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REVISED

WILLIAM ESTY COMPANY

CAMEL CIGARETTES

THE CAMEL PROGRAM

**AS
BROADCAST**

Mester - W - 4/18

CBS NETWORK

FRIDAY, APRIL 14, 1944

PROGRAM NO. 56

10:00 - 10:30 P.M., EWT

CAST

GARRY MOORE

JIMMY DURANTE

GEORGIA GIBBS

HOWARD PETRIE

ROY BARGY

PAUL LUTHER

TED JEWETT

DIRECTOR PHIL COHAN

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51454 5102

COLUMBIA BROADCASTING SYSTEM

THE CAMEL PROGRAM - No. 56

FRIDAY, APRIL 14, 1944

10:00 - 10:30 P.M., EWT

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

(AS PROGRAM TAKES THE AIR, AUDIENCE AND CAST ARE LAUGHING)
(AFTER THREE .. FIVE SECONDS)

SOUND: PHONE RINGS .. PHONE UP

MOORE: Hello .. this is Garry Moore speaking!

DURANTE: HELLO JUNIOR .. THIS IS JIMMY!

MOORE: Jimmy Durante! Where are you?

DURANTE: I'M UP IN AN AIRPLANE DOING FOUR HUNDRED MILES AN HOUR AND
I'M FACING THE REAR OF THE PLANE.

MOORE: Facing the rear of the plane? That's dangerous! Why don't
you face the front?

DURANTE: I TRIED IT THAT WAY AND THREE TIMES ~~+~~ GOT MY NOSE CAUGHT
IN THE PROPELLOR.

ORCH: (PYRAMID CHORDS)

BAND: C-A-M-E-L-S!

PETRIE: (COLD) Camel Cigarettes present .. Jimmy Durante and Garry
Moore.

APPLAUSE

ORCH: (THEME FULL AND FADE FOR)

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PETRIE: Yes, it's the Friday Night Camel Show .. Garry Moore, Jimmy Durante, Georgia Gibbs, Roy Bargy and his orchestra and yours truly, Howard Petrie ⁴⁵ brought to you by Camel, the cigarette that's first in the service! Camels stay fresh, cool smoking, and slow burning, because they're packed to go around the world! /¹⁰

MUSIC: OUT

And now ladies and gentlemen, it's with great pride that we present a young man who was this week awarded one of radio's outstanding honors .. the co-star of our show ... Garry Moore.

(APPLAUSE) /¹⁵

MOORE: Thank you .. thank you very much ^{my friend} and good evening, ladies and gentlemen. And Howard, you're perfectly right I do feel ^{terribly} honored and I want to express my humble appreciation to the members of the Girl Scouts Canoe Club, who this week voted me the man they would most like to paddle someplace
~~to paddle someplace with...~~ ^{with - I had a comma left over from last week - I didn't want to lose it.}

PETRIE: Well, I must say, you were mighty sharp in the Easter Parade.

MOORE: Oh, wasn't I a thing? How did you like my new suit? I got it especially for the Spring.

PETRIE: It looked more like you got it for the mattress .. ^{And, say,} Garry, who was that female you were fouled up with?

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MOORE: Female? Sir, you are speaking of my favorite girl ..
 Rosemary Floogfelder. *and furthermore* She gave me a lovely egg for Easter,
 too. *Oh* /And *you wish* ~~John~~, that reminds me, I gotta give it back to her
 tonight.

PETRIE: Return the egg she gave you for Easter? But why?

MOORE: Her bacon's getting cold! *It's really send it back to her -* .. But why are we talking about
 Easter? *Howed. You know!* Last week the horse racing season opened in New
 York.

PETRIE: Say, that's right! *Garry* How did you make out on opening day?

MOORE: Not so good. My horse ran against three other horses named
 Root Beer, Ginger Ale and Bicarbonate of Soda. *My goodness* With three
 names like that, I should have known my horse would follow.

PETRIE: What was your horses' name?

