

RADIO  
WILLIAM ESTY AND COMPANY  
INCORPORATED

*RJR*  
*10/10/35*  
10/10/35.



COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 8

THURSDAY, OCTOBER 24, 1935.

9:00 - 9:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)

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...and this is Walter O'Keefe greeting you from the stage of the Columbia Playhouse....I must explain that they keep changing the spotlights in the studio...Deane Janis looks best in an amber spotlight...Husing works in a white spot...and after months of experiment our experts discovered that a pink light is best for me...It makes me look more exotic...When Pee Wee Hunt gets up they turn out ALL the lights...and HE LOOKS WONDERFUL...The blue lights are being turned on Glen Gray and his Casa Loma boys now as they play "Blue Room"...maybe it's the red room...I don't know...I'm color blind...

MUSIC: BLUE ROOM (ORCHESTRA)

51458 8344

51458 8345



RADIO  
WILLIAM ESTY  
AND COMPANY

-2-

O'KEEFE:

Ad libb into

MUSIC:

DUET (WALTER O'KEEFE AND DEANE JANIS)

ANNOUNCER:

You've often heard it said that athletes report from their own experience "CAMELS DON'T GET YOUR WIND." Here's direct testimony from Buster Crabbe, for instance. This famous Olympic swimmer says: "CAMELS NEVER JANGLE YOUR NERVES OR INTERFERE WITH 'CONDITION'". And Helen Hicks, star woman golfer, tells us: "THERE'S A DELICACY IN THE FLAVOR OF CAMELS THAT APPEALS TO WOMEN. AND CAMELS DO NOT AFFECT MY NERVES OR MY WIND, EITHER." And Tommy Armour, one of the greatest of veteran tournament golfers, gives this statement regarding CAMELS: he says, "I'VE SMOKED CAMELS FOR YEARS, WITHOUT CUTTING MY WIND -- AND THAT'S CONVINCING EVIDENCE THAT CAMELS ARE MILD." These are just three from the long list of famous athletes who say with enthusiasm: "CAMELS ARE SO MILD, THEY DON'T GET YOUR WIND." You also should enjoy CAMEL'S real mildness. The cigarette of athletes is the cigarette for everybody who wants to keep "in trim." And don't forget, leaf tobacco experts say: "CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS, TURKISH AND DOMESTIC, THAN ANY OTHER POPULAR BRAND."



MUSIC:

THE DEVIL IS AFRAID OF MUSIC (ORCHESTRA AND HUNT)  
(O'KEEFE AD LIBB INTRODUCTION OVER MUSIC)

O'KEEFE:

Ad libb into

MUSIC:

WYD DREAM (DEANE JANIS)

51458 8346

51458 8347



RADIO  
WILLIAM ESTY  
AND COMPANY  
HUSING:

-2-

TO BE INSERTED

THE WORLD GOES ROUND AND ROUND (ORCHESTRA & SARGENT)  
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

HUNT: Say, Walter...

O'KEEFE: Yes, Pee Wee...

HUNT: How do you sell a house?...

O'KEEFE: What do you mean..."How do you sell a house?"

HUNT: Well, I've got a house and I want to sell it...

O'KEEFE: Why, Pee Wee, that's easy...it's just a matter of  
salesmanship...

HUNT: But I don't know anything about salesmanship...

O'KEEFE: Look...there's nothing to it...A salesman is a fellow who  
makes you buy something you don't want for more money than  
you can afford...A salesman is a sly guy with an oily tongue.  
first he batters down the wall of your resistance...he charms  
you like a beautiful woman...he plays a symphony of flattery...  
..he dances on your emotions...and when he's got you all  
softened...he leaps in for the kill...

HUNT: Well, I'm sorry I brought it up...I'll keep the house....

O'KEEFE: Oh no you won't...We're going to sell that house...and I'll  
show you how a real salesman works...Get behind that door  
there...I'll be the salesman and you make believe you're a  
typical American housewife...

HUNT: How many children have I got?...

O'KEEFE: Three...and you're a good mother...

HUNT: Well, I do the best I can...



51458 8348

51458 8349



**RADIO**  
**WILLIAM ESTY**  
**AND COMPANY**

-4-

O'KEEFE: All right now...get back of the door...you're the housewife  
and I'm the salesman who's coming to sell you a house...

HUNT: Okay...

BIZ: DOOR OPENS AND SHUTS

O'KEEFE: Here I come...

BIZ: KNOCK ON THE DOOR

O'KEEFE: (HUMMING) Here's where I sell the house...

