

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

*Handwritten signature*  
12/24/35

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 28

WEDNESDAY, JANUARY 2, 1936



CULT: (COLUMBIA BROADCASTING SYSTEM)

ANNOUNCER: CAMELS never get on your nerves!

EMCIC: SMOKE RINGS

O'KEEFE: (OVER MUSIC) Gangway neighbor...here comes the CAMEL Caravan again on it's first trip of the new year through the courtesy of R. J. Reynolds Tobacco Company makers of CAMEL cigarettes. This is Walter O'Keefe, the Broadway Hillbilly, wishing you a happy 1936.... and that goes for Ted Husing, Deane Janis, Glen Gray and the Casa Loma Boys. And I just want to say we had a wonderful New Years Eve party down here at the studio. Bobbie played the role of Father Time 1935...and promptly at twelve o'clock Bobbie's Hunt stepped out of the curtains dressed as the baby of the New Year 1936. (The police catch ~~the baby~~). Well anyway, the CAMEL Caravan carries through it's New Years resolution to keep entertaining you...and greets you with it's first musical salute of 1936...entitled "Three Little Words"

EMCIC: THREE LITTLE WORDS (ORCHESTRA)

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-2-



O'KEEFE:

AD LIBS INTO

HILLBILLY OR DUET

ANNOUNCER:

Listen in now to what alert Americans are saying everywhere:

MAN:

I've just smoked my first package of CAMELS. It's the mildest best flavored cigarette I ever enjoyed!

GIRL:

I'm a new CAMEL smoker too -- and I've found CAMELS are so mild they don't bother my throat.

MAN 2:

~~I smoked one pack of CAMELS -- now I'm a CAMEL fan for life!~~ <sup>They don't get your mind!</sup>

GIRL:

~~I've found out that when I'm tired, I get a "LIFT" with a CAMEL.~~

ANNOUNCER:

That's what typical new CAMEL smokers say! And so many modern-minded people have found new smoking pleasure in CAMELS' costlier tobaccos, it's a safe bet you also will be delighted with CAMELS. So here is the makers' "TRY TEN INVITATION": "SMOKE TEN FRAGRANT CAMELS. IF YOU DON'T FIND THEM THE MILDEST, BEST-FLAVORED CIGARETTES YOU EVER SMOKED, RETURN THE PACKAGE WITH THE REST OF THE CIGARETTES IN IT, AT ANY TIME WITHIN A MONTH FROM TONIGHT, AND WE WILL REFUND YOUR FULL PURCHASE PRICE, PLUS POSTAGE, SIGNED, R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, NORTH CAROLINA. It's the invitation which has led to new smoking enjoyment for many thousands of people.

MUSIC.

MY HEART AND 1 (ORCHESTRA AND SARGENT)  
PIANO

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O'KEEFE:

Ladies and gentlemen...last season when the news appeared that Painless Dentists and even hospitals were putting radio programs on the air we suggested a few programs for broadcasting. Now out of the Middle West comes the news that the Veterinaries are about to advertise their services for Horses, Dogs and Cats. Permit us to suggest a program for the veterinary hospital that is going on the air.

BIZ:

TRUMPET BLAST

JACK:

Duffy's Cat and Dog Hospital is on the air.

(CAST SINGS)

D-U-F-F-Y

D is for the service that we give you .

U is for the prices,---oh so low

F is for the Fettinary doctors.

F is for the Di didee dee do.

Y is for three little words, I love you.

And tonight is for the night we met

Put them all together and we've gotcha...hotcha

You've been more than a Mother to me.

ORCHESTRA SEGUES TO "TREAS"

O'KEEFE:

Ladies and gentlemen...you've just been listening to the Hoof and Mouth Quartette...and now a word to the dogs of America. Listen you dogs...are you a wall-flower? Do you find that other dogs try to avoid you..



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-4-

O'KEEFE: (CONT'D) Do you wake up in the morning with that logey feeling? Do you see bones before your eyes? The next time you are down town shopping drop in for a consultation...The following is a typical scene at Duffy's modern dog hospital, right after a blessed event.

BIZ: ROCK-A-BYE BABY

O'KEEFE: Nurse...how is the patient in Kennel 16.

FROST: Well doctor...Mrs. Fido is doing fine. She just presented her husband with two bouncing puppies.

