDE OF BOAT. ENGINE OF PRESS LAUNCH IDLING. OCCASIONAL WHISTLES - IN DISTANCE)

DALY:

Say, aren't we pretty far out in the river? I'd hate to have one of those hydros smack me amidships!

MARTIN:

Oh, we're perfectly safe, Daly -- we're right fast ourselves.

GIRL REPORTER:

Maybe we're fast enough to pace the leaders in when they show up.

DALY:

And what a story for your tabloid that would be, eh, Sob Sister?

GIRL REPORTER:

Go on. (CHUCKLES PLEASANTLY) Just because I'm a woman! I s'pose you're going to tell me that "woman's place is in the ----"

MARTIN:

(INTERRUPTING) Not in an Albany - New York hydroplane race,

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anyway. Did you know there was a woman entered today?
It's a fact -- Mrs. Florence Burnham.

DALY:

I guess she's out of luck, then -- this hydro racing
is a man's game. Those boats are as hard to handle as
bucking bronchos -- and if you make one slip -- good
night! Mrs. Burnham will be lucky to finish the race.

BIZ:

(HYDROPLANE MOTORS VERY FAINT IN DISTANCE)

GIRL REPORTER:

Well, I like your --

MARTIN:

(CUTTING HER OFF) Hey! Here they come!

BIZ:

(SIMULTANEOUSLY WITH LAST SPEECH - ENGINES OF
HYDROPLANES GROW LOUDER UNTIL THEIR SOUND IS A
TERRIF ROAR)

DALY:

(SHOUTS - HE MUST BE HEARD DISTINCTLY) Start the engine --
start the engine -- or we'll miss the finish!

BIZ:

(ENGINE OF LAUNCH ROARS FULL SPEED AHEAD)

MARTIN:

(THEY ALL SHOUT FROM NOW ON) Let 'er go! Who's that
in the lead?

DALY:

I can't see!

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GIRL:

Give me those glasses -- I'll tell you who it is!

DALY:

Can you make out the number on that leading boat?

GIRL:

Yes -- it's Number Nine!

DALY:

Nine -- what boat is that?

MARTIN:

Wait a minute -- here we are -- that leading boat is Chotsie the Fifth. Here it is on the list.

GIRL:

Chotsie! What's the pilot's name?

MARTIN:

Well, I'll be -- the pilot is Mrs. Florence Burnham!

DALY:

And golly! Look at Mrs. Burnham go! Say -- she's leaving them all behind --

MARTIN:

She's going to cross the line!

BIZ:

(BURST OF WHISTLES AND SIRENS - VOICES IN BACKGROUND

She's won, etc, etc.)

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GIRL:

She's crossed it! She's crossed it! Mrs. Burnham wins!
(BRIEF PAUSE) Say -- what did you think she wouldn't
finish in?

BIZ:

(ALL EFFECTS CRESCENDO FADE OFF QUICKLY - CROWD
BACKGROUND, NOT TOO HEAVY)

GIRL:

How does it feel to win the Albany - New York hydroplane
race, Mrs. Burnham?

MRS. BURNHAM:

(STILL FAIRLY EXCITED AND BREATHLESS) Why -- all right --
it feels great, I mean!

GIRL:

What was your time for the course?

MRS. BURNHAM:

Three hours, 37 minutes, 53 seconds.

GIRL:

That's the record, isn't it?

MRS. BURNHAM:

So they tell me.

GIRL:

But during the race, weren't you terribly nervous?

MRS. BURNHAM:

Why, no. Anyhow I was too busy holding Chotsie V on the
course. Now let me ask you a question -- do you mind?

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GIRL:

Certainly not -- what is it?

MRS. BURNHAM:

Have you a cigarette?

BIZ:

(CROWD BACKGROUND OUT)

ANNOUNCER:

(ON CUE) Yes, the time hung up by Mrs. Florence Burnham was a record for the Hudson River hydroplane race. And Mrs. Burnham's name is inscribed among the masters of this gruelling speedboat sport. Like most speed drivers on land or water, Mrs. Burnham is a steady smoker. Here is what she has to say on the subject:

MRS. BURNHAM:

I have tried most of the cigarette brands. But for a long time I have been an enthusiastic Camel fan. Camels, being so much milder, never disturb my nerves -- so I smoke them all I want."

ANNOUNCER:

(ON CUE) Right, Mrs. Burnham! And to those in our audience who haven't ^{yet} ~~get~~ shifted to Camels, we would like to add: you are missing a new delight in smoking -- an added safeguard to healthy nerves. With your first package, your taste will quickly appreciate the natural mildness of Camels -- and your nerves will confirm your taste --

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bringing overwhelming proof that Camel's costlier tobaccos do make a difference. They will never jangle your nerves -- no matter how steadily you smoke.

MUSIC: POOR BUTTERFLY (Orchestra and Do Re Mi Trio - segue to harp background)

ANNOUNCER:

(ON CUE) Do you remember this old tune? "Poor Butterfly" --- In just a minute the Do Re Mi Trio will sing it for you, too.

MUSIC: Finish POOR BUTTERFLY (segue to harp background)

ANNOUNCER:

(ON CUE) Some time ago Jean Gifford of the Casa Loma Orchestra had an attack of what he is pleased to call "rhythmitis." The result of this one he named "The Man From Mars." Listen.

MUSIC: THE MAN FROM MARS (Orchestra - segue to harp background)

ANNOUNCER:

(ON CUE) "Down A Carolina Lane" is the title of Irene Taylor's second number on our show. Here it is now -----
"Down A Carolina Lane."

MUSIC: DOWN A CAROLINA LANE (Irene Taylor and orchestra - segue to harp background)

ANNOUNCER:

(ON CUE) Is there any real difference between one cigarette and another?

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Yes! Much of the difference is in the quality of the
only in the tobacco.
~~Tobacco used~~

Tobacco quality is what makes one cigarette mild and
pleasing, another harmful and harsh. Throughout the
South, where choice tobaccos are grown and marketed,
experts will tell you that Camels are made from finer,
more expensive tobaccos than any other popular brand of
cigarettes.

These experienced tobacco men will tell you how Camel
spends millions of dollars more to give you a better
cigarette. It is our belief that you will enjoy the
mild delicious flavor of these superior, costlier
tobaccos. Next time you pass a cigarette counter,
stop for a package of Camels -- we are certain you
will find that these costlier tobaccos never jangle
your nerves -- no matter how steadily you smoke.

MUSIC:

(HARP BEGINS MODULATION FOR NEXT NUMBER)

ANNOUNCER:

(ON CUE) The Camel Caravan presents several versions
of a current popular song "Down The Old Ox Road."

MUSIC:

DOWN THE OLD OX ROAD (Ensemble - segue to
SMOKE RINGS)

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ANNOUNCER:

(ON CUE) Thursday night at ten o'clock is the next time you will hear the Camel Caravan featuring Glen Gray and his Casa Loma Orchestra with the voices of Irene Taylor, Kenny Sargent, Pee Wee Hunt and the Do Re Mi Trio.

MUSIC:

(THEME UP)

ANNOUNCER:

(ON CUE) This is the Columbia Broadcasting System.

MUSIC:

(FADE THEME - 20 seconds)

WABC - New York

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