

RADIO

WILLIAM ESTY AND COMPANY

INCORPORATED

1/17/35

Handwritten signature and date: 1/17/35

COLEMBIA BROADCASTING SYSTEM



SMOKE PROGRAM NO. 24

THURSDAY, JANUARY 24, 1935.

8:00 - 9:30 P.M.

CBS: (COLUMBIA BROADCASTING SYSTEM)

MUSIC: SMOKE RINGS

ANNOUNCER: (AFTER EIGHT DAYS) Gangway neighbor, here comes the Camel Caravan brought to you by the makers of Camel Cigarettes and Prince Albert Smoking Tobacco... again tonight the Caravan brings you Annette Hanshaw... I'm going to sing "Isle of Capri" and "I'd Like To Put You In My Coffee."

ANNOUNCER: And you, Annette... Kenny Sargant!

ANNOUNCER: I'm going to sing "All Through The Night."

ANNOUNCER: You'll be tired in the morning, Kenny... next we have

ANNOUNCER: This is Pee Wee Hunt and I'm going to sing "In My Country That Means Love."

ANNOUNCER: And now it's time for Mike and I'm NOT going to sing "The Man On The Flying Trapeze"... well, that's the musical menu for tonight but for the nonce, turn your ears over to Glen Gray's Casa Loma Orchestra as they

MUSIC: IN MY COUNTRY THAT MEANS LOVE (C...)

51458 7196



51458 7197

RADIO
WILLIAM ESTY
AND COMPANY

-2-



BIZ:

ROLL ON THE DRUMS

FOR FELL:

Again tonight, ladies and gentlemen, we bring you abreast of the news of the world through Professor O'Keefe's newsreel... The Eyes...Ears...and Nose of the World...

SORTIN:

Sees all...

FLOX:

Hears all...

O'KEEFE:

And let a possey fragrance...

BIZ:

PROBNEY TRUMPET BLAST

O'KEEFE:

Ladies and gentlemen that was the sextet from Lucia... New York, N.Y....Servants of Manhattan Society attend the Butler's Ball...New York butlers stop buttlng for the evening, to join with maids, cooks, chauffeurs and gardeners for the Annual Butler's Ball...We take you to the hotel where this blaboke is in session...

BIZ:

LARSTON'S STRIPPERS BALL - EIGHT BARS- ORCHESTRA
SOUND OF VOICES

BIZ:

(SCOTTISH ACCENT) I say, Meadows, old couppie...I hear there's a position open at the Vanderveers. Mrs. Dodge Vanderveer is firin' Hives the butler...

O'KEEFE:

(ENGLISH ACCENT) Hives! Oh, they can't get rid of Hives... Mrs. Vanderveer has had Hives for twenty years...Pardon me, Grimes...I want you to meet Mamie...Oh, I say, Mamie... come here...

FROST:

(COCKNEY) Hello, Meadows...Hello, Grimes...How's everything at the Featherbees?...

SORIN:

Oh tophole...rather...righte...

51458 7198



51458 7199

RADIO
WILLIAM ESTY
AND COMPANY

-8-



FROST:

Aw, come, Grimes...this is your night off...Don't put on
airs...Be yourself...Lose your accent...

BORELL:

Oh, if that's the way you're feeling about it okay by me...
Let's doing the Carioca.. Hey Meadows...throw me a herring..
Whoopee!...

BIZ:

PHONEY TRUMPET BLAST!

O'KIEFE:

Up to their armpits in caviar and champagne the servants
carry on into the night...Let's listen in as a couple of
gardeners dig up the dirt...

HUNT:

Say, I hear Mrs. Ravensfield has the biggest petunia in
town...

JACK:

Aw...but you should see Mrs. Featherby's geranium...It
won a lilac ribbon at the show...By the way...who's that
unsouth looking chap over there?...I don't like his air
of braggadocio.

MART:

Oh, he's just a stable boy...If you hung around a stable
unlike hours a day you'd have an air about you, too!...

BIZ:

PHONEY TRUMPET BLAST!

O'KIEFE:

As the revelry reaches its peak Romance fills the ballroom
and we listen as the second man and the kitchen maid fire lava
back of a potted palm...

BIZ:

ORCHESTRA PLAYS "ROMANCE" - DERS DOWN

BORELL:

Aw, Maggie...you're the most beautiful pot walloper I ever
saw...

FROST:

(DUMB VOICE) Aw Butch...you're the cutest violet that ever
peered a pair of britches!...



51458 7201

RADIO
WILLIAM ESTY
AND COMPANY

-4-



SORIN:

I knew I loved you that night I saw you tripping into Mrs. Feathersbee's room with the hot water bottle...

FROST:

And I knew I loved you that night I saw you walking through the moonlight carrying the master's underwear...

