

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

Walter O'Keefe
2/17/36

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 44

THURSDAY, FEBRUARY 27, 1936.

8:00 - 9:30 P.M.



CUE: (COLUMBIA BROADCASTING SYSTEM)

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...Permit me to welcome you once again to our Thursday night smoker featuring Glen Gray and his Casa Loma Orchestra, Ted Husinec, who is sitting in the wings and Deane Janis who is sitting in Ted's lap. This is Walter O'Keefe, the voice in the old village choir, saying "wee gates", "buenos noches", "on soir" (that's for the benefit of anyone listening in on short wave.) And now Glen Gray sounds off for the evening playing "Shades Of Hades"..."Shades Of Hades"...

MUSIC: SHADES OF HADES (ORCHESTRA)

APPLAUSE

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O'KEEFE: AD LIPS INTO

SOLO (WALTER O'KEEFE)
OR
DUET (JANIS AND O'KEEFE)

APPLAUSE

ANNOUNCER:

Ask yourself this question: what's the result of the strain that modern life puts on your nerves? All too often we're the victims of nervous indigestion, just because of the hustle and hurry of present-day life with its high-speed competition. And unfortunately, almost all of us know the sensation of being so "keyed-up" we don't get full enjoyment and benefit from our meals. Therefore it's a good thing to remember the known fact that smoking CAMELS with and between meals has an encouraging and helpful effect on the process of digestion. CAMELS set you right! It's one of life's most agreeable experiences to enjoy the rich, mild flavor of CAMELS' costlier tobaccos. This is a pleasure that also has a marked beneficial effect on digestion. And now note a statement from a famous tennis player. When questioned on smoking, Lester Stoefen, professional star, had this to say about CAMELS and digestion:

STOEFEN:

I've found that smoking CAMELS makes food taste better and digest easier. I find myself eating at odd hours and places so I smoke CAMELS after every meal for digestion's sake.

ANNOUNCER:

Lester Stoefen knows whereof he speaks. So take heed of his common sense advice. Enjoy CAMELS, for mildness,

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ANNOUNCER: (CONT'D) for matchless flavor, for costlier tobaccos. And
smoke CAMELS as a helpful aid to digestion, too.

MUSIC: A TOUCH OF YOUR LIPS (ORCHESTRA AND SARGENT)
APPLAUSE

O'KEEFE: That was Kenny Sargent singing "A Touch Of Your Lips" and
now to the plate steps Pee Wee Hunt singing "I'd Rather Lead
A Band"...as a matter of fact, he does lead the band...he's
always six notes out ahead of the boys..."I'd Rather Lead
A Band."

MUSIC: I'D RATHER LEAD A BAND (ORCHESTRA AND HUNT)
APPLAUSE

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

HUSING: TO BE INSERTED

MUSIC: TAG
APPLAUSE

O'KEEFE: And here she comes, ladies and gentlemen...Deane Janis...
singing "Alone At A Table For Two"..."Alone At A Table For
Two". I'm writing a song about my aunt who weighs two
hundred and fifty pounds net. It's called "Alone On A Bench
For Six" and another song for Pee Wee Hunt entitled "Under
A Table For Two."

MUSIC: ALONE AT A TABLE FOR TWO (DEANE JANIS)
APPLAUSE

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O'KEEFE:

Tonight, ladies and gentlemen, we turn back the clock and stroll down through Memory Lane to the turn of the century and review the American scene for the last thirty six years. We go as far back as the hustle...and the hustle goes back far enough.

BIZ:

ORCHESTRA PLAYS "MEMBER" (Berlin)

O'KEEFE:

First of all we give you a picture of the heavyweight prize-fighting situation in 1900. On a barge in the Mississippi Resin Face Hogan battles Canvasback Mahoney for the right to meet John L. Sullivan for the title...and we now listen in at the end of a round...as a fighter is talking to his manager.

BIZ:

CROWD NOISES...BELL RINGS

JACK:

Listen, Hogan...what's the matter. You're slowing up.

DOUGLAS:

(GROANS) What round is this?

JACK:

It's the seventy-fifth round...you been stallin' for the last forty rounds.

