

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

R. R. [unclear]
10/17/34
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COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 6

THURSDAY, OCTOBER 18, 1934.

9:00 - 9:30 P.M.

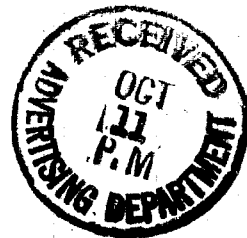
CUE: (COLUMBIA BROADCASTING SYSTEM)

MUSIC: SMOKE RINGS

O'KEEFE: (AFTER EIGHT BARS) Gangway neighbor, here we are again...this is the Camel Caravan led by that old Arabian Walter O'Keefe...within a couple of minutes Miss Annette Hanshaw will serenade your ears with song and Glen Gray and his Casa Loma band will tear off a hunk of talent and share it amongst youse... oh, and I almost forgot something...this program is brought to you by the makers of Camel cigarettes and Prince Albert Smoking Tobacco...tsk...tsk...tsk...as if I could ever forget that...while I go out and finish a game of tiddlewinks with the cop on the beat, the boys break out in a rhythmic rash playing "Linger Awhile"...

MUSIC: LINGER AWHILE (Orchestra)

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BIZ: CASH REGISTER

GIRL: (IS SELLING SOME GOODS) One newspaper & package of Camels and six picture Postal cards. Here's your change - thank you. Call again.

MAN: I will thank you -- what's your phone number?

GIRL: Newspapers...Magazines...Cigarettes. Fresh guy.

O'KEEFE: Camella!

GIRL: Yes, Mr. O'Keefe.

O'KEEFE: Business has been pretty good and the O'Keefe News Counter is not going to let grass grow in this place.

GIRL: What do you mean boss?

O'KEEFE: Come here. Look, I had a Soda Fountain installed this morning and from now on we're catering to people's thirsts.

GIRL: Gee that'll be swell - I like sodas.

O'KEEFE: That's what I'm afraid of -- do you know anything about running a Soda Fountain?

GIRL: Oh sure.

O'KEEFE: How do you make a Cherry Smash?

GIRL: You step on it.

O'KEEFE: Yes. But don't let the customer see you do it.

GIRL: I can also make a Chocolate Sundae.

O'KEEFE: We're closed on Sunday - what can you do Tuesday and Thursday?

GIRL: Newspapers, cigarettes, magazines and sodas.

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O'KEEFE: Well, that's a good answer -- now listen get familiar with the business. We are starting with three flavors -- chocolate, vanilla and raspberry. But I want you to push the chocolate and vanilla -- and if they don't want that then give them the raspberry.

GIRL: Yeah Boss, I get it.

O'KEEFE: Now don't forget, I want you to put this department over, the rest of the business is taking care of itself. Get busy.

GIRL: O.K. Boss. (SHE STARTS BALLYHOO) Newspapers, magazines, cigarettes and soda.

JACK: I want a magazine -- what have you got?

GIRL: Chocolate, vanilla and raspberry.

JACK: I never heard of those magazines.

GIRL: How about a banana split?

O'KEEFE: (WHISPERS) We have no bananas.

JACK: You people are nuts.

O'KEEFE: We've got that -- one Nut Sundae coming up.

GIRL: Here you are mister. Here's your Nut Sundae and here's a glass of water.

JACK: I want a magazine. Where's the proprietor?

GIRL: I can't do a thing with him, boss. He wants to see you.

O'KEEFE: I'll take him... (TO JACK) What seems to be the trouble?

JACK: I came here to buy a magazine and here I am with a Nut Sundae.

JACK RADIO
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O'KEEFE: Well what's the matter with that Nut Sundae?

JACK: Nothing but I wanted a magazine.

O'KEEFE: All right, you try that Nut Sundae and if you don't like it I'll give you a magazine.

JACK: All right. Give me a spoon.

O'KEEFE: Here you are.

(NOISE OF EATING SUNDAE)

Well how did you like it?

JACK: Fine but what'll I tell my father. He sent me for a magazine?

O'KEEFE: Just tell him you had a Sundae with NUTS.

JACK: I'll say you are.

GIRL: Newspapers, Magazines, Cigarettes and Sodas.

HUNT: Hello Walter - How's business?

O'KEEFE: Chocolate, Vanilla and Raspberry.

HUNT: Oh, I see you have a Soda Fountain now.

