

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

ARR 2/10
1/17/34
1/18/34



COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 13

THURSDAY, JANUARY 18, 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 -----and presents-----

MUSIC: (OUT)

ANNOUNCER:

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

MUSIC: JUST LIKE A BUTTERFLY (segue to harp background)

ANNOUNCER:

(ON CUE) "Just Like A Butterfly" opened our show tonight
and Irene Taylor continues with "This Little Piggie Went
to Market," a ballad from the talking picture "Eight Girls
In A Boat."

MUSIC: THIS LITTLE PIGGIE WENT TO MARKET (Taylor and
orchestra - segue to harp background)

51458 5863



ANNOUNCER:

(ON CUE) Here's a typical Casa Loma rhythm tune called "Black Jazz."

MUSIC:

BLACK JAZZ (Orchestra - segue to harp background)

ANNOUNCER:

(ON CUE) The orchestra gets over on the sentimental side of things in this next number "The Valley of Yesterday" - Kenny Sargent sings a chorus.

MUSIC:

THE VALLEY OF YESTERDAY (Orchestra and Sargent - segue to harp background which fades on cue)

ANNOUNCER:

(ON CUE) Hockey tonight! In cities of Canada and the United States, from coast to coast, that phrase has gathered thousands of enthusiasts this very evening. Devotees of what is called "the world's fastest game" these fans know they will get real thrills watching the hockey warriors flash from end to end of the ice. For that sheet of ice under the glare of powerful lights is in fact a miniature battlefield on which the members of the competing teams display breath-taking feats of skill and courage! Nearly every large city has its hockey arena and teams both professional and amateur, but all agree that the emblem of hockey supremacy is the Stanley Cup, donated

**RADIO
WILLIAM ESTY
AND COMPANY**

51458 5864

Best Copy

by Lord Stanley as a prize for the world's best professional team. Last year, the cup was won by the New York Rangers, who, under the leadership of Captain Bill Cook and Manager Lester Patrick defeated the redoubtable Toronto Maple Leafs for the title. Let's catch a glimpse of these high-powered hockey stars in action. We'll look in on a game between the Rangers and the bruising Black Hawks from Chicago, played in Madison Square Garden, New York. We picture it for you: -

MIZ:

(FOR BACKGROUND VOICES IN MADISON SQUARE GARDEN, USE ECHO CHAMBER)

MIZ:

(BACKGROUND VOICES)

- (1. "OFFICIAL PROGRAM AN' HOCKEY LINE-UP! OFFICIAL PROGRAM AN' HOCKEY LINE-UP! WHO WANTS ONE?")
- (2. "PEANUTS --- PEANUTS AN' CHOCOLATE BARS! PEANUTS --- PEANUTS AN' CHOCOLATE BARS!")
- (3. "WHO'LL HAVE COLD DRINK HERE?")

*Carroll
Cigarettes*

(MUSIC BACKGROUND)

(HEN TALBERT AND HIS MADISON SQUARE GARDEN SYNCOPATORS BAND, VERY LOUD)

USHER:

(FADING IN) Here you are, sir -- here's your seats. Side Promenade -- Row A.

**RADIO
WILLIAM ESTY
AND COMPANY**

51458 5865



MARY:

(SINGS IN QUICKLY) Why, John -- he's right on the ice!

JOHN:

(IN FULL) Yes, I thought you'd like to sit close for your first hockey game. But be sure to duck if that puck flies over these sideboards -- it's heavy!

MARY:

Oh, I'm so thrilled. Are they playing now?

JOHN:

(LAUGHS) No, I'll say not. Only practicing. Presently the band will play "Star-Spangled Banner" and after that the referee will blow his whistle and face off the puck at centre ice. Then you'll know they're playing.

MARY:

How long will they play?

JOHN:

Three periods of 20 minutes -- and then if the score is tie, an extra 10 minute period.

MUSIC:

(SING)

MARY:

I see. Tell me, which one is Bill Cook?

JOHN:

There he is over there -- with a number five on his back.

RADIO
WILLIAM ESTY
AND COMPANY

51458 5866



MARY:

My, he's good looking. And who's that man skating out with the great heavy pads on his legs?

JOHN:

That's Chuck Gardiner -- the Hawks' goalie. He's the man Bill Cook will have to beat tonight.

MARY:

(VAGUELY) Oh.... will he try to keep Mr. Cook from scoring?

JOHN:

I'll say he will. And how! By the way, when a goal is scored, that red light behind the nets is turned on.

MARY:

Oh, look -- Bill Cook is skating over here now.

JOHN:

Yes, I know him -- hello, Bill!

COOK:

(PACES IN QUICKLY) Hello, there, Johnny!

Bill:

(PUT IN SCRAPE OF SKATE ON ICE WHEN COOK COMES UP)

JOHN:

Bill, this is Miss Robinson.

MARY:

How do you do, Mr. Cook.

COOK:

How are you?

RADIO
WILLIAM ESTY
AND COMPANY



JOHN:

Miss Robinson is here for her first hockey game!

