

**RADIO**  
**WILLIAM ESTY AND COMPANY**  
INCORPORATED

5/11/36.



COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 66

THURSDAY, MAY 14, 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, your cousin from Connecticut...coming into your loudspeaker along with Glen Gray and his Casa Loma Orchestra, Deane Janis and Ted Husing...Incidentally....I saw the Zeppelin...the Hindenburg pass over New York the other morning at five o'clock...I was just getting dressed for school...I think the Zeppelin was a little higher than I was...Well what I wanted to say was...about its size...it looks like McGilllicuddy with four motors on. To Husing it was quite a disappointment...he was very jealous of it. Y'see until the Zep came to town Ted was the biggest wind-bag in New York. Well that takes care of the world of

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O'KEEFE: (CONT'D) aviation and the big news in the world of music is that Glen Gray and his boys are now going to play, "At The Jazz Band Ball."

MUSIC: AT THE JAZZ BAND BALL (ORCHESTRA)

APPLAUSE

O'KEEFE: Ladies and gentlemen, tonight I have a very important announcement to make. I am opening up Professor O'Keefe's School of Etiquette. I feel qualified to pass out advice on etiquette, because in my set...in my social circle, I am known as the Prince of Politeness. Of course, ~~the~~ <sup>my</sup> ~~Princess~~ doesn't demand much. Well, anyway...in this and future broadcasts I am going to point out some of the common ordinary social blunders and try to correct them. For instance...I shall first take up the subject of Table Manners. When a gentleman takes a lady to a restaurant... he first looks over his money to see if he has enough to pay for his check...then he looks in the lady's purse to see if she has enough to take the slug for her own check. His first move at the table is to pull out a chair, and see that the lady is comfortably seated...at this point he bows courteously and sits on her lap. Of course the gentleman does the ordering...when the waiter appears he says, "Now let's see...I'll have a caviar canape...mock turtle soup...very clear...and bring me Filet du Bouef Provencale...a creme de menthe frappe and a schooner of beer for the dame. Now...as often happens...the young lady

*circle*

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(CONT'D) will probably make up her face between courses... she will apply lipstick, rouge and powder to her face. Very rude...and it ill behooves the host to rebuke or criticize her. On the contrary he should resort to more subtle tactics...the power of suggestion. When she finishes powdering her nose...the gentleman promptly brings out a shaving mug, lathers his face...pulls out a razor and shaves. Now when dessert comes nothing suggests ill breeding so much as inundating or immersing the pastry... in other words, dunking the doughnut. The greatest danger here is being in a hurry to dunk the doughnut and this results in splashing the shirt front. To be on the safe side simply remove your shirt. Now for the art of dunking... First put on a rubber glove...then you are free to go wading around up to your elbow without fear of drowning. Now we come to the subject of the check...the rap, the payoff. In the best restaurants the waiter always hands you the check...FACE down. Frequently at this time...the guest is lying on the floor face down. Let's say it's a large dinner party...Now if it embarrasses you to let your companions know the full amount of the check you can tell the waiter to meet you with the check some place else... let's say a dark alley. Now if the waiter is insistent that you pay the check then and there...immediately...just say "I won't pay." He will then introduce you to the bouncer.

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O'KEEFE:



(CONT'D) and you say to the bouncer "I won't pay"...He says "Oh Yeah?" You say "Yeah!" He says "Oh yeah?" You say "Yeah." This could go on for years and years...(REPEAT REFRAIN) Well anyway...when you pick yourself up off the sidewalk and dust yourself off just simply explain to the policeman that everything is all right...that you'll straighten the check out later and besides you have left six of YOUR guests inside as a deposit. Now about the dinner party at home...after the cocktails are served in the drawing room the butler announces that dinner is ready. Put your right hand on the shoulder of the person in front of you and start to lockstep into the messhall...oh pardon me...I keep thinking of the summer I spent at Sing Sing...lecturing there, of course (LAUGHS). Well anyway you proceed into the dining room and remember it is YOUR duty to keep the ball of conversation rolling...There are certain subjects that interest everybody...subjects that everyone is eager to talk about...Permit me to list a few of them. There is the River and Harbors Appropriation Bill...that's always a hot topic...Then there is another subject upon which everyone has an opinion...The Care and Feeding of MURKINS...This is a very lively topic...Or you can ask what they think of The Broadway Column in the Undertaker's Gazette...Then...there's one that never fails..."Early Egyptian Plumbing from Nebuchadnezzar to Joe the Horse...to Tinkers to Evers to Chance." If any of these POSSIBLY fail (although I

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O'KEEFE:



