

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

Handwritten: [Signature] 2/17/35
2/8/35.



COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 40

THURSDAY, FEBRUARY 14, 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 again, brought to you by the makers of Camel Cigarettes and Prince Albert Smoking Tobacco... This is Walter O'Keefe, the Connecticut Yankee, bringing Valentine greetings on behalf of Glen Gray and his Casa Loma Orchestra and our own Annette Hanshaw. Y'know it's pleasant to know that everyone has that Valentine spirit today. Why I even got a Valentine...a little poem... from my landlord...It reads, quotes, To My Valentine, Mr. O'Keefe: Six months ago you moved in here...Pay up your rent or go out on your ear. Well that was MY Valentine...and here's a valentine delivered right to your loudspeaker by Glen Gray and his boys and this valentine is entitled "I Never Knew."

MUSIC: I NEVER KNEW (ORCHESTRA)

51458 7310

RADIO
WILLIAM ESTY
AND COMPANY



O'KEEFE: Well Camella...I'll bet you don't know what day this is...
FROST: Oh yes, I do...it's Lincoln's birthday.
O'KEEFE: No, no, no...that was two days ago.
FROST: Oh gee then..I must have overslept...Well...go ahead...
tell me...What is today.
O'KEEFE: Why Camella...this is a day of romance...you've heard of
St. Valentine, haven't you?...
FROST: Oh...St. Valentine...SURE! It's right across the river
from St. Louis.
O'KEEFE: No...this is the day when you send little love notes
through the mail to your valentine. Did you get any?
FROST: Oh I got one that's beautiful...Here...I'll read it to you.

I think that I shall never see
A girl so beautiful as me
Camella Murphy -- Pal O' Mine
I'd love to be my Valentine.

O'KEEFE: Look out Camella...here comes a customer...I'll take him.
Yes sir...what can I do for you.
VOICE: (VERY DEEP) I would like to buy a valentine. Something
elaborate, something impressive...something overwhelming...
O'KEEFE: Something for about a nickel.
VOICE: Yes!
FROST: Mr. O'Keefe...show him these.
O'KEEFE: Well here's one...I'll read it to you.

I'm a fan of Kenny Sargent's
He's my favorite crooner
I could be his valentine
Sincerely...Gooner Gooner.

There you are sir...that's a sample...just what kind of a
valentine would you like?

51458 7311

RADIO
WILLIAM ESTY
AND COMPANY



VOICE: Why...uh...Something MUSHY...Something with Snookie Ookie in it.

O'KEEFE: Tell me sir...what does your girl look like...give me an idea of her appearance.

VOICE: Her brow is like the driven snow...her hair is like a golden sunset...her eyes are like blue skies...her skin is as clear as a day in June and her laughter...is like the tinkle of rain on a tin roof.

O'KEEFE: She sounds more like a weather report to me. Well, I'm sorry mister...we haven't got any with snookie or ookie in them.

VOICE: (TRAGICALLY) No snookie...no ookie...

O'KEEFE: No tickes...no shirtee...

FROST: No sale...but here comes Pee Wee Hunt.

HUNT: Hiya Walter...Hiya Camella.

O'KEEFE: Hello Pee wee...did you bring me a valentine.

HUNT: I brought one for Camella...but I'm too bashful to read it... Here Walter...you read it.

O'KEEFE: Dear Camella:

A B C D E F G
*
H I J K L M N
O P Q R S T U

Out in the Cold Again

SORIN: Hullo, Hullo, Hullo, Mr. O'Kiffy...and permit me to give you the greetings of the Valentine Season.

O'KEEFE: Hullo McGillicuddy...and how about buying a valentine.

51458 7312

RADIO
WILLIAM ESTY
AND COMPANY



-4-

SORIN:

Me buy a valentine...me...in whose veins flows the blood of Shakespere, Kipling and Eddie Guest...Of course, of course. Listen to me while I reciting to you a little classic.

O'KEEFE:

Ladies and gentlemen, you are about to listen to the Poet Laureate of One Hundred and Eighty Seventh Street between Broadway and the River. Come on now Mac...speak it with romance and feeling in your voice. Give it that schmaltz.

SORIN:

Ukkay...you sad it...Here it comes. Look out.

A bunch of the boys were whooping it up
In the Malamue Saloon
While Smokey Joe on the piano
Was playing a ragtime tune.

