

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 11

Tuesday, November 6, 1934
10:00 to 10:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(30 seconds)

MUSIC: SMOKE RINGS

O'KEEFE: (AFTER EIGHT BARS) Gangway neighbor...here comes the Camel Caravan brought to you by the makers of Camel Cigarettes and Prince Albert Smoking Tobacco. Tonight the Caravan brings you Annette Hanshaw and her songs... Ted Husing and his ideas on football and Glen Gray and his boys. Oh I forgot to say that this is Walter O'Keefe speaking and here comes the Casa Loma Band down the field playing "Crazy Rhythm."

MUSIC: "CRAZY RHYTHM" (Orchestra)

BIZ: ROLL ON THE DRUMS

VONZELL: Again tonight, ladies and gentlemen, we present Professor O'Keefe's News...always on the spot when nothing is happening. The O'KEEFE NEWS... whose gossip of today is the WORLD ALMANAC of 1902..THE O'KEEFE NEWS...The eyes, ears and nose of the world.

JACK: Sees all!

SORIN: Hears all!

O'KEEFE: And has a fancy fragrance.

BIZ: CORNET BLAST

O'KEEFE: You fellows should be penalized for unnecessary roughness! London, England...October 21st. The famous aeroplane race from London to Australia already under way. The O'KEEFE NEWS has entered its own plane...which we have christened THE SPIRIT OF AMMONIA. It is the latest type of plane powered by a two cylinder super-hydromaniac engine with free wheeling, no draft conversation, two pair of pants and his wife Mrs. Dunk. Let me present our pilot, Elmer Dunk, who will explain his journey. Mr. Dunk!

JACK: Dunk you. I did think of going by way of Bagdad but now I'm going by way of Eighth Avenue.

O'KEEFE: Tell me Elmer.... What provisions have you got for the trip.

JACK: Five gallons of gas...six gallons of gin...and half a dozen doughnuts.

O'KEEFE: He's taking off, ladies and gentlemen...let's listen to his well wishers as they bid him good-bye and express their feelings.

BIZ: ORCHESTRA "BOOS"
AEROPLANE MOTOR ZOOMS!

O'KEEFE: There he goes up into the London Fog...with nothing but six bottles of gin and a half a dozen doughnuts. Uh huh....something has gone wrong...Elmer finds the plane is too heavy... he's throwing out the doughnuts..Uh huh..it's still too heavy...oh oh...there goes Mr. Dunk. Bon voyage, Elmer.

BIZ: TRUMPET BLAST

O'KEEFE: Paris, France - October 21st..Three P.M. Rocky Mountain time. Elmer Dunk, was reported seen here last night on a stop-over on his flight to Australia. May we present the manager of the Follies Bergere who was the first to sight the intrepid flier. Presenting our Parisian observer... Monsieur Francois de la Finque!

JACK: (FRENCH ACCENT) Fink you! Merci. Monsieur le Dunk was sighted here this evening...in the second row with two blondes Suzette et Annette, and a quart of champagne. The very best...terrifique...no cover charge at any time...and remembair our slogan "Watch your hat and coat." Well..eh bien mes amis...bon soir! (VERY GUTTURAL)

O'KEEFE: A glass of hot water before breakfast will fix that up Francois. Well, ladies and gentlemen... Elmer Dunk left Paris with three bottles of gin and a hangover...the plane was too heavy so he threw out the hangover.

BIZ: TRUMPET BLAST

O'KEEFE: Bombay, India October 22nd. Elmer Dunk, pilot of the Spirit of Ammonia, left here this morning after paying a visit to Mahatma Gandhi, Gandhi, fearing for Dunk's safety, took off his sheet and gave it to Elmer, to use as a parachute, who in return gave Mr. Gandhi a bottle of Anti-Freeze solution. May we present our Bombay observer, the Maharajah of India, better known as the Wild Bull of the Pampas. All right Bull...take it away!

SORIN: (DIALECT) Ukkey...you said it. I got it! Is seen this morning...flying over Bombaby...the aeroplane called Aerobatic Spirits of Pneumonia... with smoke screens..with looping the loops...with the tailspins and the nose dives. Let me tell you people...it was some thrill...oh boy...you said it.. hotcha..Boop, boob a doop and looping the loop. Eh bien...Bonsoir.

