

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

W. J. ...
1/27/34

1/17/34



STANDARD BROADCAST PROGRAM

W. J. ESTY AND COMPANY

January 17, 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: (CUE)

ANNOUNCER:

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

MUSIC: LADY FROM ST. PAUL (Segue to harp background)

ANNOUNCER:

(ON CUE) That was "Lady From St. Paul" played by the Casa
Loma Orchestra with Pee Wee Hunt singing a chorus in his
own inimitable style. Next, we present -- Irene Taylor!

MUSIC: M. G. SCHOLLY E. BY (Taylor and orchestra - segue to harp
background)

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ANNOUNCER:

(ON CUE) A listener suggested that the Casa Loma Orchestra play a "Rose Medley." As a result we are going to hear "Moonlight and Roses," "Rose of the Rio Grande," "Roses of Picardy" and "Love Sends a Little Gift of Roses."

MUSIC: ROSE MEDLEY (Orchestra - segue to harp background)

ANNOUNCER:

(ON CUE) The outstanding personality of modern tennis is William T. Tilden, II. One of the greatest technicians of the game, Tilden also excels in courage and fighting spirit. Recently, at Madison Square Garden, New York, Tilden made headline news. From the West came twenty-two year old Ellsworth Vines, former National champion and Davis Cup star, to appear for the first time as a professional. Facing Vines was Tilden, nearly twenty years his senior. Few doubted the young California athlete's ability to defeat the older man. Nevertheless an audience of sixteen thousand people gathered to watch the play. This was the biggest crowd ever to witness an American tennis match. What happened? Let us picture it for you.

MUSIC: (MUSIC: BEAT OF TENNIS RACKET, RHYTHMICALLY REPEATED. A FINAL RING FOLLOWED BY BURST OF APPLAUSE)

TILDEN'S VOICE:

(SUNG-SONG, ACCENTUATED) Game...Mr. Tilden...Mr. Tilden wins

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The second set... six games to three. He leads... the set to none.

WIF: (SOUND OF APPLAUSE AND LAUGH)

GIRL'S VOICE:

There -- what do you think, Joe?

MAN'S VOICE:

Oh, Tilden's wonderful, of course -- but he can't keep that pace up. Did you see Vines? He was knocking the cover off the ball! I tell you, Ann, Vines will get the range in the next set and then it will be good-bye, Tilden! Vines will blow him off the court and run out the match.

GIRL'S VOICE:

Maybe so -- but my feminine intuition tells me to bet on Mr. Tilden.

MAN'S VOICE:

All right Ann -- if Tilden wins, I'll buy you a five pound box of candy!

GIRL'S VOICE:

It's -- go.

WIF: (SOUND OF APPLAUSE)

GIRL'S VOICE:

Look -- they're taking their places for the next set.

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11:

(APPLAUSE LEADER, THEN: IT TAKES OUT, FOR:
THE MATCH PERFECT -- RING OF RACKET AND BALL,
AS BEFORE APPLAUSE; TAKE OUT)

MAN'S VOICE:

Say -- this is remarkable -- I've never seen such
tennis -- oh, man -- is Bill Tilden playing tonight!
He's taken five games in a row from Vinas!

GIRL'S VOICE:

S-s-sh, Joe! It's match point...Tilden's serve...

12:

(PAUSE, THEN: SOUND OF RACKET STRIKING BALL
VERY HARD. SLIGHT PAUSE, THEN: CRASH OF APPLAUSE,
TAKE OUT)

REFEREE'S VOICE:

Game...Mr. Tilden...he wins the third set...six games
to two...and the match...three sets to none...

13:

(BRING UP APPLAUSE AGAIN, TAKE OUT SHARPLY)

ANNOUNCER:

(ON CUE) That young lady called it "women's intuition"
but to us it sounds as though she knew her tennis.
For Tilden's game that night in Madison Square Garden
was a truly amazing exhibition of stamina, skill and
nerve. Refusing to bow to the youthful strength of a
brilliant rival, the 41 year old tennis master proved
his right to be called one of the greatest iron men

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in the history of sport. Under the strain of big time tennis, health of body and nerves is essential. In this connection, Mr. Tilden's own views have the greatest weight and importance. And on the subject of smoking, William T. Tilden has the following statement to make.

"I have tried many popular brands of cigarettes, but for years I have smoked Camels. Because of their extraordinary mildness, I know I can smoke as many Camels as I wish and still have healthy nerves." We salute Mr. Tilden's athletic prowess and we agree with what he has to say about Camels. And to those who are not Camel smokers we would say, change to Camels today and prove for yourself the truth of Mr. Tilden's remarks. We assure you that Camel's costlier tobaccos will enable you to smoke as much as you want, day in and day out, and without interfering with healthy nerves.

END OF SPOT (Orchestra - fade for announcement)

REMEMBER:

(ON CUE) (OVER MUSIC) The Casa Loma Orchestra plays the ballad entitled, "Love Locked Out." The voice in the chorus will be that of Kenny Sargent.

ENDING "LOVE LOCKED OUT" (orchestra with Sargent - segue to happy background)

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(ON AIR)

ANNOUNCER:

(ON AIR) From the new motion picture "Roman Scandals" we have borrowed the sprightly tune entitled "Keep Young and Beautiful." Miss Irene Taylor will sing it for you.

MUSIC:

KEEP YOUNG AND BEAUTIFUL (Taylor with orchestra)

ANNOUNCER:

(ON AIR) Is there any real difference between one cigarette and another? Yes! And that difference lies largely in the quality of the tobaccos which are blended in making the cigarettes. Consult tobacco authorities -- men who know. They will tell you that Camels are made from finer, more expensive tobaccos than any other popular brand of cigarettes. The same tobacco experts will tell you that Camel spends millions of dollars more to give you a better cigarette. We believe you will enjoy the richness and flavor of these costlier tobaccos. And you will also be pleased to discover that you can smoke Camels as steadily as you please -- day in and day out -- for Camel's costlier tobaccos never jangle your nerves.

MUSIC:

(KEEP YOUNG AND BEAUTIFUL)

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ANNOUNCER:

(ON CUE) Casa Loma Stomp...played by Glen Gray and the orchestra.

MUSIC: CASA LOMA STOMP (Orchestra, segue to SMOKE RINGS)

ANNOUNCER:

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

MUSIC: (THEME UP)

ANNOUNCER:

(ON CUE) This is the Columbia Broadcasting System.

MUSIC: (FADE THEME - 20 SECONDS)

ABC - New York

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