

RADIO

WILLIAM ESTY AND COMPANY

INCORPORATED

4/15/38

O'Connor

Miss
COLUMBIA BROADCASTING SYSTEM
CAMEL CIGARETTES
APRIL 15, 1938
NEW YORK, N.Y.



CUE:

(COLUMBIA BROADCASTING SYSTEM)

ANNOUNCER:

CAMELS never get on your nerves!

MUSIC:

SMOKE RINGS

O'KEEFE:

(OVER MUSIC) Gangway neighbor...Here comes the CAMEL Caravan again through the courtesy of R. J. Reynolds Tobacco Company, makers of CAMEL cigarettes...This is Walter O'Keefe tipping the old Easter bonnet and saying good evening for Glen Gray's Casa Loma Orchestra, Deane Janis and Ted Husing. We fellows on the program are in sort of a dilemma as to what to wear in this year's Easter Parade. Last year we were the talk of Fifth Avenue. Pee Wee Hunt wore a smart beer barrel trimmed with pretzels. I wore my old blue organdy dress and J. Isadore McGillcudd was wearing a sandwich sign advertising his delicatessen... but Husing (the big show-off) stole the whole show...Ted was wearing a brand new silk top hat. I think it was very crue of him to wear that top hat...I kept thinking of those three

Don't ride in the Easter parade

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...the hairs on Husing's head, all alone in that big black space. Well I'll see you people later...I see the Casa Loma band is all set to play the opening number "Dardanella."

DARDANELLA (A. J. BROWN)



... (A. J. BROWN)

... (A. J. BROWN)

APPLAUSE

And now we present Ted Husing, CAMEL star reporter...

... (A. J. BROWN)

APPLAUSE

... (A. J. BROWN)

APPLAUSE

That was "Old Man Mose" sung by Pee Wee Hunt, the brains of the outfit...maybe you people don't know it but Pee Wee really is a bright boy...For instance, last Easter I gave him a chocolate Easter egg and he sat on it for three weeks until it hatched. Now we'll hear from Miss Deane Janis... What are you going to sing, Deane?

Cling To Me...

Huh?

Cling To Me...

Not in front of all these people, Deane...control yourself

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BEST
COPY

Tonight, ladies and gentlemen...we make a sentimental pilgrimage back to the Gay Nineties...Ah how times have changed since then...gone is the horse car...gone is the bustle and mustache cup...and gone is Ted Husing's hair. This play...this melodrama was revived last summer in the little country town of Nutmeg-On-the-Egg Nogg, two miles from Book Peer-on-Draught...it was revived at the Red Barnyard theater before a distinguished audience consisting of some of the prize winning live stock of Herkimer County. The actors hung up somewhat of a record...having laid more eggs than the chickens in the barnyard. This little piece of hugger mugger is entitled "All That Glitters Is Not Goldberg." All right Glen...strike up the Band.

BIFF:

SONG: "THEY'RE ALL ABOUT ME"

PROST:

Oh, father, dear father...this poverty...whatever am I going to do? My sturdy bones are weakening...I am crying for nourishment...and the ice-box is empty.

ROBBLER:

(GROANS) But daughter there is plenty of food in the ice-box.

PROST:

Yes, father...but there is no beer...and I am thirsty.

BIFF:

SONG: "THEY'RE ALL ABOUT ME"

ROBBLER:

Well even the studio audience is thirsty...

PROST:

Why not...this is Thirsty night.

BIFF:

SONG: "THEY'RE ALL ABOUT ME"

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WILLIAM ESTY
AND COMPANY



DOUGLAS: Daughter, I hate to see you working like this...slaving
around the house. Why don't you marry Mr. Frisbie, the
merchant...

FROST: (GRIEVING) Oh father...please, father...don't make me
marry that evil Mr. Frisbie...of Frisbie and Company, deal-
ers in hardware and plumbing supplies.

BUZ: HOOFRAYS WAY OFF MIKE AFTEN DISTANCE

DOUGLAS: Oh curses...here comes that mounted policeman...Reginald
Goodguy...

FROST: Ah, my hero...my love...Here Reginald (WHISPERING) Here,
Reginald...nice, Reginald...

BUZ: HORSE HOOFBEATS BEGINS TO "PETERS AND STRIPES"
BY ORCHESTRA. APPLAUSE FROM AUDIENCE

DOUGLAS: Whoa Dobbin...whoa...Hello, friends...I may wear rags but
I'm as honest as the day is long...I have a heart of gold...
I am true blue clear through...I am a fine specimen of
American manhood...I am all that is good and wholesome...
I am also a great man (GROANS) I am also hungry.

