

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

BENNY GOODMAN'S CAMEL CARAVAN

TUESDAY, DECEMBER 27, 1938

9:30-10:00 P.M.

Program No. 66

SEYMOUR:

Let up and light up a Camel! Smokers find that Camel's posillier tobaccos are soothing to the nerves!

(BAND: THEME)

SEYMOUR:

(OVER THEME) Here's the Camel Caravan with Benny Goodman. It's Meeting Time for swing fans in the old Club-house. So join up, members, and swing to order, please. On our Entertainment Committee tonight is a man we're electing to Honorary Life Membership -- See Benutil! Now while you're swinging out with Benny Goodman and his great band, remember that you are the ones who've made this show possible. You smokers are the final judges of tobacco quality, and you've made Camel the largest-selling cigarette in the world. So thanks, folks -- and let up and light up a Camel!

(BAND: THEME UP AND OUT)

SEYMOUR:

Up for discussion now is an item carried forward from way back in 1927, when it was a popular subject of debate in the romantic ballad group. Benny and the band add some new notes, and a touch of swing to that old standard, "My Blue Heaven."

(BAND: "MY BLUE HEAVEN")

(APPLAUSE)

SEYMOUR:

Here he is to tell you what's on the agenda - your President, Benny Goodman.

BENNY:

Thank you, Secretary Seymour.

SEYMOUR:

Item one, President Goodman?

BENNY:

First, to all club members and all their families - from the age of six to sixty - we hope you had a great Christmas.

SEYMOUR:

Check. Item two?

BENNY:

Suppose we just repeat that chorus, in future-tense, for New Year's.

SEYMOUR:

Swell. And item three, Mr. President?

BENNY:

Well, that would be a warm welcome to an old friend. His name is Joseph Giuseppe Venuti. And you know - every year we get older - and wiser - and fonder of Joe Venuti. That's why we're so glad to have him here with us for Christmas week.

RADIO
WILLIAM ESTY
AND COMPANY

SEYMOUR:

And so say all of us! Further items on the agenda for Club Meeting are the Goodman Quartette, the Goodman Trio, and the Goodman Soloists. Yes, a foursome, a threesome and a single - the single of course, is our singularly attractive singer. On her application for Club Membership, we find - name...

TILTON:

Printed in block letters - Martha Tilton.

SEYMOUR:

T-I-L-T-O-N, Tilton, thanks. Height?

TILTON:

Five feet, one.

SEYMOUR:

Eyes?

TILTON:

Blue.

SEYMOUR:

Oh very blue. Hair?

TILTON:

Blonde.

SEYMOUR:

Very blonde. Happy?

TILTON:

Very.

SEYMOUR:

Reason?

TILTON:

About to sing a new song.

SEYMOUR:

Title?

TILTON:

"Deep in a Dress."

SEYMOUR:

Application approved by the Secretary, D. Seymour.
Countersigned by the President, B. Goodman.

RADIO
WILLIAM ESTY
AND COMPANY

51456 4320

TILTON:

Thank you, Mr. Secretary. And thank you, Mr. President,
for a downbeat.

(BAND: "DEEP IN A DREAM" - TILTON VOCAL)

(APPLAUSE)

BENNY:

Dan, I've elected Benny Heller, our guitar player here,
to give you a hand with tonight's music lesson. He's not
so hot at playing discord, but when it comes to harmony,
he's a member in good standing.

SEYMOUR:

Well that's swell, Benny -- thanks. And thank you, too,
Benny Heller -- now would you pick out a little harmony for us?

(BIZ: GUITAR IN HARMONY)

Now then, show us how you played when you first took up the
guitar.

(BIZ: GUITAR IN DISCORD)

That's discord, all right, Benny Heller. I didn't think you
could do it! (ABIDE: Now I know where that expression
"unstrung nerves" came from.) That's a fact, folks --
nerves do get unstrung and out of tune -- just like music.
And at the first sign of nerve strain the thing to do is to
let up, and break the tension. Millions of people do it this
way -- they let up and light up a Camel cigarette. You see,
smokers find that Camel's gentler tobaccos are soothing
to the nerves.