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(CONT'D) don't see how they could) you can always fall back on that old favorite...that old standby...Egyptian Mummies... How they use to swing it...or Truckin' on Down with Neanderthal Men...Now...if you find that you are not a part of the conversation...if you realize that nobody will pay you any attention...and nobody is talking to you...don't be boisterous...don't raise your voice...simply jump up on the table, and go into a fan dance. This will get immediate results...you'll soon find that EVERYONE IS talking to you... including the cop on the beat and the keeper from the asylum. Supposing that the dinner is waning on towards its end and you find yourself down to your last saucerful of coffee...and you want more...don't nudge your neighbor... that's very impolite. The correct thing to do is to smile at the hostess and then say (WHISTLE) "Hey Babe, pass the coffee." In a few minutes, ladies and gentlemen...I shall take up some concrete examples.

BIZ:

CHORD IN G

APPLAUSE

DOUGLAS:

Thank you...that was Walter O'Keefe...the Prince of Politeness and here's Ted Husing...CAMEL star reporter.

HUSING:

TO BE INSERTED

APPLAUSE

MUSIC:

KNOCK WOOD (ORCHESTRA AND HUNT)

APPLAUSE

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O'KEEFE:



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Ladies and gentlemen...that was Pee Wee Hunt singing "Knock Wood"...By the way...Pee Wee and I went up to the Polo Grounds today with Husing to see the baseball game. Of course you know Husing...the big shot...he knows all the players...He was standing around on the field today and the umpire came over and dusted off his head...He thought it was home plate. Of course it was no fun for Pee Wee either... he was very embarrassed. Every time the umpire hollered out three balls it make him think of his wrist watch. And here comes the pride of the Janis family, Deane...Deane's going to sing "She Shall Have Music"...All right Glen..."She Shall Have Music."

MUSIC:

SHE SHALL HAVE MUSIC ( DEANE JANIS)

APPLAUSE

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HUSING:



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And now, ladies and gentlemen...we carry on with our course in etiquette presided over by Professor O'Keefe...The Prince of Politeness.

O'KEEFE:

Thank you, Ted...

HUSING:

By the way Walter...before you get on with your lecture... I've got a problem. When I go out with a girl I like to have that personal magnetism...a certain glamor...sparkle... How can I dazzle her? How can I shine in her presence?

O'KEEFE:

Just take your hat off. Now ladies and gentlemen...a few minutes ago I mentioned the penchant...the tendency of women today to make up in public...that is to apply cosmetics. Now in mother's day such conduct was unthinkable. Now in my mother's time...my mother would dress for dinner and the theater and once she left her boudoir...she never again for the next four hours looked into a looking glass. Father was exactly the same...he never looked into a glass either...unless there was beer in it. Of course Father was the quintessence of chivalry and gallantry...He never passed a woman on the street without tipping his hat...he never passed a saloon without tipping the bartender...as a matter of fact...he never passed a saloon. His breeding and good manners were brilliantly demonstrated one afternoon when he was promenading in the Bois...promenading in the Bois... that is truckin' on down Railroad Avenue...when he encountered Mrs. Olga Podanski...he bowed at a forty-five degree angle...

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O'KEEFE:



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(CONT'D) He bent over just far enough so that his toupee wouldn't fall off...now, of course in Father's day the gentleman of fashion wore tight fitting trousers... unfortunetely Father bent not wisely but TOO well...there was a ripping sound and Father knew the worst...then quick as a flash he backed up against a building to hide his embarrassment. Of course Dad has taught me many of the fine points of etiquette and I'd like to interrupt this lecture now to illustrate a social problem...a situation...where manners and breeding are of paramount importance...courtship and the marriage proposal. Love knows no boundaries...and in our dramatized illustration we present the case of a struggling young man who has fallen in love with a wealthy young heiress. To get the consent of the father to this ill assorted match requires the greatest of subtlety and finesse. The situation must be approached with exquisite delicacy with no hint of the money involved...as witness the following.

BIZ:

ORCHESTRA PLAYS "I LOVE YOU TRULY"

FROST:

Oh Father, Chauncey here...has something to say to you.

O'KEEFE:

What is it, Chauncey?

SORIN:

(RAPIDLY) Well my good man...me and your daughter is going to get hitched...I'd like to ask a couple questions...FIRST... will you give your consent to the marriage and SECOND how much dough have you got in the bank. Answer the second question first.

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O'KEEFE:



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Wait a minute, Chauncey...I hope you realize that there is a big difference in the social rankings of our families. We're ~~Union League~~ *one of the 500.*

SORIN: So what. I'm Union Square.

