

NBC

R. J. REYNOLDS TOBACCO CO. (CAMEL CIGARETTES)
WRITER

ADVERTISER

CAMEL CARAVAN #51

PROGRAM TITLE

OK

CHICAGO OUTLET: 30 PM

WMAQ-RED

JUNE 15, 1940

SATURDAY

(TIME)

(DATE)

(DAY)

PRODUCTION

ANNOUNCER

ENGINEER

BOB CROSBY'S MUSIC SHOP

REMARKS

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1. HARRY: Want to have some fun? Then join the CAMEL Caravan.
2. We're heading for Bob Crosby's Music Shop. And
3. clap hands--here comes Crosby!
4. (APPLAUSE)
5. BOB: Thank you kindly, customers. This is Bob Crosby &
6. Company, with Mildred Bailey. All brought to you
7. by the makers of CAMEL Cigarettes. And all set for
8. some music-with-a-heartbeat to make your listening
9. extra easy.
10. JELLISON: EXTRA!....EXTRA!....
11. HARRY: For extra flavor - get CAMELS!
12. JELLISON: EXTRA!
13. HARRY: For extra coolness and extra mildness - get CAMELS!
14. JELLISON: EXTRA!
15. HARRY: For extra smoking per pack - get CAMELS.....the
16. cigarette that gives you the extras.
17. BOB: Yes, sir, Harry Holcombe. And while the customers
18. light up those glow-burning Camels, the band lights
19. into "Playmates."
20. (BAND: "PLAYMATES")
21. (APPLAUSE)
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1. HARRY: Yes, it's Bob Crosby's Music Shop, 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: Swing open the Music Shop door, Harry. It's Billy - our
 7. young customer with the crew haircut.
 8. (TINKLE OF BELL & LIGHT DOOR OPEN & SLAM)

9. BILLY: No kidding, Bob - it's revolutive! Think of all the
 10. week-ends I've wasted! Four years in high school. I
 11. should have spent that time at the piano! Do you know
 12. how much money there is in song-writing?

13. BOB: NOOOO!

14. BILLY: Why, no matter what kind of song you write it's money
 15. in the bank! If it paints a picture - sell it to
 16. Broadway! If you haven't got time to write the words -
 17. theme song for the movies! If it's just a simple love
 18. song, radio will take it! Why, I'm a gold mine!

19. BOB: You don't say! When did you strike this bonanza, Billy?

20. ~~BILLY: It came over me all of a sudden. Everything I say, I~~
 21. ~~talk like a song title. I figure I'm making - let's see~~
 22. ~~- forty times uh and carry three....and then~~
 23. ~~seventy plus a bonus, times eight makes it - why,~~
 24. ~~two cars won't be enough!~~

25. ~~BOB: How long has the money been rolling in like that?~~

1. BILLY: I'm starting tomorrow. I'm a cinch, Bob.
2. BOB: Well Billy, you couldn't have a better model for
3. song-writing than George and Ira Gershwin's "The Man I
4. Love." Mildred Bailey's singing it right here in our
5. Music-with-a-heartbeat department. ~~Mind you, back in~~
6. ~~1934 things didn't look so easy to the Gershwin brothers.~~
7. ~~They wrote it for "Lady Be Good," but it was taken out~~
8. ~~before the show reached Broadway. The same thing~~
9. ~~happened to it in two or three other Gershwin shows.~~
10. ~~So it wasn't for five whole years that the song really~~
11. ~~came into its own. And yet as a lesson in perfect blending~~
12. of words and music, no would-be songwriter could do
13. better than study - "The Man I Love," sung by Mildred
14. Bailey.

15. (MILDRED: "THE MAN I LOVE")

16. (APPLAUSE)

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-5-(REVISED)

BOB: And that's a song I love, Mildred - just the way you sing it. Comes now, customers, a Music Shop exclusive, written by our bass player, Bob Haggart. The title, "Dog Town Blues."

HARRY: Correct me if I'm wrong, Robert. But isn't that the Crosby Band's favorite record by the Crosby Band? - "Dog Town Blues?"

BOB: Harry, that grapevine system you're wearing fits you to the roots. We've got so many New Orleans natives in the Band that the Blues fit ug to the roots. That's why we kind of cringe when we hear a Blues played like a Jump. A Blues has to be a moan, Harry - a slow complaint in a minor key. The spirit of the chants you hear from those river gangs on the levee. And we think Bob Haggart has captured that spirit in "Dog Town Blues."

