

(WM Esty Co)

(COMMERCIAL TIMING)

OPEN _____

R. J. REYNOLDS COMPANY

MIDDLE _____

CAMEL CARAVAN

CLOSE _____

(BOB CROSBY'S MUSIC SHOP)

TOTAL _____

THURSDAY, NOVEMBER 28th, 1940

camels

SAN FRANCISCO #75

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 with some music-with-a-
heartbeat to make your listening EXTRA easy!

NEWSBOY: EXTRA!.....EXTRA!

BILL: For extra mildness, got CAMELS!

NEWSBOY: EXTRA!

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

NEWSBOY: EXTRA!

BILL: For extra smoking per pack, get Camels....the cigarette
that gives you the extras. And tonight, customers, we
have some extra special news about Camels. You'll
hear about it in just a few minutes.

Caravan

2.

BOB: Right Bill Goodwin, And right now, we're hearing
all about "Sweet Georgia Brown."

BAND SWEET GEORGIA BROWN

APPLAUSE

51456 3616

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

BOB: And all traipsing over to the music-with-a-heartbeat department, where Bonnie King is going to sing. It's about that nightingale in Berkeley Square.

BONNIE: Berkeley Square - it's a romantic sounding place, isn't it, Bob?

BOB: Well Bonnie, strange and wonderful things happened there in that picture Leslie Howard made..

BILL: Ever been there, Bonnie?

BONNIE: Why Bill, I used to know Mayfair like a book. Any book by Michael Arlen.

BILL: Me too. Berkeley Square was just a block from Bond Street - if you'd been to see your tailor. Or two blocks from Piccadilly - if you'd been dining at the Ritz.

BONNIE: There were big, shady trees in Berkeley Square. And daffodils growing in the lawn. If you lived in one of the great houses there, you had a key that opened the small iron gate. And you could go into the Square and walk on the grass.

BOB: Of course it was right in the heart of London - but there COULD be a nightingale in one of those trees?

BONNIE: Why not?

VOCAL BONNIE: NIGHTINGALE SANG IN BERKELEY SQUARE

APPLAUSE

BOB: Very sweet and very pretty, Bonnie. And sliding
out of our top hats and into our sombreros, here we
are amigos - south of the border and PRONTO!

BILL: Wait for me Bob, I haven't got my boots laced.
Huarachas to you.

BOB: Why Willie, this is a family show. And if the family
will come out of that siesta, we'll have a fiesta.
All to the tune of "Frenesi."

BAND FRENESI

APPLAUSE

CROSBY: Now, Goodwin, the mike is yours. But can you part with a match before I ease out for a smoke?

GOODWIN: A match?

CROSBY: That's right, a match. You don't get anything out of a cigarette until you light it. But I should be telling YOU that the SMOKE'S the thing.

GOODWIN: Yes, folks, in a cigarette, the SMOKE'S the thing. And in the smoke of Camels...the slower-burning cigarette...you get EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR and an extra margin of freedom from nicotine. Listen:

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

GOODWIN: That's right! LESS nicotine in the smoke of Camels... the cigarette with the slow, slow way of burning... the cigarette that also gives you MORE mildness, MORE coolness, MORE flavor...IN THE SMOKE. Try a Camel. Smoke out the facts for yourself. The smoke's the thing. All right, Bob Crosby!

Caravan

6.

BOB: Righto, young Goodwin. And eyes right, customers,
to the Music Shop's novelty department. Featuring
the four Bobolinks and drummer Ray Bauduc -
it's "Drummer Boy."

BAND & BOBOLINKS DRUMMER BOY

APPLAUSE

BOB: Riddle me this, Goodwin. What were you doing ten years ago?

BILL: Gosh, Mr. Bob. I must have been just about graduating from high school.

BOB: So that's where it all started. The sight of all those co-eds with sheepskins brought out the wolf in you.

BILL: No-o-o!

BOB: And where ^{were} you on a night like this in 1930, Bonnie my Bonnie?

BONNIE: Probably at the movies, Bob.

