

# NBC

ADVERTISER R. J. REYNOLDS WRITER  
PROGRAM TITLE GARD. GARANAN #66 OK  
CHICAGO OUTLET WISQ - HD ( APRIL 27, 1940 ) ( SATURDAY )  
( 5:30 PM ) ( DATE DAY )  
TIME

PRODUCTION  
ANNOUNCER  
ENGINEER  
REMARKS BOB CROSBY'S MUSIC SHOP  
(CHICAGO, ILL.)

51456 3248

1. HARRY: Here's the Saturday night Camel Caravan, rolling up to  
2. - Bob Crosby's Music Shop! Music with a heartbeat, by  
3. Bob Crosby and Mildred Bailey. Brought to you by the  
4. makers of CAMEL Cigarettes!

5. JELLISON: EXTRA!.....EXTRA!.....

6. HARRY: For extra flavor - get CAMELS!

7. JELLISON: EXTRA!...

8. HARRY: For extra mildness and extra coolness - get CAMELS!

9. JELLISON: EXTRA!

10. HARRY: For extra smoking per pack - get CAMELS...the cigarette  
11. that gives you the extras.

12. And as we swing open the Music Shop door -

13. (TINKLE OF BELL & DOOR OPEN & SLAM)

14. --the Band swings into "SITTING ON TOP OF THE WORLD!"

15. So clap hands - here comes Crosby!.

16. (BAND: "SITTING ON TOP OF THE WORLD")

17. ~~or~~

18. ~~("SO FAR SO GOOD")~~

19. (APPLAUSE)

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1. HARRY: Yes, it's Bob Crosby & Company, with Mildred Bailey!  
2. All brought to you by the slow-burning cigarette that  
3. gives you the extras - extra-coolness, extra mildness,  
4. extra flavor...and extra smoking in every pack...CAMEL  
5. Cigarettes!
6. BOB: Extra-ordinary fine talk, Harry Wholecome. You know, I  
7. was buying a pack of those slow-burning Camels in a hotel  
8. lobby not so long ago. It was in Boston.
9. HARRY: Baston?
10. BOB: Boston, Harry. And Beacon Hill was beamin' down on a  
11. solid musical hit called "Higher and Higher". And just  
12. as I opened my pack of Camels, into that hotel lobby  
13. swarmed as gala a group as ever I glimmed. A couple of  
14. stagehands, an electrician, three or four bee-yootiful  
15. showgirls, the brass section from the pit band, and the  
16. stage doorman. And leading them to the elevator was one  
17. of the most generous citizens in show business - Larry  
18. Hart. Wherever Larry Hart is, he's giving a party.
19. HARRY: Well Bob, he and his partner, Dick Rodgers, have  
20. certainly been generous with the hits they've given us.  
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BOB:

The latest of which, of course, is "Higher and Higher," Harry. And that title might describe Rodgers' and Hart's whole career. When Mildred Bailey caught the show in New York, her favorite song was the one called "From Another World." Mildred liked it so much that she's made a record of it. And that's the song Mildred's featuring tonight at her own demonstration counter. So get set for some real music with a heartbeat, customers. Mildred Bailey singing - "From Another World."

(BAND: "FROM ANOTHER WORLD" MILDRED BAILEY VOCAL)

(APPLAUSE)

51456 3251

1. BOB: Our friends who have dropped in on us at the Blackhawk  
2. Restaurant lately, have had us working on the railroad  
3. all the livelong day. ~~Seems they want all tracks~~  
4. ~~cleared for our treatment of one of their new favorites~~  
5. ~~"Slow Freight."~~ The first dinner party to arrive  
6. always asks for <sup>"Slow Freight."</sup> it. And by the time we've filled their  
7. order, five or six other tables are sending up requests  
8. for that same "Slow Freight." ~~Our concertmaster, Gil~~  
9. ~~Rodin, was saying just last night that folks seem~~  
10. ~~to go for it in the same way they go for "Tuxedo Junction."~~  
11. All week long we've been promising them we'd deliver  
12. "Slow Freight" f.o.b. here in the Music Shop tonight.  
13. This is the time, this is the place, and this is - "Slow  
14. Freight."