DOUGLAS:

Ay boss...I just been softening him up. I got it figured out...there's plenty of time. I'm going to knock him out in the two hundred and fiftieth round.

BIZ:

CROWD NOISES DIM DOWN...

O'KEEFE:

But Canvasback fails to make good his promise of a knockout and as the fight goes into the two hundred and thirtieth round, a ringsider explains the fight to his son.

BIZ:

CROWD NOISES ROAR UP...BELL RINGS

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FROST: (LITTLE BOY VOICE) Hey Daddy...I can't see. What's going on?
HUSING: (EXCITEDLY) Well, son, they're in the middle of the ring...
Hogan throws a left...and another...and another...Ov...What
a fight. Mahoney's going down. He's up again. Mahoney
kicks him on the button and Hogan's down. He's up. They're
both sluging...left right...left right...It's going to be
a double knockout...it's murder. They ought to stop it.
You...what a fight.

BIZ: BILL RINGS

HUSING: Uh...uh...the fight's over...

FROST: What happened...

HUSING: Both men were thrown out of the ring for stalling.

BIZ: ORCHESTRA PLAYS "REMEMBER"

O'KEEFE: Nineteen hundred and two. In the days of diamond Jim Brady
and Lillian Russell, New York night life reached a new high
in revelry, laughter and gaiety. The singing waiter became
the man of the hour and we pick up a couple as they give
their order.

BIZ: PIANO (TINNY) PLAYS "TAKE ME OUT TO THE BALL GAME"

SORIN: (STRAIGHT VOICE) What'll you have, lady?

FROST: Just a minute..Waiter. There's that new singing waiter.

Oh...Waiter!

SORIN: What is it, Madam...what can I do for you?

O'KEEFE: Uh...a burrito, and

FROST: waiter...give us a bucket of snags and a chorus of "Silver
Threads Among The Gold."

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SORIN: Don't ask him to sing that...It always makes me cry.

FROST: Me too.

JACK: Me too...All right, Professor.

BIZ: CHORD ON NICKOLOPON

JACK: (SINGING) Darling I am growing old
Silver threads among the gold.

FROST: (CRYING) Oh Butch, ain't it beautiful.

SORIN: (CRYING) Yes, it is...sniffle, sniffle.

JACK: Put your head upon my shoulder.

FROST: Put some more pickles on my table.

JACK: (STARTING TO CRY HIMSELF) Life is fleeting fast away.

BIZ: EVERYBODY CRIES...

JACK: But my darling you will be...will be...

Always young and fair to me.

Yes, my darling...you will be-ee

Always young and fair to me.

APPLAUSE

BIZ: ORCHESTRA PLAYS "REMEMBER"

O'KEEFE: Ah, those were the gay days...Of course, back in the early
nineteen hundreds before the telephone had become a household
necessity and before women had entered business the telephone
exchanges were operated by men. We now listen in on one of
those early masculine telephone operators at the central
exchange in New York.

BIZ: MUSIC DIES...

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DOUGLAS: (REVERSED MIKE) Hello, hello...what d'ye want?

JANIS: Are you the operator?

DOUGLAS: Of course, I am...what numbah you want, Toots.

JANIS: You don't need to be so fresh.

DOUGLAS: Come on...come on...come on. Quit. Gimme the numbah.

JANIS: Give me Manhattan 32 ring four.

DOUGLAS: Manhattan three two ring four...You got a nerve.

JANIS: How dare you?

DOUGLAS: Aw stop gabbin'. That number is only two blocks from where you live...You can walk over there and talk to him...I'm busy. Don't be so lazy.

BIZ: MUSIC COMES UP

O'KEEFE: With the passage of years the telephone came into popular use. In all public places telephone booths sprung up. In 1914 in a Times Square drugstore the first set of four machines was installed for popular usage.

BIZ: MUSIC DIES DOWN

JACK: Hello, is this Jones and Company. I want to place an order.

JANIS: Operator, get me Vickersham two thousand...2000.

BUSING: I'm calling about that airedale puppy.

ANNIE: Hello Ma...Fatherine just had a nine pound baby. Oh, she's not a lot of babies. Let me see...she must have at least...

