

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

W. R. [unclear]
3/29/34



COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 55

THURSDAY APRIL 5 1934

10:00 - 10:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(20 seconds)

MUSIC: SMOKE RINGS

ANNOUNCER:

(ON CUE) Camel cigarettes!

(PAUSE) They never get on your nerves.

(PAUSE) This program is sponsored by the makers of Camel cigarettes and Prince Albert Smoking Tobacco.

(SLIGHT PAUSE) Tonight the Camel Caravan brings Colonel Stoopnagle and Budd.....

(SLIGHT PAUSE) Miss Connie Boswell....

(SLIGHT PAUSE) And Glen Gray and the Casa Loma Orchestra!

MUSIC: SO (Orchestra, vocal chorus by Pee Wee Hunt, segue to organ theme)

T. Budd, to be perfectly blunt and outspoken, I have a couple of new inventions which I think will add materially to the social and economic life of our country.

H. What was that again, Colonel?

T. I have a couple of new inventions.

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H. What are they?...Or, rather, to put it another way -- what are they?

T. Well, the first one has to do with picture postcards and the second also has to do with picture postcards. You know when you go to Atlantic City, we'll say, and you wish to send home a postcard showing your hotel?

H. I like Atlantic City. Especially the salt water taffy.

T. Well, you want to send a postcard home telling the folks how near your hotel is to the ocean, BUT, the postcard only shows a picture of the hotel and not of the ocean. So my invention is a postcard extension which you attach to a postcard to show the folks at home the place the hotel is near which you want them to see but they can't on account of the only picture on the card is the hotel and not the place you want them to see also.

H. I think that about settles that question, Colonel.

Are there any motions for adjournment?

T. Now my second invention is a postcard with a revolving hotel on it.

H. A revolving hotel with a stationary door, I suppose.

T. No. You know when you wish to send a postcard home to the folks --

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H. This isn't the same invention over again, I hope.
T. ...when you want to send a postcard home to the folks and show an X to mark your room, very often, in fact, always, the picture of the hotel shows only one or two sides of it. Now maybe your room is on one of the sides of the hotel that doesn't show in the picture. With my revolving hotel postcard, you can turn the hotel around and show the other sides of it.
H. I understand, Colonel. You wouldn't mind a question or two in connection with your revolving postcard, would you?
T. Go right ahead.
H. Suppose your room IS on one of the sides that shows on an ordinary card. Would you use a revolving card just the same?
T. I don't quite get your point.
H. Suppose you have a room in front of a hotel and your room shows very clearly on the present kind of postcard in everyday use. Would you use a revolving card just the same?
T. We'll pass from hotels for the moment to something vastly more important, the matter of salt shakers.
H. Salt shakers.

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T. There are many things I eat which require salt, some which don't, some on which I like salt and some on which I don't. So I have invented a series of salt shakers, one for each different kind of food. Now you take, for instance, creamed cabbage. I don't like creamed cabbage. So I have a salt shaker without any holes in the top for not putting salt on creamed cabbage.

H. How many holes is this shaker without?

T. For the creamed cabbage, it is without 75 holes.

H. That's a lot of holes for a salt shaker to be without.

T. Well, I ESPECIALLY don't like salt on creamed cabbage. For pickled beets, which I don't care much whether salt is on or not, I have a shaker without 50 holes. You see, the less I care whether salt is going to be put on stuff, the less holes I have the shakers without.

H. How about Lyonnaise potatoes?

T. They're nice.

H. Or -- let's see. How about watercress salad?

T. Not just now, thanks. I had quite a heavy dinner.

H. How about a movie?

T. You don't put salt on a movie.

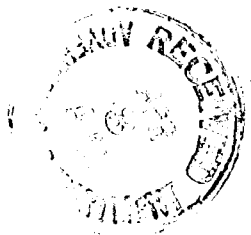
H. How about a legitimate play?

T. Alright. Let's go.

H. Come on.

(DOOR SLAMS)

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MUSIC:

GOODNIGHT, A THOUSAND GOOD NIGHTS (Connie Boswell and orchestra, segue to next number)

MUSIC:

BEST WIND (Orchestra, vocal chorus by Kenny Sargent, segue to harp background)

ANNOUNCER:

(ON CUE OVER HARP BACKGROUND)

Here's a game you can play with big champions like Bill Tilden, Gene Sarazen, Blondy Ryan of the New York Giants and Irving Jaffee, the Olympic speed skater! Impossible? Not a bit of it -- for these athletes, along with sixteen other celebrities, have recorded their scores in the new game called "Know Your Nerves." So if you would like to shoot at the marks the champions have made, send at once for your free copy. All that's required is your name and address together with the fronts from two Camel packages. Send to the Camel Caravan at Winston-Salem, North Carolina, or to the station to which you are listening, and a copy of "Know Your Nerves" will be mailed postpaid. "Know Your Nerves" is fully illustrated with drawings and photographs, and contains easy-to-follow directions for playing the game. It's fascinating, it's instructive, and it's fun for every member of the family. Try the Ten-penny test, the test of the Mystic Figure Eight, and the baffling Heel and

