

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

*W. E. Esty*  
11/15/35  
11/8/35.

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 16

THURSDAY, NOVEMBER 21, 1935.

8:00 - 9:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)

DOUGLAS: 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, the Broadway hillbilly saying "hello" and "welcome to this Thursday night smoker" on behalf of Peane Janis, Glen Gray and his Casa Loma Orchestra and Ted Husing...By the way, you should see Husing's new car...it's very conservative...He just drove it up to the studio here and you should see it...the radiator is up on Broadway...the rear end is on Eighth Avenue...and the trailer stretches down to Ninth Avenue. Oh, it's quiet...it's done in black...you'd never notice it. More about this later. Here's where the Casa Loma boys play

"Avalon."

MUSIC:

AVALON (ORCHESTRA)

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**OVERHEAD:**

AD LIES INTO

**MUSIC:**

HILLBILLY OR DUET

**OVERHEAD:**

Ladies and gentlemen, as you probably noticed, the modern American department store is going in for professional entertainment in a big way...Department store managers have discovered that a good show increases sales...Stars of stage, screen and radio are now taking their places behind the counters...and amusing the customers with songs, dances and diversified entertainment...I went into one store yesterday and for fifty cents I got a blue shirt...a tie...two choruses of "Cheek To Cheek" and a newsreel of the Army-Notre Dame game...So now, just to show you how it works out we take you to Bloomberg's Department Store...As you enter Bloomberg's you are greeted by the Four Singing Floorwalkers singing the Bloomberg theme song...

**BEZ:**

CHORD IN G

**CAPT SINGS:**

(TO TUNE OF "LOVE IN BLOOM")

Can it be the shirts, the shoes and skirts

And carpet sweepers and brooms

Oh no, it isn't a dream, it's love in Bloomberg's.

**OVERHEAD:**

Our next stop is the Information Desk which is operated by Swami Salami, the Hindu mindreader...Let's go...

**BEZ:**

CROWD NOISES SEQUE INTO "ARTY" PLAYING  
ORIENTAL MUSIC

**FRONT:**

Pardon me, but can you tell me where the Drug Department is?...I want to buy a hot water bottle...



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JACK:

(WEIRD VOICE - FROST GASPING AD LIB) Yes Madam...as I look into the crystal ball I go into a trance...I see the road clearly...Take the escalator to the third floor...you will be pushed around by many strange people...but do not turn back...but go on...on...You will meet a man...tall and dark...with a scar...he will lead you to the hot water bottles...

FROST:

Oh thank you...thank you...

BIZ:

FLUTE COMES UP - FOLLOWED BY ORIENTAL GONG

O'KEEFE:

And so we follow the young lady to the Drug Department of this unique store where she is greeted by the Ten Dancing Doctors who are singing and dancing to the tune of the new "Piccolino"...

BIZ:

ORCHESTRA STAMPS FEET AND SINGS FOUR BARS  
"PICCOLINO"

FROST:

Pardon me, sir, is this the Drug Department?...

O'KEEFE:

Yes madam...just have a seat...There's a good one...third row, center aisle...

FROST:

Thank you...What have you got in hot water bottles?...

O'KEEFE:

Hot water...(LAUGH)...That joke goes with the sale, madam, and for your entertainment we also have medical motion pictures...You have your choice of these super-specials... First, there's the Broadway Malady - of nineteen thirty sick...

FROST:

No...I don't think so...

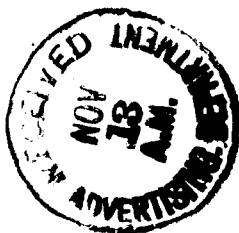
O'KEEFE:

Well how about "Alexander's Ragtime Bandages"?



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FROST: No...I saw that last week at Kimble's basement playing on the  
same  
/bill with "The Farmer Takes A Knife."

O'KEEFE: Well, we also have "Julius Scissors"...

FROST: Oh fine...

O'NEEFE: I know you'll enjoy it, madam...It's a four scar production.

BIZ: CHORD IN G

O'KEEFE: And now, ladies and gentlemen, there are certain unmention-  
ables which the customer likes to buy secretly...certain  
articles which he asks for in whispers...Take for instance  
underwear...In Bloomberg's the underwear department is  
operated by the G-Men...

BIZ: EIGHT BARS MYSTERIOSO MUSIC

JACK: (MYSTERIOUSLY) Pssst...hey, clerk.

HUBBING: (MYSTERIOUSLY) Yes sir...what can I do for you.