(BAND: "DOG TOWN BLUES")

(APPLAUSE)

1. ADDITIONAL MATERIAL:

2. HARRY: Front please, Robert! Visitor on the doorstep!
3. BOB: Why, lock my golf bag, Harry! It's Jim Kearns!
4. (TINKLE OF BELL & LIGHT DOOR OPEN & SLAM)
5. Harry, shake hands with James S. Kearns of the Chicago
6. Daily News.
7. KEARNS: Hello, Harry.
8. HARRY: Sure a pleasure to meet you, Jim.
9. BOB: Can you imagine this fellow, Harry? He gets assigned
10. to cover the National Open Golf Tournament last Sunday.
11. HARRY: Oh, out at Cleveland!
12. KEARNS: Yes, at the Canterbury ^{Golf} ~~Country~~ Club.
13. BOB: Just let me slip into my green tie - that's the one I
14. always wear when I'm strictly from envy. And Jim,
15. give us the low-down on how Lawson Little went home
16. Sunday night with that cup.
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1. SPORTS EDITOR: To my way of thinking, Bob, Little's ability was best
2. displayed on the fifth, the fourteenth, and the
3. fifteenth holes. At the fourteenth, his opponent
4. chipped in from the edge of the green for a three.
5. Little had an ugly, treacherous downhill putt, six or
6. seven feet long. It was one of those putts that could
7. easily slide over and invite additional troubles. Also
8. the psychological advantage was against Little. He had
9. just watched his rival sink a chip-shot, and this is
10. supposed to do frightful things to golfer's nerves.
11. However, Little's concentration in this instance, as
12. all day, was perfect. He ignored the chip-shot, and
13. stroked his own putt firmly and squarely into the hole.
14. As I said before, when Lawson Little got into a tight
15. spot he fought his way out with high skill and
16. completely controlled nerves. He played as if he had
17. never heard of the word panic. And we all recognized
18. that we were watching a real competitor, a real
19. champion in operation.

20. CROSBY: Well, that certainly was an interesting sidelight into
21. last week's Open Golf Championship. And being a golf
22. player myself, although well out of that class, I can
23. appreciate how much Lawson Little's extra skill, and
24. extra control in the pinches helped him to win the
25. title.

(MORE)

1. HOLCOMBE: Say Bob, incidentally, speaking of Lawson Little's
2. extras as a golfer, you know Lawson also smokes the
3. cigarette that gives you the "extras"...Camels.
4. Here's what this year's United States Open Golf
5. Champion has to say:
6. VOICE: I've smoked slower-burning Camels for a good many years,
7. now...smoked them steadily,. And smoking as much as I
8. do, I appreciate their mildness...their extra mildness.
9. And I've discovered this...Camel is one brand that
10. doesn't tire my taste. Camels have a full rich flavor
11. that is always welcome. "I'd walk a mile for the
12. "extras" in a Camel".
13. HOLCOMBE: Friends, turn to slower-burning Camels...the cigarette
14. that gives you the "extras"...extra mildness, extra
15. coolness, extra flavor, and extra smoking per cigarette
16. per pack. Penny for penny, Camels are your best
17. cigarette buy!
18. *"Say It"*
19. (BOB: ~~"IF I HAD YOU"~~)
20. (APPLAUSE)
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-9-(REVISED)

BOB:

Thank you, customers. I guess I don't have to remind you that tomorrow is Father's Day. And whenever I think of my own Dad, Harry Lillis Crosby Senior, it's with a sentimental smile. Because I think he stands for what Father's Day is all about. He gave us our sense of humor - in fact, we call him Good Time Harry. And he put seven of us through college - of course, to help pay tuition, in the summertime he made us pick cucumbers. And I really think that my Dad taught me how to do business - how to argue and debate. Because it took me six days' talking to get the car on Saturday night. So to him, and to American Fathers everywhere, the Music Shop says - here's happiness on Father's Day, and every day in the year!

(BAND: "BLUE HEAVEN")

BOB:

And from our Music Shop's top shelf, comes now - "My Blue Heaven."

(MUSIC UP)

(APPLAUSE)

HARRY: Look bashful, Bob my boy! Here comes a pair of ground-gripper shoes and a calico dress.

(TINKLE OF BELL & LIGHT DOOR OPEN & SLAM)

BOB: Why, it's Lis Quiz! Come in, Mis Quiz - how's bus?

MRS: Land o' Goshen, Mr. Crosby, I thought I'd just never get back here a-tall.

BOB: Sakes alive, Mis Quiz, what's been a-keepin' you?

