

# NBC

ADVERTISER R. J. REYNOLDS WRITER  
PROGRAM TITLE CAMEL CARAVAN #45 OK  
CHICAGO OUTLET WHAQ - RED  
( 9:00-9:30 PM ) ( MAY 4, 1940 ) ( SATURDAY )  
TIME DATE DAY  
PRODUCTION  
ANNOUNCER  
ENGINEER  
REMARKS BOB CROSBY'S MUSIC SHOP (CHICAGO)

51456 3265

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 OPENS & SLAMS)

14. --the Band swings into "Smiles". So clap hands - here  
15. comes Crosby!

16. (APPLAUSE)

17. (BAND: SMILES)

18. (APPLAUSE)

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HARRY: Yes, it's Bob Crosby and Company, with Mildred Bailey! All brought to you by the slow-burning cigarette that gives you the extras - extra coolness, extra mildness, extra flavor...and extra smoking in every pack...CAMEL Cigarettes!

BOB: A solid statement of the solid facts, Harry Holcombe.  
(TINKLE OF BELL & DOOR OPEN & BLAM)

SERGEANT: Now look here! Are you Crosby?

BOB: Cheese it, Harry- the cop!

SERGEANT: (SARCASTIC) I'm tryin' to run traffic on this corner. And a sweet lot of help you're givin' me. Just look at 'em out there. Look at the crowd around this Music Shop!

BOB: Guilty, Officer. That crowd's been collecting ever since we put that poster in our window. The one saying "Special tonight Mildred Bailey singing "On the Isle of May!"

SERGEANT: (MELTS) Ohhhh, is that what it is? Mildred Bailey singin' "Isle of May." No wonder there's a crowd. You can give me a ticket for that one.

BOB: Then just open up that front door and direct traffic right inside here. Here's Mildred Bailey with the song she's been getting crowds of requests for. "On the Isle of May."

[MILDRED: "ISLE OF MAY"]

(APPLAUSE)

BOB: Beautiful, Mildred. You really sang that with all your heart.

HARRY: You're right, Bob. You know, I've been putting my heart into a song all week. At least I've written a lyric.

BOB: Wait till I get some cotton for my ears, Harry, and you can tell me how it goes.

HARRY: I just call it "Good Enough to Eat."

BOB: It's a hungry title.

HARRY: It goes: - "You're good enough to eat - baby  
From the honey of your hair  
To the soles of your feet - baby."

BOB: (WHISTLES!) Harry!

HARRY: "You're my peaches and cream  
My little orange blossom  
When I'm with you I seem  
To be walking on clouds of gossam-  
er."

BOB: Er! Well - er - Harry, if you put that over a fire it would pop.

HARRY: Too sorry, huh?

BOB: Not only that, Harry - you couldn't dance to it. A song has to have rhythm. There has to be a lilt to it. Here's a good example staring me right in the face. "The Woodpecker Song." It's got what it takes to send a song right to the top. Let this be a lesson to you, Harry. "The Woodpecker Song."

(BAND: "THE WOODPECKER SONG")

(APPLAUSE)

1. (AFTER NUMBER FEATURING RAY BAUDUC ON DRUMS)

2. CROSBY: Fellows, that was in the groovey and all to the gravy.  
3. And if you customers will just step over to the  
4. cashier's cage of our Music Shop we'll -

5. HOLCOMBE: Say, Bob - before we leave Booth Four here, could I  
6. hear sort of a second rendering?

7. CROSBY: A second -? Why sure, Harry - only this is the time we  
8. count on you to give us an account rendering.

9. HOLCOMBE: That's why I've swung over on the parallel bars to draw  
10. a few conclusions. Now you take that wonderful drum part  
11. Ray Bauduc just played. Could I hear that again?

12. CROSBY: ~~How 's about it,~~ <sup>sure, take it</sup> Ray? Will you ~~thump~~ <sup>thump</sup> those skins for  
13. Harry Holcombe?