FROST: Ah, Reginald...there's something I've wanted to ask you for
a long time.

DOUGLAS: Whatever do you mean, my beacon of love.

FROST: I'd like to see you...just once...without that horse under-
neath you. I've known you twenty years...but I have never
seen you off of that horse.

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WILLIAM ESTY
AND COMPANY



-5-

O'KEEFE: All right...I'll get off the horse...but Dobbin won't feel right without me on his back.

FRISBIE: Oh that's easy...I'll put this bag of old wash on him and he'll think it's you.

REGINALD: ADDITIONAL P LINES.

O'KEEFE: But you can't fool Dobbin...he's a very smart horse. Aren't you, Dobbin?

BIZ: RUBY DOES HORSE MATH

O'KEEFE: Stick out your foot and tell me how much is two and two.

BIZ: FOUR BEATS WITH THE HOOF.

O'KEEFE: Very good...now how old are you?

BIZ: THREE BEATS

O'KEEFE: Now what date is this?

RUBY: Thursday April ninth. (REINFORCE AGAIN)

DOUGLAS: Reginald...Get out of my house...leave my little Nell alone. She's going to marry the wealthy merchant, Mr. Frisbie. He is rich...you are poor.

O'KEEFE: Aye poor. I AM poor but dishonest..I may wear rags but at least they're dirty. And another thing, SIRE, underneath this torn shirt you'll find torn underwear.

BIZ: APPROUSE FROM APPROUSE

O'KEEFE: Aye...they may be torn but at least they're not paid for.

DOUGLAS: Nevertheless, my daughter is going to marry Frisbie...or else...heaven forbid...I'll have to go to work. You know how I hate work...I will NOT work. I absolutely refuse to go to work.

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CHARLES:

I respect your will power.

RODOLPH:

Yes sir...I believe that no man should get up and go to work as long as he's got the strength to lie in bed.

AL:

CHIEF AND AUDIENCE FROM AUDIENCE

RODOLPH:

I'm going over to see Frisbie...Good bye.

AL:

GOOD BYES ...

FROST:

Oh what will happen to me?

CHARLES:

Maybe it's best that you marry Frisbie...he's a smart, intelligent and good looking man!!

FROST:

I don't want a smart, intelligent and good looking man...I want you.

AL:

APPLAUSE...

FROST:

Just you and my brother Junior...what a dear sweet spirit is he. Here he comes skipping in.

AL:

(SINGING IN OFF KEY) Oh sis...sis...I've been down in the dell hobnobbing with the flowers...the crocuses and rhododendrons.

AL:

AUDIENCE GIGGLES AND HISSES

JACK:

I danced through the meadow like a little pixie.

CHARLES:

Junior...I wish you wouldn't speak in such a high voice...
(WHISPER ON LAST TWO WORDS)...you sound like you swallowed a clarinet.

JACK:

Ah, but sis...such frolicking as I had in the meadow today.. I chased a little bird...but alas...no success. I didn't get the bird.

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WILLIAM ESTY
AND COMPANY



CHARLES:

You will, Junior...you will!

HOST:

Oh heavens...here comes the villain, Mr. Frisbie.

BOB:

HEHEHEHEHE HEHEHEHEHE...BOB'S VILLAINOUS LAUGH.

BOB:

HEHEHEHEHE HEHEHEHEHE...BOB'S VILLAINOUS LAUGH.

BOB:

Phooey on myself I'm so nasty.

BOB:

HEHEHEHEHE HEHEHEHEHE...BOB'S VILLAINOUS LAUGH.

BOB:

Who's there?

BOB:

HEHEHEHEHE HEHEHEHEHE...BOB'S VILLAINOUS LAUGH.

BOB:

The villain. Couldn't you TELLING by the music? (LAUGHS)

CHARLES:

Nice cackling! If that's an Easter egg let me know.

BOB:

Quiet, flatfoot...

CHARLES:

I notice you're alone, you fiend...What have you done with Little Nell's father?

BOB:

I just pushed him over the cliff. Why? What you gonna do about it flatfoot.

CHARLES:

Oh nothing...we just wanted to know whether he'd be home for dinner.

BOB:

HEHEHEHEHE (LAUGHS)

JACK:

Gee...he's got a funny voice.

