

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED



Handwritten signature and date: 2/20/36

1/24/36.

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 27

TUESDAY, FEBRUARY 4, 1936.

9:00 - 9:30 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)

ANNOUNCER: CAMELS never get on your nerves!

MUSIC: SMOKE RINGS

SCENE: (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...inviting you to our bi-weekly clabake and wiener roast on behalf of Deane Janis, Glen Gray and his Camp Loan Orchestra...and Ted Husing. By the way, Husing drove me downtown tonight in his new car...it's one of those sporty models...racy, streamlined, and underslung. It's really very beautiful...but it's just a little too low. I mean it's built so close to the ground that it's worn out the seat of Ted's pants...He's over in the corner wearing a barrel and you'll hear him later but meanwhile Glen and his boys play "Jazz Band Ball."

MUSIC: JAZZ BAND BALL (ORCHESTRA)

DE LAOSE

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CHICAGO

WEDNESDAY MORNING



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O'RELFE:

AD LIBS INTO

MUSIC:

HILLBILLY OR DUET

APPLAUSE

ANNOUNCER:

Listen in for a moment on this conversation between two friends.

TOM:

Say, Joe, let's call that lunch date off. I'm so wrought up I don't feel like eating.

JOE:

Really, Tom? This happen to you often?

TOM:

Well, when those phones start ringing, and everybody wants to talk to you at once, I just sort of tighten up inside. No use trying to eat when you feel that way.

JOE:

I should say not! Sit down and take it easy, Tom. And --- light up a CAMEL! That'll set you right! I've found that smoking a CAMEL is just the thing to do when you want to give a bit of encouragement to your digestion.

ANNOUNCER:

The counsel of this good friend is sound. He is pointing out the known fact that smoking CAMELS between or during meals has a marked beneficial effect on the process of digestion. What a valuable thing it is to smoke CAMELS in these days when modern life is speeding up the pace, and nerves and digestion suffer! You enjoy the delicate, pleasing flavor of CAMELS' matchless blend of costlier tobaccos. And at the same time, gently stimulate and assist the natural digestive function. Now heed the experienced advice of Mrs. William La Varre, beautiful and intrepid woman explorer. In a recent interview of something from South American adventures, Mrs. La Varre said

Camels

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YOUNG WOMAN: (ATTRACTIVE VOICE) I smoke CAMELS with every meal and afterwards whether I'm eating in the jungle or dining in my New York home. To look well, to feel well, you've got to have good digestion! And I've learned from experience that a CAMEL makes my meals taste better and digest better. CAMELS surely must be made from costlier tobaccos -- they are so mild and so refreshing.

ANNOUNCER: Correct, Mrs. La Varne -- CAMELS are made from finer, more expensive Turkish and Domestic tobaccos than any other popular brand. CAMELS give you matchless flavor and set you right as well. For the pleasure afforded by costlier tobaccos -- and for digestion's sake too -- always smoke CAMEL cigarettes.

MUSIC: THAT NEVER TO BE FORGOTTEN NIGHT (ORCHESTRA AND SARGENT)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

MUSIC: YOU GOTTA PAY THE FIDDLER IF YOU WANT TO DANCE (ORCHESTRA AND HUNT)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

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

HUSING: TO BE INSERTED

MUSIC: TAG

APPLAUSE

MUSIC: SUMMERTIME (DEANE JANIS)

(O'KEEFE AD LIBS INTRODUCTION OVER MUSIC)

APPLAUSE

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ORANGE

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Ladies and gentlemen...at this time of year many a big
business is perfecting its sales plans for the next year...
We take you now to the Convention City...Atlantic City...
where is in session the annual sales meeting of McGonigle's
Products...Let's peek in on the floor of Convention Hall
before the meeting is called to order...and we pick up some
of the salesmen getting acquainted...

BIZ:

CROWD SINGS "HAIL HAIL THE GANG'S ALL HERE
WHAT THE HECK DO WE CARE," etc.

BABBLE OF VOICES

ALICE:

Hi...didn't I meet you last year...You look familiar..

BOB:

Hi...I'm Joe Smith of Bathroom Accessories...You're
Mr. Smith of Hot Water Bottles...a dollar ninety-eight,
aren't you?...

JACK:

No...I'm not Hot Water Bottles...I'm Jones of Aluminum Pots
and Pans...seventy-five cents...this week only...

BOB:

Oh, that's right...I'm sorry I made a mistake but you DO
look like Hot Water Bottles, come to think of it...By the way
I want to have you meet Stevens...Garbage Cans and Mops...

JACK:

Glad to know you Garbage Cans...

BOB:

Hello, Pots and Pans...didn't you marry that girl, Genevieve,
Solely Pull-Overs and Kitchenware?...

JACK:

Oh no...no...you've got the wrong party...Well...nice to have
seen you...Bathroom Accessories...and Garbage Cans...but I've
got to run now...I'm going over to Hardware to see Mr. Green
of Mops and Brooms...Mop...There he is now...Hey Mops...

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SOBEN: Out that's funny. I swear he still looks like Hot Water
Bottles.

BIZ: RATTLE...AND RAP OF GAVEL

O'KEEFE: Order..order..order. And now, ladies and gentlemen...we've
got to get down to the serious business of this convention...
sales...the art of selling. Our President, Harvey Throop...