BIZ: TRUMPET BLAST

O'KEEFE: Melbourne Australia October 22nd.

BIZ: MOTOR ZOOMING

O'KEEFE: (CONTINUES) Well ladies and gentlemen...while thousands here at the airport are asking "Where's Elmer" he himself appears out of the west. He is making a perfect three point landing at the other end of the field.

BIZ: GLASS CRASH

O'KEEFE: Elmer doesn't mind the plane cracking up but it did break the last bottle of gin. Mrs. Dunk, having landed safely, has just arrived here by train ahead of her husband...and is on hand to greet him.

HENRICK: (COCKNEY) You listen to me you blighter...what's the bloomin' idea of throwin' me out of the bloomin' plane. Answer me that will ya...I'm asking you!

JACK: Well, Mom, it was either you or the gin...and I knew you could make it (IDIOT LAUGH)

BIZ: TRUMPET BLAST

O'KEEFE: Ladies and gentlemen you have just heard the end of the London to Australia Air Derby...we now turn you over to

(O'KEEFE AD LIBS INTRODUCTION TO)

MUSIC: LOVE IN BLOOM (Annette Hanshaw)

HUSING: Thank you. Harry.

Last Saturday afternoon, I watched Army and Illinois fight it out. The skies poured down, and by game time, the field had been reduced to a quagmire. As everyone knows, rain reduces the possibility of good footing and causes fumbling because the ball becomes slippery. As the game began, it was apparent that both teams would punt long and often, and then wait for any mistakes that might be made.

Each had kicked to the other three times. Army had the ball on its thirty yard line on the 18th play of the game, when Texas Jack Buckler attempted to kick back to Illinois. Nelson and Antilla broke thru as the ball was passed and together they knocked the booted ball straight up into the air. As it came down, Dykstra snared it in flight and lighted out for the goal line. He was hit by Buckler and spilled out of bounds on the 14 yard line. Coach Zuppke relieved Frank Froschauer, right halfback by substituting Grain Portman, 160 lbs. of speed and durability. Zuppke's desire was to astound Army by placing a left running explosion back into the Illinois lineup. Left running is the hardest thing in football, yet on this one play Illinois stood to win. They lined up in a loose single wing to the left, and set Portman in the running position.

HUSING:

As the ball was snapped, he swung leftward behind the scrimmage line, received interference from the three other backs as well as a running guard, and stepped out for the far sidelines. As the last Army man was knocked down, Portman cut back towards the goal line and leaped over for the score. After Lindberg had converted to send Illinois into the lead 7-0, the rest of the game proceeded along regularly laid-out defensive lines, and was won by a defense-- which proved to be the best offense....Minnesota, as you know, revenged itself upon Michigan. The Wolverines were on the verge of trouncing the nation's outstanding team, but the pressure exploded, and the Gophers wreaked their vengeance. It appears now, as it has all year, that Minnesota replaces all former national champions.

Minnesota's fine showing reminds me of the days when Bronko Nagurski, now playing pro-football was with the Gophers - Bronko says "Playing takes plenty of stamina..energy...One good way that I know of renewing my energy after a game or at any other time when I feel 'played out' is to smoke a Camel. For years I have found that smoking a Camel gives me that quick come-back in energy...that general feeling of well-being....ease...that is so important to any athlete."

HUSING: (CONT'D) Well, we hit 13 out of 16 Saturday, one of our losses being a tie. That makes me very happy, and I hope it gives you a lift in picking them too..

MUSIC: GEORGIA ON MY MIND (Orchestra and Hunt)

BIZ: CASH REGISTER

O'KEEFE: Camella!

FROST: Yes, Mr. O'Keefe,

O'KEEFE: You've been doing pretty good work around here,.. I notice all the stock is arranged nicely and business is good,..I'm going to raise your salary.

FROST: When?

O'KEEFE: As soon as Cooper Union beats Minnesota.

FROST: Oh Mr. O'Keefe - there's a man here to see you.