BIZ: KNOCK ON DOOR - LOUDER

O'KEEFE: Hey...is there anybody home?...

HUNT: Just a minute please...I'm making up the beds...

O'KEEFE: (HUMS)

BIZ: DOOR OPENS AND SHUTS

O'KEEFE: Good morning Madam...are you the lady of the house?...

HUNT: Yes I am...and don't try to peddle any stuff around here...

O'KEEFE: Oh come, come...a lovely day like this...a beautiful woman  
like you...You shouldn't be such an old crosspatch...Come on  
now...Smile...I'll BET you can smile...

HUNT: No!...

O'KEEFE: Aw come on now...just a little one...

HUNT: No!...(ROARS WITH LAUGHTER)

O'KEEFE: Ah...what laughter...like the musical tinkle of a freight  
train...Madam...let me ask you a question. Do you know how  
many babies are born in New York every day?...

HUNT: Why I...

**BEST  
COPY**

51458 8350

51458 8351





RADIO  
WILLIAM ESTY  
AND COMPANY

-5-

O'KEEFE:

Of course, you don't...I'll tell you...Four hundred and forty four...That means people and people mean homes...Take Wall Street and Broadway...do you know what that sold for recently?...

HUNT:

Why I...

O'KEEFE:

Of course, you don't...Ten dollars...and that was only back in 1645...That's real estate for you...Now look at this map here...your house is right on the canal...

PIZ:

SOUND EFFECT: BABY CRYING

HUNT:

Oh dear...that's Tetley Junior...my youngest...

O'KEEFE:

Go right ahead Madam...I know all about babies...

(HUES) Y'know folks I'm a little worried...He really thinks he's a mother...

HUNT:

(COMING IN OFF MIKE) Well, that's that...Please excuse my appearance...I've had a hard day over the washtubs...

O'KEEFE:

Over them?...You should have been IN them...Now Madam...it's up to you...What about this house?...Will you buy it?...

HUNT:

Sorry, but I'll have to talk it over with my husband...

O'KEEFE:

All right, Pee Wee...the lesson is over...That's all there is to it...What do you think?...

HUNT:

I think I'll keep the house...

O'KEEFE:

Oh no, you don't...We're going out to Jamaica, Long Island... Come on...we're off...

PIZ:

DOOR OPENS AND SHUTS

MOTOR NOISES

BEST COPY

51458 8352

51458 8353



**RADIO**  
**WILLIAM ESTY**  
**AND COMPANY**

-6-

O'KEEFE:

Come on...jump in my car...

BIZ:

**MOTOR RACES AND DIES**

HUNT:

Gee, we got here fast...

O'KEEFE:

That's a new road I found...Out you get...

BIZ:

**CAR DOOR SLAMS**

O'KEEFE:

Now look...here's the house...I'll go with you...and you've got to get on her right side...charm her...if there are children make a fuss over them...pat them on the head...be like one of the family...

HUNT:

Okay...

BIZ:

**KNOCK ON DOOR**

O'KEEFE:

Remember about how many babies are born...remember what Wall Street and Broadway sold for...

HUNT:

Here I go...I'm practically one of the family...

BIZ:

**DOOR OPENS AND SHUTS**

HUNT:

Good morning madam...don't be such an old crosspatch...

FROST:

You'll have to come around to the back door if you want something to eat...

HUNT:

What have you got?...

O'KEEFE:

Pee Wee...stick to business...talk real estate...

FROST:

What do you want?...

HUNT:

Madam...do you know how many Wall Streets are born every day?

FROST:

Why I...

HUNT:

Of course you don't...And that was only back in 1492...

O'KEEFE:

Pee Wee...you make a better mother than a salesman...





51458 8355

**RADIO  
WILLIAM ESTY  
AND COMPANY**

-7-

HUNT: Now another question...Look at this map...There's the house  
right in the middle of the canal...

JACK: (OFF MIKE) Mama...mama...I want some bread and jam...

FROST: Oh, this is my son...T. Pilkington Whoof...

O'KEEFE: I'm sorry son...I didn't get the name...

JACK: I'm sorry too...I've got it...

O'KEEFE: Well, you're a bright little boy...How old are you?...

JACK: I'm sixteen...

O'KEEFE: And what grade are you in at school?...

JACK: I'm in the second grade...

O'KEEFE: Sixteen, in the second grade...What's holding you back?...

JACK: I'm stupid....

HUNT: Walter...will you let me pat him on the head?...

O'KEEFE: No...it's my honor...Caddie, give me my brassie...