When up to the bar stepped a man with a scar
And hollered "The drinks are mine"
And then looked the bartender straight in the eye
and said

WILL YOU BE MY VALENTINE.

MUSIC:

I COVER THE WATERFRONT (ANNETTE HANSHAW)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

VON ZELL:

The largest selling pipe tobacco in the world is good old Prince Albert, made with the special process that takes out bite and harshness. Millions of happy pipe smokers know the good cheer and satisfaction of this cool, long-burning and mellow crimp-cut pipe tobacco. Ask a Prince Albert smoker, and he'll probably say: "Man, till you've tried Prince Albert you don't know how good a pipe can be! It's the smoker's friend, you'll never get tired of your pipe

51458 7313



VON ZELL:

(CONT'D) when you're using Prince Albert. You'd better try some for yourself and find out why men call Prince Albert the "National Joy Smoke." (SLIGHT PAUSE) And let me add a message from the makers: there are two ounces in every Prince Albert tin.

MUSIC:

TWO LITTLE SLIPPERS (ORCHESTRA AND HUNT)

(O'KEEFE AD-LIBS INTRODUCTION OVER MUSIC)

O'KEEFE:

Well, ladies and gentlemen...now we continue with our prize-winning drammer of the Hillbilly country entitled "It Must Have Been Somethin' I Et"...dealing with life among the Hatfields and Carstairs Clans...Last week, you may recall, the Hatfields stole the police patrol and came home...We now pick them up back in their cabin... Pappy Hatfield is standing in the middle of the room...He's been standing there for two days trying to remember what he got up to do...The mother's fingernails have grown so long that she's filing them off with a buzz saw...Elviry the daughter of the Hatfields is over in a corner listening while the pig reads her the funny papers...Zeke, the son, has been out setting traps to catch hillbillies for the radio station...He gets a dollar a head for an ordinary hillbilly...and two dollars if he can yodel...

BIZ:

ORCHESTRA PLAYS "COMIN' ROUND THE MOUNTAIN"

RADIO
WILLIAM ESTY
AND COMPANY



VON ZELL: The time...the present...the place...the Hatfield Cabin...
starring Walter O'Keefe in the role of Pappy...

BIZ: ORCHESTRA UP AND OUT
CAST JAZZES UP "I LOVE MOUNTAIN MUSIC"

O'KEEFE: Hey Elviry...what's the matter with you...you're a-wearin'
that stocking inside out...

FROST: I gotta wear it inside out...there's a hole in the other side

O'KEEFE: Hey Zeke...where's your Maw...Hahhhhh?...I haven't seen
her for six days...

JACK: Well...six days ago she broke her leg out in the corn field
and she's still laying there...

O'KEEFE: Pore Maw...one of these days I'll have to go out and say
"Hello" to her...besides I'm gettin' hongry...How about you,
Zeke?...

JACK: Oh, I'm all right...three days ago I had a can of dog food...

O'KEEFE: Well, I'm hongry...

STRANGER: (JUDD) So ah I...don't you folks ever eat around here?...

BIZ: GENERAL CONSTERNATION

O'KEEFE: Who's that?...who said that, Elviry?...Hand me down my
fowlin' piece...there's a stranger in the house...

JUDD: I ain't no stranger, stranger...I'm your long lost brother
Judd...Judd Hatfield...

O'KEEFE: Not brother Judd!!! Elviry, open the window so I can get
a look at him...

BIZ: CRASH OF GLASS

RADIO
WILLIAM ESTY
AND COMPANY



-7-

O'KEEFE: Well swat my saddle if it ain't Judd...I ain't seen you Judd since you went off to fight in the war...By the way, how's the War gettin' on?...

JUDD: Hit's over...Germany signed the Armistice...

O'KEEFE: You don't say!!! The last I heard about the war was when Dewey was on his way to Manila...Elviry, meet your Uncle... this is your Uncle Judd...

FROST: Hey, Pappy...what's an Uncle Judd, hahh?...

O'KEEFE: Don't mind her, Judd...she's just a baby...she's thirty-four and she ain't started school yet...

JUDD: I know...I'm agin schoolin' myself.

O'KEEFE: Me too...it will never replace the horse...Judd, I want to have you meet my family...Zeke, say "hello" to your Uncle...

