

RADIO  
WILLIAM ESTY AND COMPANY  
INCORPORATED

1/11/35.

*RFE 2/10/35*  
*1/14/35*



COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 32

THURSDAY, JANUARY 17, 1935.

9:00 - 9:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)

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. This is Walter O'Keefe, the Man on the Flying Trapeze...greeting you on behalf of the glamorous Annette Hanshaw, the handsome Glen Gray and his boys and the exotic Ted Husing.. Incidentally, Ted isn't here tonight...and I must explain he went to the automobile show and before buying a car, insisted that they give him a demonstration. Well, he's on his way back from Chicago. He's having his oil changed now, and in the meanwhile the boys start off playing "Three Little Words"...the most beautiful words in the world "enclosed find check".....all right lads, hit it.

MUSIC: THREE LITTLE WORDS (ORCHESTRA)

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-2-

O'KEEFE:

Thank you, lads...Now ladies and gentlemen...we present another old-fashioned drama...the kind your mother used to make...a heart rending melerdrammer of the gas-lit era... It's one of those cheer-the-hero and hiss the villain operas entitled "Hiss Me Again." The scene is laid in old New England...and the play centers around the hero, the heroine, and the villain. Now first let me present Miss Pansy Frisbie...our heroine...

FROST:

Unhand me, you villain...I'm a member of the girl scouts!

BIZ:

AUDIENCE APPLAUDS

O'KEEFE:

And now her miserly mean father...Phineas Frisbie...the Villain...

SCRIN:

(LAUGHS) Ahasaa! I have you in my power because I've got the papers...News!...Standard!...Telegraph!...

BIZ:

AUDIENCE BOOS AND HISSES

O'KEEFE:

Of course, ladies and gentlemen...it's good to see you getting into the spirit of things...You can hiss the villain and applaud the heroine. Of course, it wouldn't be right to leave this lovely girl unprotected...so we looked high and low for a hero...a strong, upstanding, fearless, courageous lad...well...uh...I PLAY THE HERO.

BIZ:

AUDIENCE BOOS

O'KEEFE:

Thank you...I knew I'd make good...Well...here comes the show...Glen...some New England music...

MUSIC:

HEARTS AND FLOWERS - EIGHT BARS

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-3-



O'KEEFE: Kiss me...my pretty puss...

FROST: No...no...not that! Heaven forbid!...

O'KEEFE: Don't toy with me, you little vixen...For forty years you've been teasing me...

FROST: For forty years!!!

O'KEEFE: For forty years come Ground Hog day...

FROST: Ah, yes...but until I am engaged, no man will ever sip the nectar from my gorgeous ruby lips...I cannot permit it...no modest American girl would!...

BIZ: APPLAUSE AND CHEERS!

FROST: (GROWING TENDER) Ah, but Roderick, my sweet...what's forty years...Maybe this is just puppy love.

O'KEEFE: But in the meantime my arteries are hardening...

FROST: Well then...I shall let you kiss my lily white hand...but first you must chase me around the table...Chase me!...  
Chase me!

BIZ: THUMP OF FEET...SOUND OF BREAKING PLATES AND GLASS

BIZ: ORCHESTRA PLAYS MOVIE CHASE MUSIC

O'KEEFE: Ah, I've caught you...now for the reward...Give me your hand...

BIZ: KISS

AUDIENCE CHEERS AND APPLAUSE!

FROST: Ah...how hungry you are!...

O'KEEFE: Yeah...I didn't have any lunch today...

BIZ: HEAVY THUMPING...FEET ON STAIRS

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-4-

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FROST: Ahhhh...I hear footsteps...Here comes Father...

BIZ: FOOTSTEPS CONTINUING

O'KEEFE: Ah...trying to sneak up on us, eh?...

FROST: Oh, Father is so cruel...so heartless...so mean...

O'KEEFE: So what?...

FROST: He'll be furious to find us together...the villain!...

BIZ: KNOCK ON DOOR!

BIZ: AUDIENCE BOOS!

O'KEEFE: Hey, wait a minute...give him a chance to come in the door..

BIZ: DOOR OPENS AND SHUTS

SORIN: (GROWLS) Roderick Broderick...I have promised my daughter's hand to Half-Wit Harry...the village madman...

