

BEST  
COPY

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 2

THURSDAY, OCTOBER 4, 1934  
9:00 to 9:30 P. M.

CUE: COLUMBIA BROADCASTING SYSTEM  
\_\_\_\_\_ 30 SECONDS \_\_\_\_\_

MUSIC: SMOKE RINGS

O'KEEFE: (AFTER LIGHT BARS) O'ngway, neighbor .. here comes the Camel Caravan again, brought to you by the makers of Camel cigarettes and Prince Albert Smoking Tobacco. Right now your ears are being serenaded by "Smoke Rings" .. "Smoke Rings" my friends, blown into your loud speaker by Glen Gray and his Casa Loma orchestra. You don't have to depend on Glen Gray to blow smoke rings for you... light up a Camel and blow your own .. Tonight, in addition to Glen Gray, the Camel Caravan brings to you that exotic canary, whose beauty is only equalled by her voice, Miss Annette Hanshaw... Oh, by the way, my name is Dizzy O'Keefe, and I work here too... I'm not beautiful and I'M not exotic but I can blow smoke rings and we've also got Ted Husing the world's most beautiful and exotic sports announcer. Speaking from Detroit for the benefit of those who weren't with us Tuesday night, let me explain that I bought the newsstand here in the building... Y'see I figured I might as well sell cigarettes seven days a week, - so I'll go down there now and check up on my assistant, Camellia.

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O'KEEFE: In the meantime give your ears a treat and listen to Glen Gray and his Casa Loma orchestra playing "Rock Your Blues Away"...

MUSIC: ROCK YOUR BLUES AWAY (ORCHESTRA)

A T C 'R: -- --

SOUND EFFECT: CASH REGISTER

BENWICK: (HUMMING \* ROCK YOUR BLUES AWAY) Good evening, sir.. what can I do for you?

O'KEEFE: What can you do for me... Hey wake up Camellia... I'm the boss. I'm Walter O'Keefe. I own this newstand.

BENWICK: (REGISTERING AMAZEMENT) Ooooooh... it's YOU!!! Well, then I wonder who that was...

O'KEEFE: Who what was?

BENWICK: The fellow who came in here and cleaned out the cash register.

O'KEEFE: Cleaned out th... How much did he get?

BENWICK: Everything... Thirty five cents!

O'KEEFE: THIRTY FIVE CENTS... that means I'm wiped out!!!

BIZ: SOUND OF TELEPHONE BELL

O'KEEFE: Hello... yes.... this is O'Keefe's newsstand...  
Miss Camelia Murphy? Why...

BENWICK: It's for me... (INTO PHONE) Hello.... Oh, it's  
you, Fred (ASIDE) It's Fred., calling on the  
phone. (Back to phone) Why Fred... where did you  
get the nickel?

O'KEEFE: Maybe the stock market went up. (Maybe he bet on Detroit)

BENWICK: Not at all Fred... oh it's all right for you to call  
me here anytime. One in the balcony and one down-  
stairs? Gee... I don't know what to say.

O'KEEFE: Say "Goodbye" and hang up!

BENWICK: Well Fred... what are we going to do the rest of the  
evening?

O'KEEFE: Look for a new job.

BENWICK: Well good bye Fred... 8:30 sharp ... Okay

BIZ: CLICK OF PHONE

O'KEEFE: Say Camelia.. I wish Freddie wouldn't call you during  
working hours. It takes up too much time.

BENWICK: Oh that's all right. HE'S not working!

O'KEEFE: But listen.. time is money.. Get rid of those loafers  
quickly... will you? And when you're not busy why don't  
you fix up the stand. Look at those magazines!!

RENNWICK: I haven't time to read how boss! Here comes a customer.  
Well sir.. what can I do for you?

SORIN: (HEBREW DIALECT) Good evenink .. Footise Wootise  
if you'll being so kindly... could you givink me the  
TIMES.

O'KEEFE: I'll take him Miss, I handle the foreign department.  
(TO CUSTOMER) Yes sir,.... here's your Times,

SORIN: No, no... I mean have you got the TIMES... the correct  
TIMES. C<sub>a</sub>n't you understanding in plain English?

O'KEEFE: Pardon me... but I always have a little trouble with  
that Southern accent. Well, I'll tell you.. it's ten  
fifteen.

SORIN: Then it's time to take my medicine. A glass of water  
please.

O'KEEFE: Say.... why didn't you go to a drug store?

SORIN: I'm not hungry.

O'KEEFE: Camelia, ring up "No Sale" again. Let's close up for  
the night.

