

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

W. Esty
5/13/36

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 67

TUESDAY, MAY 19, 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...This is Walter O'Keefe, the Prince of Politeness, coming to you once again for another series of lectures on perfect behavior along with Glen Gray and his Casa Loma Orchestra, Deane Janis and Ted Husing. You know, last Saturday, I went down to Baltimore to see the horse races...I wanted to see the Preakness and I had a terrific hunch because there was a horse in the second race named Ted Husing...So I played my ALL on it and coming down the home stretch the horse looked like a sure winner. He was away out front... the crowd started to yell, "Yeah Ted Husing! Yeah Ted Husing!"...but just to show you how breeding will tell the horse turned around to the grandstand, bowed and said,

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O'KEEFE:

(CONT'D) "I hope you like it." I still don't know what became of the horse...the last I heard was that they had a warrant out for his arrest. Well, I think I'll go out and call up the Bureau of Missing Horses and find out what happened. Meanwhile Glen Gray and the boys play "Rose Of The Rio Grande."

MUSIC:

ROSE OF THE RIO GRANDE (ORCHESTRA)

APPLAUSE

HUSING:

And now, ladies and gentlemen...we present our new course in correct social behavior...the fine points of etiquette presided over by that master of manners...Walter O'Keefe, the Prince of Politeness...Let's give him a polite reception...

BIZ:

ORCHESTRA AND CAST MAKE MOB NOISES

O'KEEFE:

Thank you...comrade...Now first of all tonight I would like to lecture on the subject of "Correct Behavior While Strolling on the Avenue"...The gentleman should always walk on the outside...when he is escorting a lady...Obviously if a fat man...someone say, like McGillicuddy...balloon or blimp type of chassis...well, this fat man should not walk on the inside...because if he were to do this the lady would find herself walking along in the gutter...The big advantage in having the lady on the inside is that it prevents the gentleman from wandering into a bar when she isn't looking...

~~Now let's assume they find themselves in the bar...I spent quite a few hours in a bar once...or so they tell me...~~

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O'KEEFE:



(CONT'D) well if the lady is well bred she will hold the gentleman's hand...that's so that he won't be able to have a glass in both hands. Now as regards the check...the waiter should always place the check directly under the nose of the gentleman...Of course this is sometimes difficult...especially if the gentleman's nose is touching the floor...in that case there is only one way to get him up on his feet and that is to have the bartender yell out, "Free Drinks On The House"...A gentleman buying a cocktail for a lady should always TEST her drink first...He is called the "Testor"...and she is known as the "Testee"...This is very simple...You simply take a spoon, drop it into the glass of liquor...now...if the spoon turns black...it's okay...but if it bends...look out!...Another test popular with barflies is to test the lady's drink by imbibing...that is, tossing it down the hatch...After swallowing her WHOLE drink...including the olive, the ice and the toothpick...you use your own drink for a chaser...Repeat this process ten times...the lady will then be well protected...and the gentleman...the gentleman will then be on the Olympian heights...he will be in a state of supreme exaltation...in other words...plastered...At this point the testor leaves the testee...walks over to the bartender...looks him straight in the eye and says "Y'know, bartender...I love you because you remind me of my mother"...Some people in this condition have been known to go into the street, pick up a manhole

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(CONT'D) ~~cover, take it home and try to play it on the victrola.~~ Now we take up the subject of etiquette in the theater...By all means DON'T get to the theater on time... wait until the theater is completely filled up...and then start looking for your seat in the dark. This is great fun and can be played by one or more people. Walk down the right aisle and when you spy a friend of yours, a fellow club member...somebody in your social set, always remember that it is impolite to wave your hand to get his attention. The perfect gentleman will bow from the waist and then say (WHISTLE) "Hey Charlie...look...it's me"...then Charlie will rise, adjust his monocle...and say "Hyah Bwah...how's everything up at the Big House?"...When you definitely discover that all the seats are taken simply vault lightly up over footlights on to the stage, bow from the waist and announce that there's a call at the box office for Mr. Smith... Immediately the first six rows get up and hurry out...Now, let's assume that you find yourself sitting in back of a woman who is wearing a hat with cherries all over the top, thus obstructing your view of the stage. It is not correct to ask her to remove her hat...but it IS permissible to pour cream and sugar over the cherries and eat them...Let's suppose that the woman in front of you has one of those victorian hair dresses...high...pompadoured...with a knot on the top... this also obstructs the view of the stage...The simplest thing to do is find a seat behind Ted Husing and you'll have

