



RADIO

WILLIAM ESTY AND COMPANY

4/20/34

INCORPORATED

RECEIVED
APR 24 1934
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 40

TUESDAY APRIL 24 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...Miss Connie Boswell...
and Glen Gray and the Casa Loma Orchestra!

MUSIC: JAZZ ME BLUES (Orchestra)

H. Well, Colonel, still more mail this morning from the
college folks, with requests for definitions.

T. Definitions?

H: Yeah, like the ones a couple of weeks ago. Remember?
A fern is a plant that when you water it regularly
it lives, unless usually it doesn't?

51458 6385

Best Copy

T. That isn't just exactly right, but it'll do. Do these college folks want more definitions?

H. Yes. I'll name the things they want defined and you define 'em. First, what is an artichoke?

T. An artichoke is a refined cabbage that when you eat the wrong end of the leaves it gets its name from.

H. That's enlightening. Repeat that, will you, Colonel? Next, what is daylight saving?

T. Daylight saving is like when you get up early, it's an hour later somewhere where they don't have it, unless it's central standard time at the time, when it's the same, except unless they have daylight saving too, so pay no attention to it.

H. Splendid, Colonel, splendid. Now number three: Here is someone who wants a definition of a double chin.

T. A double chin? Well, that's what ladies look best without and makes them feel better if they haven't, or, if they have, have their faces lifted so they don't.

H. An Easter bunny.

T. My goodness! Someone wants to know my definition of an Easter bunny?

H. That's right.

T. An Easter bunny is what lays the Easter eggs that older people know they don't, but chickens.

RADIO
WILLIAM ESTY
AND COMPANY

51458 6386

Best Copy

H. This becomes more and more involved as time goes on. Let's see, now -- here's a lady who wants to know what a peninsula is.

T. I often wonder myself. Well, a peninsula is an island that the water doesn't go all the way around it except at one end and often the sides.

H. And an island.

T. An island is a peninsula that the water doesn't go around it except on all sides.

H. Well, thank you, Colonel. I guess that's all the definitions we have ear for this evening, with one exception. A fellow from Syracuse University wants to know what an insurance policy is.

T. Just suggest to him that he announce his engagement in the social column. Then several hundred people will be around to explain what an insurance policy is. All absolutely with obligation, too.

H. ~~That may be true, but he wants your definition so he can turn all those folks down.~~

T. ~~Alright, I hope he's listening in. Young man, an insurance policy is like say when you die if you had one, somebody else gets the money if you paid the premiums but you didn't.~~

(BELL)

RADIO
WILLIAM ESTY
AND COMPANY

51458 6387



MUSIC:

LITTLE MAN YOU'VE HAD A BUSY DAY (Connie Boswell and orchestra, segue to harp)

ANNOUNCER:

(ON CUE OVER HARP BACKGROUND)

The makers of Camel cigarettes have a new game ready for you called "Know Your Nerves." It's fun for the whole family and all your friends. In "Know Your Nerves" you'll find twenty entertaining tests -- which will amuse you and give you valuable tips on nerve condition as well.

Also, you can compare your score in "Know Your Nerves" with those hung up by famous champions and celebrities who also took these tests. Each free copy of the game contains the champions' scores and pictures, along with the easy-to-follow directions and diagrams by which the tests are explained. So here's a game in which you may compete with Gene Sarazen, world famous golf expert and holder of the United States Professional championship. Gene tried his hand at the "figure eight test" and his score can be beaten. Scores of nineteen other celebrities are also included in "Know Your Nerves." To get your free copy of "Know Your Nerves" all you need do is send your name and address with the fronts from two Camel packages to the Camel Caravan at Winston-Salem, North Carolina, or in care of the station to which you are listening. Caravan is spelled C A R A V A N and the

RADIO
WILLIAM ESTY
AND COMPANY

51458 6388



spelling of Winston-Salem is on every Camel package. May we suggest that you send for your free copy of "Know Your Nerves" right-away. All that's required is your name and address together with the two Camel package fronts. Send to the Camel Caravan at Winston-Salem, North Carolina, or in care of the station to which you are listening, and your copy of "Know Your Nerves" will be mailed postpaid. And remember, Camels "never get on your nerves."

MUSIC:

RIP TIDE (Orchestra, chorus by Sargent)

H. Colonel, why look so sad? Everything will turn out alright. Gee whiz (BREAKING DOWN), here I was all smiles and stuff and you stand there looking like an advertisement for a used tombstone. Come on, old man -- what is it?

T Oh, I don't know. *So many* ~~Every~~ program nowadays seems to have a guest artist and we haven't any.

H. I know, but maybe we don't need guest artists. Maybe our stuff is bad enough without 'em!

T. Well I don't care -- I want a guest artist.

H. Wait a minute, Colonel -- I think I can help you out. Seems to me I see in our audience a fellow who would be delighted to come up on the platform here as our guest. Look! There's that greatest of the great musicians, Cleff Treble.