14. BAUDUC: ~~(OFF) You mean this part, Bob?~~

15. (BAUDUC REPEATS TERRIFIC DRUM MEASURE)

16. CROSBY: ~~Gosh Harry I don't blame you for wanting to hear more~~  
17. ~~of that. Ray's speed on those drums sends shivers down~~  
18. ~~your spine.~~ <sup>There you are, Harry.</sup>

19. HOLCOMBE: ~~Just what I told Ray at rehearsal this afternoon, Bob.~~  
20. ~~When it comes to giving the customers these extra hot~~  
21. ~~licks they expect on the drums.~~ <sup>for a drum-break like that,</sup> speed's the thing. But  
22. when it comes to smoking, Ray and millions of other  
23. smokers could tell you that the big extras in cigarettes  
24. go with slow burning -- with Camels. And science  
25. explains it this way: (MORE)

(FIRST COMMERCIAL CONTINUED)

1. VOICE: Nothing interferes with cigarette mildness and flavor  
2. like the excess heat of too-fast burning. Camel  
3. Cigarettes are definitely slower burning. In recent  
4. impartial laboratory tests, Camels burned twenty-five  
5. per cent slower than the average of the fifteen other  
6. of the largest-selling brands tested...slower than any  
7. of them. That means a smoking plus equal, on the  
8. average, to FIVE EXTRA SMOKES PER PACK.  
9.

10. HOLCOMBE: Yes, slower-burning Camels give you extra mildness,  
11. extra coolness, extra flavor, and extra smoking equal,  
12. on the average, to FIVE EXTRA SMOKES PER PACK. Penny  
13. for penny slow-burning Camels are your best cigarette  
14. buy!

15. (BOB: HOW DEEP IS THE OCEAN)

16. ~~or~~

17. ~~(WITH THE WIND AND THE RAIN IN HER HAIR)~~

1. BOB: You know, on Saturday, May Fourth, 1918 - I'll never forget  
2. the day. My brother Everett spent the whole afternoon  
3. staring at the baseball scoreboard down at the Spokane Daily <sup>Chronicle.</sup>  
4. ~~Building~~. He came home to tell us that Miller Huggins'  
5. Yankees had licked the Boston Red Sox at New York's Polo  
6. Grounds by a score of Five to Four. The Boston pitcher was  
7. a fellow named Babe Ruth, and he hit a homer and a double.  
8. ~~that day~~. My father, Harry Lillis Senior, cut out a  
9. newspaper ad from that evening's paper. It claimed in  
10. shouting headlines:

11. "You don't have to fill up the gas tank in a CHALMERS  
12. Every time you take the car out!"

13. Me, I spent my weekly allowance that night - all 15¢ of  
14. it - seeing tantalizing Mae Murray's new picture - "The  
15. Bride's Awakening." And the merry month of May in 1918  
16. put a new song on the Crosby family piano. It was called  
17. "Beautiful Ohio," and it's up for demonstration right now,  
18. Matty Matlock's Dixieland version of "Beautiful Ohio."

19. (BAND: "BEAUTIFUL OHIO")

20. (APPLAUSE)

(TINKLE OF SHOP BELL & DOOR OPEN & SLAM)

1. MRS. Mr. Crosby, I'm Liz Quiz, and ever since I heard your  
2. Music Shop was here in Chicago, I've been meaning to ask  
3. you something.

4. BOB: Ask away, Miz Quiz, *and I'll give you the biz.*

5. MRS. Well - is the Mildred Bailey who sings here the same  
6. Mildred Bailey who once prevented a domestic tragedy for me?  
7. You see, one summer all my husband's kinfolk all came on  
8. for a visit. And of course, they moved right in with us.

9. BOB: Did you say "with" or "on"?

10. MRS. Yes. All day and every day I had to listen to Cousin  
11. Avery's bad jokes and Aunt Mae complaining about the heat.  
12. Finally I couldn't stand another minute of it. So I told  
13. my husband - well, I told him I meant it, that's all. And  
14. he took us to a place where I actually forgot about Cousin  
15. Avery and Aunt Mae and everything else but the music. The  
16. Three Aces, I think it was.

17. BOB: Oh, the Three Deuces. Down in the Loop.

18. MRS. My, it was fun! Specially when they coaxed the girl at the  
19. next table to sing. They said her name was Mildred Bailey,  
20. and the way she sang certainly took my mind off my troubles.  
21. I even forgot that my feet were killing me.

22. BOB: That sounds like our own charming Mildred Bailey.



1. MRS. Well, Mr. Crosby, if it is, I'm going to send that girl a  
2. jar of <sup>Hazell's Mustard Pickles.</sup> ~~my best pickalilli.~~

3. BOB: Then just set ye down in yonder easy chair, Miz Quiz.  
4. Mildred Bailey's right here to take your mind off your  
5. woes with "Tuxedo Junction".  
6. Okay, Mildred. "Tuxedo Junction".

