

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 56

THURSDAY, APRIL 9, 1936

9:00 - 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...This is Walter O'Keefe tipping the old Easter bonnet and saying good evening for Glen Gray's Casa Loma Orchestra, Deane Janis and Ted Husing. We fellows on the program are in sort of a dilemma as to what to wear for our new spring outfits this year. Last year we were the talk of the town when we first appeared in our new clothes. Pee Wee Hunt wore a smart beer barrel trimmed with pretzels...I wore my old blue organdy dress and J. Isadore McGillicuddy wore a sandwich sign advertising his delicatessen...but Husing (the big show-off) stole the whole show...Ted was wearing a brand new silk top hat. I think it was very cruel of

O'K FIVE: (CONT'D) him to wear that top hat...I kept thinking of those three hairs on Husing's head, all alone in that big black space. Well I'll see you people later...I see the Cas Loma band is all set to play the opening number "Royal Garden Blues."

MUSIC: ROYAL GARDEN BLUES (ORCHESTRA)

APPLAUSE

O'KEEPER: AD LIBS INTO

SINCE HEALIE GOT THE GONG

APPLAUSE

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

BUSH : Thank you, Paul.

Every so, now and often, as the CAMEL reporter I am permitted to roam afield. So, while waiting for the baseball season to open next Tuesday, I went to the opening of the circus season last night. A sure harbinger of Spring each year is when the famous Ringling Brothers, Barnum and Bailey Circus opens for a long stay at Madison Square Garden in New York City.

I have never failed to thrill to the spectacle of the circus. I have never failed to be aglow with youth after a three hour brush with the "most colossal congress of breath-taking exhibits ever assembled" and I still retain my admiration for pink lemonade, peanuts and band music.

From the opening parade to the final stentorian

HERBERT:

(CONT'D) announcement by the ever picturesque and orthodox ring master I was enthralled by the panorama of mirth, miracles and melody. Rough riding cowhands, hilarious clowns, daring acrobats, thrilling exhibitions of all types coalesced into one gigantic performance which left only the feeling of exhilaration in these young bones.

Everywhere something happened. A group of acrobats swinging easily in space would suddenly plunge toward the floor only to be checked by invisible ropes, leaving the crowd gasping at such daring. The marvellous feats of coordinated action above and below occasioned rounds of applause that rung the rafters.

The performer who impressed me the most last night was Dorothy Herbert, whose almost incredible act consists of riding a wild horse - without reins -- through a ring of fire and over a blazing six-foot barrier. That takes nerve, and perfect coordination, believe me! I asked Miss Herbert how she manages to keep fit for her amazing feats of horsemanship and this is what she told me: "Condition means a lot to me - and so naturally I'm a CAMEL smoker. I smoke steadily, but I find that CAMELS always taste grand and never jangle my nerves."

So take a tip from this daredevil cool-headed girls of the circus. The mild flavor of CAMELS choice tobaccos will delight you - and you'll discover too that CAMELS never get on your nerves.

MUSIC:

TAG

APPLAUSE

MUSIC:

OLD MAN MOSE (ORCHESTRA AND HUNT)

APPLAUSE

O'KEEFE:

That was "Old Man Mose" sung by Pee Wee Hunt, the brains of the outfit...maybe you people don't know it but Pee Wee really is a bright boy...for instance, last Easter I gave him a chocolate Easter egg and he sat on it for three weeks until it hatched. Now we'll hear from Miss Deane Janis... What are you going to sing, Deane?

JANIS:

(SOFTLY) Cling To Me...

O'KEEFE:

Huh?

JANIS:

Cling To Me...

O'KEEFE:

Not in front of all these people, Deane...control yourself...

MUSIC:

CLING TO ME (DEANE JANIS)

APPLAUSE

O'KEEFE:

Tonight, ladies and gentlemen...we make a sentimental pilgrimage back to the Gay Nineties...Ah how times have changed since then...gone is the horse car...gone is the bustle and mustache cup...and gone is Ted Husing's hair. This play...this melodrama was revived last summer in the little country town of Nutmeg-On-the-Egg No. 8, two miles from Rock Beer-on-Draught...it was revived at the Red Barnyard theater before a distinguished audience consisting of some of the prize winning live stock of Herkimer County. The actors hung up somewhat of a record...having laid more

eggs than the chickens in the barnyard. This little piece of hamburger is entitled "All That Glitters Is Not Goldberg." All right Glen...strike up the Band.

BIZ: HOME SWEET HOME...PLAYED BADLY

FROST: Oh, father, dear father...this poverty...whatever am I going to do? My sturdy bones are weakening...I am crying for nourishment...and the ice-box is empty.

DOUGLAS: (CROTCHETTY AND IRRITABLE...OLD) But daughter there is plenty of food in the ice-box.

