

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

*R. J. Gray*  
*10/11/34*  
*9/26/34*



COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 4

THURSDAY, OCTOBER 11, 1934.

9:00 - 9:20 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)

MUSIC: SMOKE RINGS

O'KEEFE: (AFTER EIGHT BARS) Gangway neighbor...here comes the Camel Caravan once again...brought to you by the makers of Camel Cigarettes and that Prince Albert Smoking Tobacco. This is Walter O'Keefe... my dear parishioners saying hello...good evening... bon soir...buenos noches...buona sera and starting off another evening of what we 'opes will be good clean fun. Reading from left to right in tonight's picture we have Miss Annette Hanshaw as beautiful a songbird as ever flew over the airwaves... Ted Husing...the World's most beautiful sports announcer...and Glen Gray with his Casa Loma orchestra. While I go out to open my news stand Glen Gray and his boys will kick off with "Nagasaki!"

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MUSIC: NAGASAKI (Orchestra)

ANNOUNCER: And now let's see what's happening at Walter O'Keefe's news stand.

BIZ: (SOUND EFFECT: PHONE BELL RINGS)

RENNICK: (HUMMING "A CABIN IN THE CARTON") Hello. Yes this is O'Keefe's News Stand. Yes sir...we make deliveries... Uh huh...and six cartoons...Say wait a minute...I'd better get a pencil...Hold the line (THEN SOTTA VOICE TO O'KEEFE) Boss got a pencil?

O'KEEFE: Yes but listen Camelia...Don't say CARTOONS. When a man orders Camels he wants a carton. You know what a carton is.

RENNICK: Sure. (SINGS) There's a cabin in the carton. (TALKS) All right mister...go ahead with your order. Yes...yes... yes...I'll have it sent right over. Yes I've got that. Six cartons. Goodbye.

O'KEEFE: There Camelia...that sounds like real business. What did he want besides the cartons of cigarettes?

RENNICK: Not cartons of cigarettes...six cartons of coffee...and two ham on rye sandwiches and a hot dog. Oh yes and a piece of apple pie.

O'KEEFE: But we haven't got any of those things.

RADIO: I know...but HE had the wrong number and I hated to disappoint him. Pardon me...here's Montmorency the drummer in Glen Gray's orchestra.

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JACK:

Hello there Walter...hello Miss Smith...Say give me a piece of paper will you? I've got to drop a line to Adeline.

O'KEEFE:

When you drop a line to Adeline add a line for me.

RENWICK:

Here you are Montmorency...it's two cents a sheet.

JACK:

Oh I don't want anything fancy...just something...

O'KEEFE:

He just wants something free. You don't need an envelope do you Monty?

JACK:

That's right...I do.

O'KEEFE:

Give him a laundry bag.

SOUND:

(RUSTLE OF PAPER)

RENWICK:

There you are.

JACK:

Oh I've forgotten something.

O'KEEFE:

I know...you need a fountain pen!

JACK:

No I've got a fountain pen...but I'll have to borrow a little bit of your ink.

O'KEEFE:

Well with you writing a letter...at least there's one thing I can SELL you. How about a nice three cent stamp?

JACK:

No thanks...I'm going to deliver the letter myself. There...that's done. But wait a minute Walter... haven't you forgotten something.

O'KEEFE:

No! What?

RADIO

JACK:  
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Where are my matches. Oh I'm only kidding. Why I shouldn't impose on you like this without buying something. I'll take some ~~snuff~~...some ~~carnals~~.

*W. Esty*

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Best Copy

*Camels*

O'KEEFE:

You like ~~Camels~~.

JACK:

Oh you know me...I get a lift with a Carmel!!!

(JACK DOES ASININE LAUGH)

O'KEEFE:

Boy do you kill yourself. Well git...now...here comes Ted Husing across the lobby.

BENWICK:

Oh he's my favorite crooner...~~he had twins this~~

~~Camel? He?~~

~~O'KEEFE:~~

~~He's a crooner by the way.~~

~~BENWICK:~~

~~Well I always get them confused.~~

~~O'KEEFE:~~

Hello Ted...~~say you didn't have twins this~~

~~BENWICK:~~

~~Walter~~ in Philadelphia. By the way) Walter  
Congratulations on your news stand...AND on your  
pretty assistant.