15. BAND: "SLOW FREIGHT"

16. APPLAUSE

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1. CROSBY: And over here in the cashier's cage of our Music Shop  
2. is our travelling salesman, gadabout Harry Holcombe.  
3. Whatcha <sup>so glad about, Gadabout?</sup> ~~say, Harry?~~
4. HOLCOMBE: Bob, I met the cutest trick tonight --
5. CROSBY: Well, what are we waiting for?
6. HOLCOMBE: Right out on the North Side, here in Chicago. I was  
7. sitting in this restaurant -- you know, thick, juicy,  
8. prime roast beef, with that smooth, mellow, home-made  
9. gravy and --
10. CROSBY: Don't go changing the subject. Who was this cute  
11. trick you met?
12. HOLCOMBE: Oh, it wasn't a who. It was an it. It's a card trick.  
13. Want to see it?
14. CROSBY: (DISGUSTED) Everything happens to me.
15. HOLCOMBE: Fellow out at this restaurant did a whole flock of them.  
16. I'll just shuffle this deck... (SLOW SHUFFLING OF CARDS)
17. CROSBY: Harry, I'm no gambling man, but who taught you to  
18. shuffle cards?
19. HOLCOMBE: Funny -- that's what the man at the restaurant asked  
20. me.
21. CROSBY: Here -- I'll do it for you. (QUICK SHUFFLING) Now then--  
22. what's the trick?
23. HOLCOMBE: Well - choose a card, Bob.
24. CROSBY: Okay -- this one. Ace of hearts.
25. (MORE)

51456 3253

1. HOLCOMBE: Good -- now put it back. That's right. Now I'll  
2. just sort of mix 'em up a little so you won't think--  
3. CROSBY: Harry, I don't want to be an old spoily-sport and stuff,  
4. but you've kept your thumb right where I put that ace.  
5. I can spot it from here.  
6. HOLCOMBE: Doggone it -- the man at the restaurant said that, too.  
7. CROSBY: Guess you're just not cut out to be a sleight-of-hand  
8. artist.  
9. HOLCOMBE: He told me that, too. He said it takes real speed to  
10. make the hand quicker than the eye. And you know what  
11. I told him Bob? Speed is fine for some things --  
12. including card tricks, maybe. But for the "extras" in  
13. smoking pleasure, leave out the speed -- and give me a  
14. Camel. Camels burn slower -- give extra mildness,  
15. extra coolness, and extra flavor. In recent laboratory  
16. tests, Camels burned twenty-five per cent slower than  
17. the average of the fifteen other of the largest-selling  
18. brands tested -- slower than any of them. That means  
19. another extra for Camel smokers, too-- a smoking plus  
20. equal, on the average, to FIVE EXTRA SMOKES PER PACK.  
21. Penny for penny, Camels are your best cigarette buy!  
22. BOB: "Say It"  
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1. (TINKLE OF BELL & DOOR OPEN & SLAM)

2. BOB: Come right on in, sir. Pure Dixieland to your right,  
3. ballads straight ahead.

4. WISEGUY: You the boss of this Music Shop?

5. BOB: Right - Crosby's the name.

6. WISEGUY: Shake, brother.

7. BOB: Glad to meet you.

8. (LOUD FIRE-ALARM OR DEPARTMENT-STORE GONG CLANGS)

9. WISEGUY: (LAUGHS) That hand-shake trick always rings the bell,  
10. Crosby! (LAUGHS)

11. BOB: Haven't I hated you somewhere before?

12. ~~WISEGUY: Thought you'd remember me! Wedge Wood's the name. My~~  
13. ~~friends call me Wedgie. You get it? Wedgie - a built-up~~  
14. ~~heel. (LAUGHS) I can take a joke on myself.~~

15. ~~BOB: Seems to me you're taking an awful lot on yourself.~~

16. WISEGUY: Now Crosby, calm down. Calm down to brass tacks. You  
17. get it? (LAUGHS) Pretty good, huh?

18. BOB: You know ~~Wedge~~, you'd make a wonderful stranger.

19. WISEGUY: Now I tell you. Sit right down here at this desk and  
20. give me your autograph. No, no, not that chair! Sit here.