FROST: Yes, father...but there is no beer...and I am thirsty.

BIZ: APPLAUSE AND CHEERS FROM AUDIENCE

DOUGLAS: (RIGHT IN CHARACTER) Well even the studio audience is thirsty...

FROST: Why not...this is Thirsty night.

BIZ: BOOS FROM THE AUDIENCE

DOUGLAS: Daughter, I hate to see you working like this...slaving around the house. Why don't you marry Mr. Frisbie, the merchant...

FROST: (WITH PANIC) Oh father...please, father...don't make me marry that evil Mr. Frisbie...of Frisbie and Company, dealers in hardware and plumbing supplies.

BIZ: HORSEHOOFBEATS WAY OFF MIKE AS IN DISTANCE

DOUGLAS: Oh curses...here comes that mounted policeman...Reginald Goodguy...

FROST: Ah, my hero...my love...Here Reginald (WHISTLES) Here, Reginald...nice, rognald...

BIZ: HORSE HOOFBEATS SEQUE TO "STARS AND STRIPES"

BY ORCHESTRA. APPLAUSE FROM AUDIENCE

O'KEEFE: Whoa Dobbin...whoa...Hello, friends...I may wear rags but I'm as honest as the day is long...I have a heart of gold... I am true blue clear through...I am a fine specimen of American manhood...I am all that is good and wholesome... I am also a great man (PAUSE) I am also hungry.

FROST: Ah, Reginald...there's something I've wanted to ask you for a long time.

O'KEEFE: Whatever do you mean, my beacon of love.

FROST: I'd like to see you...just once...without that horse underneath you. I've known you twenty years...but I have never seen you off that horse.

O'KEEFE: All right...I'll get off the horse...but Dobbin won't feel right without me on his back.

FROST: Oh that's easy...I'll put this bag of old wash on him and he'll think it's you.

BIZ: AUDIENCE APPLAUDS.

O'KEEFE: But you can't fool Dobbin...he's a very smart horse. Aren't you, Dobbin?

BIZ: RUBY DOES HORSE WHINNY

O'KEEFE: Stick out your foot and tell me how much is two and two.

BIZ: FOUR BEATS WITH THE HOOF.

O'KEEFE: Very good...now how old are you?

BIZ: THREE BEATS

O'KEEFE: Now what date is this?

RUBY: Thursday April ninth. (WHINNIES AGAIN)

DOUGLAS: Reginald...Get out of my house...leave my little Nell alone. She's going to marry the wealthy merchant, Mr. Frisbie, He

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DOUGLAS: (CONT'D) is rich...you are poor.

O'KEEFE: Aye poor. I AM poor but dishonost...I may wear rags but at least they're dirty. And another thing, SIRE, underneath this torn shirt you'll find torn underwear.

BIZ: APPLAUSE FROM AUDIENCE

O'KEEFE: Aye...they may be torn but at least they're not paid for.

DOUGLAS: Nevertheless, my daughter is going to marry Frisbie...or else...I'll have to go to work. You know how I hat work... I will NOT work. I absolutely refuse to go to work.

O'KEEFE: I respect your will power.

DOUGLAS: Yes sir...I believe that no man should get up and go to work as long as he's got the strength to lie in bed.

BIZ: CHIMERS AND APPLAUSE FROM AUDIENCE

DOUGLAS: I'm goit over to see Frisbie...Good bye.

BIZ: DOOR SLAMS...

FROST: Oh what will happen to me.

O'KEEFE: Maybe it's best that you marry Frisbie...He's a smart, intolligent and good looking man!!

FROST: I don't want a smart, intelligent and good looking man...I want you.

BIZ: APPLAUSE...

FROST: Just you and my brother Junior...what a dear sweet spirit is he. Here he comes skipping in.

JACK: (COMING IN OFF MIKE) Oh sis...sis...I've been down in the dell hobnobbing with the flowers...the crocuses and rhodadendrons.

BIZ: AUDIENCE BOOS AND HISSES.

JACK: I danced through the meadow like a little pixie.

O'KEEFE: Junior...I wish you wouldn't speak in such a high voice...
(IMITATE ON LAST TWO WORDS)...you sound like you swallowed
a clarinet.

JACK: Ah, but sis...such frolicking as I had in the meadow today...
I chased a little bird...but alas...no success. I didn't
get the bird.

O'KEEFE: You will, Junior...you will!

FROST: Oh heavens...here comes the villain, Mr. Frisbie.

BIZ: MYSTERIOSO MUSIC...SORIN VILLAINOUS LAUGH.
AUDIENCE BOOS AND HISSES.

SORIN: Phooey on myself I'm so nasty.

BIZ: KNOCK ON THE DOOR

FROST: Who's there?