O'KEEFE: Yes, Pee Wee...What can I do for you?

HUNT: What kind of a drink can I get? Have you any Frosted Chocolate.

O'KEEFE: No but how about some frozen assets.

HUNT: I know what I want. Make me a frosted, malted, frapped surprise with whipped cream, walnuts, cherries, fudge and don't forget the matches.

RADIO: Well that's a nice order from you. Now if all the boys in the orchestra would patronize me like that, what a business this would be. Let me see -- a frapped malted--

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O'KEEFE: (CONT'D) Fudge, cherries -- Say Camella, how do you make a drink like that -- do you start with the fudge or the cherries.

GIRL: The matches.

O'KEEFE: Never mind. I'll use my own judgment (SOUND OF MIXING DRINK) Here you are Pee Wee.

HUNT: Have you got a straw?

O'KEEFE: No, but you can use your clarinet.

(SOUND - DRINKING)

O'KEEFE: Well how was it?

HUNT: Very good -- how much is it?

O'KEEFE: Well, let me see...cherries 50 cents a basket...fudge 80 a pound...nuts 35 a pound..ice cream 60 a quart... labor 4 dollars...that'll be five cents.

HUNT: O.K...that's two dollars I owe you now.

O'KEEFE: Camella, you take care of this stand. So long.

GIRL: Newspapers, magazines, cigarettes and Soda.

MUSIC: P.S. I LOVE YOU (Orchestra and Sargent)

(O'KEEFE AD LIBS INTRODUCTION TO SARGENT OVER MUSIC)

TED HUSING: FOOTBALL COMMERCIAL

MUSIC: NEEDLE IN A HAYSTACK (Annette Hanshaw)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

BEE: ROLL ON THE DRUMS

VON ZELL: And now ladies and gentlemen...for the first time we present to you ~~the~~ news...with Walter O'Keefe the Raving Reporter presenting the Inhuman Side of the News.

(MORE)

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VON ZELL:

(CONT'D) Walter O'Keefe...whose gossip of today is the kind your mother used to make...~~The Daily News~~...the Eyes, Ears, and Nose of the World!!!

JACK:

Sees All!

SCRIN:

Hears All!

O'KEEFE:

And smells!

BIZ:

(PHONEY CORNET BLAST)

O'KEEFE:

Ossining, New York...October 18th...Well, folks, Sing Sing is in the middle of its football season...and what a football team. This year's team is featuring a counterfeit backfield: the halves are full of lead and the quarters can't pass. Today in the stands we have a number of celebrities...right in front of me I can see Louie the Lug, Tony the Rat and Mickey the Mouse...all old Sing Sing boys. The boys were talking about going out to California for the Rose Bowl Game but the warden overheard them so that's that...and ALL the games will be played at home...The star of Sing Sing this year is Machine Gun McGonigle. McGonigle didn't expect to play this year but two months ago they caught him walking out of the Third National Bank after business hours...The game's about to start and the warden is throwing out the first parole....

BRA RADIO

ORCHESTRA CHEERS

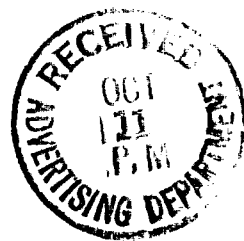
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Now let's pick up the Sing Sing Band.

BIZ:

ORCHESTRA PLAYS 'THE PRISONER'S SONG' BADLY

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O'KEEFE: The warden is now throwing out the band and before the game starts let's pick up a cheer from the Sing-Sing cheering section.

BAND: Up the river...Ball and chain
No more lobster..no champagne
We're in here for picking locks
How they've got us breaking rocks...YEA!

BIZ: (FOOTBALL WHISTLE IN DISTANCE)

O'KEEFE: There goes the whistle folks...it's taken by Two Gun Molumphy on his five yard line...He runs it back...five yards...ten yards...fifteen yards..Let's bring the microphone down and hear him running.....

BIZ: (SOUND OF RATTLE OF CHAIN AND DULL THUD)

O'KEEFE: You just heard Molumphy carrying the ball...he's carrying the chain too...Folks he's over the goal and it's a touchdown...

BIZ: CHEERS

Just a minute folks, I'll get Two Gun to say a few words... Hey, Mister Two Gun...say a few words into the microphone..

JACK: (TOUGH VOICE) Hello, Ma....It was a great game...I'll be home in twenty years....