COOK:

I hope she enjoys it.

MARY:

And I hope the Rangers win!

COOK:

(LAUGHS) Thanks! Well -- glad I saw you, Johnny!

(FADES) So long!

BIZ:

(A RING OF SKATES AS COOK MOVES AWAY)

MARY:

That Chicago team looks terribly big.

MUSIC:

(STAR-SPANGLED BANNER)

JOHN:

There -- everybody gets up -- and the game will start in just a minute!

MUSIC:

(FADE OUT STAR-SPANGLED BANNER)

BIZ:

(WHISTLE: ONE LONG BLAST)

(BRING IN SUSTAINED CROWD ROAR)

(FADE CROWD ROAR AFTER FEW SECONDS, FOR):

HOCKEY BROADCASTER:

...third period of the hockey match between the New York Rangers and those Black Hawks from Chicago here in Madison Square Garden...the speed of this game as we approach the end of the third period has been terrific...simply terrific..

RADIO
WILLIAM ESTY
AND COMPANY

51458 5868



(SUDDEN BURST OF CROWD NOISE)

HOCKEY BROADCASTER CONTINUES:

THERE GOES MURRAY MURDOCH OF THE RANGERS DOWN THE SIDE ALLEY. IT LOOKS LIKE A SCORING PLAY...BUT...NO...BIG TAFFY ABEL OF THE HAWKS DEFENSE FLATTENED MURDOCH AS HE PASSED THE BLUE LINE...BREAKING UP THE PLAY..The Rangers are leading one goal to nothing...and only three...let's see, two minutes left of the final period...the Rangers are hoisting the puck the length of the rink to keep the Hawks from getting in scoring range!

BIZ:

(SUDDEN OUTBURST OF CROWD YELLING)

BROADCASTER:

THERE GOES THE RED LIGHT BACK OF THE RANGERS' CAGE! THOMPSON OF THE HAWKS TOOK A LONG PASS FROM CONACHER AND RAMMED THE PUCK INTO THE NETS AFTER A TERRIFIC MIX-UP IN FRONT OF THE RANGER GOAL -- AITKENHEAD WAS KNOCKED FLAT ON THE ICE AND APPARENTLY PRACTICALLY THE ENTIRE BLACK HAWK FRONT LINE PILED ON TOP OF HIM, UNABLE TO STOP AFTER THEIR TERRIFIC DASH UP THE ICE -- BIG CHING JOHNSON TRIED TO GET CONACHER BUT LIONEL OUT-PEINTEED HIM AND GOT THE PASS TO THOMPSON WHO WAS JUST IN A SWEET SPOT TO JAM HOME THE TYING SCORE!

**RADIO
WILLIAM ESTY
AND COMPANY**



BIZ:

(REFEREE'S WHISTLE)

BROADCASTER:

Now they're facing off again but obviously both teams will save their scoring effort for the extra period which --

BIZ:

(VERY LOUD GONG CLANGS)

BROADCASTER:

There it is -- the end of the third period -- that means the Black Hawks and New York Rangers will change goals and play a ten-minute overtime period to break this one-to-one tie!

GARDEN ANNOUNCER:

(SIMULTANEOUSLY) (USE PA MIKE AND ECHO CHAMBER)

The two teams -- will change goals -- and play one -- ten-minute - overtime period.

BIZ:

(BLAST OF REFEREE'S WHISTLE)

(BRING UP CROWD ROAR VERY LOUD FOR FEW SECONDS, THEN FADE FOR):

HOCKEY BROADCASTER:

...score is still in a deadlock at one to one...only a few minutes of this overtime period still to go...Chicago has been attacking viciously...they look to be all out to win this hockey game or know the reason why...Ching Johnson and Siebert doing yeoman work there on the backline... Goalie Aitkenhead making save after save for the Rangers...

RADIO
WILLIAM ESTY
AND COMPANY



BLZ:

(GURST OF CROWD NOISE AS BEFORE)

BROADCASTER:

Ugh-oh!

BLZ:

(REFEREE'S WHISTLE)

BROADCASTER:

Two of the Rangers sent to the penalty box for charging!
That leaves the New York team with only four men on the ice!
Only four men against the Hawks' full fighting strength
of six hockey players!

GARDEN ANNOUNCER:

(SIMULTANEOUSLY, AS BEFORE, IN PA MIKE WITH ECHO CHAMBER)
Two-minute penalties to Brrrrrrn (SLUR NAME) and Clvvvval...
for charging.