MOORE: Burp .. and if he runs again I'm sure he'll repeat *all high class humor* /.. But
 now I've got a surprise for you. *Howard* For the first time in the
 history of racing there's a woman jockey out at the track.
 Sadie T. Saddlesoap! .. Tell me, Sadie, however did a woman
 of such apparent culture as you ever become the first woman
 jockey?

PINKIE: Why it was the most natural thing in the world. You see I
 come from the horsey set.

MOORE: *From the* /Horsey set.

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MINNIE: Sure. Me uncle drove a milk wagon, me brother drove a brewery wagon ...

MOORE: Yes?

MINNIE: ... and my old man was a street cleaner.

MOORE: Street cleaner .. *Well, he could have been on the radio, I guess.*
~~Oh he must have had heaps of fun.~~

But tell me have you had any outstanding experiences during your career?

MINNIE: Have I? In the last Kentucky Derby, I was a sensation. I rode the whole two miles under the horse.

MOORE: You rode under the horse?

MINNIE: How else? The horse was sick and the doctor told me to watch his stomach!

MOORE: Thank you, Sadie T. Saddlesoap! And like I always say, outside of a horse a man's best friend is a book. But inside of a horse it's too dark to read a book. And speaking of horses brings us to that dark horse ...

ORCH: SNEAK IN DURANTE PLAYON

3¹⁰

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MOORE: Gee, that was great Babe.....It kinda made me think..
Do you mind if I ask you something?

GIRL: No - what is it?

MOORE: What's your name?

ORCHESTRA: CHORD

MOORE: And that is love today. ^{now} / For the love of tomorrow, let's ^{us}
consult an eminent authority, Dr. Piljendrerck K. Schmoos..
^{And here is} Dr. Schmoos, ^{author of} ~~having completed your research booklet,~~
"The Translucent Approach To Love In The Twenty-first
Century," ^{& give you his} ~~what do you~~ idea of love in the future?

KOHL: (WHISTLE)

MOORE: ^{Thank you Professor.}
~~And that's what I think, too.~~

ORCHESTRA: PLAY-OFF

APPLAUSE

1725

MOORE: Thank you, my friends - but let's get back to the present,
shall we?

ORCHESTRA: SNEAK IN GIBBS' INTRO

MOORE: And a very pleasant present it is, in the presence of
Georgia Gibbs.

GEORGIA: Thank you, Garry.

MOORE: Georgia reminds us that this is Pan-America Day - which
should remind us of 21 American Republics working and
standing together today, for peace and understanding
tomorrow.

GEORGIA: A good neighborly sentiment, Garry. But the way I heard
was warmer - more romantic - like this --

GIBBS: BESAME MUCHO

APPLAUSE

17³⁰

20⁴⁵

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MUSIC: (QUICK FANFARE)

LUTHER: Thanks to the Yanks of the Week! Tonight we salute all the crew of the Liberator bomber Sheasta which started out with eleven other B-24's on a fourteen-hour-long distance raid on the Celebes, Dutch East Indies. In thick clouds the other planes missed the objective, but the Sheasta attacked alone, smashing mine buildings, and hitting and beaching a freighter. Attacked by twelve new Jap fighter planes, the Sheasta, still alone, knocked down four for sure, and probably three more, and returned to her base with three hundred twenty-five bullet holes. In your honor, crew of the Liberator Sheasta, the makers of Camels are sending to our soldiers overseas three hundred thousand Camel cigarettes!

MUSIC: (FANFARE)

21³⁰

APPLAUSE

PETRIE: Each of the four Camel shows honors a Yank of The Week, sends three hundred thousand Camel cigarettes overseas...a total of more than a million Camels sent free each week. In this country, the traveling Camel Caravans have thanked audiences of more than three and a half million Yanks with free shows and free Camels.

ORCH: PLAYOFF

21³⁰

51454 5120

MOORE: And now the Friday Night Camel show brings you a drama of life under the Big Top, a saga of the Circus. Are you acquainted with circus life, Jimmy?

DURANTE: IS BARNUM ACQUAINTED WITH BAILEY? ~~IS RIMSKY ACQUAINTED WITH KORSAKOFF?~~ WHY, I USED TO BE A HUMAN CANNON BALL. AND THEY PAID ME FIFTY CENTS A DAY.

