

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

OK
W. New
R. P. A. S.
5/19/36
5/15/36.

John O'Connor

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 68

THURSDAY, MAY 21, 1936.

9:00 - 9:30 P.M.



CUE: (COLUMBIA BROADCASTING SYSTEM)

ANNOUNCER: CAMELS never get on your nerves!

MUSIC: SMOKE RINGS

OVERBEFE: (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 walking into your loudspeaker arm-in-arm with Glen Gray and his Casa Loma Orchestra... Deane Janis, and Ted Husing, ~~the hair~~... You know with the outdoor weather here it's good to see everybody in the east looking so well... You see we in New York don't get much of the outdoor life, but there is a great substitute we have here in New York... the modern ultra ultra barber shop... with all the advantages of a beach... sun lamps... sand all over the floor... a hot dog stand over in the corner... and the barbers are experienced beachcombers... beachcombers... do you get the tieup... Oh, it's great fun to take off your shoes and go wading around in the sin... We all go there...

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O'KEEFE:

(CONT'D) all except Hosing. Ted went in once...but they laughed when he sat down in the barber chair...but they roared when he said comb it straight back...so much reporting for the nonce, ladies and gentlemen...the program tonight gets under way with Glen Gray and the boys... playing "Say It With Music." Up up...boys...

PROST:

SAY IT WITH MUSIC (ORCHESTRA)

APPLAUSE

O'KEEFE:

Tonight, ladies and gentlemen...we are proud to offer the third in a series of lectures dealing with etiquette... conducted by that eminent authority on correct behavior... Walter O'Keefe...the Prince of Politeness.

BIZ:

MYSTERIOSO MUSIC

SORIN:

(LAUGHS FIENDISHLY)

PROST:

(SCREAMS)

O'KEEFE:

Hey...that's next week's show. Scram...you muggs...this is the Prince of Politeness, ladies and gentlemen...and tonight we are going to devote our instruction to correct behavior AT the dance and on the dance floor. The gentleman should be properly attired...he MUST be wearing shoes. About the rest of his attire...he has his choice of a white tie with tails...a dinner jacket with a black tie...or else a sweat shirt with corduroy pants. The lady should also adhere to the rigid formality of society and come in formal apparel such as a sailor blouse, gymnasium bloomers and sneaks.

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(CONT'D) If the gentleman is far sighted he will see to it that he has an ample supply of ten cent pieces...that is PIMES so that he can buy enough tickets because those dance tickets run into a lot of money. The duties of a hostess at a formal ball are many and varied...She should never allow her guests to feel embarrassment...in other words if one of her guests should make a mistake she can cover this up by making the same mistake herself. For example...during the dinner preceding the dance...let's say a guest spills tomato juice on his shirt front. She can quickly put him at his ease by deliberately dumping a bowl of beef stew in her lap...If, for instance, one of the women guests happens to shoot her husband...The hostess should be quick to notice this little detail...this little faux pas...She has no alternative but to shoot her OWN husband. This puts everybody at ease...especially the two husbands. Now that the tension has been relaxed...now that the ice is broken the dance begins. The music begins and the gentleman thereupon approaches the lady, bows from the waist, and may say any one of three things. He may say "May I have this dance?" or..."Will you do me the honor of being my partner?" or..."Howz about you and me truckin' on down, Babe?" And here arises an interesting obligation of the hostess...She must be sure that the music be refined with accent on the Viennese Waltz. Like this...

BIZ:

ORCHESTRA PLAYS GERMAN BAND TEMPO "TAKE ME OUT TO THE BALLGAME."

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Ladies and gentlemen...that was Stuff Gilhooligan and his Society Wildcats. In the middle of a hot dance it is permissible for the gentleman to take off his overcoat. In the dancing, position and posture...no holds are barred. In my own set...in MY circle...the most popular hold today is the Chiropractic Double Wing Back Clinch. This calls for the lady to put her right hand lightly in his left hand... He put his other hand around her neck until he feels the clasp on her diamond necklace. Then he's on his own. After he gets the necklace...he bows from the waist, dances straight through the door and down to the pawnshop. By all means the ball of conversation must be kept rolling...even on the dance floor. Let's suppose the lady says "My! What lovely dancing. Have you ever SEEN dancing like this before?" The gentleman bows from the waist and then says "Yes once... but the joint was raided." After six or seven dances it is permissible to sit a dance out...but it's not considered good manners to sit out the dance in the middle of the dance floor. Of course it is inevitable at some time in the evening that you will meet and dance with the Wallflower... She's all feet and dying to dance...and she's as graceful as a brewery horse. Every time she takes two steps she lands on your feet three times. SHE MARCHES ON...and Off and On as long as you can take it. It is not correct for the gentleman to kick her in the shins...his revenge can be handled in a more subtle way. Simply bow from the waist

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O'KEEFE:

(CONT'D) and say "I'm going to take you for a walk."
(Of course what you really mean is "I'm going to take you
for a ride") With no sense of impending disaster she
permits you to lead her out into the moonlight and up to
the edge of a cliff...She bows from the waist and falls
off...as a matter of fact you push her. Then YOU bow from
the waist and say "Whoops...sorry!"