RADIO
WILLIAM ESTY
AND COMPANY

51458 6389



T. Cleff Treble? Never heard of him. What did he ever write?

H. Sh, Colonel! He'll hear you. Look -- he's leaving his seat now. Come right along up, Cleff. Let's give him a little hand, folks.

(ASK AUDIENCE TO APPLAUD)

Ordinarily, we ask the audience not to applaud, but just then, we ASKED them to, Cleff. You can see how important you are. Now speak right into this thing.

T. (HIGH) Well goodbye.

H. Oh no, you don't get away with that. Say listen, Cleff, the Colonel says he never heard any of your music. Tell him some of the things you have written.

T. Well, the most important, I guess, was the music for the chimes.

H. The chimes? What chimes?

T. That you hear on the radio every fifteen minutes on some stations. Listen.

BIZ:

(CHIMES A LA NBC)

Nice? Took me several weeks to write those.

H. There you are, Colonel. Now what do you think of that?

T. (REG) Budd, I had no idea that someone had to write those chimes. I thought they just chimed and let it go at that.

RADIO
WILLIAM ESTY
AND COMPANY

51458 6390



H. What else did you write, Cleff? (You're going to be surprised at some of the other things Mr. Treble has written, Colonel:)

T. (HIGH) Oh, I wrote the note that clocks strike at. Listen.

BIZ:

(CLOCK STRIKES THREE)

Nice? I wrote that note.

H. That's splendid. But what I don't understand is -- every clock has a different note. Did you write them all?

T. Not exactly. You see, I was the one suggesting that clocks strike on just one note and so everybody copied me.

H. Do you write lyrics, too, Cleff?

T. You mean 'words' to stuff?

H. Yes, that's what lyrics are -- words to stuff.

T. I wrote the words to the scale, if that's what you mean. I wrote do, re, mi, fa, sol, la, ti, do. Want me to sing them for you?

H. No, I guess not.

T. (SINGS) Do, re, mi, etc.

H. Maybe you misunderstood me, Cleff. I said I DIDN'T want to hear you sing the lyrics to the scale.

RADIO. Oh. (SINGS) Do, re, mi, etc.

WILLIAM H. ESTY AND COMPANY

That's fine. Thank you. Now tell me what else you wrote and we'll call it an evening.

51458 6391



T. I wrote the lyrics to the chorus.
 H. Lyrics to the chorus? Words for them? I don't know
 the chorus had words to them. Do they say go?
 T. (SINGS) Ho, ho, ho!
 H. Those are lovely words. So expressive.
 T. (DO.) Ho, ho, ho. I wrote those for a stocking firm
 advertising.
 H. For a stocking firm?
 T. Yeah, ho's -- three ho's. Pretty good, eh?
 H. Anything else?
 T. Oh, a little tune that's become very familiar in the
 last hundred years. It goes something like this:
 (WHISTLES LIKE MO MEE CALLING SMALL BOY)
 H. Seems to me I recognize that tune. My mother used to
 whistle like that when she wanted me to come in from school.
 T. Certainly. I wrote that tune. There are some words
 to it, too, and you say them after the tune instead of
 with it. It's a new wrinkle in music that I made up.
 First you hear the whistle, like this:

BIZ:

(ORCHESTRA WHISTLES)

And then you sing like this: I don't want to come in, Mom,
 I want to stay out 'til late.

BIZ:

(ORCHESTRA WHISTLES AGAIN)

Alright, Mom, but get up, can't I stay out a MINUTE longer?

**RADIO
 WILLIAM ESTY
 AND COMPANY**



all:

(ORCHESTRA WHISTLES AGAIN)

(cast) It's singing! Wait a minute.

all:

(SERIAL WHISTLE, WITH APPARENT AUTHORITY)

It's good! It's good!

(BILL)

MUSIC:

DANCING IN THE MOONLIGHT (Connie Boswell and Orchestra, segue to harp background)

ANNOUNCER:

(ON CUE OVER HARP BACKGROUND)

Anything may be claimed for a cigarette, but what really counts is the tobacco used in the making.. It's a well-known fact that Camels are made from finer, more expensive Turkish and Domestic tobaccos than any other popular brand. This represents the millions of dollars more spent by the makers of Camels for your added enjoyment and protection. And you may enjoy these superior tobaccos as much as you like -- smoke as many Camels as you choose. For Camels never tire the taste, and never interfere with healthy nerves.