O'KEEFE:

Ted this is Camelia Smith.

HUSING:

Hello Camelia!

BENWICK:

I suppose so!

HUSING:

Well Walter...how does Football look to you this fall? You used to play yourself, didn't you?

O'KEEFE:

Oh I played a little Ted...but I never really got started. I was injured making a pass..

BENWICK:

Probably a pass at the coach's daughter.

O'KEEFE:

Quiet Camelia.

HUSING

Say Walter...I'd love to have you come out with me some Saturday...sit up with me in the press coop... and hear me broadcast a game.

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O'KEEFE:

I'd love to Ted...I want to hear you pronounce some of those names like Melinkovich and Stepanovich... those All Americans.

HUSING:

Yeah...N Y U has a fellow named Macklovich and Jimmy Crowley's got one called Poppolovitch.

O'KEEFE:

Ted I don't know how you do it...I don't know how you can tell vitch is vitch. Y'know last year I saw you up at the Stadium broadcasting one of those Fordham games...

HUSING:

Must have been Fordham-St. Mary's.

O'KEEFE:

That's the one. Why in that game I saw the longest pass of the year. It was a pass from Pole to Pole... from Danowski to Pulaski.

HUSING:

Oh but Walter...the yacht Race...those international boat races. That's the sport for you.

O'KEEFE:

Oh I meant to ask you about that. Just what happened to make this Englishman Sopwith protest that race with Vanderbilt.

HUSING:

Well Rainbow was tacking on the starboard hitch when Endeavor doused her Genoa jib and broke out the double clued spinnaker and mainsail.

O'KEEFE:

(INDIGNANTLY) He didn't do that!!! You mean to say he stitched his starboard statch and doublecrossed his spinnaker. Why the cad...the bounder...the nasty man. And then what do you think he did.

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O'KIFFY:

I'll bet he pushed her boom around.

HUSING:

No...he luffed...but he luffed at the wrong time.

RENWICK:

Well it's better to have luffed and lost than never to have luffed at all.

HUSING:

That's enough for me Walter. I know you're busy so I'll scam.

RENWICK:

(VERY SINGSONG) So long!

O'KEEFE:

See you later Ted. Shh...here comes that fellow who was in here the other day...Yifnik...J. Pierpont Yifnik. Hello there Mr. Yifnik.

RENWICK:

What do you want?

O'KEEFE:

Shhh...I handle the foreign language department.

SORIN:

Hello Mr. O'Kiffy...as an old customer I'd like you to get me on the radio.

O'KEEFE:

Radio, Mr. Yifnik? Just where does your talent lie?

SORIN:

I am a newspaperman...I do the gossip...with the blessed events and the tattletales.

O'KEEFE:

Well that's fine...Tell you what you do. Just imagine that you're on the air...and this is the microphone. Now go ahead. Are you ready Yifnik. Take it away.

SORIN:

Ukkay. You said it. I got it. Good evening Mr. and Mrs. U S H. Let's going to press. Let's start pressing. Flash flash! What's gonna be with that Sadie Slotz of the Bronx and that Julius Birnbaum of Brooklyn already. ilash flash.

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O'KEEFE:

Wait a minute...I know you're trying hard. The spirit is willing but the Flash is weak.

MORIN:

What cloak and suitor was seen in what pawnshop with what watch. Was my face crimson? Now Mr. and Mrs. North South Pants and Vest...an orchid...a herring to (note: here will be inserted the name of the current World Series hero) Schoolboy Rowe of the Tigers for thrilling me to the biggest degree. A scallion...a piece of ham to that T. Chumley Ginsberg for selling me that two pants suit. Already it's shrinking in both pants like anything.

O'KEEFE:

Camelia...quick...a crowd has gathered. Sell them something...I've got to run into the studio. I want to hear Annette Hanshaw sing "Ten Cents A Dance."

MUSIC:

TEN CENTS A DANCE (Annette Hanshaw)

COMMERCIAL:

THE HUSTLE IN WORLD SERIES COMMERCIAL TO BE WRITTEN ON THE HIGH POINT OF COMING SERIES

MUSIC:

BETWEEN THE DEVIL AND THE DEEP BLUE SEA (Orchestra and Hunt)

O'KEEFE:

Ladies and gentlemen, that was Pee Wee Hunt singing "Between the Devil and the Deep Blue Sea"...and now for the history lesson of the week...in honor of Columbus Day tomorrow, we hope to brush up your knowledge of history.. permit us to give you the low-down on what happened in Spain in 1497, when Columbus returns to

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O'KEEFE:

Queen Isabella and King Ferdinand with the news of his great discovery...

