

# NBC

ADVERTISER R. J. REYNOLDS WRITER  
PROGRAM TITLE CAMEL CARAVAN OK  
CHICAGO OUTLET WMAQ - RED  
( 9:00-9:30 PM CDST ) ( MAY 18, 1940 ) ( SATURDAY )  
TIME DATE DAY  
PRODUCTION  
ANNOUNCER  
ENGINEER  
REMARKS  
BOB CROSBY'S MUSIC SHOP #47

51456 3287

1. HARRY: Here's the Saturday night Camel Caravan, rolling up to -
2. Bob Crosby's Music Shop! Music with a heartbeat, by Bob
3. Crosby and Mildred Bailey. Brought to you by the makers
4. 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 Bob Crosby swings open the Music Shop door -
13. (TINKLE OF BELL & DOOR OPEN & SLAM)
14. --the Band steps out with "My Gal Sal!" So clap hands -
15. here comes Crosby!
16. (APPLAUSE)
17. (BAND: "MY GAL SAL")
18. (APPLAUSE)
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

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....  
5. CAMEL Cigarettes!

6. BOB: Nice accountin', Chief Accountant, Harry Holcombe. ~~That~~  
7. ~~balances the credit side of our Music Shop ledger.~~  
8. ~~Tell me, H. H. - have you some entries on the Payment~~  
9. ~~Deferred side of the books?~~

10. HARRY: ~~A few demand notes, B. C. We're indebted to Mildred~~  
11. ~~Thanks, Bob. how how about those~~  
12. ~~Bailey for these. They're repeat orders for immediate~~  
13. ~~delivery of Mildred~~ <sup>Bailey</sup> singing "Fools Rush In".

14. BOB: <sup>ah, that's</sup> A very pretty parcel ~~it is, too.~~ Music by Rube Bloom and  
15. words by our Music Shop's silent partner, Johnny Mercer.

16. HARRY: Say Bob, Mildred and I are planning to see Johnny's new  
17. show "Walk With Music" when it opens on Broadway week  
18. after next. That's a date, isn't it, Mildred?

19. MILDRED: <sup>Certainly</sup> ~~Truly~~ is. Johnny and Hoagy Carmichael have written some  
20. beautiful songs for that show. I hope it'll be a great  
21. success.

22. BOB: And so say all of us. Here's to you Johnny Mercer! And  
23. customers, here's Mildred sending out our Johnny's current  
24. hit - "Fools Rush In".

25. (MILDRED: "FOOLS RUSH IN")

26. (APPLAUSE)

1. BOB: That's music with a heartbeat, if ever I heard it, Mildred.  
2. Brought us a customer, I do believe. A customer with a  
3. crew haircut.....
4. (SOUND: TINKLE OF SHOP BELL & DOOR OPENS & CLOSES)
5. BOY: Say Bob - has Mildred Bailey recorded that?  
6. BOB: She has, young fellow. And if you're a Bailey collector,  
7. you'll be glad to hear that Mildred flew to New York this  
8. week and recorded four more new ones.
9. BOY: Gee, I hope they'll be released in time.' I'm making up a  
10. book of Mildred Bailey records - for Harriet's graduation  
11. present.
12. BOB: Harriet being the only girl in the world department?  
13. BOY: Gosh no! She's my sister. And she's in love. With Albert.  
14. Boy, have they got it bad! Mooning around the house  
15. every Saturday night - holding hands and sighing. (SIGHS)
16. It's revulsive!  
*I resemble that remark.*
17. BOB: You haven't, by any chance, acquired that horrid brotherly  
18. habit - hiding behind the family sofa?
19. BOY: Me? That kid stuff? I should hope not! Coupla times,  
20. though, I was in the hall closet when Albert arrived.  
21. Y'see, I keep my baseball gloves in there.
22. BOB: Of course - and you were too much of a gentleman to come  
23. out of the closet and interrupt.  
24.  
25.

1. BOY: Yes - just had to hold my breath and listen. Honestly,  
2. Bob, makes me blush. To think my own sister can make such  
3. a goofy goon out of a great basketball player like  
4. Albert. They turn on the radio. "Music with a heartbeat,"  
5. Albert drools. "That's for us, honey". And Harriet goes,  
6. "Mmmmm-hmmmm".

7. BOB: I take it you're not the music with a heartbeat type.

8. BOY: Oh sure. You don't want to let that romance stuff get you,  
9. that's all. 'Course my favorites are those solid  
10. Dixieland arrangements of Bob Haggart's.