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O'KEEFE:



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(CONT'D) a clear view of everything...A common experience at the theater is to find yourself sitting in front of three or four people who are carrying on a lively animated conversation. It's impolite to raise a beef or squawk... Simply turn around to the people who are talking...bow from the waist and say "I'm sorry folks...but those actors up on the stage are making so much noise that I can't hear a word you're saying"...Always remember that it is strictly old fashioned to be content with the seats you have...you can always do better...If you see two seats down front that are desirable...don't forget that you have as much a right to those seats as the people who are sitting in them...Explain to the people in the seats that a glove has been lost... they will immediately get up to help you look and then you can start fighting. In no time at all I guarantee you will have two seats that are perfectly swell...way up front in the patrol wagon...I will continue this discourse a little later but meanwhile...Here's Ted Husing...CAMEL Star Reporter...

HUSING:

TO BE INSERTED

APPLAUSE

MUSIC:

SWING TIME (ORCHESTRA AND HUNT)

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O'KEEFE:

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Ladies and gentlemen, that was Pee Wee Hunt tearing off
a vocal entitled "Swing Time"...When it's swing time in
the Rockies...and now comes Deane Janis to sing "Love Is
Like A Cigarette"...I should say it's like a CAMEL Cigarette
...It NEVER gets on your nerves...All right, Deane.

MUSIC:

LOVE IS LIKE A CIGARETTE (DEANE JANIS)

APPLAUSE



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HUSING:



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And now, ladies and gentlemen, we turn you back once again to our lecture on correct behavior presided over by that expert on etiquette...Walter O'Keefe...the Prince of Politeness.

O'KEEFE:

Thank you, Ted...Ladies and gentlemen, I hardly have time this evening to cover all the points relating to the etiquette of conversation so I shall discuss only a few... first of all...the Street Conversation. It is not considered good manners to hold a long conversation on the sidewalk. Let's say A and B...two society playboys are hurrying down Park Avenue...no doubt each has his own important destination...A is on his way to the pawnbrokers... and B...let's say...is anxious to get to that movie house before the prices change from fifteen to twenty-five cents. The correct thing for A and B to do is to get the conversation over very quickly. Let me illustrate.

BIZ:

STREET NOISES...UP AND OUT COMPLETELY

JACK:

Hullo Chumley.

SORIN:

Hullo Montmorency.

JACK:

How's tricks.

SORIN:

Good...You?

JACK:

Fine. Me too.

SORIN:

Me too. Where you been?

JACK:

Movie.

SORIN:

Good?

JACK:

Awful.

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SORIN: You look good.
JACK: Thanks.
SORIN: Me too.
JACK: See you soon.
SORIN: Right.
JACK: Love to the wife.
SORIN: Me too.
JACK: Well can't stand here gabbin' all day.
SORIN: Right.
JACK: Good-bye.
SORIN: Me too.

ORCHESTRA PLAYS CHORD IN G

BIZ:
O'KEEFE:
And so, ladies and gentlemen...that is perfect technique for a street conversation...that is AMONG MEN. But when a gentleman meets a LADY on the street he should never say, "How are you?" Because she's liable to tell him...and you know how long it takes a woman to tell about her operation... Now...of course there are other occasions when conversation should be leisurely...as for example...during the period of courtship. During courtship the lady should never play the leading hand...all advances should be made by the gentleman. She should accept his compliments and outpourings of his heart with maidenly reserve...as witness the following.

BIZ:

ORCHESTRA PLAYS "I LOVE YOU TRULY."

