

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM No. 35

TUESDAY, JANUARY 28, 1936
9:00 to 9:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(..... 30 seconds))

ANNOUNCER: 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, talking to you again...and in the musical background is Smoke Rings...Smoke Rings, ladies and gentlemen, light up a CAMEL and blow your own. Tonight, as usual we have Glen Gray and his Casa Loma boys, Deane Janis and Ted Husing. Later on in the program we are doing a bit of a drama about Ancient Greece.. you know the Greeks..the people to whom we owe our sculpture, our architecture, our wrestlers and our Coffee Pots. More about that later. When you hear the sound of the musical gong it will be exactly Glen Gray and his boys playing "Sweet Sue."

MUSIC: SWEET SUE (ORCHESTRA)

APPLAUSE

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VOICE 4: I like to keep up on my scientific reading, for new knowledge of food, diet and the physiology of food assimilation is being recorded all the time. I enjoy smoking -- and with me it's always CAMELS. CAMELS are so mild and pleasing and comforting. And it's fine that this pleasure which is so much a part of our daily life also really helps one through the strain of modern living. In my case, and I've often seen it work out for others too, smoking a CAMEL during meals and after promotes digestion.

ANNOUNCER: There's a dietician's statement, showing that CAMELS' costlier tobaccos help in daily living and improve digestion too. Smoke CAMELS for the added enjoyment of costlier tobaccos... and for digestion's sake as well.

MUSIC: MOON OVER MIAMI (ORCHESTRA AND SARGENT)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

MUSIC: RHYTHM IN MY NURSERY RHYMES (ORCHESTRA AND HUNT)
(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

ANNOUNCER: And now we present Ted Husing, CAMEL Star reporter...

OVERLAP: AD LIBS INTO

MUSIC: HILLBILLY OR DUFF (PUT ON YOUR WRAPS AND TODDLE HOME)

APPLAUSE

SOUND: MURMURING CROWD BACKGROUND

VOICE 1: Elevator going up! Step in the car, please!

VOICE 2: My goodness -- such crowding ...

VOICE 2: You're right, Elsa -- I've never had such trouble shopping -- I'm almost dead --

VOICE 1: Step back please ... going up!

ANNOUNCER: (COMES IN QUICKLY, ETC.) Modern life! So often upsetting to nerves with its hurry and strain! And worry and nervous fatigue don't do digestion any good, either. After shopping, and driving in traffic, or riding in crowded cars, we often come to the table in no condition to benefit from our food. In this connection it's of value to note the fact that smoking a CAMEL during or between meals has been found to have a marked beneficial effect in aiding digestive action. CAMELS set you right! Enjoy the mild delicate flavor of CAMELS' choice tobaccos. And listen to the advice of Leonora Flinn, expert dietician. Miss Flinn tells us:

ISSUE: Thank you, Paul.

As the days go by, the basketball news from all parts of the country, seems to get hotter and hotter. Sectional teams go touring throughout the country exhibiting their wares to hundreds of thousands of enthusiastic court fans. And thereby hangs a story.

Someday, somehow, the enthusiasm for this game is going to make the rules committees get their heads together and standardize the sport. For today, unlike baseball, basketball is played under rule interpretations that are as different in New York and California as Camels are from horses. Baseball holds public interest because the rules are uniform. When football officials stopped tampering with the rules they gave the public a chance to understand the game. But Basketball -- no!

Out in the Pacific Coast conference, the jump-tap is eliminated, the ball going alternately outside to each team after a basket is scored. In the East, the center jump prevails. Pick-offs, blocks, and the like are argued by coaches who teach the game according to their own interpretation.

(MORE)

BUSING (CONTINUED):

The game is better today than last year through the elimination of the pivot, or bucket play from the foul circle. Speeding the game after foul throws have been dropped, was another good idea. But the further argument about this and that, is making it tough for the patrons. Eliminating the center jump has its bad and good points. The coast players think it speeds up the game, makes for more scoring and equalizes the chances of teams without tall centers. Others contend it takes from the game the cardinal rule of competition, tall center or no, that it takes from the game the thrill of stealing the jump --- and that it will make the game namby-pamby in tight places, for a "throw-in" to a set shot artist would mean a lot of long court tosses.

But in all fairness to the game, Dr. Naismith's rules should be preserved as much possible, and his idea -- teamwork and passing brilliance-- should be retained above all changes.

For a moment, let me add that this year we shall actually have a national collegiate champion. The Olympic trials will be run off through a few days the first week of April--- and the followers of NYU or LIU and of teams such as Rice, Duke, Indiana, and Pitt will have a chance to yell their loudest--for the winning team will be much the best of the land..

