

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

Okwheer
P. J. K. 10/17/34
10/17/34.

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 10

THURSDAY, NOVEMBER 1, 1934.

9:00 - 9:30 P.M.



CUE: (COLUMBIA BROADCASTING SYSTEM)

MUSIC: SMOKE RINGS

O'KEEFE: (AFTER NIGHT BARS) Gangway, neighbor...here comes the Camel Caravan again brought to you by the makers of Camel Cigarettes and Prince Albert Smoking Tobacco... This is Walter O'Keefe speaking and I don't know what to say after the big night I had last night...what with ringing door-bells, bobbing for apples and drinking Halloween cider, by the way, I still haven't figured out whether they gave me apple cider or apple-jack?...or do you get a headache from apple cider?...Well, tonight, I bring you Annette Hanshaw again along with the other members of our official family, Glen Gray and his Essex House busboys...and Ted Husing...Come out of the kitchen, Mom...let somebody else do the dishes while Glen Gray and his boys play "Corinne Corinna".

MUSIC: CORINNE CORINNA (Orchestra)

51458 6793



51458 6794

Best Copy

Churo

BIZ:

ROLL ON THE DRUMS

VON ZELL:

Pull your chairs over closer, ladies and gentlemen, while we present this week's edition of the Professor O'Keefe's ~~Newsreel~~ *Newsreel*, with Walter O'Keefe, the raving reporter...

if you don't get your copy on time call us up and we'll both forget about it... (DRAMATICALLY) presenting the

News O'Keefe ~~News~~ *News*, the eyes, ears and nose of the world...

SORIN:

Sees all!!!!

JACK:

Hears all!!!!

O'KEEFE:

And has ~~summed~~ *summed* odor!!!!

BIZ:

TRUMPET BLAST

O'KEEFE:

New York, New York. November 1st... Many New Yorkers are winners in the Irish Hospital Sweepstakes run off across the water yesterday... Tonight our newsreel scoops the world as we present some of these fortunate people into whose laps fortune has dropped a pot of gold... One at a time I will introduce to you the winners of sudden wealth, who will tell you in their own words just how they feel... First, may I bring up the winner of a five thousand dollar prize!

BIZ:

ORCHESTRA BLAST

O'KEEFE:

The winner of this five thousand dollar prize is Mr. Stanislaus Total-loss, that famous Lithuanian wrestler. Stanislaus has been falling on his head a lot lately and it hasn't helped him to understand just what's going on... We told him that he had won five thousand dollars

RADIO
WILLIAM ESTY
AND COMPANY

51458 6795



51458 6796



Thurs

O'Keefe:

(Continued) on a horse named Kalamazoo, and he said he'd wrestle the horse in Kalamazoo for half of that... Will you say a few words to the Camel crowd, Mr. Total-loss?

JACK:

(GRUNTS)

O'KEEFE:

He says he doesn't speak English very well, but he will say a few words in Lithuanian...

JACK:

(GRUNTS AGAIN)

O'KEEFE:

It sounds like stomach trouble to me...Why don't you try Bicarbonate?...

BIZ:

ORCHESTRA BLAST

O'KEEFE:

But don't think, ladies and gentlemen, that the only winners were men...Among the ladies holding the lucky numbers is Mrs. Bessie Bungstarter...Grandma Bungstarter, for those of you who can't see her, is as sweet and charming an old lady as you'll ever meet. Will you step up here Grandma and tell the folks how you plan to celebrate your good fortune?...

BENWICK:

(AS OLD LADY) Thank you, young man...I come from Catty Corners, Ioway. Out there they think I'm just an old has-been...an old stick-in-the-mud...but I'll show them. When I get back home I'm gonna bob my hair, mascara my eyelashes, and drive down Main Street in an automobile with one foot a-hanging out of the car... Whoopee!!!!!! Dear, dear, dear....I don't know what the younger generation is coming to!....

RADIO
WILLIAM ESTY
AND COMPANY
O'KEEFE:

51458 6797

RECEIVED
OCT 11 10
A.M.
ADVERTISING DEPT.