JACK: (IDIOT LAUGH)

JUDD: Well, well, little Zeke...the last time I saw him he couldn't speak a word...he certainly has come on fast...

O'KEEFE: Oh, and Judd...over here...I want to have you meet the pig...He's the smartest one in the family...

JUDD: Hello pig!...I'm your Uncle...

O'KEEFE: Say "hello" to your Uncle...

SORIN: Oink Oink Oink Uncle
Oink Oink Oink Uncle

JUDD: It's a mighty fine lookin' pig...Oughta make mighty fine sausages...

51458 7316

RADIO

WILLIAM ESTY
AND COMPANY
SORIN:

-8-

Best Copy

Oink Oink Oink Nuts

Oink Oink Oink Nuts

BIZ:

ORCHESTRA PLAYS "COMIN' ROUND THE MOUNTAIN"

DIMS DOWN

VON ZELL:

And so, ladies and gentlemen, there will be a short intermission before the closing act of tonight's drama, and meanwhile; Kenny Sargent will sing "My Dance"...

MUSIC:

MY DANCE (ORCHESTRA AND SARGENT)

VON ZELL:

Newspapers today report the completion of Boulder Dam, with the actual stopping of the turbulent Colorado River to form an artificial lake one hundred and fifteen miles long and 300 feet deep. This new lake, eleven times larger than any ever created by man before, is held back by the greatest dam in the world -- 727 feet high -- truly a mighty monument to American energy. And here's a statement from Erwin Jones, an engineer who worked on this gigantic job. Says Mr. Jones: "It's been thrilling to have a part in the vast enterprise of building Boulder Dam. But it means plenty of strain and many long hours of exhausting work. And when I get tired, there's nothing in the world like a Camel! I feel as though I have new energy! And what a swell taste Camels have - you can tell they're made from choice tobaccos." That statement by an engineer working on a tough outdoor job is backed up by many other outdoor people. We called on Bill Horn, Gold Cup winner and outstanding American motor boat racer. Mr. Horn liked Camels because they never get on his nerves. He told us:

51458 7317

RADIO
WILLIAM ESTY
AND COMPANY

Best Copy

-9-

VOICE 1: (HEARTY, STRAIGHTFORWARD) "I've smoked Camels for fourteen years without a sign of upset nerves! I like Camels and they like me!"

VON ZELL: Then we interviewed Miss Helene Bradshaw, an enthusiastic horsewoman. Miss Bradshaw likes the mildness of Camels. Her statement was:

VOICE 2: (YOUNG WOMAN, CLEAR, DISTINCT) "Camels are the only cigarettes I've ever found that are mild and pleasing to the throat, and at the same time give a delightful, full, rich flavor."

VON ZELL: And Charley Belden, who runs the big Pitchfork Ranch in Wyoming. He counts on Camels for extra value. Mr. Belden says:

VOICE 3: (FRIENDLY, WESTERN) "I've visited Winston-Salem -- seen with my own eyes how Camels are manufactured. They are made from costlier tobaccos -- so it's not surprisin' that Camels have such a doggone good, rich cool flavor, and such mildness too."

VON ZELL: Flavor -- mildness -- extra energy -- healthy nerves -- additional value -- no wonder, wherever you go, you always notice that 'Steady smokers...turn to Camels!'"

MUSIC: THE FARMER TAKES A WIFE (ANNETTE HANSHAW)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

51458 7318

RADIO
WILLIAM ESTY
AND COMPANY



-10-

VON ZELL: And now, ladies and gentlemen, we come to the last act of our Hillbilly drama... "It Must Have Been Somethin' I Et"... All right, Glen...overture!...

BIZ: ORCHESTRA PLAYS "COMIN' ROUND THE MOUNTAIN"

JUDE: Have you been shootin' many Revenocers lately, Pappy?...

O'KEEFE: Yes...I bagged a beauty yesterday...He must have weighed two hundred pounds with his shoes on...I think we'll have him stuffed and hung on the wall...

JACK: Hey Pappy...Elviry is a-hidin' a bar of soap up in her room...

O'KEEFE: Elviry...daughter...don't tell me you've been usin' soap... You'll break my heart...

FROST: No, no, no, no, no, Pappy...

O'KEEFE: You know how I feel about soap, Elviry...yore mother, peace to her ashes, yore mother never soiled her lily-white body with soap...and that's why I loved her so...

