

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

*W. Esty*  
*10/18/35*  
10/18/35.

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 10

THURSDAY, OCTOBER 31, 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...This is Walter O'Keefe, the voice in the old village choir greeting you once again on behalf of my boon companions, Deane Janis, Glen Gray and his Casa Loma Orchestra and Ted Husing, America's latest literary sensation... Really...Ted has turned author and his book is out now... it's entitled "Ten Years Before The Mike"...or what every young girl should know...From cover to cover it grips your interest...it thrills you and holds your emotions enthralled...And as soon as I get time, I'm going to read it...I'll tell you more about it later, but it's time for the Casa Loma boys to give you "Big John Special"...

MUSIC: BIG JOHN SPECIAL (ORCHESTRA)



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O'KEEFE:

I forgot to say about Husing's book, that it's already been bought for production on the stage...It's going to be done by the Minskys...And now, ladies and gentlemen, I take you and the audience here into my confidence...Last week, Deane Janis and I sang a duet together and I'd like to know how you feel about it...All in favor of Deane Janis singing say "Aye"...

AUDIENCE YELLS "AYE"

Now all in favor of O'Keefe singing?...

SILENCE FROM AUDIENCE

Oh come now, a little louder...

ONLY JACK APPLAUDS

Thank you sir, I'll pay you that five after the broadcast... Well, that makes it pretty close my friends...I want to thank you for being so nice to the both of us...and now, Deane and I with the help of the Casa Loma band will tear off a hunk of talent and share it amongst youse...The title of this song is "Twenty Four Hours A Day."

MUSIC:

TWENTY FOUR HOURS A DAY (O'KEEFE AND JANIS)

O'KEEFE:

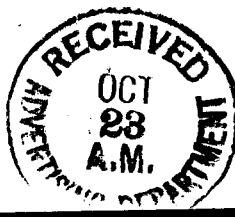
Thank you, thank you, thank you....And now for the man with a message...

ANNOUNCER:

Talking to famous aviators, we heard some interesting opinions on the mildness of CAMEL cigarettes. Commander Frank Hawks, USNR, holder of the Harmon Trophy and 214 speed records, made this statement: "I've been smoking CAMELS almost 19 years. As the athletes say, CAMELS don't get



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ANNOUNCER:

(CONT'D) the wind. And I've found they never upset my nerves. CAMEL must use finer tobaccos." The famous Col. Roscoe Turner, another great speed pilot, added this: "After smoking a CAMEL", ~~(Col. Turner said)~~ "I get a 'refill' in energy -- a new feeling of vim and well-being."

Mrs. Theodore W. Kenyon, the sportswoman pilot, gave her opinion, as follows: "CAMELS are the mildest cigarette I know," ~~(she told us)~~ "I can smoke all the CAMELS I like and they never upset my nerves." And then we heard from Sir Charles Kingsford-Smith, the transpacific flyer. He tersely said: "I can smoke any number of CAMELS without throwing my nerves off key." And to the testimony of the famous flyers, let us add: You'll find CAMELS are mild, too - and better for steady smoking. (SLIGHT PAUSE) CAMELS ARE MADE FROM COSTLIER TOBACCOS...THEY NEVER TIFI YOUR TASTE ...THEY NEVER GET ON YOUR NERVES.

O'KEEFE:

Now, girls...dim the lights...walk over to your window... now close your eyes and look up at the moon...are you looking? ...that's good...because here comes Radio's Romeo, Kenny Sargent...to sing "Now You've Got Me Doing It."

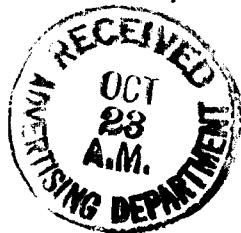
MUSIC:

NOW YOU'VE GOT ME DOING IT (ORCHESTRA AND SARGENT)



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O'KEEFE:

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And now, ladies and gentlemen...presenting Pec Wee Hunt,  
Big Chief Of The Casa Loma Tribe...He will sing "Double  
Trouble"...this is a request number...it was requested by  
the publishers of the song.