JACK: Quick...this black bag...you know what's in it?

HUBBING: No.

JACK: Underwear...flaming red underwear that I bought here...it  
doesn't fit me...

HUBBING: Yes, yes...

JACK: So I'm bringing it back...can I change it here?

HUBBING: No...you have to change it in a booth.

BIZ: BLAST ON TRUMPETS

O'NEEFE: Ladies and gentlemen, you have just been listening to  
Bloomberg's Underwear Department starring Amos and Undy. And  
now for you ladies we present the head of Bloomberg's Dress  
Department...that eminent style creator from Paris, Francois.

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BIZ:

ORCHESTRA PLAYS "SMOKE RINGS"...

WITH MINOR CHORDS

SORIN:

Gangway neighbor...here is coming Francois de la  
McGillicuddy. Cherchez la femme...Je ne sais pas...oo la la..  
..comment ca va and how's wit you...Notice the lines of this  
gorgeous creation...you'll notice that it's chic in back  
and chic in front when you're out togedder dancing chic to  
chic. On the Champs Elysees or the Roo de la Roo is costing  
this dress three hundred dollars...But Francois gives it to  
you at a slight reduction for today only at a buck ninety  
eight. Denk you. Unquote!

BIZ:

CHORUS SINGS

OH NO IT ISN'T THE BREEZE...It's love in Bloomberg's.

MUSIC:

SOMEBODY LOVES ME (ORCHESTRA AND HUNT)

(O'KEEFE AD LIPS INTRODUCTION OVER MUSIC)

DOUGLAS:

Here's an opinion on smoking from a hard-riding horseman,  
Cyril Harrison, 7-goal polo star. Mr. Harrison is very  
emphatic in expressing his preference for CAMEL cigarettes.  
He says: "CAMELS are so mild they don't upset the nerves  
or affect the wind. And when I'm tired, I get a 'lift' with  
a CAMEL." We know that polo is one of the most gruelling  
sports, and a high handicap man like Mr. Harrison must guard  
his 'condition' to stay in the game. Therefore he has to  
make the correct choice in smoking and so, like most of the  
other outstanding athletes who smoke cigarettes, Cyril



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DOUGLAS:

(CONT'D) Harrison calls for CAMELS every time. He thus joins the long list of ~~intelligent~~ athletes who smoke CAMELS and keep in trim. This is impressive evidence of CAMELS' real mildness, this roster of champions who will smoke no other cigarette. And for you and me, it makes one thing crystal clear: if it's all right for athletes, who can't take chances with wind and nerve, CAMEL must be the right cigarette for everybody. Yes, the mild cigarette the athletes smoke is certainly the mild cigarette for you and me. CAMELS ARE MADE FROM COSTLIER TOBACCOS. ATHLETES SAY, "THEY DON'T GET YOUR WIND!"

MUSIC:

I FOUND A DREAM (ORCHESTRA AND SARGENT)  
(O'KEEFE AD LIBS INTRODUCTION)

MUSIC:

IT NEVER DAWNED ON ME (DEANE JANIS)  
(O'KEEFE AD LIBS INTRODUCTION)

DOUGLAS:

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

HUSING:

TO BE INSERTED

MUSIC:

TAG

O'KEEFE:

Ladies and gentlemen...a college professor in Boston complains that football, as it is played today, is much too rough a game and suggests that the element of bodily contact be removed. It is his idea that football should become a game of tag -- that it should be played on a more social basis...that instead of developing brawn it should be a demonstration of breeding and good manners. We will now



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O'KEEFE:

(CONT'D) show you what will happen when football goes social. All right Glen...a little football music.

BIZ:

VICTORY MARCH PLAYED AGAINST  
WILD CHEERING

O'KEEFE:

No..no...Glen...Not so rowdy...make it social...very ultra ultra.

BIZ:

VICTORY MARCH PLAYED BY VIOLINS...GUITARS...  
PIANO...IN WALTZ TEMPO

AD LIB CRIES:

Bravo...bully...huzza...rah...

O'KEEFE:

Ladies and gentlemen...the NEW DEAL in football! Here we are at the stadium for the annual clash between the Boston May-Polers and the Chicago Cream Puffers. The game is about to start and the butler is announcing the new arrivals.

BIZ:

STRINGS PLAY MENDELSON'S "SPRING SONG"

BIRDS TWITTER

JACK:

(BRITISH) Announcing Mr. and Mrs. Chauncey Von Pennypacker of the Boston Pennypackers who have tickets on the forty yard line.