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FROST: Gee it's a lovely night...isn't it, Larry?
DOUGLAS: Uh huh.
FROST: Did you say something, dear?
DOUGLAS: Uh huh.
FROST: What did you say?
DOUGLAS: (ACCENT ON HUH) Uh HUH
FROST: (QUESTIONING) Uh huh?
DOUGLAS: Uh huh!
FROST: Gee darling...can't you say anything but uh huh?
DOUGLAS: (NEGATIVELY) UH uh.
FROST: Did you say UH UH?
DOUGLAS: Uh huh!
FROST: Please say something different, darling. Can you say your name, Larry? Just your name...LARRY. Try hard.
DOUGLAS: (INDECISIVELY) La la la la la Larry.
FROST: (SIGHING WITH FEELING) Oh that's marvelous.
DOUGLAS: It is...isn't it.
FROST: Uh huh. Oh Larry...I could sit here all night with you...you love me don't you, Larry.
DOUGLAS: Uh huh.
FROST: You think I'm beautiful, don't you.
DOUGLAS: Uh huh.
FROST: You don't love anybody else...do you, Larry.
DOUGLAS: (EXCITEDLY) UH uh.
FROST: Are my eyes like the black of night? Are my lips like the crimson rose? Is my hair like a golden sunset?

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DOUGLAS:

Uh huh.

FROST:

Oh Larry...you say the nicest things about me...Tell me more

BIZ:

CHORD IN G.

O'KEEFE:

There, ladies and gentlemen...that's the correct way for a boy and girl to behave...don't you think so, folks?

BIZ:

ORCHESTRA AND CAST GO "UH...HUH" (ACCENT LAST SYLLABLE)

O'KEEFE:

Well this concludes tonight's lecture on perfect politeness, and if YOU people listening have any problems of etiquette please write in to me, Walter O'Keefe, the Prince of Politeness, care of this station and I promise to advise as to the correct procedure.

APPLAUSE AND CHASER MUSIC

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O'KEEFE:

DOUGLAS:



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And now, ladies and gentlemen, Paul Douglas.

You know, it's really remarkable how our digestion can affect our disposition...our temperament...our whole lives. And the other side of it is that our outlook on life is cheerier when digestion is working smoothly. You've heard people say "For digestion's sake, smoke CAMELS." So we suggest that you pause for CAMELS at your meals - and afterward. You will enjoy that sense of well-being CAMEL's costlier tobaccos encourage. Science explains this by pointing out that good digestion requires a free and natural flow of the digestive fluids. If this flow is interrupted by nervousness, rush, or mental strain, digestion is affected. And when this happens, you will find CAMELS extremely helpful. For scientists, using delicate laboratory apparatus, have repeatedly shown that smoking CAMELS starts the digestive fluids -- alkaline digestive fluids -- flowing with renewed activity. And so CAMELS aid digestion and bring a sense of peace and good feeling. You will like CAMELS for their delightfully mild flavor, too. You can enjoy them often for they never get on your nerves or tire your taste. Make CAMELS your cigarette...for digestion's sake and for that welcome "lift". Remember, too, that CAMELS are packed firmly...don't shred in your mouth. Yes, you'll like CAMELS!

MUSIC:

SMALL HOTEL (ORCHESTRA & SARGENT)

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O'KEEFE:

Thank you, Kenny...Thank you. That was the pride of the Sargent family, Kenny, singing "Small Hotel" and the next number to be vouchsafed us by the Casa Lomas is "Wild Goose Chase" and there's nothing I like to chase quite as much as a goose...Well in "Wild Goose Chase"...Pee Wee Hunt is going to have a little trouble with his upper lip. He injured his lip over the week-end trying to play his trombone in a telephone booth. All right boys...up and away and Tally Ho the Goose.

MUSIC:

WILD GOOSE CHASE (ORCHESTRA)

APPLAUSE

SMOKE RINGS

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DOUGLAS:



The CAMEL Caravan is presented by R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, the makers of CAMEL Cigarettes and Prince Albert Smoking Tobacco. If you pipe smokers listening in tonight haven't tried Prince Albert, you don't know how good your pipe can really taste. For Prince Albert is that fine, mild smoking tobacco that makes every pipe taste better. It is milder and mellow because all harsh bite is removed by a special process. And it's crimp cut for cooler smoother smoking. Try "P.A." tonight. You'll know after your first puff why it is the world's most popular smoking tobacco. No other tobacco is like it.

All right Walter...it's yours.

O'KEEFE:

And so it comes to the end of the evening. You go your way we'll go ours. But don't forget on Thursday night at this same time we have another date with Glen Gray and his Casa Loma Orchestra, Deane Janis and Ted Husing. This is Walter O'Keefe saying good night until then.

THEME UP AND OUT

STATION CUE

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