SORIN:

Do you love me as much as that night when I spilled the Russian Dressing on the Greek Ambassador?...

FROST:

Ah, sweetheart...it's a good thing it's dark...this is so embarrassing...My cheeks are as red as a dish of stewed tomatoes...

SORIN:

Yes...yes...and mine are as red as the master's underwear. Kiss me, darling!...

BIZ:

SOUND EFFECT OF KISSING

FROST:

(PLUTTERING) Ah, why do you kiss me like that?...

SORIN:

You'll have to excuse me...I've had a hard day and I haven't got any pep...

TRUMPET BLAST

THE END:

The ball is over and the servants big night is over, but Meadows the butler, full of alcoholic affability, has invited several of his friends over to the Feathersbee mansion on Fifth Avenue...We listen as they try to sneak in quietly...

BIZ:

THREE O'CLOCK IN THE MORNING - ORCHESTRA - 3 BARS

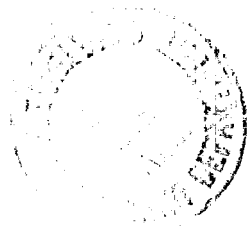
SOUND EFFECT: Shhhhhhhhhh

SORIN:

Quiet!...

VOICES ECHO "QUIET"

51458 7202



51458 7203

RADIO

5



WILLIAM ESTY
JACK:
AND COMPANY
SORIN:

(SINGING) Sweet Adeline...Sweet Adeline...

Quiet now...I'll open the door and we'll sneak out to the kitchen...

JACK:

Not a sound!...I'm on my tiptoes...

BIZ:

CRASHES IN A SERIES

SORIN:

Oh fudge... we woke up the old man...

VON ZELL:

(OFF MIKE) Meadows...Oh, Meadows...what's the meaning of this racket?..

SORIN:

Go to bed boss...this is my night to howl...Yahoooooo!

BIZ:

THEY ALL SING "SWEET ADELINE"

ORCHESTRA PLAYS "AFTER THE BALL IS OVER"

O'KREFF:

(AS MUSIC DIMS DOWN) And so, ladies and gentlemen, if anyone needs a good dependable butler, give Meadows a ring... (ANNOUNCE ANNETTE HANSHAW'S NUMBER)

MUSIC:

ISLE OF CAPRI (ANNETTE HANSHAW)

VON ZELL:

In a cigarette, the important thing is the tobacco. And it is a fact, as tobacco experts will bear witness, that Turkish and Domestic are then any other popular brand. The makers of Camels spend millions of dollars more for these costlier tobaccos. Light * Camel. Notice that the flavor of Camel's finer tobaccos is mild, rich and smooth. And when you smoke Camels, you will also feel a pleasant flow in your energy flow: a delightful sense of comfort and refreshment. The energizing effect of smoking a Camel is scientifically confirmed, and reported from personal experience by thousands of smokers. And you may smoke as many Camels as you like. They never get on your nerves.

MUSIC:

CARRY ME BACK TO OLD VIRGINNY (ORCHESTRA)

51458 7204



51458 7205

RADIO
WILLIAM ESTY
AND COMPANY
O'KEEFE:



Well, ladies and gentlemen...before the days of movies or radio, Young America used to find inspiration in the paper backed novels of yesterday...You remember some of the titles "Sink or Swim"... "Do or Die"... "Rise or Fall"... "Up and Down" "Yes or No"... "Stand Up or Sit Down"...and so forth... Well, tonight we go back through the years and stage our own version of that famous classic "Lie Down or Roll Over"... which was known to your father as "Grandmother at Yale" or "Through the Palace Hotel with Rod and Gun"... Our hero is named Dick Do-A-Good-Turn-Every-Day... Junior... Dick is a fine upstanding type of lad who is the sole support of his mother... They live in an humble little shack with an ivy-covered mortgage and as the scene opens he is talking to his mother.

MIZ: ORCHESTRA PLAYS "HEARTS AND FLOWERS" SMEARED

FROST: (OLD LADY VOICE) Oh Dick... Oh Dick... another day and still no food in the larder... What shall we eat for breakfast?..

O'KEEFE: Fear not, Mother... give me my rifle... I shall go out into the woods and shoot some meat and potatoes....

MIZ: AUDIENCE CHEERS AND APPLAUDS

O'KEEFE: But come, come Mother... why are you so worried?...

FROST: I haven't the money to meet the mortgage...

O'KEEFE: Why mother... What did you do with the three dollars we scrimped and also saved last week?...

FROST: I made a bet on a horse in the fourth race at Hialeah... let's see how it's running...

MIZ: KNOCK ON DOOR



51458 7207

RADIO

WILLIAM ESTY
AND COMPANY



O'KEEFE: Mother...don't get up off the floor...I'll answer it...
Hello?...