FROST:

(GUSHING) Oh, Mrs. Pennypacker it's too too divine of you to come to this struggle.

JANIS:

Not at all, my dear...I can't tell you how nice it is. After all, Chauncey and I are old Cream Puffers...

FROST:

(TRAILING OFF) Come...Let me escort you to your seats...

BIZ:

CHORD IN G

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**O'KEEFE:** And now, ladies and gentlemen...we're ready for the opening whistle...The two captains meet in the center of the field... to toss for goal. We'll shoot the microphone down and pick up Captain Roderick Throckmorton, the Cream Puff captain as he greets his opponent Cedric Terwilliger the Second. Take it away.

**DOUGLAS:** Cheerio old boy...I rawther fawncy you chaps will best us in today's encounter.  
**(PAUL)**

**O'KEEFE:** Rawthah...May I expect you around my end this afternoon...

**DOUGLAS:** I can't say...rally...I have so many invitations to go through right tackle.

**O'KEEFE:** Oh piffle and tush...Don't disappoint me. Remember last year you didn't come around my end once and mother was terribly hurt. You were so partial to that right guard.

**DOUGLAS:** Very well then...shall we say uh...the third play.

**O'KEEFE:** **(FADING OFF)** Righto...tophole...

**BIZ:** CHORD IN G

**O'KEEFE:** And so the whistle blows and the game is on. The crowd goes wild with excitement...

**AD LIB CRIES:**

Bally...well done, old man...bravo...huzza...huzza

**FROST:** Oh there goes Reggie. Bless him. Isn't he a lamb.

**JARIS:** Let's have a cheer for Reggie.

**ORCHESTRA** Uh...racketty--ah  
**YELLS IN** Uh...racketty--ah  
**UNISON:** Uh...racketty--ah

Trah lah lah

Reggie Reggie Reggie....Wheeeceel



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OSKIFF:

And now, ladies and gentlemen...we'll shoot the microphone up to the broadcasting booth where Ted Husing will give you the highlights of this delightful social spectacle.

HUSING:

Ladies and gentlemen, the two teams are lined up on the field and the substitutes are ranged along the sidelines on davenports and love seats. Uh uh...there's time out. My... my...what a catastrophe...The Maypole halfback, Gedney Von Toote has busted his garter and his stocking is trailing. Ah...but here comes his valet, Graymes...to cover his master's embarrassment...Good old Graymes, the valet. He gets a great cheer from the Maypole Rooting Section.

EVERYBODY:

Uh Graymes...Uh Graymes...Uh Graymes.

HUSING:

And now play is resumed...Cedric Terwilliger. .has the ball... dashing pell mell...Throckmorton has the ball and he's approached by Terwilliger. Let's hear what they have to say.

DOUGLAS:

Pardon my pointing old boy...but isn't that the ball you have there.

OSKIFF:

Oh quite...I was just about to take it to the ten yard line.

DOUGLAS:

Oh bully...may I walk down there with you.

OSKIFF:

Walk? Good heavens no. Here's my car...we're driving down.

BIZ:

MOTOR COMES UP

OSKIFF:

The ten yard line, James...and do hurry. The other team is following in their car.

JACK:

Very good sir.

BIZ:

MOTOR RACES

MUSIC:

WHEN YOU WORE A TULIP (ORCHESTRA)



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DOUGLAS:

The CAMEL Caravan is a presentation of R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of CAMEL cigarettes and Prince Albert Smoking Tobacco. The Reynolds Company is so sure Prince Albert will please you that the following offer is made: Smoke twenty pipefuls of Prince Albert. If you don't find it the mellowest, tastiest pipe tobacco you ever smoked, return the tin with the rest of the tobacco in it to the makers and they will refund full purchase price plus postage.

MUSIC:

SMOKE RINGS

O'KEEFE:

And so, ladies and gentlemen, the meeting is adjourned, school is out, until this same time next Tuesday night when Glen Gray and his Casa Loma Orchestra will play, Peane Janis will sing and Ted Husing will look into the crystal ball for more football predictions.

CAST SINGS:

Tra la la la la la...Tra la la la la...

O'KEEFE:

I'm sorry listeners, but you'll have to pardon this noise... you see the Boston Cream Puffers won the football game and they are now doing a Maypole dance around the goal posts. This is Walter O'Keefe, the Broadway hillbilly saying good night and don't forget about Tuesday...

THEME UP AND OUT

STATION CUE



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