11. BOB: ~~Of which the Music Shop is prouder of nothing else than.~~

12. ~~And right down the hall, in booth seven on your left -~~

13. ~~you'll meet Bob Haggart, ganging up with our fourteen~~

14. ~~Then step right into Booth seven. We're~~  
~~Dixieland Dispensers. They're putting up for~~

15. demonstration Bobby's Dixieland description of an old-time  
16. revival meeting.

17. BOY: "Prayin' Humble"? Terrific!

18. BOB: Yesh man. With Ray Bauduc's tom-tom calling the meeting  
19. to order. And Deacon Billy Butterfield's trumpet leading  
20. the congregation. "I'm Prayin' Humble".

21. (BAND: "I'M PRAYIN' HUMBLE")

22. (APPLAUSE)

23.

24.

25.

1. HOLCOMBE: The longer you smoke Camels the more you'll appreciate  
2. the "extras" of Camel's costlier tobaccos and slower way  
3. of burning. Extra mildness, extra coolness, and extra  
4. flavor. Camels give you these three big "extras" in  
5. pleasure. And they give you extra value, too, because  
6. of that slower burning. Recent impartial laboratory tests  
7. are on record showing this:

8. MAN: Camels burned twenty-five per cent slower than the average  
9. of the fifteen other of the largest-selling brands tested..  
10. ...slower than any of them.

11. HOLCOMBE: That means Camels give you a smoking plus equal, on the  
12. average, to FIVE EXTRA SMOKES PER PACK. So turn to  
13. Camels -- for extra pleasure and extra value. Penny for  
14. penny, Camels are your best cigarette buy!

15. And here's Bob Crosby <sup>to sing</sup> ~~with~~ "My Imagination."

16. (BOB: "MY IMAGINATION")

17. (APPLAUSE)

18.

19.

20.

21.

22.

23.

24.

25.

1. BOB: Thank you, customers. Oh-oh, don't look now - here comes  
 2. The Man I Hate.  
 3. (TINKLE OF SHOP BELL & DOOR OPENS AND SLAMS)  
 4. DRIPP: Hello there, Crosby! Remember me? Dripp. Willie B. Dripp.  
 5. Now you want to know what the B. stands for. Well, my  
 6. mother wanted twins - so she called me Bartlett. Y' get  
 7. it? Twins...a pair...Bartlett Pear! (LAUGHS)  
 8. BOB: One of these days, Dripp, you're going to kill you. Then  
 9. I'll be happy.  
 10. DRIPP: Hey - look out! It's all over the place!!  
 11. BOB: What?  
 12. DRIPP: Why it's all over the Music Shop. Look!  
 13. BOB: What's all over the Music Shop?  
 14. DRIPP: The roof! (LAUGHS) Y'get it? The roof! Ah well, it's  
 15. over their heads. (CONFIDENTIAL) Now look, Crosby, the  
 16. man I came to see is Harry Holcombe. Brought him this  
 17. great big, delicious hot dog!  
 18. BOB: (CALLS) Harry!  
 19. HARRY: (OFF) Yes...  
 20. BOB: Food.  
 21. HARRY: (ON - EXCITED) Where?  
 22. DRIPP: Here y'are, Harry. Red hot. And that's home-made relish.  
 23. HARRY: Mm-mm. M' favorite snack, a hot dog! Look at that  
 24. golden-brown crust on the roll - just all warm and crisp..  
 25. DRIPP: Well, go on - bite into it!

1. HARRY: You bet - here goes.  
2. (SOUND: DOG BARKS)  
3. DRIPP: Extra! Extra! Man bites dog! (LAUGHS)  
4. (SOUND: DOOR SLAM)  
5. BOB: I hope he finds himself a crowd and gets lost. Now that  
6. we're practically alone, customers - a medley. "June in  
7. January" - "Easy to Remember" - and "May I".  
8. (BAND: MEDLEY)  
9. (APPLAUSE)  
10. BOB: Nice going, fellows. And eyes right - another customer  
11. coming!  
12. (TINKLE OF BELL & DOOR OPEN & SLAM)  
13. BOB: Good evening, Madame. Come right in.  
14. MRS: What was it you wanted, Mr. Crosby? I'm the woman who sat  
15. behind you in the movies last night. You know - "Buck  
16. Benny Rides Again."  
17. BOB: Oh yes! *sure!*  
18. MRS: You asked me to drop in here at the Music Shop tonight.  
19. Why?  
20. BOB: Well you see, the actors up on the screen were talking so  
21. loud, I could hardly hear a word you said.  
22. MRS: I was only trying to *convince* ~~make~~ my husband ~~admit it~~. You see,  
23. he's a Jack Benny fan.  
24. BOB: Sure. A lot of us are.  
25.