BIZ: BOOS AND HISSES

SORIN: Of course, that's not final...maybe later on I shall change my mind...

BIZ: CHEERS AND APPLAUSE

O'KEEFE: Mr. Frisbie...you're a hard man...but we Brodericks are harder...And as long as there's a drop of red blood in my veins I shall fight to protect American womanhood...What?...no cheers?...All right then...I take back everything I said.

BIZ: BOOS AND HISSES...

FROST: Oh, father...I cannot marry Half-Wit Harry...He's out of his mind...he's crazy...he's a madman...He bet on Ted Husings' football predictions.

SORIN: Ah...but he makes money...plenty of money...

O'KEEFE: But I love your daughter...

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-5-

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SORIN:

But I love money...There's a mortgage on this house...and Half-Wit Harry will pay this off in exchange for my daughter's hand...

O'KEEFE:

How much is the mortgage?...

SORIN:

Ah...that mortgage...it hangs like a sword over my head... like a weight on my chest...like a noose around my neck...

O'KEEFE:

How much is it...I mean all of it...

SORIN:

Two dollars and a half...Two dollars and fifty cents...

FROST:

(CRIES)

O'KEEFE:

Ah...a King's ransom...but Mr. Frisbie...I'll move heaven and earth...I'll work my fingers to the elbow...but if I give you this money, can I marry your Pansy?...

SORIN:

I don't care WHO gets my Pansy...All I want is the money... I'm no good...

BIZ:

ORCHESTRA YELLS "YEAH MAN!...HE SAID IT!  
HE'S RIGHT!"

O'KEEFE:

Fear not, Pansy...my sweet...I'm coming back...I'm coming back...

MUSIC:

BLUE MOON (ANNETTE HANSHAW)  
(O'KEEFE AD LIES INTRODUCTION OVER MUSIC)

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51458 7174



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VON ZELL:

On the question of cigarettes, remember this: no amount of outside treatment can make cheap tobacco as good as expensive tobacco. That's why R. J. Reynolds Tobacco Co. spends millions of dollars more to make sure that Camels are made from finer, more expensive Turkish and Domestic tobaccos than any other popular brand. And so, when you're tired, you find that a Camel cheers you up. It's the famous Camel "energizing effect" which science has confirmed. And no matter how many Camels you smoke, you find that "they never get on your nerves."

MUSIC:

AIN'T IT JUST TOO BAD (ORCHESTRA AND HUNT)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

VON ZELL:

And now, ladies and gentlemen...we present the second act of our hiss the Villain dremmer entitled "Hiss Me Again"... starring Walter O'Keefe in the role of Roderick Broderick... The scene is still the living room of the Frisbie home and poor little Pansy is talking with her father...

BIZ:

ORCHESTRA PLAYS "HEARTS AND FLOWERS" - EIGHT BARS

FROST:

Father...Father...How can you?...How can you?...

SORIN:

How can I what?...

FROST:

Pick your teeth at the table...

BIZ ;

HEAVY THUD!...

SORIN:

Ooop...I dropped a cranberry...Daughter, you must remember there is a mortgage over my head...How can I lift it...How... How?...

FROST:

Get a lift with a Camel!...

BIZ:

AUDIENCE CHEERS

51458 7176



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-7-

SORIN: Look...Look out you window...here comes Harry the Half-Wit...  
take your feet off the table...and put on your toupee...

BIZ: KNOCK ON DOOR

FROST: Who is it?...

JACK: Me...the Half-Wit...

SORIN: Come in...

BIZ: DOOR OPENS

JACK: Hello! (LAUGHS)

FROST: Hello, Harry...

JACK: I brought you a stick of licorice...I like licorice...How  
about a kiss, Babe?...

FROST: No, please don't...~~lips that touch licorice shall never  
touch again.~~

BIZ: APPLAUSE

SORIN: Well, Harry my lad...if you give me the money I'll give you  
the girl...

BIZ: AUDIENCE BOO

JACK: Oh, I've got lots of money...I make lots of money...I make  
it myself...

SORIN: You mean you're a counterfeiter...

JACK: Uh huh...

FROST: But Harry...poor boy...aren't you afraid you'll get caught?..

JACK: Naw...not me...I'm too smart...

BIZ: DOOR OPENS AND SHUTS!

FROST: Roderick...at last...you've come to me...