BIZ:

APPLAUSE AND CHASER

O'KEEFE:

I will continue this lecture on etiquette later in the
program...but here's Ted Husing...CAMEL star reporter...

HUSING:

TO BE INSERTED

APPLAUSE

MUSIC:

SHOE SHINE BOY (ORCHESTRA AND HUNT)

APPLAUSE

O'KEEFE:

That was Man Mountain Hunt singing "Shoe Shine Boy"...
"Shoe Shine Boy," ladies and gentlemen...and the toughest job in
the world is shining Pee Wee's shoes...what a pair of dogs he
has...He's going to have them cleaned next week...by an
agency down at the docks...the same people who clean the
Normandie and the Barendaris...working two eight hour shifts
the job can be done in a week...and now, ladies and gentle-
men..."It's Great To Be In Love Again"...by that old lover
againer...Deane Janis...Deane, you're on...

MUSIC:

IT'S GREAT TO BE IN LOVE AGAIN (DEANE JANIS')

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O'KEEFE:

Now of course, ladies and gentlemen...a young gentleman should never make a personal call on a young lady at home without first telephoning...The etiquette of telephoning is most important and should not be regarded lightly...There is a definite approach to the telephone and the most important thing is to have a nickel...You MUST have a nickel. A nickel is sometimes hard to get...especially if it's after three o'clock and your bank is closed...In that case stand on a street corner with your hat in your hand and wait until some nearsighted old lady drops a nickel in it. When a gentleman enters a phone booth he first of all looks carefully around to see if there is anybody in the telephone booth with him...If perchance he finds a lady there he bows from the waist and removes his hat. But let's say he is alone in the booth...first of all he sticks his index finger into the slot where it says "Money Returned Here." If no money is forthcoming he gently shakes the whole telephone lightly like this...

112:

VIC ALMOST WRECKS A PHONE...COINS DROP

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O'KEEFE:

After the coins drop into the slot the manager of the store drops into the booth...for HIS cut...Well anyway, permit me to illustrate the correct technique in a telephone conversation. The scene is a telephone booth on Broadway and the gentleman is telephoning the lady...

BLZ:

ORCHESTRA PLAYS ANYTHING

NICKEL DROPS IN SLOT...JIGGLE OF HOOK

O'KEEFE:

Hey operator...I've been on the phone five minutes and I still haven't gotten my number.

FROST:

(INTO GLASS OR REVERSE MIKE SWEETLY) Five minutes...are you sure?

O'KEEFE:

Yes...yes...

FROST:

Your time is up...Will you please deposit another nickel?

O'KEEFE:

Listen operator...I DID put in the nickel...Give me Spring 2300...

SORIN:

Hello...

O'KEEFE:

Is Miss Gwendolyn...

SORIN:

No...this is Jake...

O'KEEFE:

Is this Spring two three hundred...

SORIN:

Hello...

O'KEEFE:

I want Spring two three hundred...Spring...S like in Shaughnessy...P like in Patrick...R like in Riley...

SORIN:

This is Main two three hundred...

O'KEEFE:

I can't understand you...

SORIN:

Main...M like in Moe...A like in Abie...I like in Izzy...
N like in Nathan...

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O'KEEFE:

Goodbye...

SORIN:

What?...

O'KEEFE:

It's 10 Goodbye...G like in Gilhooley...

BIZ:

HOOK JIGGLES

O'KEEFE:

Operator...operator...

FROST:

Your time is up...will you deposit another nickel please?

BIZ:

NICKEL IN SLOT

O'KEEFE:

Operator...that's the third nickel...PLEASE get me Spring
two three hundred...

FROST:

One moment please...

JACK:

Hello...

O'KEEFE:

Hello...Gwendolyn...

JACK:

Who?...

O'KEEFE:

Gwendolyn...

JACK:

What race is she in and how much do you want to bet?...Win,
place or show...across the board or on the nose?

O'KEEFE:

Wait a minute...is this Gwendolyn?

JACK:

No...this is Joe the Hookie...

O'KEEFE:

Well, hang up...

JACK:

What?...

O'KEEFE:

Hang up...

JACK:

Hang up?...I never heard of her...What track is she running
at?

O'KEEFE:

Put two bucks on the nose...

JACK:

Okay...I'll call you back...