BIZ: HOLLOW PLOP

JACK: Owl...

HUNT: Now about this house I'm selling Madam...

BIZ: BABY CRIES

FROST: Excuse me, gentlemen..That's Pilkington's little brother...  
Feasington...the baby...You know how it is with babies...

HUNT: Oh, I understand...I was a mother a few minutes ago...Goodbye.

BIZ: DOOR SLAMS - SOUND OF FOOTSTEPS ON SIDEWALK

O'KEEFE: Well, Pee Wee...how do you like salesmanship?...

HUNT: I think I'll keep the house...

O'KEEFE: Oh no you don't...You don't know how to manage women...You've  
got to flatter them...especially about their age...Don't

51458 8357



RADIO  
WILLIAM ESTY  
AND COMPANY

-8-

O'KEEFE: (CONT'D) look...there's a very old lady looking out of that window...Watch me handle her...

BIZ: KNOCK ON THE DOOR

FROST: (QUAKING OLD VOICE) Well, young man...what do YOU want?...

O'KEEFE: Say...you're a pretty little girl...Is your mother at home?...

FROST: Yes...but she's busy right now...She's upstairs putting grandpa to bed...

BIZ: BABY CRIES

FROST: Oh, that's my baby...Come here, darling...say "hello" to these gentlemen...

BIZ: BABY CRIES AGAIN

SORIN: Hullo hullo hullo Mr. O'Kiffy...

O'KEEFE: McGillicuddy...you're no baby...what are you doing here?...

SORIN : It was getting late...I had to getting into this program some place...

O'KEEFE: Well look, McGillicuddy...Pee Wee wants to sell a house and we're making a door-to-door canvas...Do you know anything about selling?...

SORIN: (VERY SERIOUSLY - SHORT LAUGH) Say...you're talking to a top tip salesman...you're talking to...I'll tell you dot...

O'KEEFE: (IMITATING) Say you're talking to a top tip salesman too... you're talking to...I'll tell you dis...

BURT: I think I better keep the house...

SORIN: Oh no you don't...Pee Wee...I'll sell it...I can't miss...I got a charming manner...good impearance...sex appealies... I'm exceptionally pretty and when I get 'em all softened up for the kill..I leap in for the commision.



51458 8359





RADIO  
WILLIAM ESTY  
AND COMPANY

O'KEEFE: All right, Mac...let's see you get in the door of this next house...

SORIN: Okay kid...watch this...

BIZ: KNOCK ON THE DOOR

JANIS: (VERY WARMLY) Hello there, tall dark and handsome...

SORIN: Hello sweetmeats...(PAUSE)...I'm a salesman baby doll... could I interest you in a house...

JANIS: Listen...you could interest me in an empty lot...Come on in...

O'KEEFE: Come on, Mac...introduce us...

SORIN: Plizz...I never saw you two chaps before...Come in dollink... Shut the door...

BIZ: LOUD DOOR SLAM

HUNT: Well, I think I'll keep the house...

O'KEEFE: And I think I'll go back to the studio...

HUNT: What'll I do?

O'KEEFE: Listen, Pee Wee...a woman's place is in the home...You'd better go back home and take care of your babies...

MUSIC: CHANT OF THE JUNGLE (ORCHESTRA)

ANNOUNCER: You hear the CAMEL CARAVAN as a presentation of R.J.Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of CAMEL cigarettes and Prince Albert Smoking Tobacco. If you're a pipe smoker, get acquainted with Prince Albert. Good old "P.A." is made from best-grade, selected tobacco only, and a special process banishes all bite. You and your pipe will both appreciate "The National Joy Smoke!"

MUSIC: SMOKE RINGS



51458 8361



**RADIO  
WILLIAM ESTY  
AND COMPANY**

-10-

O'KEEFE:

And so, ladies and gentlemen...we put on our hats and coats and ride off into the night until next Tuesday...We'll bring the same crowd over to your house at that time... Deane Janis..Glen Gray and Ted Husing...

BIZ:

BABY CRIES

O'KEEFE:

Hey Pee Wee...what are you doing?...

HOST:

(SINGING) Shhh...I'm singing my baby to sleep...Rockaby Baby, on the tree top...

O'KEEFE:

Gee folks, this is tough...Pee Wee takes his parts too seriously...It's going to be awfully hard to break the news to Pee Wee that he's not really a mother...This is Walter O'Keefe saying goodnight until this same time Tuesday...

THEME UP AND OUT

STATION CUE



51458 8363