BOB: Chances are you saw Joan Crawford in a little epic entitled "Blushing Brides." Or Maurice Chevalier in "The Love Parade," and Greta Garbo and Marie Dressler in "Anna Christie."

BILL: And in her letter to Santa Claus that year, Mr. Bob, I bet Bonnie asked for an Empress Eugenie hat, and one of the new super-heterodyne radio sets. And when she tuned it in she must have heard that 1930 hit, "Exactly Like You." The same which you and Bonnie are singing here and now. "Exactly Like You."

BOB AND BONNIE EXACTLY LIKE YOU

APPLAUSE

Caravan

8.

BOB: While our Music Shop family album is opened to the pages of ten years ago, customers, throw a lamp at the chapter devoted to Matty Matlock. Matty plays the second clarinet as you enter from the left.

BILL: And I see by the footnotes, Mr. Rob, that Matty was first heard from in his home town of Nashville, Tennessee.

BOB: That would be under the baton of maestro Beasley Smith at Nashville's Andrew Jackson Hotel. Matty left the Andrew Jackson to join a band with Jackson Teagarden. He stepped in as Benny Goodman stepped out. And as the y'ars rolled by, as the y'ars will do, that band became this Band.

BILL: And wouldn't you say, Mr. Rob, that Matty Matlock of Nashville deserves a 21-gun salute for his contributions to this Band?

BOB: Fire when ready, Goodwin. Matty's country clarinet, and his Dixieland arrangements, are something without which we never want to be. Matty's latest contribution is a "Blues" called "That's What I'm Talkin' Bout Mems". It's Matty's own arrangement, and you'll hear his clarinet in the second chorus. So hear are the Bobcats, starting it off as we introduce, " _____ ".

BAND: (MATTY'S BLUES)

APPLAUSE.

GOODWIN: Friends, scientific research many times has confirmed some very important facts about Camel cigarettes. Camels have a definitely SLOWER way of burning... a slower way of burning that gives you a smoke with MORE mildness, MORE coolness, and MORE flavor. Every day, millions of smokers enjoy these advantages in slower-burning Camels. And now... from the research laboratory again....comes news of ANOTHER advantage for 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 PERCENT LESS NICOTINE than the average of the other brands tested... LESS NICOTINE THAN ANY OF THEM.

GOODWIN: Try the slower-burning cigarette... try Camels. Your taste will tell you that Camels have the flavor... EXTRA flavor... that Camels smoke MILDER, COOLER. And besides, your pocket-book will tell you that slower-burning Camels give you SMOKING ECONOMY.

MAN: By burning twenty-five percent slower than the average of the four other of the largest-selling brands tested, Camels gives a smoking plus equal, on the average, to give extra smokes per pack.

Caravan

10.

GOOD:IN: Light up a slower-burning Camel. 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 with a hit from the
picture "Too Many Girls." It's our Mr. Crosby's favorite
melody for many a moon - "You're Nearer."

BOB & BOBOLINKS:. . . YOU'RE NEARER.

APPLAUSE.

51456 3624

BOB: Thank you kindly. How many of you customers ever heard tell of the Sunset Cafe or Dreamland, the Royal Garden or Grand Terrace ballrooms, the Lincoln Gardens or Friars Inn? They were all Chicago landmarks back when jazz came up north on the riverboats from New Orleans. An oldtimer was named for one of them, "Royal Garden Blues." And we're taking it right down the river in our own Dixieland way. "The Royal Garden Blues."

BAND. ROYAL GARDEN BLUES.

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: Tell me how you like the corn pudding, dear?

MAN: Just wait! Ouch! It's red hot -- now I won't be able to taste ANYthing!

ANNOUNCER: Excess heat in smoking tobacco kills taste, ruins mildness, too. Avoid harsh, flat, over-hot smokes with Prince Albert -- the cooler-burning tobacco -- for springtime mildness and full, rich taste. 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 has the well-known double feature of the "crimp cut" and "no-bite" process. Try... Prince Albert!

This is the National Broadcasting Company.

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