HOST:

Quiet, Junior.

BOB:

Listen Cuteypuss...you're engaged to me and here I find you having dinner with another man. Curses...Curses...Curses.

CHARLES:

This is a seven curse dinner. Listen Frisbie...I hereby arrest you for the murder of Nell's father.

BOB:

Oh yeah...where's your badge?

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CHUCK:

...uh...I uh...I left it in my other pants.
Chucks: Won't you trust me this once?

BOB:

Trust you...No.

BOB:

APPLAUSE

CHUCK:

Listen...I'll put you behind bars in one week even if it
takes me a whole year to do it.

BOB:

MUSIC AND APPLAUSE

CHUCK:

(OVER MUSIC) Did Frisbie win the girl? Did Reginald find his
badge? Did Junior catch his bird? Do you see spots before
your eyes...Have you got a back-ache. Tune in soon and get
an answer to these problems in the next instalment of "All
That Glitters Is Not Goldberg!"

APPLAUSE

RADIO
WILLIAM ESTY
AND COMPANY



-9-

And here's Paul Douglas, ladies and gentlemen.
Let's drop in for a moment at Joe Moss's famous Hollywood
Restaurant in New York -- the glamorous eating place where
Park Avenue's blue bloods mingle with the elite of Broadway.

WE HEAR MUSIC AND CHATTER

(GAYLE IN) What a marvellous place! I'm absolutely thrilled
Oh, you haven't seen anything, yet! Wait till the celebri-
ties arrive to watch the floor show!
LADY: Really?
MAN: Yes. But we'd better have something to eat. Suppose we call
Joe Moss over and ask him to recommend something. Joe!
MOSS: (OFF) Yes sir! (COMING IN) Ah -- good evening, Mr. Stevens!
MAN: Evening, Joe. Tell me-- how are the sweetbreads with fresh
mushrooms tonight?
MOSS: Marvellous! As usual!
LADY: Fine! Sound good to you, Elinor?
MAN: Oh, yes!
LADY: That'll take a few minutes though. Have a CAMEL?
MAN: Thank you. I noticed almost everyone here is smoking CAMEL.
MOSS: That's true. CAMELS have been a favorite with us a long
time. You know in our business we've found that success
comes from giving people the best -- the best in food as well
as in entertainment. And the fact that CAMELS use costlier
tobaccos and more people prefer CAMELS shows that this policy
works with cigarettes, too.

MUSIC BY BOB THOMPSON

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RADIO
WILLIAM ESTY
AND COMPANY



-12-

ANNOUNCER:

What Mr. Moss said is backed up by maitre d' hotels, restaurateurs, headwaiters and prominent restaurant men throughout the country today. CAMELS are ~~overwhelmingly~~ ^{increasingly} popular. But how natural this is. For as we've said before, good food, good entertainment and good tobaccos always go together. CAMELS help you enjoy your food...help you enjoy your entertainment. Smoke them freely during and after meals, for CAMELS aid digestion!

MUSIC:

LET'S FACE THE MUSIC AND DANCE (ORCHESTRA & SARGENT)

APPLAUSE

ANNOUNCER:

That was Kenny Sargent giving his all to "Let's Face The Music and Dance." And now the Casa Loma boys play "China Boy"

MUSIC:

CHINA BOY (ORCHESTRA)

APPLAUSE

BREAK RINGS

RADIO
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AND COMPANY



-11-

ANNOUNCEMENT:

The CAMEL CARAVAN is presented by R. J. Reynolds Tobacco Company of Winston-Salem, North Carolina, makers of CAMEL Cigarettes and Prince Albert Smoking Tobacco. Any time you see a man grinning with pleased contentment and smoking a pipe, it's ten to one he's smoking good old P.A. For Prince Albert is the largest selling smoking tobacco in the world. Buy the big red tin tonight and enjoy ^a full ^{measure} ~~of~~ of smoking pleasure yourself. You'll be glad you did. All right Walter, it's yours.

O'KEEFE:

Here's where we call it quits, ladies and gentlemen...time's up... dat ole dabbil o'clock on the wall keeps ticking along.. We'll all bounce back next Tuesday night at this same time.. Glen Gray and his Casa Loma Orchestra, Deane Janis and Ted Husing...Until then, let's face the music and scream. This is Walter O'Keefe saying good night.

THREE UP AND OUT
STATION CUE

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