

WM. ESTY CO.
PROGRAM 73.

(COMMERCIAL TIMING)

OPEN _____

MIDDLE _____

CLOSE _____

TOTAL _____

R. J. REYNOLDS COMPANY

CAMEL CARAVAN

BOB CROSBY'S MUSIC SHOP

(SAN FRANCISCO CALIFORNIA)

THURSDAY, NOVEMBER 14, 1940 *cancelled 12/4*

4:30-5:00 PM (EAST ONLY)

7:00-7:30 PM (KPO & RED)

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

EDDIE: EXTRA!.....EXTRA!

BILL: For extra mildness, get CAMELS!

EDDIE: EXTRA!

BILL: For extra coolness and extra flavor, get CAMELS!

EDDIE: EXTRA!

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

EDDIE: EXTRA!.....EXTRA!

BILL: Yes, friends and neighbors, tonight we have news for
you of another ^{*extra advantage for Camels*} ~~great Camel~~ extra. We'll give you the
details in just a few minutes.

BOB: Right, Bill Goodwin. And while the customers light up
their Camel Cigarettes, the band lights into - "Am I Blue."

BAND: "AM I BLUE"

(APPLAUSE)

- BILL: Yes, it's Bob Crosby & Company, with the Bobolinks and Bonnie King! All brought to you by CAMEL Cigarettes.
- BOB: Man said CAMEL Cigarettes, And the Music Shop is positively humming with orders to fill. From the Pure Dixieland Department we're sending out two special packages tonight. That old New Orleans favorite, "Milenburg Joys"- and your other toe-tapping friend, "The Sugar Foot Strut."
- BONNIE: That's a very snazzy display in the Novelty Department too, Bob.
- BOB: Well Bonnie, that brings the customers from miles around for one of the newer items. It's The Five O'Clock Whistle with Nappy Lemare wrapping up the vocal chorus.
- BONNIE: And I'll bet the customers will be ordering Bobby Haggart's new arrangement by the gross.
- BOB: It'll be right here for them, Bonnie. We're putting it on display in the Music Shop for the first time tonight. Bobby's new arrangement of "Jeanie With The Light Brown Hair."
- BONNIE: And we're filling a big repeat order tonight, customers. Bob and the Bob-o-links will sing "A Million Dreams Ago."
- BOB: That'll be in the Music-With-A-HeartBeat Department. Said department being turned over right now to Bonnie King. *Bonnie's bringing you memories with "The Man I Love"* ~~Bonnie's reminding you of starlit skies, soft breezes and romance with a capital B. It's that slee-~~
~~eyed tone poem "Moon Over Burma."~~
- BONNIE: ~~"MOON OVER BURMA"~~ "Man I Love"

BOB:

~~Thank you Bonnie - that was swell. And I'll thank
the customers to follow me over to the Pure Dixieland
Department. San Francisco first heard this number at
the old Pergola Dancing Pavilion. That was way back
in June, 1921. For that was the month, and that was
the year when King Oliver brought his famous Creole
Jazz Band out to ^{San Francisco} ~~the West Coast from New Orleans.~~
Their contract with the ^{pergola} dancing pavilion read as
follows: "Said band shall play continuously, dance
music as played in so-called 'Nickel Dances' between
8 and 12 P.M." If you're too young to remember the
Nickel Dance days, Uncle Rip can tell you that after
each number all the dancers had to toss a nickel into
the kitty. One of the solid items those nickels brought
forth from King Oliver's ~~Creole Jazz~~ Band was this here
now "Sugar Foot Strut."~~

BAND: "SUGAR FOOT STRUT"

(APPLAUSE)

(GOODWIN HAS NO PART IN ANY PRECEDING DIALOGUE)

(THE FOLLOWING COMES IMMEDIATELY AFTER MUSICAL NUMBER)

CROSBY: The way Goodwin's been biting his nails he ought to be down to his wrist by now. What's the trouble, Bill?

GOODWIN: Bonnie talks, you play a number, you talk. But I can't even sneak in a hyphen. And I have that big news about Camels to pass on to the folks.

CROSBY: Man, the mike is yours?

GOODWIN: Well, friends -- if you've smoked a Camel you know that Camels have a way of burning all their own -- a slower way.

CROSBY: Slow is the word, Bill.

GOODWIN: And what's more, that slower way of burning in Camels means extra mildness, extra coolness and extra flavor.

CROSBY: Right again, Goodwin! Smokers everywhere know that, too.

GOODWIN: Okay, and now here's something you don't know. ~~It's the~~
~~great news~~ ^{advantage} -- there's another big-~~extra~~ in slower burning Camels...and it comes straight from the laboratories of modern science. Listen:

MAN: Independent scientific tests of the smoke of five of the largest-selling cigarettes show that the smoke of slower-burning Camels contains TWENTY-EIGHT PER CENT LESS NICOTINE than the average of the other brands tested....
LESS NICOTINE THAN ANY OF THEM!