BIZ: MYSTERIOSO MUSIC AGAIN ONE INSTRUMENT

SORIN: The willain. Couldn't you TELLING by the music? (LAUGHS)

O'KEEFE: Nice cackling! If that's an Easter egg let me know.

SORIN: Quiet, flatfoot...

O'KEEFE: I notice you're alone, you fiend...What have you done with
Little Nell's father?

SORIN: I just pushed him over the cliff. Why? What you gonna do
about it flatfoot.

O'KEEFE: Oh nothing...we just wanted to know whether he'd be home
for dinner.

SORIN: (SNARKY LAUGH)

JACK: Gee...he's got a funny voice.

FROST: Quiet, Junior.

SORIN: Listen Cutey puss...you're engaged to me and here I find you having dinner with another man. Curses...Curses...Curses.

O'KEEFE: This is a seven curse dinner. Listen Frisbie...I hereby arrest you for the murder of Nell's father.

SORIN: Oh yeah...where's your badge?

O'KEEFE: (HESITANTLY) Well...I uh...I left it in my other pants. Shucks won't you trust me once?

SORIN: Trust you...No.

BIZ: APPLAUSE

O'KEEFE Listen...I'll put you behind bars in one week even if it takes me a whole year to do it.

BIZ: MUSIC AND APPLAUSE COMES UP (GOOD)

O'KEEFE: (OVER MUSIC) Did Frisbie win the girl? Did Reginald find his badge? Did Junior catch his bird? Tune in soon and get an answer to those problems in the next installment of "All That Glitters Is Not Goldberg!"

APPLAUSE

O'KEEFE: And here's Paul Douglas, ladies and gentlemen.

DOUGLAS: Let's drop in for a moment at Joe Moss's famous Hollywood Restaurant in New York -- the glamorous eating place where Park Avenue's blue bloods mingle with the elite of Broadway.

WE HEAR MUSIC AND CHATTER

LADY: (FADING IN) What a marvellous place! I'm absolutely thrilled!

MAN: Oh, you haven't seen anything, yet! Wait till the celebrities arrive to watch the floor show!

LADY: Really?

MAN: Yes. But we'd better have something to eat. Suppose we call Joe Moss over and ask him to recommend something.

Joe!

MOSS: (OFF) Yes sir! (COMING IN) Ah -- good evening, Mr. Stevens!

MAN: Evening, Joe. Tell me -- how are the sweetbreads with fresh mushrooms tonight?

MOSS: Marvellous! As usual!

MAN: Fine! Sound good to you, Elinor?

LADY: Oh, yes!

MAN: That'll take a few minutes though. Have a CAMEL?

LADY: Thank you. I noticed almost everyone here is smoking CAMELS, Mr. Moss.

MOSS: That's true. CAMELS have been a favorite with us a long time. You know in our business we've found that success comes from giving people the best -- the best in food as well as in entertainment. And the fact that CAMELS use costlier tobaccos and more people prefer CAMELS shows that this policy works with cigarettes, too.

MUSIC FAD'S FOR ANNOUNCER

DOUGLAD: What Mr. Moss said is backed up by maitre d' hotels, restaurateurs, headwaiters and prominent restaurant men throughout the country today. CAMELS are increasingly popular. But how natural this is. For as we've said before, good food, good entertainment and good tobaccos always go together. CAMELS help you enjoy your food... help you enjoy your entertainment. Smoke them freely during and after meals, for CAMELS aid digestion!

MUSIC: LET'S FACE THE MUSIC AND DANCE (ORCHESTRA & SARGENT)

APPLAUSE

O'KEEFE: That was Kenny Sargent giving his all to "Let's Face The Music and Dance." And now the Casa Loma boys play "China Boy."

MUSIC: CHINA BOY (ORCHESTRA)

APPLAUSE

SMOKE RINGS

ANNOUNCER: The CAMEL CARAVAN is presented by R. J. Reynolds Tobacco Company of Winston-Salem, North Carolina, makers of CAMEL Cigarettes and Prince Albert Smoking Tobacco. Any time you see a man smiling with pleased contentment and smoking a pipe, it's ten to one he's smoking good old P.A. For Prince Albert is the largest selling smoking tobacco in the world. Buy the big red tin tonight and enjoy a full measure of smoking pleasure yourself. You'll be glad you did.

All right Walter, it's yours.

O'KEEFE: Here's where we call it quits, ladies and gentlemen... time's up...dat ole dabbil clock on the wall keeps ticking along...We'll all bounce back next Tuesday night at this same time...Glen Gray and His Casa Loma Orchestra, Deane Janis and Ted Husing...Until then, let's face the music and scram. This is Walter O'Keefe saying good night.

THEME UP AND OUT

STATION CUE