MUSIC: DOUBLE TROUBLE (ORCHESTRA AND HUNT)

MUSIC: TO BE INSERTED

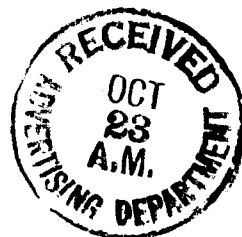
MUSIC: TAG

O'KEEFE: And now, ladies and gentlemen...it's Deane, Deane, Deane...  
the beautiful, exotic looking Deane...who will sing "My  
Foolish Heart"...Miss Deane Janis...

MUSIC: MY FOOLISH HEART (DEANE JANIS)



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O'KEEFE:**

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Tonight, ladies and gentlemen...we cross the Mexican border in a scene from Old Mexico dealing with Senors and Senioritas...Muchachos and Muchachas, entitled "Life Is Just A Bowl Of Chili With A Hey Nonny And A Muchacha," starring that romantic idol of the screen, Hosay Hokeefe...You hated him in "What Every Woman Knows"...you loved him when he played the title role in "Dracula"...you suffered with him in "The Three Little Pigs"...and in tonight's production he scores his greatest triumph as the love-torn waif of this heart-stirring drama...You haven't lived until you've seen him madly in love with two Senioritas and his heart torn between two pair of panchos...It raises that eternal question we all have to answer..."Should He Stay With His Wife, Or Return To His Bull?"...What would YOU do?...See how the bull solves this problem that has perplexed even you...

BIZ:

ORCHESTRA PLAYS NEWSREEL MUSIC

O'KEEFE:

Also selected novelties, comedies and shorts...Don't fail to see our shorts...What size do you wear?...

BIZ:

ORCHESTRA PLAYS "LA CUCARRACHA"

ANNOUNCER:

(OVER MUSIC) The time, the present...the scene...Agua Caliente...starring Hosay Hokeefe in the role of the bullfighter...

MUSIC FADES AND DIES

JACK:

Buenos noches...senor?

O'KEEFE:

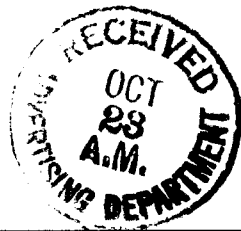
Buenos whatchez?...

JACK:

Buenos noches...noches..



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O'KEEFE: Noches to you too...

HUSING: Josay...Where is Senorita Janis?...

O'KEEFE: No..no...Senor Thayodore...that is not the way to make  
with Mehican language...the J...she is pronounced like  
Haitch...

HUSING: Hokay...Hosay...Where is Senorita Hannis?...

O'KEEFE: I have not seen her since the first of Hanuary...(SINGING)  
"Since Hanuary Hebruary Hoon or Hoolie"

HUSING: Tell me Hosay...where you work now?...

O'KEEFE: Si...si...si...

HUSING: I ask you where you work...where?...

O'KEEFE: I toló you...Si si si...a Si si si camp...

JACK: Senor Hosay...here comes the beautiful flower of old Mehico...  
Senorita Loopey...

O'KEEFE: Ah Loopey...where have you been?...

JANIS: I have been out with Don Miguel, Don Rafael and Don the Old  
Ox Road...

O'KEEFE: That's three dons and five yards to go...Come Senorita...  
Dance for me...

JANIS: Holas...si si senor...

BEZ: CASTANETS AND GUITAR

O'KEEFE: Senor Thayodore...do you not love those castanets?...

HUSING: Those are not castanets...those are her teeth chattering...

BEZ: STACCATO BANGING OF FEET...WOOD EFFECT

O'KEEFE: Ah...I love the patter of her dainty feet...Come here  
Chicquita Mia...



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JANIS: Si si...

O'KEEFE: Ah Carramba Chicquita mia...you are like the rose that  
shines in the night...the sun that shines in the morning...  
you are like the moon that comes over the mountain...you  
are the moon, the sky...the stars...the dew...you are wine...  
you are song...you are life...you are love!...