GOODWIN: That's right! Less nicotine -- AND less nicotine ~~where it counts~~ -- in the smoke. So light up a Camel -- a slower-burning Camel -- for extra mildness, extra coolness, extra flavor and less nicotine -- in the smoke. The smoke's the thing!

And here is "I've Got A One Track Mind," with Bob Crosby himself in the vocal chorus.

BAND: BOB VOCAL "I'VE GOT A ONE TRACK MIND"

(APPLAUSE)

BOB: And now if you'll be so kindly, customers, step through the looking-glass into our Those Were the Days Department.

BILL: ~~Hey Dutch, look where I am! Back in 1854.~~

BOB: ~~Ah yes, these were the days when "Uncle Tom's Cabin" was playing on Broadway.~~

BILL: Those were the days when a Mr. Walter Hunt, having invented the safety pin, now invented the paper collar.

BOB: ~~A creation made of steel wires supported by tape was the latest feminine fashion - destined to become known as the hoop skirt.~~

BILL: And in 1854 Jonas Chickering and Henry Steinway were perfecting metal frames on which strings would be stretched. An invention that practically put a piano in every parlor.

BOB: And those were the days when every piano-rack proudly displayed a book of songs by young Stephen Foster. 1854 was the year when America first heard "I Dream of Jeanie with the Light Brown Hair." ~~Because we think that, like all of Stephen Foster's melodies, it's grown prettier with the years, we've made a special arrangement of "Jeanie with the Light Brown Hair."~~

BAND: "JEANIE WITH THE LIGHT BROWN HAIR"

(APPLAUSE)

BOB: Up at the Mark Hopkins Hotel we look forward over the week-ends to seeing a lot of young customers from nearby campuses. They come from Stanford, Santa Clara U. of California and similar places likewise studios. Seeing them gives us a chance to keep our finger on the pulse and find out what's the fever pitch. Lately the undergraduate temperature's been reading "Five O'Clock Whistle." So quick like a flash in our Music Shop's Novelty Department we're putting on display - "The Five O'Clock Whistle." The shrill tooting in the second chorus will be our singing guitar player, Nappy Lemare.

BAND: NAPPY VOCAL "FIVE O'CLOCK WHISTLE"

(APPLAUSE)

GOODWIN: The smoke's the thing. And when you smoke the slower-burning cigarette...when you smoke Camels ...you get extra mildness, extra coolness, extra flavor and...

MAN: Twenty-eight per cent less nicotine than the average of the four other of the largest-selling brands... less than any of them...according to independent laboratory tests of the actual smoke itself.

GOODWIN: Folks, whether you smoke a lot or just now and then -- that extra margin of freedom from nicotine -- all those pleasure extras in slower-burning Camels are worth looking into now. And don't forget, Camel's slower way of burning means economy, too -- because --

MAN: By burning twenty-five per cent slower than the average of the four other of the largest-selling brands tested -- slower than any of them -- Camels also give you a smoking plus equal, on the average, to FIVE EXTRA SMOKES PER PACK.

GOODWIN: Make it a point next time to try the slower-burning cigarette. Try Camels and smoke out the facts for yourself. The smoke's the thing.

And in the Music-With-A-HeartBeat Department, it's Bob Crosby and the four Bob-o-links bringing you "A Million Dreams Ago,"

BOB & BOBOLINKS: "A MILLION DREAMS AGO"

(APPLAUSE)

BILL: That is definitely and decidedly what might be called - double peachy, Mr. C. And here in the Pure Dixieland Department, I've got the Music Shop history book open at "Milenberg Joys." Says here, it says how New Orleans folks used to spend summer week-ends at a little resort called Milenburg.

BOB: Says they'd take a cottage over the week-end, and hire a jazz band to come out on Saturday night.

BILL: Says the band would set up on the porch, turn their backs to the dancers, and try to outplay some rival band on the next verandah.

BOB: From those cuttin' contests, we've inherited this Dixie-land classic - "Milenburg Joys."

BAND: "MILENBURG JOYS"

(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)

WOMAN: Take it easy, dear, that coffee's steaming!

MAN: (CLATTER) Ouch! There goes my taste for the rest of the day!

ANNOUNCER: Over-hot smokes also ruin taste! Know the real joys of a pipe -- the delightful rich taste and mellow fragrance of choice tobacco. Get Prince Albert, P.A. is cooler-burning -- milder, mellow. 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!

Besides, Prince Albert gives you the added joys of the "crimp cut" and "no-bite" process. Gentlemen, there's no other tobacco like P. A.!

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