

R. J. REYNOLDS CO.

CAMEL CIGARETTES

BOB CROSBY'S MUSIC SHOP

PROGRAM #78

THURSDAY, DECEMBER 19, 1940

4:30-5:00 P.M.
7:00-7:30 P.M.

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 Hollywood. And we're all set for some music-with-a-heartbeat to make your listening extra easy. Real fast-like, the Band are dusting off the Travel folders and dipping into "The Beach At Waikiki".

(BAND: "BEACH AT WAIKIKI")

(APPLAUSE)

BILL: Yes, it's Bob Crosby & Company, with the Bob-o-links and Bonnie King! Presented by Camel -- the slower burning cigarette that gives you more flavor, more mildness, and less nicotine in the smoke -- twenty-eight percent less nicotine than the average of the four other of the largest-selling brands tested.

BOB: Nice reporting, Bill Goodwin. And have you copped a gander at the new Christmas decorations here in the music-with-a-heartbeat department?

BILL: Solid have, Mr. C. How 'bout that? Mistletoe and holly wreaths, stars on the ceiling, and a dream of a doll like Bonnie King to bring the customers sweet music. The whole thing is mighty fetchin', Bonnie. *-mighty*

BONNIE: Well tonight, Bill, we're featuring "Do You Know Why."

BILL: Mighty fetchin'! *-mighty*

BOB: Then you just relax on that love-seat, young Goodwin. Bonnie will make with the second chorus of the a foresaid "Do You Know Why." Muggsy Spanier's cornet gives out with the mighty fetchin' first chorus, and then Bonnie King takes over. "Do You Know Why."

(BONNIE: "DO YOU KNOW WHY")

(APPLAUSE)

BOB: Sweet and lovely, Bonnie.

BONNIE: Thank you, Bob. Don't look now, but Bill Goodwin is over in that corner cooing in double-talk to a pigeon.

BOB: To a pigeon? Hey, what goes, Goodwin?

BILL: Well, I tell you, Mr. Rob. This bird just came in on the fly out of the cold spell. Between sneezes, he says he's got a message for you to be sure and explain that solid item, "I'm Prayin' Humble".

BOB: Oh, we've got to have a flock of pigeons, Bill. Tell them to repeat the message, between sneezes, that "I'm Prayin' Humble" was written by our band's bass player, Bob Haggart. Bob got the idea for it when he went to a Southern revival meeting.

BILL: You mean where the deacon says "Is you got religion?" and the whole congregation shouts back "Yes yes."

BOB: That's the general idea. In Bob Haggart's music, the deacon's voice is Muggsy Spanier's cornet. When the whole band replies, that's the congregation. So send out those pigeons, while the tom-toms call the meeting to order for "I'm Prayin' Humble."

(BAND: "I'M PRAYIN' HUMBLE")

(APPLAUSE)

GOODWIN: Friends, no matter what cigarette you smoke...no matter how often you light up...the smoke's the thing! And right there in the smoke is where you find the advantages of the slower-burning cigarette...Camels. For in the smoke of slower-burning Camels you get more flavor, more mildness, and less nicotine. Here are the facts.

MAN: Independent laboratory tests of ~~the~~ ^{of the} five 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: Yes, less nicotine, plus more mildness and more flavor, when you light up a Camel...a slow, slow-burning Camel. And don't forget -- that slower way of burning means economy too -- more actual smoking per cigarette per pack. But get a package of Camels. Smoke out the facts for yourself. The smoke's the thing!

Here in the Music Shop, it's Bob Crosby and Bonnie King in a neat, nifty and new duet. From the picture "You'll Find Out", it's "You've Got Me This Way."

(BOB & BONNIE: "YOU'VE GOT ME THIS WAY")

(APPLAUSE)

BILL: Eh buenos, senors and senoras, amigos and muchachas.
Lace up your huarachas!

BOB: In other words, customers, while Goodwin goes into a
siesta, we'll have a fiesta. And the melody - that ballad
from old Me-hee-co, "Frenesi."

(BAND: "FRENESI")

(APPLAUSE)

BOB: Last Sunday, customers, Bill Goodwin and I spent a very pleasant evening. Bill took me out to a little movie house, and we sat there getting an eyeful of old time silent favorites.

BILL: And I want to tell you, ^{that that there} Thea Bara's still an eyeful.

BOB: Me, I liked Wally Reid. And there was Tom Mix. And the Villain had Pearl White trapped in a burning car speeding towards an open drawbridge-to-be-continued-next-week.

BILL: Yes, it was all there. The jerky motions, the bad lighting, the smeary make-up, and the memories.

BOB: But there was one thing missing, Bill. That tinny pianola. Grinding out "Madelon," "Oh Frenchy," or "K-K-K-Katy." Here in the Music Shop we've got a sort of streamlined version of one of the favorites of those days. It's the hit of 1918, "Ja Da." We've given it a boogie-woogie twist to make it the "Boogie Woogie Jada."

(BAND: "BOOGIE WOOGIE JADA")

(APPLAUSE)

GOODWIN: More flavor -- more mildness -- and less nicotine in the smoke. Yes, and for that extra margin of freedom from nicotine in the smoke of Camels you have the assurance of modern laboratory science. Listen:

MAN'S VOICE: Independent scientific tests show that the smoke of slower-burning Camels contains twenty-eight percent less nicotine than the average of the four other largest-selling brands tested -- less than any of them.

GOODWIN: Make it a point the next time you stop in for cigarettes, to try the slower-burning cigarette. Try Camels. And by the way, look at those handsome Christmas gift packages of Camels. There's a gift that's sure to please ~~any smoker~~. The Camel carton all wrapped in gay holiday dress. Another special gift package containing four boxes of the popular flat fifties all colorfully wrapped and ready to give. But whichever you give, you can be sure your gift ^{'ll} ~~will~~ please. For more smokers prefer Camels than any other brand. Give Camels and be sure.

^{Now}
~~And~~ in the music-with-a-heartbeat department Bob Crosby, backed up by the Four Bob-o-links, brings you a favorite first introduced here in the Music Shop. Paul Wett^{stein}stein's famous arrangement of "You Forgot About Me."

(BOB & BOBOLINKS: "YOU FORGOT ABOUT M")

(APPLAUSE)

BOB: Thank you, customers. That was "You Forgot About Me" - our recording of which same is now on display at your local music shop. Right now if you'll be so kindly, plant your brogans on the dance floor and put your best foot forward. The Band is drawing a bead for a once-over lightly, slightly and politely on "Diga Diga Doo." With Eddie Miller on saxophone, Hank D'Amico clarinet, Floyd O'Brien trombone and Jess Stacy piano - it's "Diga Diga Doo."

(BAND: "DIGA DIGA DOO")

(APPLAUSE)

(BAND: THEME)

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

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

(THEME & APPLAUSE UP AND OUT)

ANNOUNCER: Ahoy! You last-minute Christmas shoppers, ahoy! If you're puzzled about those men-folks on your list, here's a life-saver. If they're smokers, give them the big, colorful Christmas package of Prince Albert Smoking Tobacco -- the world's favorite brand. 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! You're sure to please with a Christmas gift of mild, tasty, fragrant Prince Albert. See your favorite dealer tomorrow.

SIGN-OFF