(PAUSE)

When you buy Prince Albert Smoking Tobacco, look at the stamp on the tin. It will show you that you're getting into cancer. ~~That's because the Prince Albert tin with other that is... Prince Albert is produced by the Camel cigarette people, by a special process that removes the bit of bite and harshness. So many smokers recognize this that the good old "P.A." is recognized as "The National Joy Smoke."~~

51458 6393

RADIO
WILLIAM ESTY
AND COMPANY



MUSIC:

H. ... (orchestra, ... by ...)
Colonel, the letters from college folks seem practical
to be coming in. There's one in particular that sort
of struck my fancy and I wish you'd answer it. At
first the question seems difficult, but as it grows on
you, it becomes easier and easier. This letter is from
Princeton Ind. It says, in part: A question which
has been on my mind for a long time is whether it is
good to run into a telegraph pole with my automobile.
State the question again, more concisely. I must
weight it.

H. Is it good to run an automobile into a telegraph pole?

T. The...fellow wants to know that.

H. Yes. I think that is a very proper question, Colonel.

T. Well, he asks 'is it good?' This has nothing to do
with religion. The question should be put differently,
and he could have said: 'Is it KINE to run into
a telegraph pole with an automobile?' Call him long
distance and ask him if it's alright if we change the
question.

(LIFTS RECEIVER)

H. ...
Princeton, New Jersey, 921, operator, please. I
want to speak to Oscar Hornack.

Hornack, huh? Nice name.

RADIO.

WILLIAM ESTY
AND COMPANY

51458 6394



H. The line's busy? Yes, all. No, that isn't necessary. Thank you, operator.

(GLASS UP)

The line is busy, Colonel. So you might as well go ahead with the question as amended.

I. Good. The question we are to discuss tonight is: Is it kind to run into a telegraph pole with an automobile? Or perhaps we should make still another change in the question, now that the line is busy, and ask it this way: Is it kind to WALK into a telegraph pole with an automobile?

H. Things are becoming more and more involved every minute, Colonel.

I. So now the question is: Is it kind to walk into a telegraph office with an automobile, or, to put it another way, is it kind to walk into a telegraph office with a horse?

H. Is it, Colonel?

I. No, it is NOT kind to walk into a telegraph office with a horse. That clears that up. Now is there anything else?

H. Just a letter from someone....By the way, why is it unkind to walk into a telegraph office with a horse, Colonel?

Because in a telegraph office, they say STOP and to a horse you say WHOA. But you couldn't WHOA to a telegraph office. Now what else have we on the docket for tonight?

**RADIO
WILLIAM ESTY
AND COMPANY**

51458 6395



H. There was the invention, Colonel.

H. Oh yes, Ruff. You mean the mirror with mustaches painted on it -- all different kinds of mustaches?

H. Yes. Tell the people what good that is.

T. That's for men to look into who want to find out how they would look with a mustache.

H. and still another invention -- the one about automobile tires or something.

T. Oh, inverted ruts.

H. Inverted ruts?

T. Yeah. I have invented ruts that are inverted so when you get in 'em, you can't get in 'em in the first place because they curve over instead of under and water can't get in to make the rut deeper because there is no rut in the first place. You see, it's convex instead of concave, or something, and.....

H. Here's a letter from a fellow who wants to know how to enclose a check in a postcard.

T. He's just silly. Read a letter with some sense to it.

H. No, if I did, you wouldn't understand it. How would you enclose a check in a postcard? Answer quickly, Colonel.

T. A check in a postcard. Well, first you get a small postcard about eight by twelve. Then you.....

H. A small postcard, eight by twelve.

RADIO.
WILLIAM ESTY
AND COMPANY

51458 6396

- T. Well, a large postcard eight by twelve. What's the difference whether it's large or small as long as it's the same size?
- H. What do you weigh, Colonel, about five feet ten?
- T. I don't see where that enters in. So you take the postcard and you fold it like an envelope, glue three of the sides sort of together, put in the check, put on a stamp and mail it.
- H. Then when you come right down to it, you really put the check in an envelope in the first place.
- T. Yes, I guess you must, as far as I can figure out. That is, if you have a check. Say Budd, tell 'em about the pretty little dress we got in the mail.
- H. Oh yes! A fellow named _____ from _____ sent us a little doll's dress, with his name underneath. He said the dress was because we announced that people should send in their name and address. It was a dainty morsel, indeed.
- T. A what?
- H. A morsel.
- T. I see. Morselling in on our territory, eh?

(BELL)

FUTURISTIC RHYTHM (Orchestra)

(APPLAUSE)

MUSIC:

RADIO
WILLIAM ESTY
AND COMPANY



MUSIC:

SMOKE RINGS

ANNOUNCER:

(ON CUE) The Camel Caravan is on the air again next Thursday evening at the 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:

(THEME UP)

ANNOUNCER:

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

MUSIC:

(FADE THEME)

20 seconds

WABC - New York

**RADIO
WILLIAM ESTY
AND COMPANY**