1. MRS: Wellll - I guess so. But just you wait till Fred Allen  
2. gets him in that picture they're planning together!
3. BOB: Oh, now I see!
4. MRS: Already on the radio Fred's given Jack plenty of feud  
5. for thought. (GIGGLES)
6. BOB: Yes - their popularity certainly hasn't suffered under  
7. the - ~~feudal~~ <sup>feudal</sup> system.
8. MRS: (GIGGLES) Why, Fred will have Jack simply squirming! In  
9. fact, they'll probably call the picture "Buck Benny  
10. Writhes Again." (GIGGLES)
11. BOB: Well, no matter who loses that ~~feud~~ <sup>battle</sup> of theirs, their fans  
12. are bound to win. And lady, because you were too busy  
13. arguing with your husband to pay much attention to the  
14. picture - sit back and listen to one of the things you  
15. missed. Our own Mildred Bailey is here to sing it for  
16. you. Turn on the rhythm, Mildred, and let us hear -  
17. "My My."  
18. (MILDRED: "MY MY")  
19. (APPLAUSE)
20.  
21.  
22.  
23.  
24.  
25.

1. HOLCOMBE: When you buy cigarettes, you expect to find certain  
2. qualities of mildness, coolness and flavor. When you  
3. buy Camel cigarettes, you get all these qualities plus  
4. an extra measure of each. Camels are made from costlier  
5. tobaccos. Camels are slower burning. And that combination  
6. gives you the extras...extra mildness...extra coolness...  
7. extra flavor.

8. VOICE: In recent impartial laboratory tests, Camel cigarettes  
9. burned twenty-five per cent slower than the average of the  
10. fifteen other of the largest-selling brands tested...  
11. slower than any of them.

12. HOLCOMBE: That means another extra...extra smoking...a smoking plus  
13. equal, on the average, to FIVE EXTRA SMOKES PER PACK.

14. VOICE: People who live in communities where certain state  
15. cigarette taxes are in effect, find Camel's economy  
16. important. They save the cost of the tax through smoking  
17. Camel cigarettes. If there are no added taxes where you  
18. live...the savings are all yours.

19. HOLCOMBE: So smokers...turn to slower-burning Camels and get the  
20. extras. Penny for penny Camels are your best cigarette  
21. buy!

22. Okay, Bob Crosby! <sup>What 'cha</sup> ~~What have you~~ got for us in the  
23. super-duper department tonight?  
24.  
25.

1. BOB: *Matty Matlock's*  
~~Bobby Hagar's~~ new arrangement of a great blues, Harry.  
2. Plenty of folks will tell you that next to the St. Louis  
3. Blues, this is the greatest of them all. "Baby Won't  
4. You Please Come Home".  
5. (BAND: "BABY WON'T YOU PLEASE COME HOME")  
6. (APPLAUSE)  
7.  
8.  
9.  
10.  
11.  
12.  
13.  
14.  
15.  
16.  
17.  
18.  
19.  
20.  
21.  
22.  
23.  
24.  
25.

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, the
7. Cigarette that gives you the extras. And for your radio
8. pleasure, Camels give you extra fine listening with four
9. great shows !
10. BOB: ONE! The Saturday noontime Camel show - "Luncheon at
11. the Waldorf," with Ilka Chase !
12. HARRY: TWO! The Saturday night Camel show - Bob Crosby's Music
13. 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 brought
17. to you by CAMEL, the Cigarette that gives you the extras.
18. (BAND: THEME)
19. BOB: Yes, it's our theme song "Summertime", and that means
20. goodnight time. Till we meet again next Saturday night,
21. may the listenin' be extra easy. Bob Crosby saying take
22. it easy.
23. HARRY: And this is Harry Holcombe saying goodnight till Saturday
24. night !
25. (THEME AND APPLAUSE UP AND OUT)

1. ANNOUNCER: There's nothing that gives a pipe-smoker more pleasure  
2. than a pipeful of cool-smoking tobacco. And Prince  
3. Albert smoking tobacco means cool smoking. In recent  
4. impartial laboratory "smoking bowl" tests, Prince Albert  
5. burned eighty-six degrees cooler than the average of the  
6. thirty other of the largest-selling brands tested...  
7. coolest of all! Prince Albert smokes rich, tasty, mild,  
8. and mellow, thanks to P.A.'s choice tobacco, the famous  
9. "crimp out" and the "no-bite" process. Get Prince  
10. Albert -- it's the National Joy Smoke.

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.

24. M.C.  
DO'H  
5-17-40  
25. 12:45 P.M.