51458 6798

Best Copy

Lynn

BIZ:

ORCHESTRA BLAST

O'KEEFE:

There was a twenty-five hundred dollar prize, ladies and gentlemen, that was won by that famous team of German comedians...Knackwurst and Weinerschnitzel... These two lucky fellows about to retire on their winnings, will now tell you what they've been doing on the stage...Presenting Knackwurst and Weinerschnitzel....

SORIN:

(GERMAN DIALECT AND HYSTERIC LAUGH)

Vell...I vass going through the park....

JACK:

(DYING TOO)

Go on...you vas going through the park....

SORIN:

(HYSTERICAL LAUGH)

I vass going through the park...

JACK:

Yes, yes....you vass going through the park....

SORIN:

I vass going through the park... (THEY LAUGH THEMSELVES OFF)

BIZ:

SOUND OF REVOLVER SHOT

O'KEEFE:

Too bad...the boy did it once too often...

BIZ:

ORCHESTRA BLAST

O'KEEFE:

And now we present the grand winner of the Irish Sweepstakes...who signed his ticket "Erin Go Bragh"...

He'd like to say a few words to you...Presenting the winner of the first prize!... ERIN GO BRAGH

SORIN:

(HEBE DIALECT) Ladies and gentlemen...I'm thanking you to the greatest degree...and I want to say that the Irish are becoming a great little pippie...

RADIO
WILLIAM ESTY
AND COMPANY

51458 6799

51458 6800





Shuns

O'KEEFE:

That's the luck of the Irish for you. And he oughta be crazy about Ireland. As far as he's concerned "IRELAND MUST BE HEAVEN CAUSE HIS MONEY COMES FROM THERE!"

FIZ:

ORCHESTRA BLAST

MUSIC:

WHAT A DIFFERENCE A DAME MADE (ANNETTE HANSHAW)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)
(COMMERCIAL TO BE INSERTED)

HUSING:

MUSIC:

"YOU'RE A BUILDER UPPER" (ORCHESTRA AND HUNT)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)
(STANDING AT COUNTER, HUMMING "SOLE MIO")

SORIN:

O'KEEFE:

Well, Camella, business is pretty good...and I think I owe part of this success to you...How much am I paying you a week?

FROST:

You haven't paid me yet.

O'KEEFE:

Then how much do I owe you?

FROST:

Twenty dollars a week.

O'KEEFE:

From now on I'll owe you twenty-two!

SORIN:

(STILL HUMMING "SOLE MIO")

FROST:

Gee that's fine...I must call up my mother and tell her... Can I use the phone?

O'KEEFE:

Sure, Camella...go ahead.

FROST:

Hello operator...give me long distance...I want Boston.

O'KEEFE:

Put that phone down...send her a postal card.

FROST:

Oh, all right!

SORIN:

(KEEPS HUMMING)

O'KEEFE:

Say, Camella...you know you're not a bad looking girl?

WILLIAM ESTY

All right...let's hear it...What's on your mind?

AND COMPANY

O'KEEFE:

Oh nothing...I was just thinking...you and I being in business...I thought that maybe...er...look at this ring...

51458 6801

51458 6802





Thurs

O'KEEFE:

(CONTINUED) do you like it?

FROST:

Gee, it's beautiful...for me?

O'KEEFE:

Yes...How do you like the diamond?

FROST:

A diamond?...why, it's a red stone.

O'KEEFE:

It's blushing at what I paid for it.

SORIN:

(HUMS AGAIN)

O'KEEFE:

I wish that fellow would stop that song...

Say, Camella...how about having dinner with me this evening?

FROST:

Gee, I'd love to...but what will my boy friend say?

O'KEEFE:

H'mm, your boy friend...Well, how about a little spin in the park right now?

FROST:

That would be dandy...but what will my boy friend say?

O'KEEFE:

All right then...how about a little kiss right now?

SORIN:

(HUMMING AGAIN)

FROST:

I wouldn't mind...but what will my boy friend say?

O'KEEFE:

For heaven's sake...where is your boy friend?

FROST:

Right here by the counter singing "Sole Mio".

O'KEEFE:

OW!

SORIN:

(ITALIAN DIALECT -- VERY GRUFFLY) Camella...you come with me...Mr. O'Keefe, I fixa you later.

FROST:

I'll be back tomorrow, boss.

O'KEEFE:

(SINGS MOCKINGLY): "O Sole Mio"...and so are you.

