

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 58

THURSDAY, APRIL 16, 1936
9:00 to 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 thru the courtesy of R. J. Reynolds Tobacco Company, makers of CAMEL Cigarettes...This is Walter O'Keefe, the Voice in the Old Village Choir, saluting you, Glen Gray and his Cas Loma Orchestra, Deane Janis and Ted Husing. Tonight Ted Husing has one of his former girlfriends here in the studio...Five years ago he gave her a lock of his hair and now he's trying to get it back..It's very cute to see them tonight...there they are out there...she's running her finger over his head and she's singing "Your' E an Old Smoothie"...Glen Gray and his lads will not serenade the happy pair playing "Blue and Broken Hearted".

MUSIC: BLUE AND BROKEN HEARTED (ORCHESTRA)

APPLAUSE

O'KEEFE: AD LIBS INTO

SOLO (WALTER O'KEEFE) THE AUCTIONEERS SONG
or
DUET (JANIS AND O'KEEFE)

APPLAUSE

O'KEEFE: And now we present Ted Husing, CAMEL star reporter.....

HUSING:

Thank you.

A quarter of a million people poured thru the turnstiles of eight baseball parks on Tuesday last, with notables and nonentities rubbing elbows in their desire to welcome the 1936 baseball season.

The fans looked the present campaigners over with critical eyes, enjoying to the utmost the flashy games that were played around the circuit.

In New York City, the largest crowd of them all filed into the famous Polo Grounds to witness the interboro battle between the Dodgers and Giants. Not since 1926 has New York seen such a first day turnout, and inspired by the large quantity of seated fans, the two ball clubs gave an exhibition that never failed to hold interest from the beginning to the end.

While watching the exiting play below, the fans were treated to reports about the other games, and no matter what happened, the cheers and groans lent much color to the spectacular play on the field.

Perhaps the baseball world remembers even now the exploits of Burgess Whitehead, the prancing rubber armed second baseman of the Giants, the potent batting attack of Melvin Ott, whose two runs, one of them a homer, saved the Giant day, and maybe too, fans are heartened by the superb mound-work of Hal Schumacher, (A CAMEL smoker by the way) whose sinker-ball pitching even against home grown Giant errors, was a thing of joy to those who discuss hilltop effectiveness.

HUSING: (CONTINUED) I saw Mel Ott after the game and he said to me, speaking of the opening day crowd: "The ball fans have got one thing on me - they can enjoy their CAMELS during the game. But afterwards I catch up," he said. "I smoke all I want and still keep in good condition - because I smoke CAMELS and only CAMELS. They never affect my wind or bother my nerves."

Mel Ott is right about CAMELS. Like many other successful athletes, he prefers CAMELS mild, costlier tobaccos, and don't forget, too, that CAMELS are a definite aid to digestion."

(APPLAUSE)

MUSIC: I'VE A MUGGIN' (ORCHESTRA AND HUNT)

(APPLAUSE)

O'KEEFE: Uh! uh! Woof! Woof!...Throw him a dog biscuit. Here comes a really beautiful song...it has the Janis touch...rendered as only Deane can do it. It's entitled "To Be Worthy Of You", Deane, it's your honor.

MUSIC: TO BE WORTHY OF YOU (DEANE JANIS)

APPLAUSE

O'KEEFE: Last Tuesday night, ladies and gentlemen...we started our series of radio awards which might almost be called the Pulitzer prizes of the air...Just as the Pulitizers and the Dramatic critics give an award for a distinguished achievement in journalism and the theatre...so do we

recognize

O'KEEFE: (CONTINUED) recognize those outstanding radio acts which contribute to your daily enjoyment.

BIZ: TRUMPET BLAST

O'KEEFE: During the year many feminine listeners have turned on their dials to that famous French beauty authority,... Francois de la Wahhhh,... Women rely on him to preserve for them that girlish figure and complexion,... His beauty hints are universally accepted,... Here he is,... Francois de la Wahhhhhh....

SORIN: Gratsias... merci... si si... and denk you... Dear Ladies.. go to your mirror... take a look at your face... are you looking? Phooey.. no dice... So listening up to me while I'm talling down to you a recipe... to make you a outeypuss So you've got a face dot's full wit lines... a face dot's looking like a raad map... Listen... dis will make your cheeks rosy... Two parts gin... one part rye... shake well and drop in olive... It'll gonna make your cheeks rosy and your nose rad....

BIZ: TRUMPET BLAST

O'KEEFE: No presentation of radio awards would be complete without giving some recognition to that favorite of the airwaves.. The Voice of Wisdom... This man whose sage advice has lifted so many people from the black depths of tragedy to the zenith of happiness... receives twenty thousand letters per weeks, appealing to him for guidance... Ladies and gentlemen, I now give you a great man... the mender of shattered lives and broken hearts... The Voice of Wisdom,

BIZ:

CHORD IN G

O'KEEFE:

Thank you... Good evening friends... first I am going to read a letter from a young man who is having difficulty in love matters... His letter reads... Dear Voice of Wisdom... My girl friend doesn't take me seriously... in order to prove my love for her I have even threatened to jump off of a building... What should I do?... Signed, George D.. My advice to you, George, is to make good your threat and jump off of a building... I had a similar case a few weeks ago and gave him this same advice... it worked out perfectly. He jumped off of the building... she realized how much he cared for her and how much she loved him... He is now the happiest man in the cemetery... And here's a letter from a man who wrote me recently about his financial problems... he told me that he worked in a department store but his weekly salary was inadequate... he needed more money for living expenses... At the time, I suggested that he be a bit more energetic... and that he take frequent walks over to the cash register when no one is looking... Now he sends me this letter of thanks... it says, Dear Voice of Wisdom.. I followed your advice and am no longer in need of money.. I moved out of my cheap apartment and have no more worries about living expenses... Signed, Al Cadensa? Sing Sing Prison, cell 39... Thank you.