BIZ: AUDIENCE CHEERS

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O'KEEFE: Thank heavens, I'm not too late...Pansy, I've got the money for the mortgage...My rich uncle just died...

FROST: Was it sudden?...

O'KEEFE: Yes...I pushed him down the stairs...He left me his entire fortune...

FROST: How much?...

O'KEEFE: Two dollars and fifty cents...here Mr. Frisbie...here is the money for your mortgage...Our books are balanced...I've kept my bargain...and now that I've given you the money I shall have to ask you for a receipt...

BIZ: CHEERS AND APPLAUSE

SORIN: Yes...I've got the money...I can pay off the mortgage...but I'm still no good...I'm rotten to the core...

FROST: Father...where is your honor?...You've taken Roderick's money...you must now take the consequences...

SORIN: No....a thousand times no...

FROST: You mean I can't marry Roderick...

SORIN: You'll marry Roderick over MY dead body...

O'KEEFE: Well that's an idea...

BIZ: TWO SHOTS AND A GROAN

FROST: My hero...now we can get married...

O'KEEFE: Wait till I take the two and a half out of his pants pocket.

BIZ: ORCHESTRA PLAYS "HERE COMES THE BRIDE"

VON ZELL: And so over Frisbie's dead body they walked into the dawn of a new day...

MUSIC: I GET A KICK OUT OF YOU (ORCHESTRA AND SARGENT)  
(O'KEEFE AD LIES INTRODUCTION OVER MUSIC)

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51458 7180





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-3-



VON ZELL:

Here's something about an interesting young lady, Miss Helene Madison, Olympic swimmer, who has broken 19 Olympic and world's records. This game of championship swimming "takes it out" of an athlete -- burns energy and leaves you dead tired. In respect to smoking and her athletic career, Helene Madison says: "Camels give me a refreshing 'lift' when I'm tired out." That opinion is born out by people in many walks of life. For instance, this is the statement of Robert Feddern, college student:

YOUNG MAN:

As a member of the Class of '35, Robert Feddern says: "When I'm tired from studying, I light up a Camel. They always give me a 'lift'."

VON ZELL:

And Greta Palmer, newspaper woman:

YOUNG WOMAN:

"I find that smoking a Camel is a great solace when I'm 'played out'. It brings renewed energy and poise."

VON ZELL:

And Captain R. Stuart Murray, famous explorer and Fellow of the Royal Geographic Society. Captain Murray says:

MAN:

(ENGLISH ACCENT) "Camels always give me a 'pick-up' in energy when I need it -- and I prefer Camels' flavor."

VON ZELL:

And finally the testimony of tobacco experts. They all say:

MIDDLE AGED  
MAN:

(SLIGHTLY SOUTHERN) "Camels are made from finer, more expensive Turkish and Domestic tobaccos than any other popular brand."

VON ZELL:

Which is the reason why you may smoke Camels as much as you like. Those finer tobaccos will not interfere with healthy nerves!

MUSIC:

THROWING STONES AT THE SUN (ANNETTE HANSHAW)  
(O'KEEFE AD LIES INTRODUCTION OVER MUSIC)

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-10-



WALTER O'KEEFE:

AD LINES TO

GENCO:

THOSE PASSELS ON HER BOOTS (WALTER O'KEEFE)

MUSIC:

BUJI (ORCHESTRA)

VON ZELL:

The Camel Caravan is presented by R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of Camel cigarettes and Prince Albert Smoking Tobacco. Good old "P.A." gives you the real enjoyment of pipe smoking, without bite or harshness. The National Joy Smoke has given more pleasure to more men than any other pipe tobacco made.

MUSIC:

SMOKE RINGS

O'KEEFE:

Well, unless you've got something to say...I guess that winds up the labors for Mike's boy, Walter...for Annette Hanshaw...for Glen Gray and the boys...Of course we'll be back again come ten o'clock Eastern Standard time Tuesday evening and by the way, I must add a footnote to tonight's drama...There is a sequel which points a moral concerning Half-wit Harry, the counterfeiter...His conceit was his undoing...He got along all right until he insisted on putting his own picture on the bills...Well, I'll be at home if you want me...Meanwhile this is Walter O'Keefe saying Good-nite and G'won to bed...

THEME UP AND OUT

STATION CUE

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