BIZ: TRUMPET BLAST

O'KEEFE: Fallen Arches, Missouri, October 18th...~~The Camel Crazy~~
~~Chronicle~~ gives you a peek, in insight into the home life of one of America's greatest football coaches...that famous coach, Pop Fairmanmer, the Iron Tongued Orator of

Di. 11th

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O'KEEFE: (CONT'D) the Liniment room, gives his family their last minute instructions before going out to dinner!...

BIZ: BABBLE OF VOICES

SLAM OF DOOR

JACK: Now listen to me, all of you...we're playing away from home today, we're going over to Aunt Mame's for dinner... and I want you to get in there and fight. You call yourselves eaters!...Why the last time Aunt Mame's family came over here they made you look like a bunch of amateurs. Why they cleaned up on us...Look at your cousin Paul when he came over here to play on our tables...He wasn't hungry...He was absolutely hollow...Why take your Uncle Tim...a stumpy runt of a man...he doesn't weigh a hundred pounds with his napkin on...What a beautiful tackle he made on that chicken...Now one thing more... you're all in Al condition...you haven't eaten for a week. When I look around the table today I want to see you all in there fightin'...Eat 'em out of house and home. That's all..Let's go...

BIZ: BABBLE OF VOICES

DOOR SLAMS

BLAST ON TRUMPET

MUSIC: MEMPHIS BLUES (Orchestra and Hunt)

(O'KEEFE AD LIBS INTRODUCTION TO HUNT OVER MUSIC)

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BIZ: ORCHESTRA CHEERS.

CASA LOMA... CASA LOMA
FIGHT FIGHT FIGHT
Yeaaaaaa!

O'KEEFE: All right, Hunt... that's one down and three to go..
I'll help you out. Who was the man who said "Father,
I cannot tell a lie... I did it with my little hatchet!

HUNT:
Dizzy Dean!

O'KEEFE: No.. he was the fellow they wrote the poem about..
The one that went.. "You're a better man than I am
Dizzy Dean!" Look, I'll give you one more chance..
Who was first in war, first in peace and third in the
American League.

HUNT: WASHINGTON! . . .

BIZ: ORCHESTRA CHEERS AS FOLLOWS:

C-A-A L-O-M-A, C-A-S-A L-O-M-A, C-A-S-A L-O-M-A
Team Team Team !!!

O'KEEFE: Now let's have a few more questions. You over there..
you with the haircut.. Don't fumble this question..
now... Hang on to it.. WHEN was the Blizzard of '88..

JACK: I don't know.. I was playing down South that year.

O'KEEFE: Wait a minute.. you're all off on history .. Let me
hear you spell Detroit.....

JACK: D E T R E R T , D E T R E R T , D E T R E R T
DETRERT, DETRERT, DETRERT.

BIZ: CHEERS

O'KEEFE: One more chance... spell "kiok"....

JACK: Q U I C K

O'KEEFE: Listen, you with the haircut... you're all wrong... You're wrong on history...you're wrong on your spelling...What's the trouble.

JACK: Well, Prof....I ain't had no time to study nuttin but me English grannnar!.....

BIZ: CHIMERS

O'KEEFE: Ladies and gentlemen... I'll let you listen to the Casa Loma Band as they march down the field.

ORCHESTRA: "ZONKEY"

VON ZELL: The Camel Caravan is presented by the makers of Camel cigarettes and Prince Albert smoking tobacco. Good old "P. A." is the best loved smoking tobacco in the world, made with a special process that removes every trace of bite and harshness.

MUSIC: SMOKE RINGS

O'KEEFE: And so again we come to the end of the trail neighbor.. you go your way... we'll go ours...and we hope you have had as pleasant a journey tonight as we all (I get that we-all from talking to Pee Wee Hunt) This is Walter O'Keefe, the Broadway Hillbilly saying good night for the Camel Caravan, for Miss Annette Hanshaw and Glen Gray and his Casa Nova Orchestra. (continued on next page)

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O'KEEFE:
(cont'd)

If everything goes well...we'll be back here
Tuesday night doing business at the old stand at
ten o'clock Eastern Time. Now good nite...and
gwan to bed.

MUSIC:

THEME UP AND OUT
STATION CUE

gjc:cr



O'KEEFE:

New York, N.Y....Casa Loma College football team swings into the middle of the football season with several of their star players on the sidelines due to ineligibility. On the eve of the big game the entire squad is forced to take a special examination. ~~Special~~ scoops the world by taking you into the classroom where the team is being examined by Professor Atomizer!