O'KEEFE: Tell him I'll pay him next week:

FROST: It's a reporter from a magazine.

SORIN: Hello...Hello! Mr. O'Keefe I believe.

O'KEEFE: McGillicuddy! The last time we heard from you, you were in Bombay.

SORIN: I'll ask the questions please. Now I'm a reporter on the Radio Blurp. We have a circulation of over one million and not less than five thousand...and I was sent to interview you for the next month's number.

O'KEEFE: Yes, I like your circulation...and your paper but I can't be bothered with interviews right now...I don't care to have my name in the paper anyway.

SORIN: O.K. I'll see you some other time.

O'KEEFE: Wait a minute...Can't you take a joke..What did you want to know?

SORIN: Did you say anything smart when you were a baby?

O'KEEFE: Yeah...when I was three years old I knew the story of the traveling salesman by heart.

SORIN: What do you do for recreation?

O'KEEFE: Well...I'm an equestrian.

SORIN: How do you spell equestrian?

O'KEEFE: H-O-R-S-E.

SORIN: Oh, you ride horses....

O'KEEFE: On and off. Do you ride horses too?

SORIN: No, it's too slow, I take a taxi. I hear you're a college man.

O'KEEFE: Oh yes...I was kicked out of Smith College twice.

SORIN: Smith? That's a girls college.

O'KEEFE: I know...that's why I was kicked out.

SORIN: Now, Mr. O'keefe, we are coming to a conclusion... what is the secret of your success?

O'KEEFE: Well, I believe in early to bed..early to rise... makes you healthy and wealthy.

SORIN: You mean healthy, wealthy and wise!

O'KEEFE: No, just healthy and wealthy, if you wanna be wise you must stay up late and meet the smart people...

SORIN: That's right!..Are you wealthy...

O'KEEFE: No, I'm not wealthy....

SORIN: Then I'll just put down, early to bed, early to rise makes you healthy...

O'KEEFE: On second thought, I'm not feeling so good.

SORIN: Then what'll I tell my customers,

O'KEEFE: Just put down EARLY TO BED, EARLY TO RISE, period...

FROST: Newspapers, magazines, cigarettes and REPORTERS...

MUSIC: THEY DIDN'T BELIEVE ME (Orchestra and Sargent)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

WONZELL: It's a fact that mental effort takes it out of you just the same as physical work. So after completing a hard mental task light a CAMEL. Smoking a CAMEL when mind and body are tired will pick you up, and turn on more energy. You feel refreshed and rested, and one hundred per cent yourself again. Students and brain workers everywhere have commented on the "lifting" effect of CAMELS in moments of mind fatigue - and science confirms their experience too. For ease and cheerfulness, there's nothing like smoking a CAMEL. You enjoy the mild rich flavor, neither "flat" nor "sweet" - and you get a wonderful benefit as well. Now, any tobacco expert will tell you: "CAMELS are made from finer, more expensive tobaccos - both Turkish and Domestic - than any other popular brand." And since these costlier tobaccos never get on your nerves, you may smoke as many CAMELS as you like.

MUSIC: CROSS-EYED KELLY (Annette Hanshaw)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

O'KEEFE: AD LIBS TO

MUSIC: TATTOOED LADY (Walter O'Keefe)

MUSIC: CASA LOMA STOMP (Orchestra)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

VONZELL: The Camel Caravan is presented by the R. J. Reynolds Tobacco Company of Winston-Salem, North Carolina. They are also the makers of good old Prince Albert, the National Joy Smoke. That "P.A." special process removes all the bite. Take it away Walter.

MUSIC: SMOKE RINGS

O'KEEFE: And so, ladies and gentlemen, another Tuesday night of ours becomes past history but we hope you'll be with us on Thursday evening at nine o'clock Eastern Time, or, if you live out West, at 9:30 Mountain Time...At that time we'll bring you Annette Hanshaw, Ted Husing, Glen Gray and this is Walter O'Keefe speaking...I'll be here too...Now good nate and g'wan to bed....

MUSIC: THEME UP AND OUT

This is the COLUMBIA...BROADCASTING SYSTEM.

(FADE THEME 20 SECONDS)

WABC NEW YORK

agency/gf