JANIS: Who, me?...

O'KEEFE: Ah Senorita...wait till you feel my mighty arms locked  
around you in a lover's embrace...Come into my arms and let  
me crush you...

BIZ: O'KEEFE GRUNTS - RATCHET EFFECT

O'KEEFE: Ah, so you love your Hosay?

JANIS: Si si Hosay...Hosay can't you see...

O'KEEFE: Ah Loopey...for you I would climb the highest mountain, swim  
the deepest ocean...cross the direst desert...walk through  
fire and water to come to your side...I'll come over tomorrow  
night if it doesn't rain...And tomorrow I fight the bull...

JANIS: You fight the bull?...

O'KEEFE: I fight the bull, Loopey...

JANIS: And if you win?...

O'KEEFE: If I win, I play Alabama in the Rose Bowl on New Year's Day...  
Kiss me kid...

BIZ: DOOR OPENS AND SLAMS

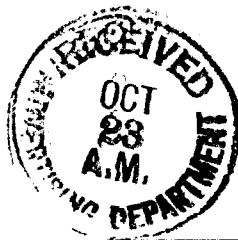
PROST: Ah hah...you gigolo...you Cactus Casanova...you snake in  
the pampas...

O'KEEFE: Who me?...



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FROST: The minute my back is in front of me...you knife me in the teeth in the back of my face...

O'KEEFE: Ladies and gentlemen, that was Pee Wee Hunt singing..."From the tip of your top to the top of your tip you're my top hat, white tie and tails"...

FROST: To think I have come here...and what do I find...I find you making Loopy...Ah, but I'll get my revenge...when you meet the Kisco Kid...

O'KEEFE: Bah...the Kisco Kid...I'm afraid of neither man nor beast... I am Hosay Hokeefe and when I meet the Kisco Kid...I'll tear him limb from limb.....the gringo.....I will plug his body full of bullets...I will stab him in the face a hundred times...after that I will keel him...Ah, if I could only get my hands on him...Where is he?...

FROST: He's in the next room...

O'KEEFE: Well, if he wants me...he knows where he can find me...

SORIN: (SINGS OVER GUITAR) "I'm a Latin from Manhattan..."

FROST: Here he is now...Ah sweetheart...at last you have come...

SORIN: Kiss me kid...I'm the Kisco Kid from Mount Kisco, of course of course...La Cucuracha la cucuracha...

O'KEEFE: Ah hah...Kisco...I was just talking about you.

SORIN: I heard you...you rat...

FROST: Senors...let's not fight...we will settle this in the bull ring...

O'KEEFE: Si si...si si...



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**SORIN:**

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Who's a sisi?...

FROST:

The one who beats the bull...wins me...the beautiful  
Senorita Casa Loma...

BIZ:

**TOREADOR SONG**

HUSING:

Here we are folks at the bull ring...What a bull game...  
what a bullgame...The stands are going wild...and so is the  
bull...the Kisco Kid has just been thrown by the bull...and  
we'll shoot the microphone down to get a few words from him  
...Presenting the Kisco Kid...

SORIN:

Hello Ma...they're bringing me home in a basket...

HUSING:

And now we're ready for the battle between Hosay Hokeefe  
and the bull...

BIZ:

**BELL RINGS...CROWD ROARS**

HUSING:

There goes the bull...they meet in the center of the ring...  
Jose leads with a left jab to the solar plexus and the bull  
snorts...listen...

BIZ:

**DOG BARKS**

HUSING:

He snorts again...

BIZ:

**MEOW OF CAT**

HUSING:

The bull becomes angry...he digs his hooves in the dirt...  
But Jose is unafraid...he boldly hurls his challenge to the  
onrushing bull!

O'KEEFE:

Come on, you fresh thing...let's fight...I'm as mad as  
forty sticks...

HUSING:

The bull rushes, but O'Keefe gracefully steps aside and the  
bull whistles past...