BIZ:

JIGGLE OF HOOK AGAIN

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FROST: What number are you calling?
O'KEEFE: Operator...Look...I want Spring 2300.
FROST: I will get your number...Here is your number...
O'KEEFE: Hello...Gwendolyn?
JAMES: (VERY NASALLY) When you hear the sound of the musical gong
it will be exactly nine twenty thrrrrree and a quarter...
BIZ: VIC WALLOPS THE BIG CHINESE GONG
O'KEEFE: Okay Major...Operator...Operator...
FROST: Your time is up...will you please deposit another nickel.
BIZ: NICKEL DROPS IN SLOT
O'KEEFE: Operator...get me Spring three two...Oh now I've forgotten
the number...
FROST: That's all right...I remember it...Spring two three hundred...
Here's your party...
O'KEEFE: Hello Gwendolyn...
SORIN: No...it's me...Jake again...J as in Julius...
O'KEEFE: Oh it's you...is it,...I want to talk to Gwendolyn...
SORIN: I just sent her out for a ham sandwich...
O'KEEFE: A ham sandwich...who is this?...
SORIN: Murphy...Murphy...M like in May...Wait a minute I'll let you
talk to my partner...
O'KEEFE: Hello Gwendolyn...
JACK: This is Joe the bookie...Hiya Pal...Hey that horse of yours,
Rang Up, came in at ten to one...
O'KEEFE: Did Gwendolyn come in?...

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JACK: No...she was scratched!...

O'KEEFE: Ah shut up...

JACK: Yeah...Shutup is running in the sixth at Pimlico...I'll call you back...

O'KEEFE: Operator...operator...

FROST: What number do you want?...

O'KEEFE: I did want Spring two three hundred...It was very important. I wanted to ask Gwendolyn to marry me...

FROST: Just a minute...I'll connect you with the manager...

O'KEEFE: But I don't want to marry the manager...Look, Operator... this phone...there's something wrong with it...I'm going to take it home with me and fix it...I am going to tear it out of the wall...like this...

BIZ: TERRIFIC WRENCHING AS OF CRACKING WOOD

O'KEEFE: Well that settles that...

FROST: Will you please drop in another nickel?

O'KEEFE: (TELEPHONE VOICE) I am sorry...but this telephone has been temporarily disconnected...

BIZ: APPLAUSE AND CHASER MUSIC

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OKLAW:
DOUGLAS:

And now, ladies and gentlemen, Paul Douglas.
Have you noticed how hot the days are getting lately?
Summer is certainly well on the way. But you know, in spite
of the beauty of summer, it has its drawbacks, too. Working
through a broiling summer day was never a great help to
anyone's temper. And it's just things like that -- heat and
rush...nervousness and mental strain...that impede digestion.
They slow down the flow of the digestive fluids so necessary
to proper, smooth digestion. But when this happens, we
always know what to do. For smoking CAMELS helps digestion
by increasing the free flow of the alkaline digestive fluids
in a pleasant and natural way. It is in this way that
science explains the sense of comfort and well being that we
experience after we dine well and then smoke CAMELS. Well
justified indeed is CAMELS ~~firm principle~~ of paying millions
more for finer, choicer tobaccos! With these mellow,
easier tobaccos, CAMELS give you a new idea of mildness.
You can enjoy them day in and day out and they never get on
your nerves or rasp your throat. Make CAMEL your cigarette
for their cheery lift...for their aid to digestion...for
their unequalled flavor and mildness. CAMELS are firmly
packed, too. There are no loose ends of annoying shreds.
Remember this please. CAMELS set you right.

*Long established
policy*

MUSIC:

WE'LL REST AT THE END OF THE TRAIL (ORCHESTRA &
SARGENT)

APPLAUSE

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(KROQR):

MUSIC:



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Thank you, Kenny...and now, ladies and gentlemen, for a truly dramatic production number... "The March Of The Madmen." In this number all the boys put on masks to frighten the studio audience...all except Tony the drummer. He's doin' all right without a mask. I'll play the part of Jekyll and Hyde out.

MARCH OF THE MADMEN (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. Get yourself a big, red 2-ounce economy tin of good old "P.A." tonight, men. From the first puff of ~~his~~ mellow, cooler pipe tobacco right down to the last spark in the heel of your pipe, it is all sheer enjoyment. Prince Albert has no harsh "bite" to spoil its full rich fragrance. For all the bite is removed by a special process. No wonder P.A. is the world's largest selling smoking tobacco!

All right Walter...it's yours.

O'KEEFE:

Well, ladies and gentlemen, school's out...class is dismissed, and our star pupils...Deane Janis...Glen Gray and the boys and Ted Hasing will be back again next Tuesday night at the same time...Till then this is Walter O'Keefe bidding you all goodnight...

THEME UP AND OUT

STATION CUE

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