MOORE: Well, why did you quit?

DURANTE: THEY KEPT SHOOTING ME INTO THE ^{five} TWO DOLLAR SEATS AND I COULDN'T AFFORD IT.

MOORE: I know just how you feel, Jimmy. My uncle was once a Human Cannon Ball. They used to shoot him out of a cannon.

DURANTE: DID HE LIKE IT?

MOORE: He loved it. It was the only job he ever had where he could get loaded seven nights a week..But let's get on with tonight's drama. The title of ^{our} ~~the~~ play ^{tonight} is "MRS. JOHN SMITH ON THE FLYING TRAPEZE".

SOUND: SLIDE WHISTLE THEN CRASH

(MORE)

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MOORE: Or "John's Other Wife".....Alright Jimmy, let's go.

MUSIC: BRIDGE

SOUND: PHONE RINGS

DURANTE: YOU TAKE IT PARTNER

SOUND: PHONE UP

MOORE: *All right -*
/ Hello, Moore and Durante Circus. What? Me ..bare-back?
You actually mean I'll have to ride bare back. *Just - all right. Okay.*
Goodbye.

DURANTE: WHO WAS THAT?

MOORE: My laundry.. *W. Oh I see* / ~~But~~ what's wrong with you, Jimmy? You look mad....

DURANTE: AND WHY NOT ... I'M WALKING THROUGH THE MENAGEREE. WHEN I COMES FACE TO FACE WITH A MAN-EATIN' APE! I LOOKS THE APE IN THE FACE, THE APE LOOKS ME IN THE FACE, I LOOKS AT THE APE, THE APE LOOKS AT ME ..AND WHAT DO YOU KNOW, THE APE IS BETTER LOOKIN' THAN I AM.

MOORE: (LAUGHS) I like that. The ape is better looking than you are!

DURANTE: (MAD) WHAT ARE YOU LAUGHIN' AT? HE'S BETTER LOOKIN' THAN YOU TOO.

MOORE: Never mind that, Jimmy. Do you realize there's a man coming down here to buy our circus? And if we ~~don't~~ *want to get this* ~~it~~.

SOUND: DOOR OPEN AND SHUT

51454 5122

MOORE

~~CONT: Maybe that's him now. Come in.~~

SOUND: DOOR OPENS

PETRIE: *Gentlemen, gentlemen*
~~Mr. Moore, Mr. Durante!~~ I've got a *terrific* ~~consolation~~ act for your circus. I'm the greatest elephant trainer that ever lived. Every two hours I give the elephant a whole bag of camphor balls.

MOORE: You give camphor balls to the elephant? What for?

PETRIE: TO KEEP THE MOTHS OUT OF HIS TRUNK.

SOUND: DOOR SLAMS

DURANTE: EVERYBODY WANTS TO GET INTO THE ACT.

SOUND: PHONE RINGS. PHONE UP

MOORE: *It get it -* Hello, What? *Oh yes - all right* ~~okay~~ goodbye... Jimmy, we're in trouble. The half woman half man is now half woman and no man.

DURANTE: WHAT HAPPENED TO THE MAN?

MOORE: He's been put in one half "A". *Come though* ~~Jimmy~~ we'd better check up on our other acts. *Let you what you do -* ~~Now~~ you rush over and take a look at the tattooed lady.

DURANTE: *No!* ~~I DON'T WANNA!~~ YOU GO LOOK AT THE TATOODED LADY!

MOORE: Why Me?

DURANTE: I'VE ALREADY SEEN THE PICTURES.

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51454 5123

MOORE: I better hurry over there before the prices change. Now let me see ... *nullo gonna get* -

SOUND: KNOCK ON DOOR

DURANTE: ONTRAY-VOO ---- AND COME IN, TOO!

SOUND: DOOR OPENS

MAN: How do you do, gentlemen. My name is Pike -John Pike. May I talk to you.

MOORE: Okay, Pike, speak....Oh, the things I say! (And on the Camel Program, too.)