BROADCASTER:

(AGAINST AS MUCH SUSTAINED CROWD NOISE AS CAN BE USED
WITHOUT DROWNING HIM OUT)
It looks as though the Hawks would surely score now -- their
manager is sending five forwards on the ice -- five forwards
who will gang up in front of that Ranger goal and most likely
put the game away...on ice...(CHUCKLES)

BLZ:

(REFEREE'S WHISTLE)

BROADCASTER:

There they go -- skating toward the Ranger goal at terrific
speed! Nobody on earth could stand against those five

**RADIO
WILLIAM ESTY
AND COMPANY**

51458 5871

forwards as they whiz across the blue line -- but GAY!
 OH! BILL COOK SKATED INTO THAT MASS OF CHICAGO PLAYERS --
 BROKE UP THEIR SCORING PLAY WITH A SMASHING BODY-CHECK
 AND STOLE THE PUCK! HE'S CAUGHT THEM FLAT-FOOTED! HE'S
 OFF -- DOWN THE RINK -- A SOLO DASH -- NO ONE BETWEEN BILL
 COOK AND THE BLACK HAWKS' GOAL! HE'S AT THE GOAL --
 HE MAKES A FLINT -- DRAWS OUT THE GOAL TENDER-- YES -- NO --
 HE SKATES AROUND THE GOAL -- AND KICKS THE PUCK IN WITH A
 BACK-HANDED SHOT AS HE STARTS BACK (MORE CROWD NOISE IF
 POSSIBLE) UP THE RINK! A GOAL -- A GOAL -- UNASSISTED --
 BY CAPTAIN BILL COOK -- HAS WON THIS GAME -- FOR THE WORLD
 CHAMPION NEW YORK RANGERS!

BIR:

(BRING OFF ALL NOISE AND EFFECTS QUICKLY)

ANNOUNCER:

The thrilling feat we have pictured for you is typical
 of the brilliant play of Bill Cook and the other stars
 of the National Hockey League. Week in and week out these
 sturdy stick handlers prove that they can give it -- and
 take it. Hockey is no game for weaklings -- or weak,
 jangled nerves. Healthy nerves are an absolute necessity
 for a hockey player. Yet, it is a fact that hockey stars,
 like most professional athletes, are steady smokers. Let
 us hear from Bill Cook himself on this important question:

**RADIO
 WILLIAM ESTY
 AND COMPANY**



This is his statement:

CUE:

I smoke all I want but I am careful to stick to Camels. I find that they never tire my taste, and what is most important for a hockey player, they never upset my nerves.

ANNOUNCER:

(ON CUE) Good for you, Captain Hill -- we salute your skill and daring, and we agree with you in what you say about Camel cigarettes. And to our audience, may we add this: try Camel yourself. You'll like the flavor of their costlier tobaccos, and whether or not you happen to be a hockey fan, you'll appreciate the fact that you can smoke Camels as much as you want without jangling your nerves.

MUSIC:

JUNK MAN (Fade on cue for announcer)

ANNOUNCER:

(ON CUE) One of the newer songs is this one called "The Junk Man." Pee Wee Hunt will be along soon to tell you all about it.

MUSIC:

FINISH "THE JUNK MAN" (Orchestra and Hunt - segue to harp background)

ANNOUNCER:

(ON CUE) As an encore to her earlier appearance this evening, Irene Taylor sings, "Walkin' The Chalk Line."

RADIO
WILLIAM ESTY
AND COMPANY



MUSIC:

... (orchestra and vocal soloists ...
segue to happy background)

ANNOUNCER:

(ON CUE) The tempo picks up to the tune of "I've Got the
Funniest Feeling" and the Do Re Mi Trio drop in for a
vocal chorus.

MUSIC:

I'VE GOT THE FUNNIEST FEELING (Orchestra and Do Re
Mi Trio)

ANNOUNCER:

(ON CUE) What makes one cigarette different from another?
It is largely a question of
~~Not the name on the paper, but the quality of the tobacco~~
rolled inside. ~~Tobacco quality is what makes a good~~
~~cigarette mild and pleasing and gives it the flavor that~~
~~smokers like.~~ If you travel through the South, where
choice tobaccos are produced, you will be told that Camels
are made from finer, more expensive tobaccos than any
other popular brand of cigarettes. Experienced tobacco
men will tell you how Camel spends millions of dollars
more to give you a better cigarette. And we believe that
you will enjoy the delicious mildness and flavor of these
prime, selected, costlier tobaccos. Next time you buy
cigarettes, try a package of Camels, and make for yourself
this pleasing discovery: Camel's costlier tobaccos never

RADIO
WILLIAM ESTY
AND COMPANY

51458 5874

tire your taste, never jangle your nerves, no matter how steadily you smoke.

MUSIC: (HARP BEGINS SOLILATION FOR NEXT NUMBER)

ANNOUNCER:

(ON CUE) The Camel Caravan presents a special arrangement of Vincent Youman's well known "Great Day."

MUSIC: GREAT DAY (Ensemble - segue to SMOKE RINGS)

ANNOUNCER:

(ON CUE) The Camel Caravan, featuring Glen Gray and his Casa Loma Orchestra with Irene Taylor, Kenny Sargent, Pee Wee Hunt, and the Do Re Mi Trio will be on the air next Tuesday night at ten o'clock.

MUSIC: (THINGS UP)

ANNOUNCER:

(ON CUE) This is the Columbia Broadcasting System.

MUSIC: (TUNE THEME - 20 seconds)

WABC - New York



**RADIO
WILLIAM ESTY
AND COMPANY**

51458 5875