(QUARTETTE MUSIC UP: "OPUS ONE HALF")

RADIO
WILLIAM ESTY
AND COMPANY

SEYMOUR:

(OVER MUSIC) The Goodman Quartette in one of their own specials. Lionel Hampton, Teddy Wilson, Ruddy Shatts and Benny Goodman...and they call it "Opus One Half."

(QUARTETTE: "OPUS ONE HALF")

(APPLAUSE)

SEYMOUR:

Now here's a memory test for Club Members. How many of you are old enough to remember the year everyone was singing that old tear jerker "I Cried For You." Well, here's a modern swing arrangement of it, by our saxophone player, Dave Matthews - with a solo for Dave Matthews. "I Cried For You."

(BAND: "I CRIED FOR YOU")

(APPLAUSE)

SEYMOUR:

Let's resolve right now to be kind to our nerves and avoid needless nerve strain in nineteen thirty-nine. Make it a regular practice throughout the day to ease up every now and then and break nerve tension...let up and light up a Camel. It's a grand way to relieve nervous strain -- and a grand treat to the taste, too, because Camels are a matchless blend of finer, more expensive tobaccos -- Turkish and Domestic. Smokers find that Camel's gentlier tobaccos are soothing -- comforting -- to the nerves.

(MUSICAL BRIDGE: "SHADE OF THE OLD APPLE TREE")

(FADE FOR ANNOUNCEMENT)

RADIO
WILLIAM ESTY
AND COMPANY

SEYMOUR:

At Club Meeting a few weeks ago, Benny introduced a swing prelude by the English composer, Alec Templeton. And ever since then your Secretary has been receiving requests from Town and Country members, here, there and everywhere. Even some of the Christmas cards that President Goodman received have carried a postscript - saying "Please can we hear again those five clarinets in 'Bach Goes To Town.'" Well, here it is.

(BAND: "BACH GOES TO TOWN")

(APPLAUSE)

SEYMOUR:

About fifteen years ago, two young men, in two different parts of the country, each made a big decision. They decided not to play music the way people were used to hearing it. One of them left the Great Lakes pleasure boat where he had been playing in the band. He came east with talent, courage and a clarinet. His name was Goodman. The other left the string section of a Detroit Symphony Orchestra. He joined Jean Goldkette's dance band - became the world's original hot fiddle player - and his name was Venuti. Am I right, Mr. President?

You are - and if ever any one should be nominated Honorary Life Member of our Swing Club, it's Joe Venuti. Come on out, Joe and be nominated!

(APPLAUSE ON VENUTI'S ENTRANCE)

BENNY
RADIO
WILLIAM ESTY
AND COMPANY

VENUTI: Thanks, Benny - and thanks, Club members.

BENNY: You know, Joe, we've put you on the Entertainment Committee tonight.

VENUTI: Very honored, Mr. President. So let's get down to business.

BENNY: I vote for you to tell the house about your latest composition. All those in favor say "Aye."

HOUSE: AYE!

VENUTI: Well, I tried my hand at what you might call a tone poem for a swing band. Only of course that wouldn't do for a title. So I listened to it and decided to call it just what it sounds like.

BENNY: And what was that, Joe?

VENUTI: Well, Benny, it sounded like - a cement mixer.

BENNY: A cement mixer, huh?

VENUTI: That's what it was. And I call it - "Ode To A Cement Mixer."

Toward the end, I do that old Venuti trick. I loosen my violin bow and - sort of wrap it round the fiddle.

SEYMOUR: You were the first one to do that, weren't you, Joe?

VENUTI: As far as I knew, Dan, I was.

SEYMOUR: Probably a lot of our Club members have seen you play that way, with your violin inside the bow - and some of them must have wondered why you do it. Is it just - instrumental acrobatics?

RADIO
WILLIAM ESTY
AND COMPANY

VENUTI:

No, Dan - it's the only way you can play on all four strings of the violin at once. See?