MAN: I have come in reference to buying your circus. How much ~~do~~ *you want?*

MOORE: *Sir,* We're literally giving it away for \$50,000. \$50,000 is alright, *with you* isn't it, Mr. Durante?

DURANTE: ~~I DON'T KNOW.~~ WITH ME ANYTHING OVER TEN BUCKS IS JUST HEARSAY.

MAN: (SUSPICIOUS) Oh -ho- Well, maybe on seconds thought....

MOORE: Mr. Pike, this circus is a gold mine. *He have the most beautiful girls in the world.* ~~The people are fighting to get seats.~~

DURANTE: ~~INDUBITABLY~~ *Certainly* DO YOU KNOW DOROTHY LAMOUR?

MAN: Yes.

DURANTE: DO YOU KNOW BETTY GRABLE?

MAN: Yes.

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DURANTE: DO YOU KNOW HEDY LAMARR, ~~RITA HAYWORTH~~ AND LANA TURNER?

MAN: Yes.

DURANTE: YOU HAVE A WIDE ACQUAINTANCE, HAVEN'T YOU?

MAN: Now see here, if you expect me to buy your circus, ~~I've got~~
~~to know more about it.~~

SOUND: KNOCK ON DOOR

MOORE: Excuse me, Mr. Pike. Come in.

SOUND: DOOR OPENS

WOMAN: Excuse me, gentlemen, ~~I've come all the way from South~~
Dakota.

~~MOORE: South Dakota, eh? You don't talk like a Southerner.~~

~~WOMAN:~~ I'd like to go in and see your trained rabbits but I
can't afford to pay for my children.

DURANTE: HOW MANY KIDS YOU GOT, LADY?

WOMAN: 18

DURANTE: YOU WAIT HERE, I'LL BRING THE RABBITS OUT TO SEE YOU.

SOUND: DOOR SLAMS.

MAN: *Yeah* - 18 youngsters! What an amazing woman. Where is her
husband?

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MOORE:

²⁵⁻
They took him to Hollywood. He's a big producer.
~~Help in Hollywood making a picture out of "AND THESE~~
~~OUR CHILDREN".~~ Now, Mr. Pike, if you will follow us,
we'll show you some of our attractions.

DURANTE:

YES, MR. PIKE. LET'S TAKE A HIKE DOWN THE PIKE AND WE'LL
SHOW YOU WHAT YOU LIKE.

MUSIC:

BRIDGE SEGUE INTO CIRCUS BACKGROUND SOUNDS

MOORE:

Now, Mr. Pike if you look to your left, you'll see one
of our ^{most sensational} ~~biggest~~ attractions.

DURANTE:

YES -- ON THAT PLATFORM ^{stands} ~~IS~~ OUR FAMOUS BEARDED LADY.

MAN:

Just a moment. This bearded lady has no beard.

DURANTE:

I KNOW, WE'VE HAD COMPLAINTS ABOUT THAT. - *Yes, we've*
had complaints about that -

Moore:

You'll hear about it later.

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51454 5126

MOORE: And right here, Mr. Pike, in this cage is the most amazing breath taking, the most stupendous animal in existence

DURANTE: YES.

MOORE: The world's most famous gorilla. He expects to go in the army, you know.

MAN: *du* The Army? What good will a gorilla be in the Army?

MOORE: Well, you'll notice his arms reach all the way down to the ground.

MAN: So?

MOORE: He'll be the only soldier in the Army who can stand at attention and shoot crap at the same time!

DURANTE: A VERSA-TILE CREATURE! AND THAT'S NOT ALL, MR. PIKE! JUST LOOK IN THIS CAGE OVER HERE. WHAT DO YOU SEE?

MAN: Hmm, what an odd combination .. a goat and four panthers in one cage.

DURANTE: YES, WE GOT THE ONLY GOAT WITH TWO PAIR OF PANTHERS.

MAN: Gentlemen, that demonstrates real showmanship. I'll buy the circus for fifty thousand.

MOORE: *Why* Congratulations, now if you'll ^{just} go into our office and sign the check ...

MAN: Very well -- Which way to the elevator?

MOORE: Right through that door. Mr. Durante, show the gentleman to the elevator.