SORIN: Hey wait a minute. What kind of place is this? Give  
me a package Camels. How many times do I have to ask?

RENNWICK: Pardon me... but I didn't hear you say anything.

O'KEEFE: What else COULD HE want?

BENWICK: Here's your cigarettes Mister.

SORIN: Here's your money darlink.

O'KEEFE: I didn't get the name sir... we always like to know each customer by name.

SORIN: J. Isadore Mo. Gillicuddy

O'KEEFE: Call again.

SORIN: Thank you.

O'KEEFE: Well, Camellia things look better I guess we're going to clean up, Here's another customer you take him

BENWICK: Leave it to me boss. Newspapers, magazines, cigarettes

JACK: I'd like to get a paper.

BENWICK: Well, we have the CHRONICLE ... THE TIMES... THE EXPRESS and THE NEWS! Which would you like?

JACK: No, I want wrapping paper. I want to send out my laundry.

BENWICK: Gee, that's funny... say boss have we got wrapping paper?

O'KEEFE: No, but tell him to leave his laundry. We'll make that a side line.

BENWICK: That's an idea, boss. It'll give YOU something to do. Well, mister how about some razor blades.

JACK: No thanks I've got a razor blade. Say by the way baby, how about going out to dinner with me tonight?

RENWICK: No thanks, I'm tired. But if you'll bring it over I'll eat it with you.

O'KEEFE: Listen Camella forget this guy he's wasting our time. This is a place of business.

JACK: Oh yeah... This is the last time I'll buy anything here. Goodbye.

O'KEEFE: Ring up NO BALK, Camella. We can't waste time like this. Get rid of guys like that in a hurry.

RENWICK: You bet I will, where do they get these guys anyway? Watche me take care of this one.

HUNT: I want a copy of every magazine you've got... a CARTOON of cigarettes... CAMELS of course... a box of candy for my wife, and some of these.

RENWICK: Listen, big boy... you can't waste our time around here. Scram, or I'll call a policeman.

HUNT: What's that? O Kay, baby... I'll go somewhere else.

RENWICK: Get out of here, you loafer. Phhfast.. /There! How's that boss?

O'KEEFE: Oh, Camella, he was the best customer we've had today, that was Pee Wee Hunt, a friend of mine from the band.

RENWICK: Ohhhhhh. Now I suppose you're going to fire me.

RENNICK: Ohhhh... Now I suppose you're going to fire me.

O'KEEFE: No, but that's a great idea. I'll think it over.

MUSIC: MOONGLOW..... (SARGENT AND ORCHESTRA)  
(O'KEEFE introduces Sargent over music)

VON ZILL: Presenting Ted Husing, the Camel Sport Reporter speaking from Detroit. Will you come in Ted.  
(HUSING FOLLOWS WITH ONE MINUTE AND 30 SECONDS OF MATERIAL FROM DETROIT... GET CLOSING OUR FROM HUSING BEFORE BROADCAST)

- - - -

HUSING: Well, Detroit is baseball wild tonight... and why not.. didn't Schoolboy Rowe beat the Cards? Last night there was no hilarity. Cardinals 8 ... Tigers Three. Yesterday's batting hero, Joe McDwick. Three singles to the outfield and one homer into the bleachers. Joe says "Covering the left garden, a fellow gets over a lot of ground during a ball game. It's tiring .. takes energy. And there's an added strain when you're batting as clean-up man. Smoking a Camel takes away the tired feeling as soon as I leave the field... turns my pep on again. And when I'm smoking steadily, Camels don't upset my nerves." The fielding hero.. Frankie Frish - the Fordham Flash... taking liners and grounders without bobbling, turning on a dime and flipping them into waiting arms. The pitching hero, Dizzy Dean, The great

HUSING:  
COMPT:

Cardinal hurler riding behind a big lead all the way needed only to bear down when the Tigers became dangerous. Dizzy says "When you're out there facing the best hitters baseball has to offer, and you know your team expects you to pour it into them, that's when a man needs energy. Like many other big league pitchers I smoke Camels. I like Camels, and smoking a Camel sure brings back you energy after a hard game, or any other time you're tired, and Camels never frizzle the nerves. Yesterday's series goat... The entire Tiger infield.

Today one of the greatest games of all time. The Tigers came from behind to win 3-2, tying the score in the ninth and winning in the 12th. The batting hero... take your pick. Gerald Walker, who slashed a single to score the tying run in the ninth, or Goose Goslin, who drove in the winning run. The fielding hero, Rogell, the Tiger shortstop, who trapped Delancey's liner in the 7th... The goat... Delancey of the Cards, who misoued Collins at first, permitting Walker to slam home the tying run. The pitching hero.. Schoolboy Rowe, the tall Tiger hurler set down 26 of the last 27 batters, 22 of them in a row....