O'KEEFE: That's fine...I'll have to break the news to her husband. Where is he?

FROST: There he is over there...nervously pacing the floor.

O'KEEFE: I'll call him. (WHISTLES)

DOUGLAS: (BARKS)

O'KEEFE: Fido...your wife just vouchsafed you two bouncing puppies.

DOUGLAS: (BARKS REPLY)

FROST: No doctor...I was mistaken...Mrs. Fido had quintuplets.

O'KEEFE: Congratulations Fido...you're the father of five puppies..

DOUGLAS: (BARKS AND WAIL)

O'KEEFE: Never mind Douglas...get your leash and I'll take you out for a walk.

BIZ: KNOCK ON THE DOOR.

O'KEEFE: Come in.

BIZ: DOOR OPENS AND SHUTS

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-5-

HUSING: Dr. Duffy...I've got my horse downstairs. He's not feeling so good.

O'KEEFE: All right...send him up.

HUSING: (WHISTLES) Come here Tony...here he comes now.

BIZ: HORSE HOOVES ON STAIRWAY INTO ROOM CONTINUING

HUSING: Whoa Tony.....Whoa! Whoa! Whoa!

BIZ: HOOFBEATS STOP.....WHINNY

O'KEEFE: Tony...stick out your tongue and say "Ah".

JACK: (WHINNY) and (AH)

O'KEEFE: Umh...it's worse than I thought. Tony...you're in the wrong business...you should stop dragging that beer track around and get yourself a milk wagon.

JACK: (SEVERAL WHINNES)

O'KEEFE: Oh it's a girl eh! Well...what if she did turn you down... you'll get over it. Get on a boat...take a long cruise...lie out in a deck chair...Go to the Riviera... new faces...new troughs...new oats and hay. Put on your evening clothes...dance under the stars. All right Tony.. you can go now...that advice will cost you five dollars.

JACK: (WHINNES) Sorry Doc...I've only got two bucks on me.

BIZ: HORSES HOOFBEATS OUT.

O'KEEFE: Nurse...what seems to be the matter with Felix the cat?

FROST: I think she has a cold Doctor...better take a look. Here Kitty Kitty Kitty. (MEOWS)

O'KEEFE: Ah...nice Kitty...stick out your tongue and cough.

FROST: Meow...(COUGHS)....Meow....(COUGHS)

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- RADIO  
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O'KEEFE:



That's the first time I ever saw a cat wearing an evening gown. Well let's see...Doctor Douglas... these animals don't need any more attention. Is there anything wrong with that CAMEL.

*wonderfully good*

DOUGLAS:

Certainly not...All CAMELS are ~~perfect~~. CAMELS are made from finer, more expensive tobaccos than any other popular brand.

BIZ:

APPLAUSE AND MUSIC

MUSIC:

MOONBURN (ORCHESTRA AND HUNT)

DOUGLAS:

And now we present Ted Husing CAMEL star reporter.

WELCOME TO THE THEATRE

MUSIC:

DARLING (DEANE JANIS)

O'KEEFE:

Ladies and gentlemen, a news dispatch from Waterboro New York states that by popular vote all fathers who would like to, may attend school while their children are off during the holiday season. We now take you out to the little red school house and show you how the papers are accepting the idea...

BIZ:

SCHOOL DAYS

O'KEEFE:

Good morning, boys.

CAST:

Good morning, teacher.

O'KEEFE:

Mr. Jones, put down that razor...you can't shave in the classroom.

BUSINESS:

Okay, but if I don't shave teacher, I'll look like a

O'KEEFE:

What's a shave got to do with it. Oh uh, Mr. Harris.

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-7-

JACK: Yes, teacher...

O'KEEFE: What is that girl doing on your lap..

JACK: That's my stenographer. She does all my work for me.

O'KEEFE: Well, well, well, I'm glad to see everybody feeling so bright and wide awake this morning.

BIZ: SNORE AND RATCHET

JACK: (SUB ROSA) Hey, Frisbie...psst. Wake up...

BIZ: SNORE AND RATCHET

SORIN: (STRAIGHT) What...Oh yeah, I just dozed off. The teacher won't know. It's a good thing I don't snore.