21. BOB: Okay.

22. (HONK HONK OF OLD CAR HORN)

23. WISEGUY: (LAUGHS) Crosby, you ought to see your face! (LAUGHS)

24. BOB: I wish I'd never seen yours.

25.



WISBOUY: My wife says my face is my fortune - that's why I'm always broke. You get it? (LAUGHS) Come on now - give me your autograph. Here - you can use my pen.

BOB: Thanks. If it'll help get you out of here I'll --  
(LOUD BAND! FOLLOWED BY LONG, EXPLOSIVE HISS)

WISBOUY: (LAUGHS) That trick always ends in blackface, Crosby!  
Now you can sing a wassay song!

BOB: (THROUGH HIS TEETH!) Listen, chus. I've made up your mind it's time you waltzed out of here. The Band will escort you with a waltz called "Spring Beautiful Spring." Now start waltzing! "Spring Beautiful Spring."

(BAND: "SPRING BEAUTIFUL SPRING")

(APPLAUSE)

1. (TINKLE OF BELL & DOOR OPEN & SLAM)

2. MRS. Mr. Crosby, I'm confused about daylight-saving time.  
3. Can you tell me what time your Music Shop will open  
4. next Saturday night?

5. BOB: Well Madame, that depends on where you'll be listening.  
6. You see, in some places they don't have daylight-saving  
7. time.

8. MRS: I'll be in New York.

9. BOB: Then it's very simple. You just set your watch an  
10. hour ahead.

11. MRS.: That's just it. Ahead of what?

12. BOB: Why, ahead of the time here in Chicago.

13. MRS: But New York is already an hour ahead of Chicago.

14. BOB: Ohhhhh no.....in New York it's an hour later.

15. MRS: I just don't understand that.

16. BOB: Well, look. The sun rises in the East. So when it's  
17. sunrise in New York, here in Chicago it's still an  
18. hour before sunrise. In the mountains, it's two hours  
19. before, and on the Coast it's three hours.

20. MRS: Wait a minute. Do you mind if we just stay in New York?  
21. Now, it's sunrise, and I've set my clock an hour ahead.  
22. So it's an hour earlier - right?

23. BOB: No ma'am. It's an hour later because it's ahead.

24. MRS: But if it's an hour later I should think it would get  
25. dark earlier in the evening - so where's the daylight-  
saving?

1. BOB: Look at it this way. Right now it gets dark about  
2. seven o'clock, doesn't it?
3. MRS: Ye-e-e-s.
4. BOB: Put with daylight-saving time you set your clock an  
5. hour ahead....
6. MRS: So it's six o'clock!
7. BOB: No, it's eight o'clock.
8. MRS: But how can there be two hours' difference when you've  
9. only changed your clock one hour?
10. BOB: I tell you. If you're going East, you keep setting  
11. your clock ahead, and adding an hour for daylight-saving  
12. time. But if you're going West, you turn your clock  
13. back an hour for standardtime, but ahead for  
14. daylight-saving.
15. MRS: Well, suppose you're going to China?
16. BOB: Oh, I know - but you're not. Now Madame, you're going  
17. to sit right down here at Mildred Bailey's song counter  
18. while Mildred sings "There'll Be Some Changes Made."  
19. But first, listen to the soothing voice of Harry  
20. Holcombe.
21. HARRY: If you live in a community where daylight-saving time  
22. is not observed, Bob Crosby's Music Shop will come to  
23. you one hour earlier next Saturday night.
24. BOB: You see how simple it is? All ready, Mildred? "There'll  
25. MILDRED: Be Some Changes Made."  
"THERE'LL BE SOME CHANGES MADE"  
APPLAUSE

SECOND COMMERCIAL

Page 12

1. HOLCOMBE: When it comes to the qualities of mildness and coolness
2. in a cigarette, here is a plain and simple scientific
3. truth --
4. MAN'S VOICE: The slower your cigarette burns, the milder and cooler
5. (SCIENTIFIC) the smoking.
6. HOLCOMBE: In other words, the slower the burning, the less heat.
7. But -- all cigarettes don't burn alike. Some are
8. fast burning -- some are slower burning. Slow burning
9. is a quality of the individual cigarette and its
10. tobacco. And here are the latest facts on cigarette
11. burning: We quote from unbiased independent scientific
12. reports:
13. MAN'S VOICE: In our laboratory tests of sixteen of the largest-selling
14. cigarette brands, we found that Camel cigarettes
15. burned slowest of all -- twenty-five per cent slower
16. than the average of the other brands tested.

