

RADIO

WILLIAM ESTY AND COMPANY
INCORPORATED

R. R. R. R. R.
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COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM #19

THURSDAY FEBRUARY 8, 1934
10:00 - 10:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(30 seconds)

MUSIC: CAMEL CARAVAN

ANNOUNCER:

Camel cigarettes!

MUSIC: SMOKE KINGS (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:

Presenting -- Glen Gray and his Casa Loma Orchestra!

MUSIC: MEDLEY (Orchestra - segue to harp background)

ANNOUNCER:

(ON CUE) Miss Irene Taylor -- singing --

MUSIC: KEEP ON DOIN' WHAT YOU'RE DOIN' (Taylor and orchestra - segue to harp background)

ANNOUNCER:

(ON CUE) Speed across the country! The fastest flight ever made from California to New York is the achievement of Roscoe Turner, the famous aviator. To shave minutes from the

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existing record, Turner flew at an average speed of 275 miles per hour! The start was at Burbank, California.

BIZ:

(SOUND --- AIRPLANE ENGINE AS IF TAKING OFF)

VOICE 1:

There he goes! There he goes!

VOICE 2:

Turner's off! Some speed!

VOICE 1:

Nasty weather ahead.

VOICE 2:

Yeah. (FIDES) I wouldn't like to be in that plane...

BIZ:

(HOLD ENGINE SOUND STEADY BEHIND ANNOUNCER)

ANNOUNCER:

(ON CUE) Over the Rockies flashed the gold and black monoplane...over the desert...past Albuquerque...292 miles an hour...first fueling stop...Wichita, Kansas. From Wichita the fast flying ship heads for Indianapolis... Turner goes so high that watchers along the course hear the roar of his engines but cannot see the plane. Down in Indianapolis...more fuel...up and away...toward Floyd Bennett Field, New York. Here, a group of reporters await the flyer.

BIZ:

(TAKE OUR ENGINE ROAR QUICKLY)

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FIRST REPORTER:

Only ten hours out of California. It's hard to believe.

SECOND REPORTER:

If we have the correct dope from Indianapolis, Turner is due here now.

11:2:

(ENGINE ROAR IN DISTANCE, FAINT)

FIRST REPORTER:

Indianapolis is right. Listen.

SECOND REPORTER:

Turner's plane!

FIRST REPORTER:

There he comes!

11:3:

(ENGINE ROAR LOUDER --- COMES IN AS THOUGH PLANE WAS LANDING)

SECOND REPORTER:

Come on -- run for the ship! I want to shake hands with that fellow!

FIRST REPORTER:

(FADES OUT) I'm with you. Boy, this is news!

11:5:

(ENGINE ROAR CUT OFF)

ANNOUNCER:

(ON CUE) Was it a record? Well, here are the figures: elapsed time from Ingleok, California to New York, 10 hours, five minutes, 30 seconds. That bullet-like crossing of

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the continent was Roscoe Turner's contribution to the annals of speed flying -- a deed of skill and daring that should thrill every American. Colonel Turner has also hung up an East-West Transcontinental record of 11 hours, 30 minutes, along with many other constructive achievements in his chosen profession. One does not reach a position like Roscoe Turner's with poor physical condition or jumpy nerves. On the contrary -- Colonel Turner and other big time aviators are extremely careful in the matters of exercise, eating, and smoking. And on this question, the views of Roscoe Turner merit earnest attention. He says: "Like most pilots I smoke a lot. But I watch my nerves as carefully as I do my plane. I smoke Camels, and I enjoy them more because of their mildness and better taste. Also, being a faithful Camel smoker, I never have to give a thought to jangled nerves." That's Roscoe Turner's opinion on cigarette smoking. We agree with Colonel Turner and we suggest to our audience that you, too, make Camels your cigarette. You will be pleased to discover that because of their finer tobaccos, you can smoke Camels as much as you wish -- they will not interfere with healthy nerves.

MUSIC:

THAT'S LOVE (Fade on cue for announcer)

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ANNOUNCER:

(ON CUE) To hear "That's Love" --- with Kenny Sargent singing the chorus.

MUSIC: FURISH "THAT'S LOVE" (Orchestra and Sargent -- segue to harp background)

SPECIALTY: TWO-PIANO TEAM (Segue to harp background)

ANNOUNCER:

(ON CUE) The orchestra in "Dallas Blues!"

MUSIC: DALLAS BLUES (Orchestra -- segue to harp background)

ANNOUNCER:

(ON CUE) Miss Irene Taylor sings:--

MUSIC: IT HAD TO BE YOU (Taylor and orchestra - segue to harp background)

SPECIALTY: TWO-PIANO TEAM (Segue to harp background)

ANNOUNCER:

(ON CUE) Yes --- there is a difference between one cigarette and another. We suggest that when choosing your cigarette you keep in mind this fact: Camels are made from finer, more expensive tobaccos than any other popular brand of cigarettes. If you care to investigate further, ask any experienced tobacco man. He will tell you that Camel spends millions of dollars more to give you a better cigarette. To the smoker, this means added enjoyment for the taste, an added safeguard for healthy nerves. So when you next

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pass the cigarette counter, stop for a package of Camels. You will be delighted with the mild rich flavor of Camel's costlier tobaccos.

MUSIC: WILD GOOSE CHASE (Orchestra - segue to SMOKE RINGS)

ANNOUNCER:

(ON CUE) Beginning next Tuesday at this time, the Camel Caravan will have regularly on its passenger list those seasoned voyagers -- Colonel Lemuel Q. Stoopnagle and Budd -- together with Miss Connie Boswell, singer. We will also present as usual Glen Gray and his Casa Loma Orchestra with Kenny Sargent and Pee Wee Hunt.

MUSIC: (THEME UP)

ANNOUNCER:

(ON CUE) This is the Columbia Broadcasting System.

MUSIC: (FADE THEME 20 seconds)

WABC - New York

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