

(Wm Esty Co)

(COMMERCIAL TIMING)

R. J. REYNOLDS COMPANY

OPEN _____

CAMEL CARAVAN

MIDDLE _____

(BOB CROSBY'S MUSIC SHOP)

CLOSE _____

THURSDAY - NOVEMBER 21, 1940

TOTAL _____

inserted 12/4

4:30-5:00 P.M. (EAST RED 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's
Bob Crosby!

(APPLAUSE)

BOB: Thank you kindly, customers. This is Bob Crosby.
We're swinging open our Music Shop doors in San Francisco.
and we're all set for some
~~To help you wind up this Thanksgiving Day, we've got some~~
music with a heartbeat, *To make your* ~~listening~~ *to* extra easy!

BOY: EXTRA! ... EXTRA!

BILL: For extra mildness, get CAMELS!

BOY: EXTRA!

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

BOY: EXTRA!

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

BOY: EXTRA! EXTRA!

BILL: That's right, folks. Now we have another advantage for Camels. I'll give you all the news about it on tonight's show.

BOB: Right, Bill Goodwin. And while the customers light up their Camels, the band lights into - "Button Up Your Overcoat."

BAND.. "BUTTON UP YOUR OVERCOAT"..

(APPLAUSE)

BILL: Yes, it's Bob Crosby and Company with the Bobolinks
and Bonnie King! All brought to you by CAMEL Cigarettes.

BOB: Stand back, young Goodwin - we're putting a jungle through
here.

BILL: Get that rattan furniture in here, men,

BOB: Uh-huh. With cold winds whizzing and blizzards blizzing
over so much of the country, we're getting away from it
all. Bonnie King is taking us east by southeast by east
east, all the way to Burma.

BILL: Fetch me a chota peg.

BONNIE: Stand under my ivory tower, sahibs. While I lean on my
ebony windowsill and sigh at the tropic moon,

BOB: Take us east of Suez, Bonnie, where the flying fishes
play. Sing us that sloe-eyed tone poem "Moon Over Burma."

VOCAL..BONNIE - "MOON OVER BURMA"

APPLAUSE

BILL: That rosy hue over the Music Shop, customers, is the Crosby crew having themselves a modest blush.

BOB: That's because we're mighty proud of a tasty new dish that we're about to serve from our own home-cookin' stove.

BILL: You know, customers, one of the unusual things about the Crosby crew is that right here in the band they've written so many big hits. There's "Big Noise From Winnetka" and "South Rampart Street Parade" written by Bob Haggart and Ray Bauduc.

BOB: And "Complainin'" by Jess Stacey.

BILL: Eddie Miller's "Slow Mood."

BOB: Bob Haggart's "What's New."

BILL: "Smoky Mary" by Ray Bauduc.

BOB: And the latest is a brand new one by bass-player Bob Haggart. He calls it "~~Walkin' The Bass,~~" and this is its first performance. Another Music Shop exclusive, "~~Walkin' The Bass,~~"

BAND. ~~WALKIN' THE BASS~~ "*The Mark Hop*"

APPLAUSE

BILL: Now Bob, I'd like to give the folks that news about Camels. Do I rate a build-up?

BOB: Sure thing Bill.

PIANO ..SHORT FANFARE

BILL: No, no, Bob! This is really big news... HEADLINE news.

BOB: How about it fellows?

BAND..FANFARE!

BILL: Friends, it's no secret among Camel smokers that Camels have a slower way of burning. Yes a slow...slow way of burning that means extra mildness, extra coolness, and extra flavor in every puff. And now from the laboratories of independent research scientists comes news of another advantage in slower burning Camels. 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.

BILL: Yes! Less nicotine in the smoke. So next time get the slower burning cigarette...get CAMELS. And get extra mildness, extra coolness, extra flavor and an extra margin of freedom from nicotine...in the smoke. The Smoke's the Thing!

(MORE)

BILL: Now customers, let's just tiptoe down the Music Shop
corridor to the third door on the left. This is
The Music-With-A-Heartbeat Department. And this is
the time for a duet by Bonnie King and Bob Crosby.
"You're An Old Smoothie."

