

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

*OK when  
P. J. R. / M. S.  
5/20/36*

COLUMBIA BROADCASTING SYSTEM

CAMEL PROGRAM NO. 69

TUESDAY, MAY 26, 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 the expert on etiquette, Walter O'Keefe, welcoming you once more on behalf of my crowd...Deane Janis, a rhapsody in blue tonight, Glen Gray and the boys and Ted Husing. Incidentally I was out to my country club today, the Snooker and Flounder Country Club...and I saw Husing out there. He's a very popular guy out there...he goes around with the best players but after all why not, he's the most capable caddy in the clubhouse. He was taking a sleep on one of the fairways when a nearsighted golfer came along, stuck a tee under Ted's head and yelled "Fore." But there was no danger...when he yelled "Fore" he was only counting the hairs on Ted's head.

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**HUSING:**

Thank you, Walter.

**O'KEEFE:**

Not at all, Ted...Well now, ladies and gentlemen, while  
I go out and play ping pong with the janitor, Glen and  
the boys sound off playing "Melancholy Baby."

**MUSIC:**

MELANCHOLY BABY (ORCHESTRA)

APPLAUSE



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Thank you, boys...and at this point, ladies and gentlemen,  
it's my pleasure to announce another session in our  
course on correct behavior conducted by that eminent  
expert on etiquette...the Prince of Politeness, Walter  
O'Keefe...Let's give him a polite reception...

WIZ:

ORCHESTRA AND CASI WHISTLE, STAMP AND YELL

O'KEEFE:

Thank you, Comrades...Tonight, ladies and gentlemen, it is  
my intention to discuss a phase of etiquette, a problem  
in politeness that confronts almost all of us...automobile  
driving, or perfect behavior behind the wheel...Let's say  
some situation arises on the road...something very annoying  
Please don't lose your head or fly off the handle...On the  
contrary, be calm...pattern your behavior after that  
epitome of politeness, -- that gentle angelic soul...the  
New York taxi driver...His perfect behavior is equalled ONL  
ly that of the truck driver. Both these parties are con-  
stantly aware of the pedestrian...for example, the taxi  
driver, seeing a pedestrian, does not blow his horn or  
shout in a rude or raucous manner...He simply steps on the  
gas and chases the pedestrian up a lamp post...Now we come  
to the subject of the woman driver...Of course, I don't  
object to her having HALF the road...if she could only make  
up her mind which half she wanted. Let's say the lady is  
speeding and the motorcycle cop forces her over to the  
side of the road...He will then bow from the waist and then  
ever so sweetly and pleasantly he will say "Hey you..."

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O'KEEFE:



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(CONT'D) where's the fire? "...Whereupon she says, "In your eyes, darling! "...It is then quite proper for her to explain the urgency of her mission. She bows from the waist and says "I'm on my way down to Bloomberg's Bargain Basement...They've got a special sale...fifty dollar dresses marked down to 98 cents"...The policeman's eyes will then pop and he will say "Gracious me...fancy that...Here's a buck...Get one of those dresses for my wife and drop it here on your way home." By this time he has finished making out her ticket...her car bows from the waist, and she drives off...Now as regards horns...Let's say in a traffic jam one car is stuck behind another...We will call the fellow in the rear, who is tooting his horn, the TootOR and the fellow in front who's being tooted at, the TootEE. This subject is called "How the TootOR toots his tooter to the TootEE" or "The Toot, the Whole Toot and nothing BUT the Toot! "...Let's classify the various types of horns...the first one is known as THE WATERFRONT ELAST, like this...

BIZ:

#### A TERRIBLY NOISY HORN

O'KEEFE:

This horn has great carrying power...The last time I blasted one of these I was on Fifth Avenue, New York. I blew it twice and a car in Los Angeles pulled over to the curb and let me pass. Of course it was a little silly on HIS part because at the rate of speed I was going I wouldn't have been in Los Angeles for another ten minutes...So much for the WATERFRONT blast. Now come to a more genteel horn.