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Too test! Compare your scores and those of your friends with the par scores hung up by such people as Virgil Richard, world-famous sharpshooter, Shepard Barclay, noted bridge expert, and Frances Marsalis, champion women endurance flyer. May we suggest that you take advantage of this offer at once while free copies of "Know Your Nerves" are still available. Just send your name and address with two Camel package fronts to the Camel Caravan at Winston-Salem, North Carolina. Caravan is spelled C A M E L V A N and you'll always find the spelling of Winston-Salem on your Camel package. We'll repeat the address at the end of the program. Meanwhile, may we remind you that Camels never get on your nerves!

MUSIC:

CAROLING BOTTLE-LIES (Orchestra)

- T. Iddo, I met the funniest fellow today. His name was Emmet Simple.
- B. Emmet Simple.
- X. Yeah. He was introduced to me as a man who had never seen a train until the day I met him. He had never even seen a truck, either.
- H. Until the day he saw you.
- I. Yeah. He hadn't even heard of a telegraph. He had never in his life sent a telegram. And it occurred to me that it would be pretty hard for anyone to send a

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telegram over the telephone who had never done it before. Consequently.....

BOTH:

I have written a little play.

B.

I'm way ahead of you, Colonel.

T.

...a little play depicting the hardships one might go through in sending a telegram for the first time. I shall be the simple fellow....

H.

You won't need any makeup.

S.

And you will be the girl at the telegraph office who takes the wire. You will need makeup.

H.

Thanks for that, Colonel.

T.

Now let's go. Remember. I haven't ever sent a wire before.

WIF:

(PICKS UP PHONE)

(HIGH) Hello, operator. My name is Emmet Simple.

I wish to send a wire-o-gram, - beh, beh - I mean, a telephone - a telegram. Yeh. Uh huh.

H.

(PALSETO) Postal Union. What is your number, please?

T.

What difference does that make? I just want to send a telegram, please.

H.

What is your phone number, please?

T.

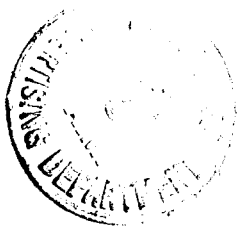
A, - Puckering 4567. But I don't see.....

H.

Under whose name is this telephone listed?

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T. Postal Union, I suppose.

H. No, I mean your telephone.

T. Oh, this telephone. It's listed right in the book.

H. I know that. What is the name under which it is listed.

T. Under which?

H. Yes.

T. I'll have to look in the phone book again. I think it's under Simple. My name is Simple.

H. To whom is the telegram going?

T. My uncle.

H. What's his name?

T. Herman.

H. Herman who?

T. No, Herman Blue.

H. Where does he live?

T. In a peachy house on the drive. He's got a big vegetable garden, too.

H. What's his address?

T. Well, he's travelling now. He's at the Detroit Hotel in Detroit.

H. And the message.

T. Oh yes. I have a message for him. It would be sort of silly to send a telegram to him without any message, wouldn't it?

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H. The message, please.

T. Dear Uncle Herman. How are you? I am fine, thanks.

H. Will that be all?

T. That's all I can think of right now.

H. And the signature.

T. You'll have to sign it there at the Postal Union office.

H. I know that, but how do you wish us to sign it?

T. Print it plain so he can read it.

H. Do you wish us to put your name at the end?

T. Gee whiz. Do you think I'm not me, or something?

H. Of course put my name at the end.

T. I shall read the telegram back to you.

H. That won't be necessary. I have it written down.

H. I know, but we must check with you....To Herman Blue,
B as in Blue, L as in Lump, U as in Utopia --

T. I is in New York.

H. ...and E as in Edward.

T. Not Edward - Herman.

H. Dear Uncle Herman...H as in Herman, E as in Erie,
T. he is not; he's in Detroit.

H. R as in raspberries, M as in mischief,
T. Emma's in mischief? How do you know? My daughter Emma
is right here with me.

H. A as in aspirin, N as in nuts. How are you?

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T. The same to you. How are you?
 H. No, I'm reading your message. I am fine, thanks, signed
 Emmet. E as in Emmet, M as in mischief,
 T. Let go of that vase, Emma.
 H. M as in mischief,
 T. No she isn't. She let go.
 H. E as in Emmet, T as in China. Will that be all?
 T. That will be all, except for one thing. Please don't
 tell Uncle Herman that Emma's in mischief. I wouldn't
 want him to know.
 H. Thank you.