O'KEEFE: Now for our morning exercises, boys. Stand erect. Now bend over and touch the floor. One, two, three bend.

BIZ: RUSTY HINGE FOLLOWED BY RIP

O'KEEFE: One, two, three, bend.

BIZ: RUSTY HINGE FOLLOWED BY RIP

O'KEEFE: Now, class. Stand erect and put one foot on the desk... (PAUSE) That's fine. Now lift up the other foot and put it on the desk.

BIZ: CRASH

O'KEEFE: Ah, you fell on it, didn't you...

DOUGLAS: Teacher...teacher.

O'KEEFE: Well, if it isn't Judge Krantz. I didn't know you were attending our classes. What's on your mind Judge.

DOUGLAS: If it please the teacher. I object to the treatment accorded to me in this class.

O'KEEFE: Why, Judge?

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-8-

DOUGLAS:

No. It is not you, teacher, but somewhere in this schoolhouse sits a cool, calculating cold blooded criminal working secretly and underhanded. This man with malice aforethought did wilfully and wrongfully HIT me with a spitball...

CAST:

ANGRY GROWLING

O'KEEFE:

I'll take care of him, Judge. You sit down and rest your case..

BIZ:

PSST, PSST, PSST

O'KEEFE:

Yes, what is it Mr. O'Brien. You may put your hand down.

SORIN:

Denk you. Teacher I should like to leave the room to call up my broker. It's prassing business..

O'KEEFE:

(MIMICKING) And what kind prassing business?

SORIN:

Cleaning and prassing.

O'KEEFE:

Well, you can't leave school now, Mr. O'Brien. We're just about to take up our English lesson.

SORIN:

English lesson...phooey, who needs it?

O'KEEFE:

Did you do your English homework.

SORIN:

Sure...I dashed it off already. You make with the vowels as follows...a, e, i, oy, and uch...Now I'll passing the conjugation, 'Who Me?' (COUGH) Vbe me? Who you? Who he? Who who? Hooy.....Who goes into me 3 times, and carry the proposition. Denk you, unquote. I think I'll go now....

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-9-



O'KEEFE: Come in.

BIZ: DOOR OPENS AND CLOSES

KELK: Good morning, teacher. My name is Junior Whoof...

O'KEEFE: Oh, yes, I called you. It's about your father.

KELK: So...Dad has been neglecting his studies again eh,  
where is he...Oh...step up here Dad.

O'KEEFE: Sorry, I had to drag you away from school...

KELK: Quite all right...uh, Dad.

HUNT: Yes, Junior.

KELK: Dad, why aren't you passing your studies...

HUNT: I'm too dumb, and besides, you never help me with  
my homework.

KELK: Well, I don't like to embarrass you in front of  
these fellows, Dad but there's only one way...get  
over my knee...uh, uh, come on.

O'KEEFE: Don't spank him, Junior.

BIZ: SLAPPING AND GROANING

KELK: Well, you know what I've always said, "Spare the rod  
and save the old man".

O'KEEFE: Class dismissed.

APPLAUSE

MUSIC: WEARY BLUES (ORCHESTRA)

MUSIC: SMOKE RINGS

ANNOUNCER: The CAMEL Caravan is presented for your entertainment  
by R. J. Reynolds Tobacco Co., Winston-Salem, North

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ANNOUNCER: (CONT'D.) Grahm, makers of CAMEL cigarettes and Prince Albert Smoking Tobacco. For more than a quarter of a century, Prince Albert has been the standard of mellow, mild pipe smoking pleasure. A special process makes Prince Albert "Liteless." Pipe smokers, get acquainted today - with good old P.A.T.

All right, Walter it's yours....

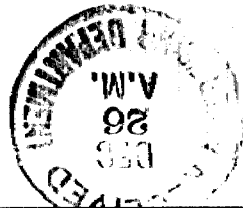
O'KEEFE:

Well, ladies and gentlemen class is dismissed so let me say au revoir in behalf of Leane Janis, Glen Gray's Casa Loma Orchestra and Ted Husky....Right now, I've got to get back to the New Year's party at my house... it's still going on...they'll be out in a month or so... anyway, we've adopted the slogan "Out Of My House By Easter"....This is Walter O'Keefe, the Broadway Hillbilly, signing goodnight.

AND OUT  
STATION CUE



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