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O'KEEFE:

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(CONT'D) This is known as THE GAY NINETIES GURGLE. It works like this.

BIZ:

OLD FASHIONED MODEL T FORD TYPE OF HORN

O'KEEFE:

That Unnnnnnh you just heard is known as the VICTORY CRY OF THE BULL APE. When you find yourself in front of this Unnnnnnh uh-er type...that's your signal to drive up to the driveway and hide in the back yard until he's past. Now... in the upper set...in the higher social circles...there is only ONE accepted horn...This is known as the PARK AVENUE BEEP-FEEPER. It sounds like this.

BIZ:

ONE THIN LITTLE BEEP

O'KEEFE:

Ahhhh...scared you, didn't it?...Of course, this is very polite but in a knock-down-and-drag-out-fight it won't get you anywhere. But enough for the present...now while I go out in the middle of Broadway to pick up some more data on horns, here comes Ted Hising...CAMEL Star Reporter...

HUSING:

TO BE INSERTED

APPLAUSE

MUSIC:

I FEEL MYSELF SLIPPIN! (ORCHESTRA AND HUNT)

APPLAUSE

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AND COMPANY  
CHICAGO:

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Ladies and gentlemen, that was Pee Wee Hunt singing "I  
Feel Myself Slippin'," and if his trombone doesn't sound  
the same tonight let me explain that Pee Wee is having  
a little trouble with his lip...he injured it over the week  
end trying to play trombone in a telephone booth. And now  
Deane Janis glorifies a new American song hit entitled,  
"Take My Heart"...Take it away, Deane...

MUSIC:

TAKE MY HEART (DEANE JANIS)

APPLAUSE

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O'KEEFE:

This is the Prince of Politeness - going ladies and gentlemen... the expert on etiquette, Walter O'Keefe. Now my lecture a minute or so ago concerned correct behavior behind the wheel of an automobile. One thing I overlooked in discussing tooting your horn has to do with the obligation of the TootO towards the TootEE when both are stuck in front of a red light. Now when the light turns green...no matter HOW fast you get away...the fellow behind you always wants to get away FASTER. Of course I know EVERYbody blows his or her horn when the light turns green...but there is one case on record of a man in Oklahoma who had unequalled patience and control. This man was in back of a car and after the light turned green this man actually waited ten and two fifths seconds before blowing his horn. This record has not been recognized because it was later proven that the man was insane. Let me illustrate the correct way to behave when stuck at a red light. Imagine the scene...a busy corner...the cop blows his whistle...

BIZ:

#### WHISTLE AND MOTORS

O'KEEFE:

The light is now red...every driver has a wild look in his eye...Ten cars with but a single thought. BEAT THAT LIGHT. BEAT THAT LIGHT. The driver in front is foaming at the mouth...his breath comes in short pants...sh sh...there comes the YELLOW light...the Caution light...the Policeman is getting set to blow the whistle and race for the curb.

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O'KEEFE:

(CONT'D) The yellow light goes off...and comes the green light...there's the whistle...and they're off.

BIZ:

BUDAM OF HORNS...ALL KINDS WINDING UP WITH THE THIN LITTLE PERP.

O'KEEFE:

But enough about horn blowing. Now we come to the etiquette of hitch hiking. The word HITCH HIKING is derived from the Latin word...HITCH-HIKE-KISSIMUS...or from the Greek, Merry Kissimus. Hitch-hike-kissimus, in Roman days meant to be a way-farer in want...a wandering vagabond in destitution...in other words, a bum. Now let me illustrate a situation between the hitch hiker and the hitch hiker... The scene is any highway.

BIZ:

MOTOR UP...HORN BLOWS...

FROST:

Darling...isn't that a hitch hiker up there in front of us?

JACK:

Yes...it looks like a college boy. He's wearing a beret and a racoon coat.

FROST:

Let's pick him up.

BIZ:

MOTOR DIES DOWN AND OUT COMPLETELY

JACK:

(YELLING) Can I give you a lift, Buddy?