(MORE)

MUSING (CONTINUED):

But regardless of which team takes the final bow, there's going to be plenty of excitement between then and now for all concerned, because basketball takes high rank among the competitive sports requiring nerve, alertness and endurance from the players. Here's what James Lancaster, captain of a champion NYU team and one of the most successful players has to say about smoking. He says: "I'm a regular CAMEL smoker. One of the biggest points about CAMELS is that I can smoke all I want and still keep in good condition for basketball." Two points for you James Lancaster! You and thousands of other CAMEL smokers know that CAMELS are so mild, they never get on your nerves!

MUSIC: TAG

APPLAUSE

MUSIC: AFTER DARK (DEANE JANIS)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

O'KEEFE: Ladies and gentlemen, tonight we go back two thousand years to the days of the ancient Greeks when the women were the warriors and men stayed at home taking care of the house.

(MORE)

O'KEEFE (CONTINUED):

This drama dealing with Amazon women and warrior's husbands is entitled "I Didn't Raise My Girl To Be A Soldier." In those days the men being the weaker sex were given all the seats in a street car while the women hung on the straps. Of course, today we're civilized...today when a man sees an old lady standing he tips his hat...points to a seat...and then races her for it. As the curtain rises on OUR drama of Amazonian women we find a lonely husband...his wife is away at the front...and he is calling for the chambermaid.

BIZ: ORCHESTRA PLAYS "ALL ALONE"

O'KEEFE: Octavia...Octavia...where IS that chambermaid?

JACK: Here I am, sir.

O'KEEFE: A fine looking chambermaid. Where were you?

JACK: I was shaving.

O'KEEFE: Shaving?

JACK: Yes madam...sir...Why? Is something wrong.

O'KEEFE: Yes Octavia...I don't like the way you make the bed.. this morning I found a big lump in my bed...It took me an hour to beat it down with a hammer.

JACK: That was no lump, sir...that was your father.

BIZ: KNOCK ON THE DOOR

O'KEEFE: Come in.

BIZ: DOOR OPENS AND SHUTS

O'KEEFE: Oh hello, Teddius.

HUSING: Hello, O'Keefius...I just dropped in to borrow your curling iron. I've simply got to fix my hair.

O'KEEFE: WHAT hair...Just leave your toupee here. I'll curl it and send it over later. By the way...sit down and gab awhile.

HUSING: I can't stay long...I've got a roast in the oven.

O'KEEFE: How's the baby.?

HUSING: Oh, I'm worried. His appetite is off...this morning all he had was a hamburger with onions, some dill pickles, some sauerkraut, ice cream and a pound of cheese.

O'KEEFE: Well, I can't understand why he's crying...there are darn few babies of four months old who get food like that. What do you feed him at night?

HUSING: Hot dogs, meat balls, cucumber salad and milk.

O'KEEFE: Oh Teddius...that's terrible...that's awful...That milk will ruin him.

HUSONG: Well I HAD to give him milk...we ran out of beer last night.

BIZ: FLUTE AND DRUMS IN DISTANCE PLAYING
"MADAMOISELLE FROM ARMENTIERES"

JACK: Master...master...the troops are back from the trenches.
The women are coming home.

BIZ: MUSIC LOUDER

MARCHING FEET

FROST
JAVIS
GARD: The little monsieur from Armentieres, parlez vous
The little monsieur from Armentieres, parlez vous
The cutest little such and such
He's got the skin you love to touch
Hinkey Dinkey Parlez Vous.

BIZ: AD LIB GRIES FROM EVERYONE

(GIRLS ALL TALK IN DEEP VOICES)

FROST: Hiya Teddius...Octavia...and how is my little husband.

O'KEEFE: (GIGGLES)

FROST: I just returned from the battle.

O'KEEFE: Hello you old battle ax.

JANIS: Well well...and how is MY little man. Speak up, Teddius.

HUSINE: (GIGGLES) Ohhh...wait till I get YOU home. I've got a hot roast in the oven.

FROST: Darling...I want you to meet my buddy...Captain Magnesia. Mag...meet the boys.

GARD: Hiya O'Keefius...well well well...I've been hearing about you. You're certainly a pretty little chick.

FROST: Lay off, Mag...those compliments will turn his pretty little head.

O'KEEFE: Never fear...I'm just a simple little home boy.

GARD: Well, O'Keefius...your wife is a brave soldier. One night we had a terrific battle...I was stretched out on the battlefield...out there...in no woman's land.