JACK: (OFF MIKE) Oh, Dick...come on out and play beanbag...

O'KEEFE: Gee Whizz...fellas...I'm sick of beans...

JACK: Well then...let's play hopscotch...

O'KEEFE: No...I never drink scotch...

BIZ: AUDIENCE BOOS

O'KEEFE: I drink gin...

BIZ: AUDIENCE CHEERS AND APPLAUDS

FROST: Look out the window son...here comes the villain...Silas
Skinflint...Is that a whip he's got in his hand?...

O'KEEFE: No, mother...that's his daughter...she's awfully skinny...

BIZ: KNOCK ON DOOR

O'KEEFE: Come in!...

BIZ: DOOR OPENS AND SHUTS

SORIN: (VILLA ENTERS LAUGH)

O'KEEFE: Sounds like you need your oil changed.

SORIN: You know what I'm here for...

O'KEEFE: Yes...but you can't throw me out on an empty stomach...

SORIN: I'm not going to...I'm going to throw you out on your own

BIZ: AUDIENCE BOOS AND HISS S

O'KEEFE: Ah, Skinflint...have you no pity...Look at my poor old
mother...Listen to her as she walks around with her
bones creaking...



51458 7209

RADIO
WILLIAM ESTY
AND COMPANY



OSCAR:

I'll give you seven more days...and if you haven't got the money then...(VOICE TRAILS OFF)

O'KEEFE:

Fear not Silas Skinflint...Mother, dry your eyes...Let it never be said that I failed to pay an honest debt...I'll get a job somewhere...there must be a job for me...

HIS:

AUDIENCE CHEERS AND APPLAUS

O'KEEFE:

Maybe some kind soul here in this audience will give me a job...

BIZ:

BOOS AND HISSES

OSCAR:

Well, I'm glad to know you people are all working... Congratulations...Now while I go out Kenny Sargent will sing "All Through The Night."

OSCAR:

ALL THROUGH THE NIGHT (ORCHESTRA AND SARGENT)

OSCAR:

A flash from Ray Baker, ace editorial man of International News Service. Ray says: "The man on the news desk has a high pressure job. A big story breaks and I may have to stay with it ten hours, twelve hours, working at top speed! The most enjoyable way of easing such a strain that I know of is smoking Camels. Whenever I feel 'all in', Camels bring back my pep."

We agree with the statement about Camels made by this big time newspaper man. In all walks of life, other smokers agree. Here's what some of them have to say. Popular young society leader, Mrs. Langdon Post:

YOUNG WOMAN: "Camels taste better -- milder and richer."

51458 7210



51458 7211

RADIO

WILLIAM ESTY
AND COMPANY



VON ZELL: Bank teller: Hunter Davidson:

YOUNG MAN: "Camels don't disturb my nerves."

VON ZELL: Business girl: Eva L. Miller:

(2) YOUNG WOMAN: "Camels give me a 'lift' when my energy is low."

VON ZELL: Add to these statements the testimony that any leaf tobacco expert will be glad to give you:

(3) YOUNG MAN: (SOUTHERN) Yes, sir -- it IS a fact that Camels are made from finer, more expensive tobaccos -- both Turkish and Domestic -- than any other popular brand.

VON ZELL: And that is why you may smoke Camels constantly -- as many as you wish. Camels' costlier tobaccos "NEVER GET ON YOUR NERVES."

MUSIC: I'D LIKE TO DUNK YOU IN MY COFFEE (ANNETTE HANSHAW)

VON ZELL: Ladies and gentlemen...that was Annette Hanshaw singing "I'd Like To Dunk You In My Coffee"...and dunk you very much for listening...Now we continue with our melodrama of the day...Minnie's entitled "Lie Down or Roll Over"...our "Grandmother at Harvard"...Y'see Grandmother was at Yale but she was expelled because she ran the wrong way in a football game...Our hero, Dick Do-A-Good-Turn-Every-Lay Junior...is played by Walter O'Keefe and we next see him looking for the mortgage money in New York and he's lost in a subway train.

MUSIC: ORCHESTRA PLAYS "EAST SIDE WEST SIDE"

SOUND EFFECT: SUBWAY NOISE



51458 7213

**RADIO
WILLIAM ESTY
AND COMPANY**



O'KEEFE:

Ah look at these people here in the subway...they're crowded in here packed like a bunch of sardines...But the sardines better off...They don't have to stand up...Ah here's a kid who needs a seat...I shall do my good turn...

BOZ:

AUDIENCE CHEERS

O'KEEFE:

Madam...would you like my seat....

BOZ:

(DEPARTING VOICE) No thank you, young man...I've been ice-skating all afternoon...