BIZ: KNOCK ON THE DOOR

O'KEEFE: Come in...

BIZ: DOOR OPENS

SORIN: Hello, hello, hello, Pappy Hatfield...

BIZ: AD LIB CRIES OF "HELLO CARSTAIRS"

O'KEEFE: Ladies and gentlemen, that's McGillicuddy in his bare feet.

SORIN: Elviry, my little cactus plant...I am bring you a Valentine And I'll read it to you, so sweetly, so tenderly, like the great lover I am...You'll notice I'm not talking with an accent...No accent whatsoever...

51458 7319

RADIO
WILLIAM ESTY
AND COMPANY



-11-

FROST: Read it to me, Romeo (Habe dialect) Habsolutely without a
haccent...Rid it...

SORIN: (CLEARS THROAT) To my Valentine Elviry...

Your gorgeous nose is so exquisite
When you blow or when you sneeze it
Can't you smell my love divine
And gradually be my Valentine?
And if you don't so what?...I can always go
back to my wife...

O'KEEFE: Hey Carstairs, don't you come around char sweet-talkin' my
daughter like that!...

SORIN: I'm the best sweets talker in these yar hills...

O'KEEFE: Well these yar hills ain't big enough for the Carstairs and
the Hatfields...Besides this program's gettin' too quiet...
I'm going to start the feud again...

SORIN: Okay by me Pappy...I brought my gang with me...

O'KEEFE: Carstairs...if you're not out of there by the time I count
ten, I'm gonna plug you...One, two, three, four, five and
five is ten...

BIZ: TWO SHOTS

SORIN: Owl...I can take a hint...I guess I know when I'm not
welcome...

BIZ: DOOR SLAMS

O'KEEFE: Judd, look out that window and see what the Carstairs are
doin'

BIZ: FUSILLADE OF SHOTS

51458 7320

RADIO
WILLIAM ESTY
AND COMPANY

-12-



JUDD: I can't see anything, Pappy...

O'KEEFE: Judd...they just shot you twelve times...Fall down...
you're dead...

JUDD: Oh, I'm sorry...I wasn't looking at my script...

BIZ: HEAVY THUD...

O'KEEFE: Elviry...poke your pretty head out the window and see what
happening...

BIZ: TWO SHOTS

O'KEEFE: Well, swat my saddle...they got Elviry...Hey, Zeke..pay
attention to this feud will ya?...Zeke... you're a good
shot...poke your head out the window and get that Carstairs
with the machine gun...

BIZ: FUSILLADE OF SHOTS

O'KEEFE: Did you get him Zeke?...

JACK: No, he got me...

O'KEEFE: Poor Judd...poor Zeke...poor Elviry...

FROST: Don't go crying about me Pappy...I'm goin' to the happy
huntin' grounds...

O'KEEFE: Yes, Elviry.

FROST: Come Pappy...I ain't long for this world...lie down beside
me...

JACK: Pappy, I ain't long for this world either...lie down
between us...

51458 7321

**RADIO
WILLIAM ESTY
AND COMPANY**



FROST: Pappy...when I get up to heaven...the first thing I'm gonna do is tell Grampa that we're still a-shootin' Carstairs...

O'KEEFE: Well suppose you can't find Grandpa up there in heaven... Supposin' he ain't thar?...

FROST: Well then, you tell him Pappy.

(O'KEEFE AD LIBS INTRODUCTION TO)

MUSIC: ZONKY (ORCHESTRA)

VON ZELL: The Camel Caravan is sponsored by the makers of Camel Cigarettes and Prince Albert Smoking Tobacco. Steady smokers say: "I'd walk a mile for a Camel. Camel's costlier tobaccos never get on your nerves."

MUSIC: SMOKE RINGS

O'KEEFE: Well, ladies and gentlemen..tonight's was the last instalment in our hillbilly drama...The Hatfields have all gone to their happy hunting grounds...so the only one left to carry on the family tradition is the pig...

BIZ: SHOT

SORIN: Oink...uh.

O'KEEFE: Well, as Judd said earlier in the evening...He'll make mighty fine sausages.

So now it's time to bid you good night on behalf of my co-workers...Annette Hanshaw and Glen Gray and his Casa Loma Orchestra...this is Walter O'Keefe...saying Good Nate and G'wan to bed.

THEME UP AND OUT

STATION CUE