BIZ: CORNET PLAYS "KEEP HOME FIRES BURNING"

GARD: Well to begin with...these dames we were fighting were plenty tough...we went over the top at dawn...and I was hit by a spear.

JACK: Where?

GARD: Right between Athens and Sparta. Well...there I am lying in the mud and the muck and the dirt and your wife came crawling through the dark and rescued me.

HUSINE: That reminds me...I've still got a hot roast in the oven.

GARD: So your wife carried me to a Greek hospital. It was full of Greeks...every ward was filled up but they finally found one for me.

O'NEIL: So...the Greeks had a ward for it. How horrible! What a catastrophe! My ward...what a gag!

BUSING: That reminds me I've got a roast in the oven.

JANIS: Aw come on, girls...let's not scare the boys with these gruesome details. Let's have a drink.

FROST: Where is that chambermaid...Octavia.

JACK: Yes maam.

GARD: Well...say...you're a buxom little cutie. Come here, hid...sit on my lap.

JACK: (IDIOF LAUGH)

GARD: Aw come on...give me a kiss.

JACK: No...not without my mother's consent.

GARD: Don't be so bashful...take the pipe out of your mouth and give me a kiss...you cute little Greek. I'd like to take you out dancing.

O'NEIL: Go ahead, Octavia...you'll be out together dancing Greek to Greek.

BUSING: Well you dragged THAT in by the heels, Walter.

O'KEEFE: Captain...what you need is a good husband...who would make you a good wife. There are a lot of cute debutantes around.

BIZ: KNOCK ON THE DOOR

O'KEEFE: Who's there?

SORIN: Hullo kiddies...I'm a debutante. I thought I'd drop in to see the soldiers. Are you surprised to see me?

O'KEEFE: Not at all...you're on the payroll.

GARD: Well, if it isn't my little boy friend...Mackius Gillicuddius.

SORIN: Pliz...you and me is on the outs. All the time you been away I've been a warrior. I've been worrying night after night...no word...if you could have sent me some word...a letter...a post card...even if it was only a check.

BIZ: BUGLE BLOWS...

FROST: Oh curses, the bugle...that means we've got to go to war again.

O'KEEFE: Oh darling...you can't leave me alone like this again.

FROST: But duty calls.

O'KEEFE: Ah, but I must go.

FROST: No...a man's place is in the home. Besides what could you do in a war?

O'KEEFE: I could do something for the soldiers...I could be a nurse.

FROST: No..no..you can't go. I'll be back soon and we'll be happy...the two of us...just the two of us...

O'KEEFE: Not the two of us...during your absence we had an addition to the family.

FROST: You don't mean.

O'KEEFE: I mean.

FROST: Quick. Out with it.

O'KEEFE: Well, yesterday I bought a dog...an airdale. I've got to have some protection.

HUSING: That reminds me...I've got a roast in the oven.

APPLAUSE

MUSIC: DIGGA DIGGA DO (ORCHESTRA)

SMOKE RINGS

ANNOUNCER: The CAMEL Caravan is presented for your entertainment by R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of CAMEL cigarettes and Prince Albert Smoking Tobacco. Men, get acquainted today with good old P.A.!

(MORE)

ANNOUNCER (CONTINUED):

It's the National Joy Smoke -- made with a special process to banish bite! The makers of Prince Albert back it with this NO-RISK OFFER TO PIPE SMOKERS: "SMOKE TWENTY FRIENDLY PIPEFULS OF PRINCE ALBERT. IF YOU DON'T FIND IT THE MELLOWEST, TASTIEST PIPE TOBACCO YOU EVER SMOKED, RETURN THE POCKET TIN WITH THE REST OF THE TOBACCO IN IT TO US AT ANY TIME WITHIN ONE MONTH FROM THIS EVENING AND WE WILL REFUND FULL PURCHASE PRICE PLUS POSTAGE!" SIGNED, R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, NORTH CAROLINA. Pipe smokers, take advantage of this offer! Our Motto is, "YOU MUST BE PLEASED."

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

O'KEEFE:

Thank you Paul, Well, ladies and gentlemen, let's call it a day for Glen Gray and the Casa Loma Orchestra, Deane Janis and Ted Husing. We have a date this same time, Thursday, at this same corner of the dial...we'll be seeing you. This is Walter O'Keefe saying good night.

THEME UP AND OUT

This is the COLUMBIA.....BROADCASTING SYSTEM

(FADE THEME 20 SECONDS)

WABC NEW YORK