O'KEEFE:

Ah hah...I see they've got the same jokes here in New York... Curse this town...I've ridden all over the Bronx...Brooklyn... Manhattan...every borough in New York trying to borough some money...No one will take my seat...(you'd think I was on the stock exchange)...but here...here is an aged old man...You sir...would you like to sit down and park your carcass?...

JACK:

(DEPARTING VOICE) Young man...your gesture of respect will not go unrewarded...It's good to know that there are still young people considerate of their elders...I congratulate you....

BOZ:

APPLAUSE AND CHEERS

O'KEEFE:

That's the first time I ever heard applause in the subway... Sire, my name is Nick Do-A-Good-Turn-Every-Single-Day-In-The-Week-Without-Fail...Junior...

JACK:

Is that your maiden name?

O'KEEFE:

I see I came to New York to make a name for myself and to make some money to pay off the mortgage...



51458 7215

**RADIO
WILLIAM ESTY
AND COMPANY**

-11-



JACK:

Well...you found the right man...and I shall reward you...
I'm Michael Monabags...Here is my card...I'm wealthy...Here
is my wallet...I'm nuts...Well, goodbye...I'm leaving...

O'KEEFE:

But we haven't come to the station...

JACK:

That's all right...I'm in a hurry...I'm gonna run the rest
of the way...

O'KEEFE:

But you can't get out...they won't open the doors...

JACK:

That's all right...I'm going out the window...

BIZ:

GLASS CRASH

O'KEEFE:

What is this he gave me...a wallet with money...one...two...
three...four...A million one dollar bills...Gee, I counted
that fast...Ah, now I can go home and pay off the mortgage..
I shall go home like a king...

BIZ:

ORCHESTRA PLAYS "HOME SWEET HOME"

VON ZEE:

And so Dick-Do-A-Good-Turn...well, let's not go through that
again...Dick goes home to meet his mother and Mr. Skinflint
and the mortgage...

BIZ:

DOOR OPENS AND SHOTS

O'KEEFE:

Mother, I've got the money for the mortgage...

BIZ:

CHIEFS AND APPLAUSE

FROST:

Son, the mortgage is paid...

O'KEEFE:

But how...here did you get the money...

FROST:

I made a deal with the railroad...they put a railroad track
our property...right through the door...It comes in the front
and goes out the kitchen...Look out...here comes the
Midnight Express...Open the door...

BIZ:

DOOR OPENS...TRAIN ROARS THROUGH

AND LIES CRASHING...DOOR SHUTS

51458 7216



51458 7217

RADIO
WILLIAM ESTY
AND COMPANY

-12-



O'KEEFE:

Two million...I have a million dollars...

PROBY:

A million...we can't use it, son...what will we do with it.

O'KEEFE:

Why...I know what I'll do...I'll give it away to the audience here in the studio...

BIZ:

CHEERS AND APPLAUSE

ORCHESTRA PLAYS "P.P.'S A JOLLY GOOD FELLOW"

O'KEEFE:

And so, ladies and gentlemen, our play ends...and the Casa Loma Band now plays "Zonky."

MUSIC:

ZONKY (ORCHESTRA)

VON ZELL:

The Camel Caravan is presented by the makers of Camel Cigarettes and Prince Albert Smoking Tobacco, R. J. Reynolds Tobacco Company of Winston-Salem, North Carolina. Good old "P.P.A." is mild and mellow. A special process takes out any hint of harshness; leaves in pure smoking satisfaction. That's why more men buy the National Joy Smoke than any other brand.

MUSIC:

SMOKE RINGS

O'KEEFE:

Good again, my dear listeners, we come to a parting of the wave-lengths and the Camel Caravan rides out of your living room until ten o'clock Eastern Standard Time next Tuesday night at which time we'll be waiting for you on the star corner of your dial -- before you set your alarm clock, if you wish to express themselves --

HANSHAW:

Good night...

O'KEEFE:

That was Annette Hanshaw and here's Kenny Sargent.

SARGENT:

Good night..

51458 7218



51458 7219

**RADIO
WILLIAM ESTY
AND COMPANY**

-12-

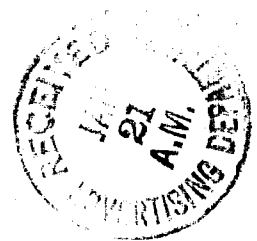


WHELAN: And Pee Dee Hunt.
WHELAN: Good night...
O'KEEFE: And the Casa Loma Orchestra..
ORCHESTRA: Goodnight...goodnight, etc.
O'KEEFE: Ladies and gentlemen, you have just heard a thousand
good nights...This is Walter O'Keefe also wishing you an
enjoyable session under the blankets...saying good night
and remember next Tuesday.

THREE UP AND OUT

STATION CUE

51458 7220



51458 7221