See
note

BIZ:

(HUM OF CROWD NOISES - RAP OF GAVEL)

O'KEEFE:

First of all gentlemen...I shall call the roll... Iskovich...(HERE)...Pulaski...(HERE)...Barbesitch... (HERE)...Well, anyway you fellows sound like All Americans. Glen Grayski...(HERE)...Pee Wee Huntovich...

HUNT:

Here!

O'KEEFE:

Huntovich...I want you to answer the following questions correctly or you can't play in the big game. First of all geography. What is an island?

HUNT:

An island...why lemme see now...an island...

O'KEEFE:

Here!...I'll give you a hint...What is Manhattan?

HUNT:

Two parts rye, one part vermouth, shake with ice and drop in a cherry...

BIZ:

CHEERS: RAH RAH RAH...HUNTOVICH

O'KEEFE:

Well Pee Wee...one question in History...Who was known as the Father of Our Country.

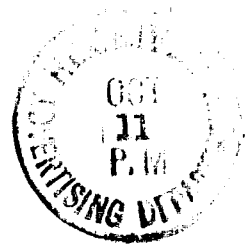
HUNT:
RADIO

Why uh...lemme think a minute...

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ORCHESTRA CHEERS.
CASA LOMA...CASA LOMA
FIGHT FIGHT FIGHT
Yessssss!

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O'KEEFE: All right, Hunt...that's one down and three to go...I'll help you out. Who was the man who said "Father, I cannot tell a lie...I did it with my little hatchet!...

HUNT: Dizzy Dean!

O'KEEFE: No...he was the fellow they wrote the poem about...The one that went..."You're a better man than I am Dizzy Dean!". Look, I'll give you one more chance...Who was first in war, first in peace and third in the American League.

HUNT: WASHINGTON!....

BIZ: ORCHESTRA CHEERS AS FOLLOWS:
C-A-S-A L-O-M-A, C-A-S-A L-O-M-A, C-A-S-A L-O-M-A
Team Team Team!!!!

O'Keefe: Allright Huntovich.. you're excused ... Now McGillicuddy... what's your first name

SORIN: J. Isadore McGillicuddy

O'KEEFE: Now McGillicuddy...who was the first man?....

SORIN: George Washington!

O'KEEFE: No, he was third in the American League.... You should know the answer to that. Adam was the first man.

SORIN: Oh... so if you're talking about foreigners!....

O'KEEFE: I'll give you one more chance McGillicuddy... When was Moses born,....

SORIN: Moses was born in 1492

O'KEEFE: No, you're wrong....Look in your book... What does it say?...

See letter

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Best Copy

See letter

SORIN: It says here... Moses 1000....
O'KEEFE: Well, why didn't you say so?...
SORIN: I thought it was his telephone number!

BIZ: BAND CHEERS AS FOLLOWS

He's a man!!!!
Who's a man????
He's a Casa Loma Man
McGonigle McGonigle McGonigle!!

O'KEEFE: Now let's have a few more questions. You over there---
you with the haircut.... Don't fumble this question
now... Hang on to it...WHEN was the Blizzard of '88.....

JACK: I don't know... I was playing down South that year.

O'KEEFE: Wait a minute.... you're all off on history... Let me
hear you spell Detroit.....

JACK: D E T R E R T, D E T R E R T, D E T R E R T
BIZ: DETRERT, DETRERT, DETRERT
CHEERS

O'KEEFE: One more chance... spell "kick"....

JACK: Q U I C K

O'KEEFE: Listen, you with the haircut... you're all wrong... You're
wrong on history...you're wrong on your spelling...What's
the trouble.

JACK: Well, Prof....I ain't had no time to study nuttin but me
English grammar!.....

BIZ: RADIO CHEERS

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O'KEEFE:
AND COMPANY

Ladies and gentlemen... I'll let you listen to the Casa
Loma Band as they march down the field.

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-13-

MUSIC: ZONKY (Orchestra)

VON ZELL: The Camel Caravan is presented by the makers of Camel cigarettes and Prince Albert smoking tobacco. Good old "P.A." is the best loved smoking tobacco in the world, made with a special process that removes every trace of bite and harshness.

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MUSIC: THEME UP AND OUT
STATION CUE

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