BIZ:

(ORCHESTRA PLAYS: LA PALOMA)

BIZ:

(SOUND: NICKEL DROPPING IN PHONE BOX)

O'KEEFE:

Operator!...Operator!...I want Columbus nian five three three three...

RENWICK:

That number has been changed. Will you please call the new number...Hangover oh oh oh ..

O'KEEFE:

Oh, it's you Izzy!...

RENWICK:

(HEBE) Who's callin' if you'll being so kindly...

O'KEEFE:

I'll give you three guesses...

RENWICK:

(PLAYFULLY) Is it Don Sebastian?...

O'KEEFE:

Cold...cold...cold...

RENWICK:

Is it ~~Don Harpo Chico Groucho Marx?~~

O'KEEFE:

You're getting warm...you're getting warm...

RENWICK:

Is it (abhhhhhh) Don Casanova?....

O'KEEFE:

Now you're getting hot, Izzy...well, that's three dons and two yards to go...

RENWICK:

You don't mean to tell me it's you, - tall, dark and handsome?...

O'KEEFE:

No, it's me...short, bald and squatty!....

RENWICK:

Oh, it's you, Chris!...

O'KEEFE:

Can I come up?...

RENWICK:

I've got a case of influenza!...

O'KEEFE:

Well, that's better than the stuff I've been drinking in America..

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RENWICK:

What's the matter...is the liquor over there cut?

O'KEEFE:

Is it cut?...Why, it's shredded...Is anybody with you now?

RENWICK:

Just my maid, La Palooka...Come on up...I'm at the Palace...

O'KEEFE:

Oh, you're at the Palace...I'll be right up, I'm at the Paramount..

BIZ:

(ORCHESTRA PLAYS: LA PALOMA)

BIZ:

(KNOCK ON DOOR)

O'KEEFE:

Izzy! Izzy!..

RENWICK:

Izzy what?...

O'KEEFE:

Izzy there?..

RENWICK:

No, Columbus, come right in...

O'KEEFE:

Where is King Ferdinand...

RENWICK:

He's down at the dentist getting a wisdom tooth put in...

O'KEEFE:

God Save The King! Oh, but it's great to be back, Izzy... Don't tell me you've forgotten those nights...

RENWICK:

What nights?...

O'KEEFE:

The Knights of Columbus!...

RENWICK:

C'mon, tell me about your trip, Chris!...

O'KEEFE:

Well, in the first place, when I landed I met the Indians.. headed by their chief...Chief Smoke-Gets-In-Your-Eyes...

RENWICK:

What did the Chief say to you?...

O'KEEFE:

Do you wanna buy a duck?...But I got on their good side right away...I gave them a can of Prince Albert Smoking tobacco to put in their peace pipe...

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RENWICK: What was the idea?...

O'KEEFE: You've read the ads, haven't you? ..Get a lift with a peace pipe?...

RENWICK: Tell me, Chris, do they really scalp people over there?...

O'KEEFE: Scalp them!...Why, they were getting fifty dollars a ticket for the Baer-Carnera fight!...

RENWICK: I want to know all about the Americans...are there any great artists or painters or sculptors?...

O'KEEFE: Sculptors?...not exactly, but the country's full of chisellers...

RENWICK: What's the national anthem...

O'KEEFE: "National anthem"...Oh, "The Man On The Flying Trapeze"...

RENWICK: Does it cost much money to live over there?...

O'KEEFE: Nooo, oh, no! Take food for instance...why, I went into a restaurant and for fifteen cents I got a ham sandwich, a cup of coffee and a racoon coat...

RENWICK: But come Chris, did you bring me a present?...Doth thou hast anything for me?...

O'KEEFE: Doth I...I certainly doth...I always say: Ashes to ashes and doth to doth!...You know yon Americans have a musical instrument, the radio, and I've brought you one...Look!...you just turn the switch and you can hear Kenny Sargent, that popular Indian of the Casa Loma tribe, singing "I Only Have Eyes For You"...