END:

(RANG UP PHONE)

MUSIC:

I AINI GOT NOBODY (Connie Boswell and orchestre,
segue to harp background)

ANNOUNCER:

(ON CUE OVER HARP BACKGROUND)

When all is said and done, the question of what cigarette
 to smoke boils down to a basic fact. That is that
 Camels are made from finer, more expensive Turkish and
 Domestic tobaccos than any other popular brand.
 In other words, the makers of Camels have spent millions
 of dollars more for your enjoyment and for your
 protection. And of course it is also a well-known fact
 that Camel's costlier tobaccos never tire the taste
 or interfere with healthy nerves. That is why "steady
 smokers turn to Camels."

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(PAUSE)

The world's best-loved pipe tobacco is Prince Albert. Good old "P.A." is produced by the Camel cigarette people with a special process that takes out every hint of harshness, and leaves in the cool mellow goodness that earned the title "the National Joy Smoke." Millions of men will tell you that you're missing the full joy of smoking if your pipe isn't packed with rich and flavory Prince Albert. There are two full ounces in every tin.

MUSIC:

BUJI (Orchestra)

- H. Do you like ice hockey, Colonel?
- T. My, my, yes. Do I like ice hockey! Phew! It is indeed one of the fastest games I have ever witnessed.
- H. You're just getting dramatic.
- T. There's one trouble with it, though, Budd, that I've noticed in particular. I don't see any reason at all for the goalie -- the fellow who stands in the net trying to stop the puck from making a goal. If he weren't there, how much easier it would be for everyone. As it is now, about every other game ends in a tie -- two to two, four to four, six to six.

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H. Pick up sticks.

T. Eight to eight.

H. Lay them straight.

T. You know what I think? I think the coach gets his men together before the game and tells them not to win but to make the game even.

H. What would be the sense in that?

T. Well, they get one point for tying, and two for winning, but none at all for losing. So it's better to have an even score than to lose.

H. What are you getting at, Colonel. You have some subtlety in the back of your mind.

T. I don't feel anything.

H. I bet you're figuring on a drama.

T. Alright. It's a drama about hockey. I'll be the coach, haranging his men in the locker room the day before the big game. You be the captain of the team.

H. I know, but I'm not the captain.

T. I'll take a vote of the players. (DRAM) Men, who wants Budd for captain?

ORCHESTRA:

Yea!

T.

Opposed? Carried. Congratulations, Budd. You're captain. Won't you say a few words?

ORCHESTRA:

YEA!

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H.

(DRAM) Well, men, I hardly know how to thank you for this honor. And as for you, coach -- well, a little lump comes up in my throat every time I....

T.

Maybe it's the hockey puck we lost.....

Now men, I want each and every one of you to listen to me. You men have been playing a fine brand of hockey.

U:

(TALKING)

Wait, now! Your spirit during this season has been exemplary. You have played the game. Some you have won.

L:

(CHEERS)

Some you have lost.

M:

(CHEERS)

Some have come out even. But tomorrow, men, is our crucial game. You have all been in strict training. All we need is one point to win the championship. That means an even score with our arch enemies, the Puckering Valley Blackhawks.

N:

(GROGLES)

So from this minute on, you may break training. You may eat all you wish and drink all you wish.

O:

(CHEERS)

So eat, drink and be merry, men, for tomorrow we TIE!

P:

(CHEERS)

(BELL)

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MUSIC:

(SMOKE RINGS - orchestra)

ANNOUNCER:

(ON CUE) To insure everyone listening in an opportunity to get the new game "Know Your Nerves" we repeat the offer made earlier in the program. A copy of this fascinating game will be mailed you free of charge, if you will send your name and address with two Camel package fronts to the Camel Caravan at Winston-Salem, North Carolina or to the station to which you are listening. May we suggest that you send for your book this evening, before this chance for fun and entertainment slips your mind. Your name, address -- and two Camel package fronts -- to the Camel Caravan -- C A R A V A N --at Winston-Salem, North Carolina, or this radio station.

MUSIC:

(BRING UP SMOKE RINGS)

ANNOUNCER:

(ON CUE) The Camel Caravan is on the air again next Tuesday evening at this same time...bringing Colonel Stoopnagle and Budd...Miss Connie Boswell...and Glen Gray and the Casa Loma Orchestra. This program is broadcast from the Colonnades of Essex House in New York City.

MUSIC RADIO

(THEME UP)

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ANNOUNCER:

(ON CUE) Harry Von Zell speaking. This is the Columbia Broadcasting System.

MUSIC:

(FADE THEME) 20 seconds - WABC - New York

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