

(Wm Esty Co)
(PROGRAM #72)

R J REYNOLDS CO.

CAMEL CARAVAN

(COMMERCIAL TIMING)

(BOB CROSBY'S MUSIC SHOP)

OPEN _____

THURSDAY, NOVEMBER 7, 1940

MIDDLE _____

(SAN FRANCISCO, CALIFORNIA)

cancelled 12/4

CLOSE _____

TOTAL _____

4:30-5:00 P.M.(EAST ONLY)

7:00-7:30 P.M.(KPO & RED)

BILL: Want to have some fun? Then join the CAMEL Caravan.
 We're heading for Bob Crosby's Music Shop. And here
 comes Crosby!

(APPLAUSE)

BOB: Thank you kindly, customers. This is Bob Crosby. We're
 swinging open our Music Shop doors here in San Francisco.
 And we're all set for some music-with-a-heartbeat to make
 your listening extra easy.

JOHNNY: EXTRA! ... EXTRA!...

BILL: For extra flavor - get CAMELS!

JOHNNY: EXTRA!

BILL: For extra mildness and extra coolness - get CAMELS!

JOHNNY: EXTRA!

BILL: For extra smoking per pack, get CAMELS - the cigarette
 that gives you the "Extras."

BOB: Right, Bill Goodwin. And while the customers light up
 those slow-burning Camels, the Band lights into

"~~Rumba~~ *Ferryboat Serenade*"

(BAND: "~~RUMBA~~" *Ferryboat Serenade*)

(APPLAUSE)

BILL: Yes, it's Bob Crosby & Company, with the Bobolinks and Bonnie King! All brought to you by the slow-burning cigarette that gives you the "extras" - extra mildness, extra coolness, extra flavor - and extra smoking in every pack - CAMEL Cigarettes!

BOB: Good, good, Goodwin. Say, you should have been with Bonnie King and me last Monday night.

BILL: Gosh Mr. Bob, that would have been double peachy!

BONNIE: Really? Then why didn't you come?

BILL: Nobody asked me.

BONNIE: It was really keen, Bill. We rode over to the campus at Berkeley.

BOB: Yeah, with that new moon up in the sky. And long purple shadows on the grass - couples strolling along arm in arm. You really have to hand it to those undergrads, Bill. Kids certainly know what moonlight is for, these days.

BILL: Why son, that's been going on since I was a boy. It's just a new crowd.

BOB: There were even a few portable radios, to pick up some sweet music to go with that new moon. So Bonnie is taking moonstruck young couples everywhere into the music-with-a-heartbeat department, The music's here, and it's mellow, Bonnie King singing "The Very Thought of You."

(BONNIE: "THE VERY THOUGHT OF YOU")

(APPLAUSE)

BILL: Why is that pigeon pacing up and down the Music Shop's novelty department, Mr. C? Did somebody give you that bird?

BOB: You mean that barefoot pigeon in the sunglasses? He flew in from Virginia Beach with a message. Seems that his owner back there is nursing a yen to hear Nappy Lemare who plays guitar raise his eager voice in song.

BILL: A likely notion, Mr. Bob.

BOB: ~~The pigeon's owner claims that there are Nappy Lemare clubs scattered all over the country, like hot dog stands. And on the theory that two heads are better than none,~~ Nappy will be aided and abetted by Doctor Arthur A. (Kingfish) Rando. Doc Rando is a saxophone player par excellence.

BILL: And a very loquacious character indeed.

BOB: Nappy and Doc are both free, white and over 21, so here they are, willy-nilly, singing "Don't Bring Lulu."

(NAPPY & DOC: "DON'T BRING LULU")

(APPLAUSE)

SOUND..(HUM OF MOTOR IN DISTANCE..GRADUALLY GROWS LOUDER THROUGH)

CROSBY: Bless my spark-plugs, customers - they must have sneaked a race track in when we weren't looking.

SOUND: (MOTOR UP TO ROAR...LOUD THUD AS OF AUTO LANDING ON GROUND... SCREECH OF BRAKES..FADE OUT)

GOODWIN: And that, folks, is a sound picture of a famous girl stunt driver in action.

CROSBY: A girl? But, Bill, stunt driving is a MAN'S job.

GOODWIN: And it's Jacquelyn Boddie's job, too. Man, she can really make an automobile do tricks. Jumping other cars and trucks, for example, is every-day work in her business.

CROSBY: Good gravy! She sure has what it takes.

GOODWIN: Right, Bob! Jacquelyn Boddie has EXTRA daring behind the wheel, and extra skill to back it up. And she GETS the "extras" in her smoking, too...the pleasure and value "extras" in slower-burning Camels. She says:

WOMAN: I smoke Camels for their extra mildness. And Camel's grand flavor certainly gets my okay, too.

GOODWIN: Friends, get in on the smoking "extras" yourself. Enjoy the EXTRA mildness, EXTRA coolness and EXTRA flavor in the cigarette of costlier tobaccos -- the slower-burning cigarette -- Camel!

Caravan

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BOB: Right, Bill Goodwin. And to go with those smoking extras, we've got a listening extra in the music-with-a-heartbeat department. It all comes under the head of - "Can't Get Indiana Off My Mind."