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I ONLY HAVE EYES FOR YOU (Orchestra and Sargent)

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ANNOUNCER:

We take pleasure in introducing Dr. William Moulton Marston, well known consulting scientist and lecturer at leading universities. Dr. Marston:

DR. MARSTON:

In discussing the well known fact that Camels increase the flow of normal energy a friend recently asked me an interesting question. He said: "After experiencing the lifting effect of smoking a Camel, does the energy curve later drop below its level before smoking? I assured him that this did not need to follow at all. Energy is dissipated by such factors as fatigue, worry, or undue strain. Cheerfulness and a feeling of rest and poise are the usual results of the restoration of normal energy flow. Smoking a Camel cigarette simply releases and makes available more of the energy which is naturally waiting in reserve, stored in the liver and muscles.

ANNOUNCER:

Thank you, Dr. Marston. We should like to add that Dr. Marston reports the scientific confirmation of an experience know to millions of Camel smokers. They "bring you back", these Camel cigarette, whenever you feel tired and low. And since their finer, more expensive Turkish and Domestic tobaccos never get on your nerves, you may feel free to smoke as many Camels as you like.

*In Humming like singing in whistling  
NEEDLE IN A HAY STACK (Annette Manshaw)*

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ANNOUNCED BY O'KEEFE OVER MUSIC

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RENWICK: Well, I think Annette Hanshaw is marvelous...but who's that fellow O'Keefe?

O'KEEFE: O'Keefe...oh, I can't speak too highly of him, Izzy!..

RENWICK: Well, Columbus, in discovering America you've done a great thing for Spain and a great thing for me...How can I possibly reward you...Chris, darling, what can I give you?...

O'KEEFE: Well, I would like a cold bottle of beer....

RENWICK: Why Chris!... I think your discovery deserves a kiss..

O'KEEFE: Aw gee, aw gosh, aw whizz...

RENWICK: Aw c'mon, gimme a little smooch...

O'KEEFE: Like this?..(short smack)

RENWICK: No, no, Chris...let yourself go...relax...like this!... (long smack)

O'KEEFE: What are you doing after the program?...

RENWICK: Relax!...the Queen can do no wrong...(smack..smack)..

O'KEEFE: But does the King know that?...

BIZ: (DOOR OPENS AND SLAMS)

SORIN: Ah ha!...a bit of hugger mugger afoot, eh?...Get away you gigolo!...Isabella, how many times have I told you not to run after sailors...Have you forgotten your station?..

O'KEEFE: This is Station W A B C, ladies and gentlemen...stand by for further hugger mugger...

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SONIA:

Come on, sailor...let's see you talk your way out of this...Don't try to give me that old banana oil...

BERNICE:

don't try to tell me THIS is a good old Spanish custom.. Ah, my dear Ferdinand...how narrow minded of you...This is Columbus...you remember Columbus...

ORVILLE:

Oh, Columbus!...I thought Columbus was in Ohio!...Chris, I didn't recognize you with your Hillbilly hair cut... I want to reward you!...I want to exercise my royal prerogative...

BERNICE:

You want to what?....

SONIA:

Exercise my royal prerogative!....

ORVILLE:

Well, you do look a little heavy around the throne... First I want to give you the treasures I picked up in the New World...Spices, your Majesty...silks...gold... incense...silver...tapestries...furs...and ten shares

of ~~Goldman, Sachs~~... *use some fictitious name*

SONIA:

Haven't you forgotten something?...

ORVILLE:

What do you mean?...

SONIA:

Where are the matches?...

MUSIC:

MALLENBERG JOYS (Orchestra)

ANNOUNCER:

The Camel Caravan is presented by the makers of Camel Cigarettes and Prince Albert Smoking Tobacco, "The National Joy Smoke." Smooth, mellow flavor and freedom from harshness have made good old "P.A." the best loved pipe tobacco in the world.

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THEME:

SMOKE RINGS



51458 6696



SIXTY:

(OVER THEME) And so again, as come to the parting of the ways...my good people. Thanks for turning your dials our way...The Camel Caravan will back up to your door again on Tuesday night at ten o'clock Eastern Standard Time when La Bell Hanshaw will sing songs, and Uncle Glen will pump the organ...and I'll be here to clean up around the studio. Good night and happy landings.

MUSIC:

(THEME UP AND OUT)  
STATION CUE

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