The Schoolboy caged the Red Birds with a performance short of marvelous. And the schoolboy says.. Camels are the ball players cigarette. They're full bodied.. and yet mild. And many a time when I felt used up during this season, I thanked Camels for the way they relieve that tired feeling.



HUSING:  
CONTD:

When you're smoking a Camel, you know the luxury of a real smoke. Camels are not flat or sweet, I can smoke them constantly. I guess it's because of those finer tobaccos. Anyway Camels never ruffle my nerves.

But ball games like today's ruffle mine, and so I'm going to go outside and smoke one now... and so... on to Sportsmans Park... and more baseball... Goodnight.

\* \* \* \* \*

MUSIC:

LET'S TAKE A WALK AROUND THE BLOCK... Hanshaw.

O'KEEFE:

Thank you, Annette Hanshaw... And now it's my pleasure to introduce to radio an amazing, startling, stupendous colossal collection of freaks and monstrosities.... In my travels my dear friends, I have discovered these sensational pranks of nature and I now present them in a special feature of "Will Wonders Never Cease?". I have for example one young man who was born with his nose upside down on his face. The only trouble is that whenever he sneezes he blows his hat off. For those of you who are interested I have just published a book entitled UP THE BLOODSTREAM WITH CANOE AND CAMERA! On the shores of Bloodstream I found Miss Smokey Josephine the only woman in the world who ever swallowed a fire siren.. Three years ago she was driving her car with her mouth wide open and bumped into a fire engine... In the excitement she tried to swallow the hook and ladder but all she succeeded in swallowing was the siren .....

O'KEEFE:  
CONED.

Come on, Smokey Josie... say a few words to the folks!

RIMWICK:

Well, everything the professor tells you is (SIREN EFFECT) true. Last year when I had the whooping cough I set off five hundred false alarms in one day. Professor O'Keefe forgot to tell you that I also swallowed (SIREN) a fire bell.

BIZ:

(BELL CLANGS WITH SIREN EFFECT)

O'KEEFE:

Pull your chairs over to the curb folks... there she goes.... WILL WONDERS NEVER CRASE?"

(ORCHESTRA BLAST)

O'KEEFE:

And now my friends, ... I want you to meet Harvey Hooper -- a steward on the S. S. Magnesia... plying between Liverpool and Marion, Ohio. Maybe Marion has moved away now. As you may recall the Magnesia went down at sea and Hooper was one of those rescued. I will let him tell the story in his own words.

JACK:

(COCKNEY DIALECT) Well sir, my name is Harvey Hooper and when the ocean swallowed the Magnesia I put the message in a pint bottle and threw it overboard. Fourteen years later the message was sent to me in a collect telegram. But still no word from the bottle.. Then three weeks ago I ordered kippered herring for breakfast and when I opened the fish... there was the bottle full of blended bourbon. I drank the contents.

JACK: and then gave the fish two cents refund on the bottle.  
CONTD: Cherriol

O'KEEFE: There it is, ladies and gentlemen "WILL WONDERS NEVER  
CEASE?"

(ORCHESTRA BLAST)

O'KEEFE: And now it's my pleasure to present Miss Penelope Pratt,  
who will tell you about a sensational monstrosity on  
her farm in Whistlestop, Kansas... Presenting Miss Pratt!  
Well sir, I had a cow named Marlene D. .... who swallowed  
a man's watch and a woman's watch. Later, when  
Marlene D. had a calf it was born with little wrist  
watches strapped to its tail.... Twenty years later  
Marlene D. died and was butchered. It was found that  
the watches she had swallowed had grown into grand-  
father's clocks and gained twelve hours.

BIZ: (RENWICK DOES SIREN AND FIRE BELL)

O'KEEFE: There goes Smokey Josie back to the firehouse folks...  
and there it is ladies and gentlemen, "WILL WONDERS  
NEVER CEASE?"

MUSIC: TRUMPET BLAST

O'KEEFE: Thank you, gentlemen, it's your honor...

MUSIC: HERE COME THE BRITISH ..... (HUNT AND ORCHESTRA  
O'Keefe introduces  
Hunt over Music)

VON ZILL: Scientific tests have shown that your energy varies during the day. Such symptoms as fatigue and irritability are signs that energy is low. At those times, if you will smoke a Camel, you will experience a quick restoration of the flow of natural energy. This benefit may be enjoyed as frequently as desired. You may smoke Camels as often as you wish. Camels are made from finer, more expensive Turkish and Domestic tobaccos than any other popular brand of cigarette. Camel's costlier tobaccos do not interfere with healthy nerves.