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8. (MILDRED: "TUXEDO JUNCTION")

9. (APPLAUSE)

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1. HOLCOMBE: Every day more and more smokers are discovering that the  
2. important extras in cigarette pleasure and value go with  
3. slow-burning Camels. For slow-burning preserves and  
4. heightens natural tobacco flavor and fragrance...means freedom from  
5. the excess heat and irritating qualities of too-fast burning. And  
6. science has confirmed Camel's slower way of burning. In recent  
7. impartial laboratory tests, Camels burned twenty-five per cent  
8. slower than the average of the fifteen other of the largest-selling  
9. brands tested...slower than any of them.. That means a smoking plus  
10. equal, on the average, to FIVE EXTRA SMOKES PER PACK. If you live  
11. in a community where certain state cigarette taxes are in effect,  
12. you can save the cost of the tax through smoking Camels. If there  
13. are no added taxes where you live, the savings are all yours. Take  
14. advantage of Camel's costlier tobaccos and slower way of burning.  
15. Enjoy all the extras -- extra mildness, extra coolness, extra flavor--  
16. and extra smoking per pack. Remember! Penny for penny, Camels are  
17. your best cigarette buy!

18. *What now, Bob Crosby?*  
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1. BOB: Now Harry, a new arrangement by Bob Haggart of a really  
2. solid old favorite, "I Found a New Baby." It features ~~our~~  
3. ~~eight Bobcats, with solos by~~ Billey Butterfield's trumpet,  
4. Irving Fazola's clarinet, Warren Smith's trombone, and  
5. Eddie Miller's saxophone. Are you all set, fellows?  
6. "I Found a New Baby."  
7. (BAND: "I FOUND A NEW BABY")  
8. (APPLAUSE)

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ADDITIONAL MATERIAL - CAMEL CARAVAN - MAY 4, 1940 - SATURDAY

1. JELLISON: EXTRA !.....EXTRA !.....
2. HARRY: CAMELS give you extra flavor....
3. JELLISON: EXTRA
4. HARRY: CAMELS give you extra mildness and extra coolness.
5. JELLISON: EXTRA !
6. HARRY: CAMELS give you extra smoking per pack. Try CAMELS,
7. the Cigarette that gives you the extras. And for
8. your radio pleasure, Camels give you extra fine
9. listening with four great shows!
10. BOB: ONE! The Saturday noontime Camel show - "Luncheon
11. at the Waldorf," with Ilka Chase!
12. HARRY: TWO! The Saturday night Camel show - Bob Crosby's
13. Music Shop, with Mildred Bailey!
14. BOB: THREE! The Monday night Camel show - "Blondie!"
15. HARRY: FOUR! The Friday night Camel show - The Al Pearce
16. Program! All four of these extra fine shows are
17. brought to you by CAMEL, the Cigarette that gives you
18. the extras.
19. (BAND: THEME)
20. BOB: Yes, it's our theme song "Summertime," and that means
21. goodnight time. Till we meet again next Saturday
22. night, may the listenin' be extra easy. Bob Crosby
23. saying take it easy.
24. HARRY: And this is Harry Holcombe saying goodnight till
25. Saturday night!
- (THEME AND APPLAUSE UP AND OUT)

COMMERCIAL

1. ANNOUNCER: Men! Be sure you get pipe-smoking pleasure at its  
2. best. Fill up your pipe with Prince Albert. Prince  
3. Albert is known far and wide as the cooler-smoking  
4. tobacco. In recent laboratory "smoking bowl" tests,  
5. Prince Albert, the world's largest-selling smoking  
6. tobacco, burned eighty-six degrees cooler than the  
7. average of the thirty other of the largest-selling  
8. brands of tobacco tested...coolest of all! Prince  
9. Albert gives you choice tobacco..."no-bite" treated  
10. and "crimp cut" -- with the supreme comfort of a smoke  
11. that is positively cooler, more enjoyable, right  
12. down to the last puff. Men, Prince Albert is the  
13. National Joy Smoke. There's no other tobacco like it.

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17. VH:11:55  
18. 6/3/40  
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