HUNT:

What's the matter, Walter?...you look down in the mouth.

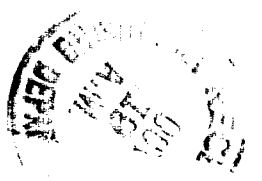
O'KEEFE:

Oh, it's nothing...the girl that works for me is stuck on me and I had to put my foot down on her...It's strictly business with me.

**RADIO
WILLIAM ESTY
AND COMPANY**

51458 6803

51458 6804





Heus

HUNT:

I get it, Walter...she turned you down...Well, never let women bother you...Take my advice...the more you go after them, the harder they are to get.

O'KEEFE:

I guess you're right, Pee Wee...I got a girl and I haven't phoned her in weeks.

HUNT:

Same here...I have a girl that I haven't seen in so long I forget what she looks like.

O'KEEFE:

That's nothing, Pee Wee...I got a girl that I left for so long she got married and has four children!

HUNT:

That's over-doing it, Walter.

O'KEEFE:

Maybe it is...But she certainly respects me.

HUNT:

I think I'll call up my baby...have you got two nickels?

O'KEEFE:

Yes, Pee Wee.

HUNT:

Well, just give me one...I haven't got a dime.

O'KEEFE:

I expected that.

HUNT:

Operator!...Riverside 4675.

O'KEEFE:

Gee, that's funny...My girl lives in that apartment house, to.

HUNT:

Hello....4675...Apartment 167...I want to speak to Toots.

O'KEEFE:

That's funny...it's the same apartment and that's what I used to call her.

HUNT:

Hello...is this you Toots?

O'KEEFE:

I'll bet that's my girl!

HUNT:

How are you, baby...throw papa a kiss.

**RADIO
WILLIAM ESTY
O'KEEFE:
AND COMPANY**

Sounds like my girl.

HUNT:

Okay, darling...I'll be right home after the broadcast...

Good-bye, darlings.

51458 6805

51458 6806





Thurs

O'KEEFE:

Say, wait a minute...is that girl a blonde?

HUNT:

Yes, very much.

O'KEEFE:

Oh yeah...and is she Ga-ga?

HUNT:

Why wouldn't she be?

O'KEEFE:

What's her name?

HUNT:

Hunt...she's my five-year old daughter...why?

O'KEEFE:

Oh nothing...that conversation sounded as though it's my girl Mazie...same number...same apartment...

HUNT:

So long, Walter.

O'KEEFE:

So long, Pee Wee. What a liar!

BRIST:

Newspaper, magazines, cigarettes...blondes and brunettes!

MUSIC:

"SOMETHING HAS HAPPENED TO ME" (ORCHESTRA AND SARGENT)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

VON ZELL:

Every day I find new examples of Camels' "energizing effect" -- that's the delightful "lift" you experience when you smoke a Camel. And it's interesting to note how many folks who have hard jobs and need energy are Camel boosters. And when you hear some one say "I'm all played out -- I'll smoke a Camel", you'll know that another Camel smoker is about to enjoy a very pleasant increase in the flow of energy. This "energizing effect" is confirmed by science. And the best thing about it is that you, or anyone who wishes to, may enjoy this benefit of smoking Camels at will. You see, Camels "never get on your nerves". And you can learn the reason for that from any tobacco expert. He'll back up the

**RADIO
WILLIAM ESTY
AND COMPANY**

51458 6807



51458 6808



Thus

VON ZELL:

(CONTINUED) fact that Camels are made from finer, more expensive tobaccos -- Turkish and Domestic -- than any other popular brand.

MUSIC:

I'VE GOT RHYTHM (ANNETTE HANSHAW)

O'KEEFE:

Ladies and gentlemen, I want to tell you...During the past week I've been very busy knocking out a story for pictures...and I thought tonight would be as good a time as any to see how people felt about it. The first scene shows an American farmhouse just before they eat their evening meal...Dinner at six...~~They're not hard up for money...as a matter of fact, in their house even the~~
~~money...as a matter of fact, in their house even the~~
~~money...as a matter of fact, in their house even the~~
 The father is complaining about the new bulbs in the radio set...The bulbs are all right for reception but he complains that they hurt his eyes when he reads. They've got a big buxom overstuffed daughter...who looks a little like King Kong's sister, Hong Hong...and they call her Goona Goona. She's a terrible publicity hound...as a matter of fact she has been sleeping on the mantelpiece for two weeks in the hope that she'll get her picture in Ripley's "Believe It or Not Column"... The mother is preparing the dinner...and the father is cutting his little son's hair with a knife and fork...
~~They're so poor that they can't have any light in the house at night, so~~
 They feed the father garlic so that they can find him in the middle of the night. The baby is lying in the cradle trying to make both ends meet and he finally succeeds...He gets his big toe stuck in his mouth and

RADIO
WILLIAM ESTY
AND COMPANY

51458 6809

51458 6810





Lucas

CHECKED:

(CONTINUED) then the scene fades to the chicken coop. Out in the chicken coop they have conducted a very interesting experiment...they found out that by turning on the radio after dark it fooled all the hens into thinking that day is dawning and they get more eggs. It's interesting to see the effect of different programs on the hens. For example, they have one old hen there named Marlene D ...One egg a day seems to be her limit until they tune her in on Glen Gray's band and she is so happy and contented that she crawls up into the nest and lays six eggs, three egg cups and two egg plants...Then there's another hen there...whose eggs are usually laid hard-boiled until she hears the chatter of Ted Husing. But when she hears his rapid fire staccato machine gun like speech she flies into her roost and during Husing's broadcasting she lays a hundred and forty-four strictly fresh eggs. They finally have to pull her off the nest for her own good...and then they have her wired for ham and bacon. Then there's another hen there called Peggy J...she'd hatch anything from a tennis ball to a lemon...She's really a dumb cluck...because she eats sawdust and mistakes the sawdust for oatmeal...the result is that when she hears Kenny Sargent crooning her romantic soul goes crazy and she lays twelve eggs. Then she sits on them and while Kenny is singing "Lost In A Fog" she hatches

**RADIO
WILLIAM ESTY
AND COMPANY**

51458 6811

51458 6812



Best Copy

Russ

O'KEEFE:

(CONTINUED) out eleven chicks and they all have wooden legs. The twelfth chick turns out to be a woodpecker. Well, the scene now shifts to New York where the oldest boy is trying to get a job as an errand boy in a Wall Street brokerage house. They tell him "No...we can't give you a job as errand boy...we'll let you start in as one of the firm and work your way up." Well, the boy from the country can't seem to get on in New York...the traffic scares him...and I've just figured out a way to end the picture. The kid gets caught in the traffic at Times Square...from the North a huge truck is bearing down on him... from the South a Taxi is coming at forty miles an hour. From the East there's a motorcycle roaring full tilt at him and rushing at him from the West is a big limousine. He looks up and sees an aeroplane falling on top of him. He's only got one chance...it happens that he's standing on a manhole cover...so he lifts up the manhole cover and drops down into the subway tracks just in time to be run over by an express train, and there the picture ends....

MUSIC:

WILD GOOSE CHASE (ORCHESTRA)

VON ZELL:

The Camel Caravan is presented by the makers of Camel cigarettes and Prince Albert Smoking Tobacco. Down there in Winston-Salem, North Carolina, they make good old "P.A." with a special process that removes every trace of harshness. That's why Prince Albert is called "The National Joy Smoke".

**RADIO
WILLIAM ESTY
AND COMPANY**

51458 6813



51458 6814



Thus

MUSIC:

SMOKE RINGS (ORCHESTRA)

O'KEEFE:

Well, ladies and gentlemen, I hate to break up this party so early, but I've got a big day's wash ahead of me tomorrow, and besides I haven't finished last week's ironing...Of course, we'll be together again (at least we'll be here, and we hope that you will) next Tuesday night at ten o'clock Eastern Standard Time...At that time we'll bring the gang again...Annette Hanshaw, the Casa Loma lads and Ted Husing...the famous prophet of sports...unless you've got something to say let's call it a day...This is Walter O'Keefe, saying good-nite and g'wan to bed...

MUSIC:

(THEME UP AND OUT)

STATION CUE

RADIO
WILLIAM ESTY
AND COMPANY

51458 6815

51458 6816

RECEIVED
OCT 9
ATLANTA