JANIS: Two thousand...Yes, operator, hurry up will ya. Hello honey... I'm not hungry. I just had lunch...I had orange juice...

JOE: Two spare tires, an inner tube and some axle grease.

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JAMES: It tasted swell...with maple syrup. I had lunch with Harry. We dined at the Hotel Metropole. He's a nice guy but...

HUSING: He barks too much so we'll have to put a muzzle on him. He's a very smart dog but this afternoon...

JACK: He delivered a speech on automobile parts. He got up in front of five hundred dealers...

FROST: And he said "goo goo goo goo." Goo, he's cute.

HUSING: And he can wag his tail, jump over fences.

JAMES: He can speak to the waiter in French. Oh Maisie...he's the best looking boy friend...he's so handsome.

FROST: He hasn't got any teeth yet and there's a hair on his head.

BIZ: MUSIC COMES UP

OLIVER: Then came the war, Mah Jong, tree sitting, "Yes We Have No Bananas" and the birth of the two pants suit. In the early twenties the first radio sets...crystal sets...came into the American home. We now pick up a typical scene in any American home along about 1922.

BIZ: MUSIC DIES DOWN

FROST: Hey Pa...take off those earmuffs.

OLIVER: (OLD MAN VOICE) Then ain't earmuffs, no...they're earphones.

This is a radio.

FROST: What's a radio.

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CHUCK:

It's very simple...I been readin' up on it. You got a
cathode here...it's superheterodyne...with an electro-
generator that works as a transformer A C...D C...very
simple...acoustic...loudspeaker...the music comes in...you
goes down and around and it comes out here. You take this
wire...

PAUL:

(FURIOUSLY) No, you don't take that wire...the last time you
fiddled around with those wires all over the house...the
cables come out of the electric toaster and the refrigerator
was playing "Margie."

CHUCK:

Wo...do me a favor...climb up that telephone pole out here...
then swing up to the roof and I'll throw up this wire to you.

PAUL:

Do I look like Tarzan? Listen, Pa...you take my word for it
...radio ain't ever going to amount to anything...

CHUCK:

(EXCITEDLY) quiet...shhhhh...look. I'm getting something...
Listen...

PAUL:

ON REVERSE MIKE WE GET A SERIES OF FUNNY
STATIC SOUNDS

CHUCK:

Isn't that wonderful?

PAUL:

You have just been listening to a program of sophisticated
jazz music played by the Six Plus Rhythm Roadsters.

PAUL:

MUSIC COMES UP

CHUCK:

Large Marathons, cross word puzzles, miniature golf, bridge
games and the seven decker drugstore sandwich came along
and then came that great contribution to American enter-
tainment...the talking picture. A hundred percent talking

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O'KEEFE:

(CONT'D) they advised. For years the public had been watching the great lovers of the screen in SILENT films. With the arrival of the talkie they flocked to the picture palaces to hear the golden, romantic voices of America's famous screen lover. We give you a dramatic scene from Cecil Brevor's triumph... "Two Hearts That Beat In Eastern Standard Time.... I Love You."

BEZ:

MUSIC DIPS DOWN

JACK:

Oh Godney... how can you do this to me after all we've had to each other.

SONN:

Tell Tootsie Tootsie... I know I'm irresistible... could I help it if I'm ~~Spanish blood~~ ~~unrolls~~.

APPLAUSE

MUSIC:

WHITE JAZZ (ORCHESTRA)

APPLAUSE

SMOKE RINGS

ANNOUNCER:

The CAMEL Caravan is broadcast for your entertainment by R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina. Cakes of CAMEL cigarettes and Prince Albert Smoking Tobacco. Prince Albert has given more pleasure to more men than any other brand -- that's why it's called "THE NATIONAL JOY GIVER". The special P.A. process removes bite -- leaves grand, mellow smoking! Get acquainted today with good old P.A. All right, Walter... it's yours...

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O'KEEFE:

Well, my dear listeners...

BIZ:

GONG STRIKES

O'KEEFE:

There goes the gong and we'll be gone until next Tuesday
at this same time, when we return with Deane Jants, Peter
and Ted Husing. This is Walter O'Keefe saying good night
until then.

MUSIC UP AND OUT

STATION CUE

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