BOB AND BONNIE .. "SMOOTHIE"

(APPLAUSE

BILL: Say, Mr. Bob, take a gander out the window. Do you see what I see?

BOB: Yeah, look at 'em out there. Must be millions of 'em.

BILL: All those customers. All full of second helpings. *They're the ones who celebrated Thanksgiving today*
~~Thanksgiving dinner.~~ Look at Auntie Bellah, over there on the sofa.

BOB: She's the one who said she really wasn't hungry. Then ate two drumsticks AND an upper joint. If she gets hiccups, that joint'll JUMP.

BILL: My favorites are those coveys of cousins that you only see on Thanksgiving Day - and then you can't remember their names. From where you're standing, Mr. Bob - does it look like they're all listening to the radio?

BOB: If they're not they can just ignore us. But they all look to me as though they need a little exercise. Nothing strenuous, mind you.

BILL: Yeah, a fig to Uncle Eg and his five mile walk!

BOB: Just a little gentle toe-tapping - slightly, lightly and politely. We've got a bluesy toe-tapper here that'll be just the thing. It's called "Squeeze Me." Not too tight, but still - "Squeeze Me."

BAND.. "SQUEEZE ME"

APPLAUSE

BOB: One of the kicks we get out of San Francisco is that from almost any one of the hills, you can look down in the bay and watch the big Chin~~ka~~ Clippers take off. *Not so many weeks ago* ~~Last Monday~~ two friends of ours took off for Honolulu on one of those silver clippers. ~~I expect by now the rest of the passengers know that they're~~ on their honeymoon. We have a special interest in their romance, because night after night it sort of blossomed before us right on the dance floor. And their favorite tune was a music-with-a-heartbeat item called "There I Go," So for them, and similar couples likewise romantical, here is: "There I Go, leading with my heart again, there I go."

BAND.THERE I GO

APPLAUSE

BILL: Friends, the proof of pleasure in a cigarette is in the smoking. The smoke's the thing. And when you smoke the slower burning cigarette...when you smoke Camels... you get extra mildness, extra coolness and extra flavor. And less nicotine in the smoke.

MAN: Twenty eight per cent less nicotine. 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.

BILL: And on top of all those grand pleasure extras in slower burning Camels, there's extra smoking in Camels, too. You see -

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.

BILL: Try the slower burning cigarette...try Camels. And remember - the smoke's the thing!

Here's Bob Crosby and the four Bobolinks - with a song they introduced right here in the Music Shop, "You Forgot About Me."

VOCAL...BOB..."YOU FORGOT ABOUT ME"

APPLAUSE

BOB: Thankee customers. And we want to thank Walter Winchell for mentioning our recent recording of "You Forgot About Me," in his column. He gave us a phrase of that valued Winchell praise. Whatcha say, Bill Goodwin, if we take a little two-step over to the Pure Dixieland Department - and flip back the pages of the Music Shop's Memory Book.

BILL: Here it is, Mr. Bob, and it seems like yesterday, Time when the New Orleans Stevedores Prawn and Parade Club sent out invites to a lively social.

BOB: They'd hire a hall complete with one of these new fangled jazz bands.

BILL: And they'd put the brass section over by a window - open the window - and let 'em play. That would bring dancers from rival emporia for blocks around.

BOB: And when the floor was finally full, everybody would grab a partner and cake-walk right into "At The Jazz Band Ball!"

BAND. "JAZZ BAND BALL"

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)

Caravan

11.

WOMAN: These baked beans have the grandest flavor, dear,
Taste them...

MAN: (CLATTER) Ouch! Maybe I COULD taste them if they
weren't so all fired hot!

HAL: Pipe smokers - that goes for smoking tobacco, too,
Over-hot burning spoils taste - steps up harshness.
Try Prince Albert, the COOLER burning smoke, for the
true richness, the delightful fragrance and mellow
mildness that puts a thrill in a pipe. 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. Try Prince Albert, the crimp out and
no-bite treated brand.

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