DURANTE: (GOING OFF) RIGHT THIS WAY, MONSOON. I'LL BE BACK IN A FLASH WITH THE CASH, JUNIOR.

SOUND: DOOR SLAMS

MOORE: Oh boy, fifty thousand bucks! I'll be rich! Why, I'll be able to afford a tooth brush for every tooth.

SOUND: DOOR OPENS

(COMING BACK)
DURANTE: WELL, JUNIOR, IT'S ALL DONE.

MAN: (SCREAM OFF STAGE)

MOORE: Jimmy, that sounds like Mr. Pike. What did you do? *did*
~~did~~ you to show him to the elevator.

DURANTE: SHOW HIM TO THE ELEVATOR? I THOUGHT YOU SAID THROW HIM
TO THE ALLIGATOR.

ORCH: PLAY OFF

APPLAUSE

27¹⁵

Folks I'd like to -29* 30
PETRIE: ~~Jimmy and Genny will be back just as soon as~~ tell you
about the old grey mare who had flat feet!

ORCHESTRA: (PLAYS) "The Old Grey Mare she ain't what she used
to be!"
(LAST FEW NOTES VERY FLAT)

PETRIE: Now that's flat -- but it can be worse in your
cigarette! Is war-time flatness spoiling your smoking?
Are you looking for a cigarette that won't go flat no
matter how many you smoke? Get Camels -- for more
flavor! Costlier tobaccos, blended with Camel's
master touch, give Camel cigarettes more flavor,
help them hold up, keep from going flat no matter how
many you smoke! Give a pack or two of Camels a real
test in your T-Zone -- your taste and throat. Your
taste will say, "More flavor!" -- and your throat will
give you the last word on Camel cigarettes' smooth
extra mildness. And remember -- Camels stay fresh,
cool smoking, and slow burning, because they're packed
to go around the world!

CHORUS: C-A-M-E-L-S!

PETRIE: Camel cigarettes! They're first in the service!
They've got what it takes!

Theme
ORCH: ~~ENTRO TO "WHO WILL BE WITH YOU!"~~

28¹⁰

DURANTE: GOOD NIGHT, MR. MOORE

BOTH: GOOD NIGHT EVERYBODY (FOLKS)

ORCH: UP AND OUT

APPLAUSE IF CUED BY PHIL COHAN

ORCH: THEME... BUMPER

28¹² PETRIE: ~~Camel broadcasts go out to the United States four times a week, are shortwaved to our men overseas, and to South America.~~ Listen tomorrow to Bob Hawk, in "Thanks to the Yanks", Monday to "Blondie"; Thursday to Abott and Costello; and next Friday to Georgia Gibbs, Roy Barge and his orchestra, yours truly, Howard Petrie.

*Time Cut
while on the
air.*

DURANTE: AND JIMMY DURANTE

MOORE: And Garry Moore.

BOTH: IN PERSON!

APPLAUSE

28³⁰

ORCH: THEME UP...FADE FOR

28³⁵ PETRIE: And remember...get Camels for more flavor. If you're looking for a cigarette that won't go flat no matter how many you smoke, get Camels, for more flavor! *28⁴⁵*

ORCH: THEME UP
APPLAUSE
BOARD FADE

(SWITCH TO STUDIO SIX FOR HITCH HIKE)

28⁵⁰

51454 5131

(IN STUDIO SIX)

JEWETT: Mister Pipesmoker, do people say you remind them of burning fudge? Don't let them do that, man .. get Pipe Appeal with Prince Albert! Prince Albert's mellow, aged-in-the-wood aroma will make you and your pipe welcome .. and, of course, every big, red two-ounce package of Prince Albert will give you around fifty rich-tasting, swell-smoking pipefuls! Prince Albert's no-bite treated to give your tongue a holiday, and crimp cut to pack and burn and draw just right! Mister, no wonder more pipes smoke Prince Albert than any other tobacco in the whole world!

29/30

ANNCR: This is CBS, the COLUMBIA ... BROADCASTING SYSTEM

- fade theme 20 seconds -

WABC...NEW YORK

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