MRS: Haven't stopped a minute since I promised Mildred Bailey that jar of Hazel's mustard pickles. I swan, I've been tackin' mosquito nettin' on our windows all week. The skeeters out our way are a pesky nuisance.

BOB: Yeah? And I suppose confidentially, they sting.

MRS: You're sharp as a thumbtack yourself, Mr. Crosby! And then of course, this week we started putting up our preserves. Now always before I've strained the jelly through an old silk stocking. But a body has to keep up with the times - so this year I used one of those new Nylons.

BOB: Oh then I suppose you only made half as much jelly - because with Nylon it'll last twice as long.

MRS: Sakes alive, Mr. Crosby, you're a one! But as Hazel said this morning, when she put the parafin on this jar of mustard pickles - I dearly hope Mildred Bailey will sing one of my favorites tonight.

BOB: Then just set ye down in yonder easy chair, Mis Quiz, and take the weight off your feet. Mildred's thank-you note to you and Hazel is one of everybody's favorites right now. "Fools Rush In." Are you all set, Mildred? "Fools Rush In."

(MILDRED: "FOOLS RUSH IN")

(APPLAUSE)

1. HOLCOMBE: Friends, here's an item about the smokers who are
2. changing to Camel cigarettes. Many of these smokers
3. made the change to get the extra mildness, extra
4. coolness, and extra flavor of Camel's slow-burning,
5. costlier tobaccos. And after making the change, they
6. discovered another extra in Camels -- extra smoking
7. per cigarette per pack. Here's the explanation of
8. that extra smoking --

9. MAN'S VOICE: In recent impartial laboratory tests, Camels burned
10. twenty-five per cent slower than the average of the
11. fifteen other of the largest-selling brands tested --
12. slower than any of them.

13. HOLCOMBE: And that slower burning means that Camels not only
14. smoke milder and cooler -- but means, too, that
15. Camels give a smoking plus equal, on the average, to
16. FIVE EXTRA SMOKES PER PACK.

17. MAN'S VOICE: Camels are the cigarette that gives you the "extras."

18. HOLCOMBE: Camels are America's favorite cigarette.

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1. BOB: Right, Harry. And ~~we~~ we step into the Pure Dixieland
2. Department, ^{for King Porter Stomp,} ~~and a knee to that photograph of Jelly~~
3. ~~Roll Norton. Because he wrote this Dixieland classic.~~
4. ~~A long time ago a piano player blew into New Orleans~~
5. ~~from Mobile Alabama. Jelly Roll was so impressed by~~
6. ~~him that he put his name on a great stomp. That~~
7. ~~Mobile man's name was King Porter, and the tune --~~
8. ~~"King Porter Stomp!"~~

9. (BAND: "KING PORTER STOMP")

10. (APPLAUSE)

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1. NEWSBOY: EXTRA!.....EXTRA!.....

2. HARRY: CAMELS give you extra flavor....

3. NEWSBOY: EXTRA!.....

4. HARRY: CAMELS give you extra mildness and extra coolness...

5. NEWSBOY: EXTRA!

6. HARRY: CAMELS give you extra smoking per pack. Try CAMELS,

7. the cigarette that gives you the extras. And for your

8. radio pleasure, Camels give you extra fine listening

9. with four great shows!

10. BOB: ONE! The Monday night Camel show - "Blondie!"

11. HARRY: TWO! The Friday night Camel show - The Al Pearce

12. Program!

13. BOB: THREE! The Saturday noontime Camel show - Luncheon

14. at the Waldorf, with Ilka Chase!

15. HARRY: FOUR! The Saturday night Camel show - Bob Crosby's

16. Music Shop, with Mildred Bailey. All four of these

17. extra fine shows are brought to you by CAMEL, the

18. cigarette that gives you 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)

1. KADELL: Mothers! Tomorrow's Father's Day! If Dad smokes a
2. pipe, you or the children couldn't give him a better
3. present than a big gift tin of Prince Albert smoking
4. tobacco. Prince Albert, you know, is the cooler-
5. burning tobacco. In recent impartial laboratory
6. tests, Prince Albert burned eighty-six degrees cooler
7. than the average of the thirty other of the
8. largest-selling brands tested...coolest of all! Prince
9. Albert comes in three sizes: The big, long-lasting
10. one-pound tin, the generous half-pound tin, and the
11. handy pocket-size tin. Yes, Dad'll sure be pleased
12. when he sees what you or the children have for him.
13. So send out immediately, or better, go yourself for
14. a big gift tin of Prince Albert...a perfect present
15. for Dad on Father's Day.

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