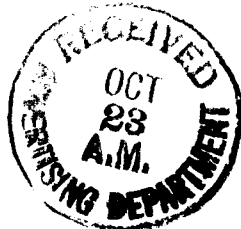
BIZ:

**WHISTLE.....ROAR OF CROWD**

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HUSING:

Jose now has the bull by the horns...Jose lifts the bull over his head and swings him around...Jose releases his hold and the bull is now floating through the air...It's a high fly bull out to the center field...Jose is under it... no...he can't reach it...the bull lands on Hokeefe with a terrific thud...

BIZ:

LIGHT PLOP

HUSING:

We now shoot the microphone down to the field where Hosay is squeezing the bulls horns...

BIZ:

SEVERAL DIFFERENT AUTO HORNS SOUND.

HUSING:

The bull jabs his horns into Hokeefe's ribs...and O'Keefe is down...He's up...this O'Keefe is marvellous...he's down again...but he's up...He's down...O'Keefe's terrific...he can't lose. He's down...O'Keefe is in beautiful condition. He's down. He's terrific. He's down...he's up...he's down. He's up...he's down...This time he's down for good. What a fighter.

BIZ:

CROWL ROARS...

HUSING:

The bull wins. We'll shoot the microphone down and get a few words from the bull...

BIZ:

COW MOOES...

HUSING:

And now a few words from O'Keefe.

BIZ:

COW MOOES...

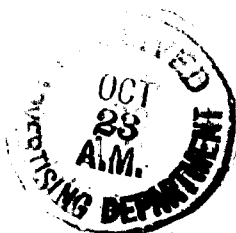
HUSING:

And now Hosay...will you translate that for our American audience.



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O'KEEFE:

Sapristi...Sacramento...Santa Barbara...San Francisco...  
Delaware Lackawanna and Ohio.

MUSIC:

**LOVELESS LOVE (ORCHESTRA)**

ANNOUNCER:

The Camel Caravan is presented by R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of CAMEL cigarettes and Prince Albert Smoking Tobacco. If you like mellow, friendly flavor -- then this "National Joy Smoke" is the tobacco for your pipe! And the special Prince Albert "no-bite" process is your insurance against harshness and discomfort to the tongue. There are two full ounces in every Prince Albert tin. Get acquainted today with good old "P.A.!"

MUSIC:

**SMOKE RINGS**

O'KEEFE:

And so, ladies and gentlemen, this tune reminds me that we've come to the end of a more or less perfect day...we hope you'll be with us next Tuesday night...This is Hosay Hokeefe, the mad Caballero, saying Buenos Noches or as we say up around 97th Street, good night...We'll be back at nine o'clock Tuesday...

**THEME UP AND OUT**

**STATION CUE**



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O'KEEFE:

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And now, ladies and gentlemen...I'm going to introduce a new song...entitled "The Fireman's Song" dealing with Hook and Ladder Harry...I will be aided and abetted by the visiting firemen here in the studio...and while the ushers pass out hook and ladders, Glen Gray will start the fire, get hot, Glen.

MUSIC:

THE FIREMAN'S SONG (WALTER O'KEEFE)

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 Euster 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."



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Insert -3-

O'KEEFE: And here comes Man Mountain Hunt...He's going to sing that old folk song, that old fashioned lullaby, that song your mother used to sing..."The Devil Is Afraid Of Music."

MUSIC: THE DEVIL IS AFRAID OF MUSIC (ORCHESTRA AND HUNT)

O'KEEFE: And now, girls...leave those dishes in the sink...put the baby on the floor, powder your pretty noses, and light up the incense...because here comes Kenny Sargent to sing "The World Goes Round and Round."

MUSIC: THE WORLD GOES ROUND AND ROUND (ORCHESTRA AND SARGENT)

HUSING: TO BE INSERTED

MUSIC: TAG

O'KEEFE: Looky looky looky...here comes Deane Janis, ladies and gentlemen...and she's going to sing, "Why Dream?"...while I go outside and play Hop-Scotch with the cop on the beat...

MUSIC: WHY DREAM (DEANE JANIS)



(CONTINUE ON REGULAR PAGE -3-)