BIZ:

TRUMPET BIA ST

O'KEEFE: Next, ladies and gentlemen, we have Cecily Dawn, who has handled the woman's side of the news so capably... Her feminine observations on the big news stories of the day are an outstanding radio feature... here she is broadcasting the fight of the century between Canvasback Cohen and Rosin Faced Willie...

BIZ: CROWD NOISES... FIGHT BELL... UP AND DOWN

FROST: (EXCITEMENT COMES UP THROUGHOUT) Hello girls. (GIGGLES) This is Cecily Dawn broadcasting the set to between Canvasback Cohen and Rosin Faced Willie... it's very exciting, Cohen weighs 167 and Willie weighs 178... My my... he's taken on so much weight around the hips, (EXCITEMENT UP) (GIGGLES) Oh dear... there goes the bell... Cohen prances out of his corner like a elfin pixie, He lands a right jab and tugs at his trunks which are made of a perfectly exquisite baby blue stain accentuating the rusty copper of his nut brown gloves... There back in the center of the ring dancing ever so gracefully... like elves you might say (PANDEMONIUM) Cohen is down and as I look over his prostrate body... I can see Miss Joyce Cambridge, popular debutant, She is wearing a blue velvet gown... trimmed with ruffles... and around her neck is a fox fur piece and Ted Husing's arm... and oh... oh... what is this... Both fighters have left the ring.. I don't know what happend... for further details consult your evening paper.

BIZ: TRUMPET BIA ST

O'KEEFE: And now, ladies and gentlemen, at this time we were going to present two famous families of radio...the Irish family, the O'heels and the East side family, the Goldsteins... but due to lack of time we can't present both acts separately...we do the next best thing and combine the two... Presenting the O'Heels and the Goldsteins combined..

BIZ: IRISH JIG SEGUES TO M ZELTOFF

FROST: Oh...so take a look Papa..here is coming our Danny boy...

O'KEEFE: Begorra..Hello, Danny me Bhoy...

SORIN: Hello Papa..how's by you?...

O'KEEFE: Hokay..how's by you...(IRISH) Begorra...wurra...wurra..

FROST: Sit down wit you to de table...we'll having gegultefish wit Irish stew...(HUMS IRISH JIG)...Ha ha deedle da deedle da deedle..

O'KEEFE: Ah, itis great to have me whole family here wit me.. Patrick and Danny....(DIALECT) And Sammy wit Rose...

JACK: Hullo hullo Papa...(CHANGE) Oh when are we gonna eat.. (CANGE) Already yat...

O'KEEFE: MAYTHER...I made up me mind today...I think I'll give up the cloak and suit business...(CHANGE) I'll going to become a policeman alrady...(UNDER BRATH, STRAIGHT VOICE) One of us is nuts...

FROST: (OFF MIKE) Yoo hoo...Mrs. Bloom...(CHANGE DIALECT) Why don't you come downstairs and have some cornbeef and cabbage and a piece of herring?

BIZ: TRUMPET BLAST.

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

DOUGLAS: Now we're going out to Chicago for a moment. . to the famed Marine Room of the Edgewater Beach Hotel, looking out over Lake Michigan. Two men, obviously father and son, are sitting down at their table in the balcony over the dance floor and Fred, the maitre d'hotel, has been called into consultation.

FRED: Mr. Dawson, good afternoon.

DAWSON: Hello, Fred. This is an occasion, and I need your advice about how to celebrate it. This young man has just flown up after a year in my Mexico City office and we have to make a good impression on him.

FRED: I see. (FAST) How do you do, sir?

JACK: (FAST) How do you do?

FRED: Well, now -- something really American appears to be called for. Might I suggest some of the grilled Lake Huron Trout to begin with, and then a nice Porterhouse steak.

JACK: That sounds great to me, Dad, you know how I am about steak!

DAWSON: I certainly do, Jack. And you know how I am about trout. By the way, Fred, how long will it take to grill it?

FRED: Less than ten minutes, sir.

JACK: Fine -- we'll have time for a CAMEL. Have one, Dad?

Thanks. I still smoke them, you see!

DAWSON: We certainly seem to be in the majority! Look at all the tables where you see CAMELS! You sell a lot of them here, Fred?

FRED: Indeed we do, Mr. Dawn! Good times and good tobaccos go together here. And CAMEL Cigarettes are immensely popular with our guests.

DOUGLAS: It is only natural that discriminating people who like the finest food also prefer the costlier tobaccos that go into CAMELS. With CAMELS you will find that good food tastes better. And don't forget that smoking, CAMELS actually aids digestion.

MUSIC: TORMENTED (ORCHESTRA AND SARGENT)

APPLAUSE

O'KEEFE: That was Kenny Sargent singing "Tormented", ...and now for a slice of swing music...swing stuff... "I Found A New Baby"...

MUSIC: I FOUND A NEW BABY (ORCHESTRA)

APPLAUSE

SMOKE RINGS

ANNOUNCER: The CAMEL Caravan is presented by R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of CAMEL Cigarettes and Prince Albert smoking tobacco. Have you tried Prince Albert yet, men? No other tobacco is like it. Buy a big red two-ounce tin tonight...smoke a pipeful...and I think you'll agree that Prince Albert is a princely smoke!

All right Walter, it's your.

O'KEEFE: Well imagine that...here we are and it suddenly occurs to me that it's time to go..it's time to round up Glen Gray and his Casa Loma Orchestra...Deane Janis and Ted Husing.. and rest up until our next visit with you at this same time Tuesday..This is Walter O'Keefe saying good night until then
THEME UP STATION ONE