O'KEEFE: But you're lacking in social graces, Chauncey. We belong to society's upper strata...After all our family came to America on the Mayflower...YOUR family came in through a crack in the Holland Tunnel. We're in the Social Register and the Blue Book.

SORIN: Pfui...I'm more interested in the cash register and the bank book.

FROST: Don't keep us waiting, Father...give us your consent.

O'KEEFE: But daughter...you promised to marry someone in your own set. You're engaged to marry Count Twaddle...don't you remember?

SORIN: A count...the man is nothing but a fortune hunter...he's after your money...strictly a monetary interest...By the by, how much money are you going to give me for a wedding present, Pawpaw?

DOUGLAS: (DIGNIFIED) Announcing his grace...Count Kensington Wensington Feasington Twickenham Sickenham Pick-on-on Twimble Twaddle...alias Butch McGonigle...

O'KEEFE: Welcome your grace.

JACK: Cheerio old boy...old boy...old fruit...old sock...old thing. (GRUNTS)

O'KEEFE: Why don't you try some bicarbonate?

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JACK: (LABORIOUSLY) Give me a spot of scotch...with some soda...  
or a spot of rum with aqua...and a swizzle stick...(GRUNTS)

O'KEEFE: What are you doin'?

JACK: I've a muggin'...lah de ah dah...I just dropped in to tell  
you that I just fell into a potful of money so I don't have  
to marry your daughter.

O'KEEFE: Then Chauncey...she's yours. Congratulations.

JACK: Congratulations, old boy...stout fellow (GRUNTS AND RATTLE)

SORIN: Step outside and say that.

O'KEEFE: Well now let's see...we've got to give the bride presents.  
I'll buy her a house in the country. Mother will buy her a  
town car.

JACK: I'll buy her a diamond bracelet...

O'KEEFE: What'll you buy her, Chauncey.

SORIN: I pass.

JACK: Ah brave...top hole...well played...(GRUNTS)

BIZ: CHORD IN G.

O'KEEFE: And that's just one example, ladies and gentlemen...of our  
new course in etiquette. Send in any of your problems...  
on how to behave and they will be answered on this program...

APPLAUSE

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O'KEEFE:

And now, ladies and gentlemen, Paul Douglas.

DOUGLAS:

I want to tell you something about a very important subject -- digestion. For good digestion, a normal, unchecked flow of the natural digestive fluids is necessary. When we are nervous or upset...bothered by the annoyances of daily life...the rush, worry, noise and mental strain... this free flow of digestive fluids is slowed up and digestion affected unfavorably. In this connection it is interesting to know that scientists have brought forward conclusive proof that smoking CAMELS is a pleasant and effective way to stimulate good digestion. For CAMELS increase the flow of digestive fluids -- alkaline digestive fluids -- necessary for the enjoyment of food and for good digestion. Smoke as many CAMELS as you wish...they do not get on your nerves and they are so mild they never bother your throat. Smoke CAMELS for a comforting lift...a sense of well being and cheer. CAMELS set you right.

MUSIC:

LOST (ORCHESTRA & SARGENT)

APPLAUSE

O'KEEFE:

Ladies and gentlemen...that was Kenny Sargent singing "Lost"..."Lost"...the theme song of the ~~Brooklyn Dodgers~~ and now for an arrangement that is right down the Cass Iona alley..."Running Wild."

MUSIC:

RUNNING WILD (ORCHESTRA)

APPLAUSE

SMOKE RINGS

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*of some of the  
big league  
clubs.*

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BUSINESS CENTER

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WILLIAM ESTY  
AND COMPANY  
DOUGLAS:



The CAMEL Caravan is presented by R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of CAMEL Cigarettes and Prince Albert Smoking Tobacco. You know, men, you can spend years trying to find the tobacco that hits the spot, or you can start smoking Prince Albert right now. And that's not just an idle statement. For once you've tried good old "P.A." - that truly princely pipe tobacco - you'll never smoke any other kind. How do we know? Because Prince Albert is a blend of choice quality tobaccos...crimp cut for cooler smoking and better packing in the bowl...and with all the "bite" removed by a special process. No wonder it's the largest selling smoking tobacco in the world.

All right Walter...it's yours.

O'KEEFE:

And so the man in the control room is giving me the needle again...and another visit comes to an end for Glen Gray and his Casa Loma lads...Deane Janis and Ted Husing. It's been very nice to have you with us tonight...don't forget that we'll have you over to the house again at this same time Tuesday. This is Walter O'Keefe saying good-night until then.

THEME UP AND OUT  
STATION CUE

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