MUSIC: "I'M IN LOVE" ..... (Annette Hanshaw)

O'KEEFE: Ladies and gentlemen, you were just listening to Annette Hanshaw singing "I'm in Love".... And here it is Fall and thousand of collegians are back on the campus.... Thanksgiving is just around the corner and think of all we've got to be thankful for... We've all got great jobs, we've all got plenty of money... We've all got big flashy automobiles...

JACK: This is the Fairy Tale hour, boys and girls.....

O' KEEFE: Well, for the benefit of you students I want to deliver my first lecture on literature.... Every school boy and girl remembers that beautiful romance of the Pilgrim Colony called "The Courtship of Miles Standish".. the scene opens in the year 1620.... it's marked down from 1776 and it's still no bargain.... First we see

O'KELLY:

Captain Miles Standish ... agrizzled old soldier and warrior who is lying in the corner listening to his arteries harden through the courtesy of the Columbia Broadcasting Network... Miles Standish is a famous war veteran... He's a vegeran of the Milk War.. As you all know he was injured during the Milk War trying to milk a discontneted cow... His room-mate is John Alden, the Poet .. and they're both in love with the lovely Puritan maid, Priscilla, who has more pretty curves than the Lincoln Highway... Miles Standish has just come from the village blacksmith, who has made him a new suit of armor.... John Alden is helping Miles to take off his tin plus fours with the aid of a blow torch and a can opener... His other suit of armor is being pressed in Tin Pants Alley... John Alden is the answer to a maiden's prayer. He is the Pee Wee Hunt of his time... a popular man with the ladies... On the other hand, Miles Standish is scared stiff of the gals... So he says to John Alden "Wilt thou go a-woeing for me?"..... and John, quick as a flash, says "Who who?" ..... Y'see Woo Hoo was an Indian girl, sister of Hoo Hoo, and brother of Who Me? but no relation to the Indian So What? So Miles Standish says to John, "Go woo Priscilla for me. Let us go forth. So John went forth and Miles went fifth, south bid three no trump, while North passed and went out to see what the boys in the back room would have.

O'KEEFE:  
CONT'D.

As they walk down the street, they pass that famous Indian Chief "Sitting Bull" and his squaw "Standing Room Only". The next scene is the big love scene in the cabin of Priscilla, an old-fashioned girl... She meets him at the door... and at the sight of John Alden she faints ... she faints with her right and leads with her left and drags him into the room. She typified the old-fashioned girl... as she sits by the old spinning wheel sipping her third old-fashioned.. So John, offering her the peace-pipe says, "Will you accept this smoke from Miles?" and Priscilla says, "I'd walk a Miles for a Camel!".....

(CHUCKLE) "Well, you've gotta try them out some time, Ah, Prissie.... look upon me as stooge to no man. I came here tonight to press Miles Standish suit, but if he can't press his own suit let him go around with his pants baggy. But me, I love you, you're beautiful, and your hair, Priscilla, your hair,..... it's hair today and gone tomorrow... and your eyes... they're beautiful... at least the left one's O.K. .... I love you....I'm mad about you.... Will you marry me?"

Whereupon Priscilla pulls that immortal line "WHY DON'T YOU SPEAK FOR YOURSELF, JOHN?". ... So they both get up on the spinning wheel, Priso on the handlebars and the picture ends as they ride into the dawn of a brighter day, while Glen Gray and his Casa Loma Orchestra plays "Limohouse Blues"...

MUSIC: LIMBOUSE BLUES (ORCHESTRA)

ANNOUNCEMENT: The Camel Caravan is sponsored by the makers of Camel Cigarettes and Prince Albert Smoking Tobacco. Millions of men are happy users of the "National Joy Smoke". They'll tell you that the special "P.A." process removes all the harshness and puts in more pleasure.

MUSIC: SMOKE RINGS

OVERLAP: (OVER THEME) And so, ladies and gentlemen, we come to the parting of the ways and the Camel Caravan fades into the distance until we meet here again next Tuesday at 10:00 P. M. Eastern Standard time. Ted Husing will be with us again too with more dope on the world series.. Thanks for listening in and, as for me, I think I'll close up the newsstand now. So good-night and g'wan to bed...

MUSIC: (THEME UP AND OUT)

STATION CUE