SORIN:

Thank you to the biggest degree...permit me to introduce myself, my name is Hiram Perkins. Call me Hi.

JACK:

Hi Hi...

SORIN:

Okay...Hi you?

FROST:

where are you going, Hiram?

SORIN:

I'm going back to the farm...my native heath...You see I'm going home to see my mother and father...Jake and Becky Perkins.



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JACK: Do you work for your Dad on the farm?  
SORIN: Yes I'm the scarecrow.  
FROST: Your people lived out here long?  
SORIN: Oh yes...we're old Yankee stock...the backbone of the nation  
from hup Kansas way...But of course I guess my accent would  
reveal dot.  
JACK: Oh yes...I could tell by your twang. It's a dead give away.  
FROST: Your family history sounds interesting.  
SORIN: Oh yes...the Perkins Clan...way back I mean...WE blazed a  
trail through the wilderness with Daniel Booneberg.  
O'KEEFE: Yeah...in a covered pushcart.  
JACK: Well listen, Hiram...I'm kind of tired. How about you takin'  
the wheel for a while?  
SORIN: Certainly...by cracky...by gum. Gimme dot wheel...you've  
got to learn sometime. Let's see...I'll push this and see  
what happens.  
BIZ: MOTOR UP...FROST SCREAMS...TERRIFIC CRASH  
SORIN: Huhhhhh...it happened.  
JACK: Well now the car is wrecked. What are we all gonna do?  
SORIN: We can all get a lift with a CAMEL.

APPLAUSE UP AND OUT

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O'KEEFE:



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DOUGLAS:

And now, ladies and gentlemen, Paul Douglas.  
There's no feeling in the world quite like the delightful sense of peace, comfort and well-being that comes after a good meal...and CAMELS. For smoking CAMELS during and after meals is one of the greatest pleasures that any smoker can experience...and beneficial too, in this way: CAMELS restore and increase the flow of digestive fluids...alkaline digestive fluids...which are so necessary to the enjoyment of food...so necessary to good digestion. You feel cheered and comforted. You experience a delightful sense of well-being as you enjoy the exquisite flavor and mildness of CAMEL's finer, costlier tobaccos. And, smoke as many as you like, for CAMELS never jangle your nerves...never tire your taste. Smoking CAMELS is one of life's unending pleasures. So enjoy them at will -- with your meals and after them...for a refreshing lift...for pure contentment. But not only will you enjoy their superb fragrance...you will also appreciate the way in which they are packed. With CAMELS there are ~~never any~~ annoying loose shreds. (PAUSE)  
CAMELS set you right.

MUSIC:

NO REGRETS (ORCHESTRA & SARGENT)

APPLAUSE

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O'KEEFE:

That was Kenny Sargent singing a slice of vocal from the song "No Regrets" and now the latest number in the repertoire of the Casa Loma Band is a little hunk of whimsy entitled "Jungle Jitters."

MUSIC:

JUNGLE JITTERS (ORCHESTRA)

APPLAUSE

SMOKE RINGS

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DOUGLAS:

The CAMEL Caravan is brought to you by R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina, makers of CAMEL Cigarettes and Prince Albert Smoking Tobacco. You know, men, there are many mighty good reasons why Prince Albert is the largest selling smoking tobacco in the world today. It's crimp cut - for a cooler, mellow, slower burning smoke...a special process has removed all of the harsh "bite" making a milder "biteless" smoke...and good old "P.A." is packed in that great, big red & full-ounce economy tin. No wonder so many pipe smokers swear by it. So remember, for greater ~~dividend~~ pipe smoking pleasure ask your dealer for Prince Albert tonight!

All right Walter...it's yours.

O'KEEFE:

Well that marks the end of another visit with you, my good people, and of course we'll renew our acquaintance Thursday night at this same time when again we'll present Deane Jan. Glen Gray and his boys and Ted Husing. This is Walter O'Keefe saying good night until then.

THEME UP AND OUT  
STATION CUE

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