1. HOLCOMBE: Camel's costlier tobaccos are mild to begin with --  
2. and that natural mildness and natural flavor is  
3. preserved for you in the smoking because Camels are  
4. slower burning. Make Camels your cigarette and you'll enjoy extra  
5. mildness, extra coolness, and extra flavor in every puff -- and  
6. extra smoking per pack. For that twenty-five per cent slower  
7. burning, just mentioned, means a smoking plus equal, on the average,  
8. to FIVE EXTRA SMOKES PER PACK. If you live in a community where  
9. certain state cigarette taxes are in effect, you can save the cost of  
10. the tax through smoking Camels. If there are no added taxes where  
11. you live, the savings are all yours. Let slow burning be your guide  
12. to increased smoking pleasure. Smoke Camels. Penny for penny,  
13. Camels are your best cigarette buy?

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1. BOB: Right, Harry. In fact, right down the hall to booth  
2. seven, where on your right you'll find our fourteen  
3. jazz-happy fellows cuttin' loose with "Copenhagen".  
4. Here we are - Matty Matlock's arrangement of "Copenhagen".  
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7. (BAND: COPENHAGEN)

8. THEME AND APPLAUSE FULL AND FADE  
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1. BOB: Yes, it's our theme song, "Summertime," and that means  
2. goodnight time.  
3. Till we meet again next Saturday night, may the  
4. listenin' be easy. Bob Crosby saying take it easy.  
5. JELLISON: EXTRA!.....EXTRA!  
6. HARRY: CAMELS give you extra flavor.  
7. JELLISON: EXTRA!  
8. HARRY: CAMELS give you extra mildness and extra coolness.  
9. JELLISON: EXTRA!  
10. HARRY: CAMELS give you extra smoking per pack. Try CAMELS -  
11. the cigarette that gives you the extras.  
12. BOB: Harry, there's one other thing I'd like to do before we  
13. close up the Music Shop tonight. I want to welcome  
14. a new and very cheery member to the Camel family. You  
15. know, Ilka Chase is our charming Camel hostess on  
16. "Luncheon at the Waldorf" around noontime Saturdays.  
17. Of course, I'm here Saturday night with the Music Shop,  
18. and on Monday the Camel Caravan rolls up with "Blondie".  
19. And now, starting next Friday, we're going to have  
20. still another great Camel <sup>show</sup> ~~program~~ - the AL PEARCE <sup>program</sup> ~~show~~.  
21. So huddle 'round your radio come next Friday, for a  
22. rousing reception to AL PEARCE - on the air for CAMELS.  
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1. HARRY: Yes, beginning next Friday, the Camel Caravan brings  
2. you the Al Pearce <sup>program</sup> Show. Consult your local paper for  
3. time and station. And on Saturday night, join us  
4. again here in Bob Crosby's Music Shop, with Mildred  
5. Bailey. If your community does not observe daylight  
6. saving, ALL the Camel shows will come to you one hour  
7. earlier. <sup>"Say It" is from the picture "Buck Benny Rides Again."</sup> Harry Holcombe saying goodnight till  
8. Saturday night!

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THIRD COMMERCIAL

1. ANNOUNCER: Pipe-smokers, step out at your first opportunity and  
2. buy yourselves a big, red tin of Prince Albert. Fill  
3. your pipe up with this rich-tasting, full-bodied  
4. tobacco and enjoy pipe-smoking pleasure at its best  
5. with cool-burning Prince Albert. Remember, science  
6. has confirmed the fact, in laboratory "smoking bowl"  
7. tests, that Prince Albert burned eighty-six degrees  
8. cooler than the average of the thirty other of the  
9. largest-selling brands tested....coolest of all!  
10. Prince Albert is the National Joy Smoke. Be sure to  
11. try a tin of Prince Albert soon. There's no other  
12. tobacco like it.

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22. mo, cm, ah:12:15

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