(BAND: "CAN'T GET INDIANA OFF MY MIND")

(APPLAUSE)

BOB: Time now for all you ladylike customers to slip into your tango slippers with the red satin heels,

BILL: And the caballeros will wrap themselves into their summerbunds.

BOB: Because there's a South American dance hit making the rounds called "Down Argentine Way." It's from the motion picture called, by a curious co-incidence, "Down Argentine Way."

BILL: Bonnie King will sing the second chorus - in just an old Spanish costume. "Down Argentine Way."

(BAND: "DOWN ARGENTINE WAY" BONNIE VOCAL)

(APPLAUSE)

BOB: And with a graceful flick of the wrist, customers, we turn our Music Shop spotlight on pianist Jess Stacy for the "Cow Cow Blues."

BILL: That "Cow Cow Blues" is strictly for me, Bob.

BOB: It was written by a Mr. Davenport, who was promptly nicknamed after his song. And Cow Cow Davenport wrote it as a train number, with the words all about a cow catcher.

BILL: Correct me if I'm wrong, Robert. But my own private grapevine reports that your record of this one has just been released this week.

BOB: Of course, in our Music Shop performance any resemblance to any record, living or dead, is purely instrumental. But when you ask for "Cow Cow Blues" you'll hear something - like this:

(BAND: "COW COW BLUES")

(APPLAUSE)

BOB: Take a gander at our Music Shop's family album, customers. This fading tintype shows us when we first started the Band. We were at the Lexington Hotel in New York.

BILL: Isn't that beamish face at the edge of the tintype Paul Wetstein?

BOB: Yes, Paul's just out of Dartmouth and wants to be an arranger. Over here on the next page is a candid-camera shot of the Band at the Blackhawk in Chicago.

BILL: Isn't that beamish face at the edge of the snapshot Paul Wetstein?

BOB: Yes, now Paul's two years out of Dartmouth and is an arranger. And here's a photo of the Band last winter at the New Yorker Hotel.

BILL: Isn't that beamish face at the edge of the photo --

BOB: Yes, Paul Wetstein. Don't look now, but he's following the Band. It was a great day on Catalina this summer when Paul joined up with us permanent-like. His arrangements are some of the proudest things we're of, in the music-with-a-heartbeat department. We call him the Power Behind the Tone. By way of a sample, the four Bob-o-links and myself bring you Paul Wetstein's arrangement of "We Three."

(BOB & BOBOLINKS: "WE THREE")

(APPLAUSE)

GOODWIN: Bob, what would you call the height of embarrassment?

CROSBY: The height of embarrassment...well, let's see...how about two eyes meeting through the same keyhole?

GOODWIN: That's nothing, Bob. Just imagine running out of Camels in the middle of your own party.

CROSBY: You've got something there, Goodwin.

GOODWIN: Yes, the thoughtful host certainly has to stock up well with slower-burning Camels. For wherever folks get together the chances are mighty good that Camels will be the outstanding favorite. And what could be more natural. Camels...the cigarette of costlier tobaccos.. the slower burning cigarette brings you extra mildness, extra coolness, and extra flavor.

MAN: Extra smoking, too! In recent impartial laboratory tests, Camels burned twenty five per cent slower than the average of the fifteen other of the largest-selling brands tested...slower than any of them.

GOODWIN: That means a smoking plus equal, on the average, to FIVE EXTRA SMOKES PER PACK. Friends, turn to Camels.. with their slow...slow way of burning..and get the "extras" in your smoking, too.

Caravan

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BOB: One good turn deserves another, Will--I always say.
So take the first turn to the right for our arrangement
of "Song of the Wanderer." At the mighty Crosby
keyboard, Jess Stacy sets the pace, followed in rapid
succession by the whole Band. Hit the road for "Song
of the Wanderer!"

(BAND: "SONG OF THE WANDERER")

(APPLAUSE)

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

BILL: CAMELS give you extra FLAVOR....

NEWSBOY: EXTRA!.....

BILL: CAMELS give you extra MILDNESS and extra COOLNESS....

NEWSBOY: EXTRA!

BILL: CAMELS give you extra SMOKING per pack. Try CAMELS,
the cigarette that gives you the extras.

BAND: THEME

BOB: (CUE) Yes, it's our theme song "Summertime" and that
means goodnight time. Till we meet again next
THURSDAY evening, may the listenin' be extra easy.
Bob Crosby saying - Take it easy!

BILL: Right. Bob! And this is Bill Goodwin saying -
goodnight till Thursday night!

(THEME AND APPLAUSE UP AND OUT)

SOUND: (SPOON CLATTERING ON PLATE)

MAN: Ouch! That soup's too hot -- now I won't be able to taste a thing!

WOMAN: Oh! I'm so sorry, dear. The soup has such a good flavor, too!

ANNOUNCER: Pipe-smokers! Excess heat kills good taste in smoking, too. A cool-burning tobacco guards the subtle joys -- the delightful mildness and mellow goodness of choice tobacco. In recent laboratory "smoking bowl" tests, Prince Albert burned eighty-six degrees cooler than the average of the thirty other of the largest-selling brands tested...coolest of all! Prince Albert is "no-bite" treated and "crimp cut." It packs better, draws easier and burns more evenly. Naturally P.A. smokes milder and mellow. Try ... Prince Albert!

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