SEYMOUR:

Well, I'll watch carefully. And now, folks, after fifteen years, our two young men are still playing music the way people don't expect to hear it. Benny Goodman, his band - Joe Venuti and his violin - in Joe's new swing concerto - "Ode to A Cement Mixer." Start mixing, boys!

(BAND & VENUTI: "ODE TO A CEMENT MIXER")

(APPLAUSE)

BENNY:

Thank you, Joe Venuti. And now, here's Secretary Seymour with a good word...

SEYMOUR:

There's a lot of good, down-to-earth common sense in the old adage that says, "Experience is the best teacher." After all, folks, it isn't what we say about Camel cigarettes that makes them so enjoyable -- it's how you yourself like them that tells the real story. So give Camels a trial -- a fair trial. Smoke six packages of Camels and let your own experience be your guide. We think you'll agree that Camel's gentler tobaccos have earned them their place as the largest-selling cigarette in the world.

(TRUMPETS UP: "I KNOW THAT YOU KNOW")

(FADE FOR ANNOUNCEMENT)

RADIO
WILLIAM ESTY
AND COMPANY

SEYMOUR:

We have an idea that whenever three or four of our musical constituents get together - in a fraternity house or clubroom - sooner or later they'll be dreaming up their version of "I Know That You Know." So we thought you'd like to hear the President himself swinging that old favorite. Benny with the Trio - in "I Know That You Know."

(TRIO: "I KNOW THAT YOU KNOW")

(APPLAUSE)

SEYMOUR:

Benny tells me that he and the band have wrapped up an extra special package this week for the Hot Clubs of America. And now's the time to bring it out. We hope you'll like it - your gift from your Honorary President, Benny Goodman - "Smoke House Serenade."

(BAND: "SMOKE HOUSE SERENADE")

(APPLAUSE)

BENNY:

Thanks - and glad you liked it. Now, Secretary Seymour, here's some great news for the bulletin boards. At our Meeting next week, Meade Lux Lewis is going to be here.

SEYMOUR:

That ought to be quite an educational feature, Mr. President - if Meade Lux Lewis will address the gathering on his famous style of piano playing - known to initiated Club members as "boogie woogie."

RADIO
WILLIAM ESTY
AND COMPANY

BENNY:

I guess he'll give us the real low down on that, all right. And more news, Mr. Secretary. A very swell guy named Johnnie Mercer is on his way from Hollywood, to be here next Tuesday night. Johnnie is not only a great song writer and a real swing fan - but we feel he's definitely one of us, and we're looking forward to giving him a great welcome here in the Club-house. Until then - this is Benny Goodman saying goodnight for Camels and all the gang.
(THEME & APPLAUSE)

BEYBOUR:

Goodnight, Benny. Remember, you've all got a date next Tuesday night with Benny Goodman and the world's greatest swing band, the Goodman Trio and Quartette, and your swing sweetheart, Martha Tilton. We know you'll all want to hear Meade Lux Lewis play that "hoochie woogie" piano. And let's make it a big open-meeting to welcome our new Club member, Johnnie Mercer. Next Monday night over these same stations, Eddie Cantor's Camel Caravan rolls in. Eddie's special guest is Georgie Jessel. So make it a Monday night date too, Dan Baymour speaking.
(THEME AND APPLAUSE UP AND FADE)

RADIO
WILLIAM ESTY
AND COMPANY

-11-

ANNOUNCER:

Fellow pipe-smokers. It is my privilege to introduce to you one of nature's noblemen -- a prince in his own right. A mellow character, my friends, ripe and kindly -- without harshness. He'll put more real joy into your pipe-smoking, day in, day out, all through the year. You'll meet him at your nearest tobacco store. Gentlemen -- I give you Prince Albert, the one and only National Joy Smoke. There's no other tobacco like it.

SEYMOUR:

This is the Columbia Broadcasting System.

RADIO
WILLIAM ESTY
AND COMPANY

51456 4328