BIZ: EVERYONE CHEERS

JUG: (HOLLOW LAUGH) Ah, that's the spirit, gen...Throop deserves
that cheer. He's a hard worker...in there fighting every
minute...the first one down in the morning...the last one out
at night...he's always on the spot when anything is happening
...well, he can't be here tonight...he's down fishing off
the Florida Coast...but he's with us in spirit...

BIZ: EVERYONE CHEERS

O'KEEFE: Here's a nice treat for our beloved President...Mr. Throop. In it
he shows his deep regret ^{his} AND loyalty. Quotes...Please good
day by fishing tactics...fine weather here...Stop...Sign...
Harvey Throop. There, ladies and gentlemen...that's
Harvey Throop for you.

BIZ: EVERYONE CHEERS

O'KEEFE: Well, folks...even though he's absent he leaves his message
in the form of a motion picture...which shows you several
forms of salesmanship. First we'll show you the wrong way
to sell...the scene is...any house on any street.

BIZ: HOME SWEET HOME PLAYED BY ORCHESTRA

KNOCK ON DOOR...DOOR OPENS

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JANIS: Oh, good morning...won't you step in?

DOUGLAS: (VERY FULL AND BOMB) No...I don't think so.

JANIS: Oh I know...you're a salesman. You're selling those vacuum cleaners.

DOUGLAS: Right, but you don't want to buy a vacuum cleaner do you?

JANIS: Well, maybe I could use a vacuum cleaner. I have a large rug in the living room.

DOUGLAS: Oh...but you could use a broom on that rug...just sweep it off.

JANIS: Yes...but a vacuum cleaner is faster.

DOUGLAS: Ah...but the McGoogle Vacuum would absolutely ruin the rug. I know a woman used one of our vacuum cleaners and what happened...it tore it to pieces.

JANIS: Maybe it was a cheap rug.

DOUGLAS: Nah...it was our vacuum...anyway you don't need a vacuum cleaner for one rug.

JANIS: Oh, but how will I clean it?

DOUGLAS: Just hang it out on the line and I'll beat it for you.

JANIS: Oh, no, thank you. Don't bother. I guess I don't need a vacuum cleaner.

DOUGLAS: Ah...now you're talking. That's the spirit. Well, goodbye.

JANIS: Goodbye.

BIZ: DOOR SLAMS

DOUGLAS: Gee, she was a tough customer. I can't understand why I can't make a sale.

BIZ: TRUMPET BLAST

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O'KEEFE: Now that's the wrong way to sell, gentlemen...but now we'll illustrate a method of selling which has proved effective in many communities...the Persuader Method...we present our most forceful salesman...a real GO Getter...Mr. Luther Gilhooter. Here's how Luther puts it over.

BIZ: LOUD KNOCK ON THE DOOR

FROST: (OFF MIKE) Just a minute, please.

JACK: Don't give me none of that...Open the door or I'll break it down.

BIZ: LOUD BANGING ON DOOR

FROST: Just a minute, please.

JACK: Okay, Toots...I warned you. I'm breaking through the door.

BIZ: CRASHES OF BOXES

FROST: How dare you!

JACK: Hey, babe...come here. Now look. I'm selling vacuum cleaners, see?

FROST: Well I don't WANT a vacuum cleaner.

JACK: I ain't sellin' nothin' vacuum cleaners...and you're buying 'em. I ain't asking you...I'm tellin' yuh.

FROST: Oh please...you're twisting my arm. I'll call my husband...Chumley...Oh Chumley.

O'KEEFE: Yes dear.

JACK: Hey you, Chumley...I was just talking to your moll...I'm sellin' vacuum cleaners.

O'KEEFE: Vacuum cleaners!

JACK: Yeah, I'm workin' my way through college.

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O'KEEFE:**



But we've got a vacuum cleaner.

JACK: Well, please look at it. Huh... You call this a vacuum cleaner... I could break it with me own hands... Look.

ALICE: SOUNDS OF BREAKING

JACK: ...now you ain't got a vacuum cleaner.

O'KEEFE: That's right... I ain't got a vacuum cleaner. I guess I'll have to buy one.

JACK: One... (LAUGHS)... Listen mistab... tomorrow we're gonna sell you a shipment of twenty four vacuum cleaners... and you'll be taking every one of them. If you don't I'll have to send the boys to push you around... Is that clear?

ALICE: Yes sir.

ALICE: FEUDMINT BEAST

O'KEEFE: And that's just one more case where the merit of the McGonigle Vacuum Cleaner has sold itself. They couldn't resist his personal charm and magnetism. And now fellows, just to close up this meeting with a bang, we're all going to sing the McGonigle Salesmanship Song... entitled "Stick Your Foot In The Door."

O'KEEFE BACKED BY CAST SINGS

O'KEEFE: System is the keystone of my life (CAST ECHOES)

System saves me lots of work and strife (CAST ECHOES)

Method is the enemy of toil (CAST ECHOES)

Method is the enemy of toil and trouble and how

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ANNOUNCER:

(CONT'D) 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!" RICH
R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, NORTH
CAROLINA. All pipe smokers are urged to "get acquainted
today - with good old P.A.!" Our motto is, "YOU MUST BE
PLEASED!"

O'KEEFE:

All right, Walter...it's yours...
And so the party is over, ladies and gentlemen...Of course
you can all go now but I've got to stick around to wash up
the dishes and clean up the studio. Don't forget we'll
return Thursday night...same cast...same time. This is
Walter O'Keefe saying good night until then.

THEME UP AND OUT
STATION CUE

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MEMPHIS

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