

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 80

TUESDAY, APRIL 4, 1939 - 9:30-10:00 P.M.

WELCOME: Let up and light up a Camel! The cigarette
of costlier tobacco!

(BAND: THEME FADE FOR ANNOUNCEMENT)

This is the Camel Caravan with Benny Goodman
and the world's greatest swing band! Reading from
left to right the Entertainment Committee is
Johnny Mercer with the Fluff Box under his arm,
Martha Tilton, the Goodman Quartette, and our
special guests, the Quintones.

The first item on our agenda is a word of appreciation
to all you Club Members -- you smokers who make these
weekly meetings possible. You 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)

BENNY:

This is your President, Benny Goodman. Tonight we're saying Hello and Welcome from the main Club House in New York. And Johnny Mercer, what was the idea of running out on me so fast last week? Were you training for a race?

MERCER:

No, Prexy -- I was racing for a train.

BENNY:

Maybe I shouldn't have asked. All right, hurry on.

MERCER:

Are you aware, Mr. B. G., that this is double-or-nothing night on the Fluff Box. If you don't make a fluff Prexy G - you get all the o-day in the fluff box - nineteen snackers.

BENNY:

Nineteen bucks if I don't make a fluff. And what happens if I do make one?

MERCER:

(COUGHS) Why - ah-ah - you contribute another nineteen dollars.

BENNY:

That's a nice little one-sided idea you dreamed up, Johnny.

What about you? Same rules apply?

MERCER:

I'm afraid so.

BENNY:

Let's see now -- how will we end up?

MERCER:

If neither of us makes a fluff we split what's in the box.

If you make a fluff we'll have thirty-eight dollars. If both of us make one, that's another thirty-eight -- or a grand total of seventy-six clams.

BENNY:

What this club needs is a certified public accountant.

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MERCER:

Well -- here we go. (PAUSE) Benny and the band proceed with the proceedings to the tune of "Louise."

(BAND: "LOUISE")

(APPLAUSE)

BENNY:

(IN RHYTHM)

Here is Martha Tilton's newest refrain,

It's the latest thing from Featherbed Lane

TILTON:

A sort of modern lullaby is what the song suggests,

And the Quintones sing it with me -- for the

Quintones are our guests.

MERCER:

The inspiration of the song's a very sentimental man,

For together with the Quintones Martha sings "That Sly

Old Gentleman."

(BAND: "THAT SLY OLD GENTLEMAN" - TILTON & QUINTONES)

(APPLAUSE)

HOLCOMBE:

On the back of every package of Camel cigarettes is this statement QUOTE Don't look for premiums or coupons, as the cost of the tobaccos blended in Camel cigarettes prohibits the use of them END QUOTE In other words, folks, costlier tobaccos! You'll notice the pleasing taste right off -- but the point about that grand Camel flavor is you can smoke Camels all

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WELCOME: (Cont'd)

day long...as many as you like...and Camels never tire your taste. And they don't leave your mouth and throat dry or scratchy. That's why so many more smokers stick to Camels for steady smoking. On every count, Camels give you more real smoking pleasure. Get a package of Camels tonight or tomorrow and find out for yourself what a swell treat it is to let up and light up a mild, good-tasting Camel...the cigarette of costlier tobacco!

(BAND: "ANYTHING CAN BRING"

INTO

"I'M FOREVER BLOWING BUBBLES")

(APPLAUSE)

MERCER:

Here's our Committee in Charge of Special Events, the Goodman Quartette. A couple of weeks ago before Meeting was called to order, they started riffin' it up together. Before they got through, they'd worked out a sequel to their famous "Opus 1/2." Things must be looking up, because they've called this one "Opus 3/4."

(QUARTETTE: "OPUS 3/4")

(APPLAUSE)

MERCER:

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(ON CUE, OVER APPLAUSE) Order please! Order in the Club House! Here's an item you'll all want to post on your Bulletin Boards. At your bookstore tomorrow you'll find a brand new volume called "The Kingdom of Swing." It's the story of swing, as that story can only be told by Benny Goodman. Congratulations, Benny.

(APPLAUSE)

BENNY:

Thanks John -- but a big share of any congratulations should go to Irving Kolodin. As you know, he's the Music Critic for the New York Sun. And Irving is the man who was patient enough to sit down with me and help me tell the story.

MARCEL:

Well Benny, it's a swell story, the way you two have told it. And what I liked most about the book, is that besides being a history of Swing, it's so full of backstage stories about the people who made Swing. I mean Bix Beiderbeck, Tommy Dorsey, Frankie Trumbauer, Louis Armstrong and the Teagardens -- we meet every one of them in "The Kingdom of Swing."

BENNY:

I wanted the reader to meet them, Johnny, the way I've met up with them in the last ten or fifteen years.

MARCEL:

Boy, you've certainly done it. And Club Members, taking their title from Benny's new book, the Goodman band salutes the author with a special of their own, also called "The Kingdom of Swing."
(BAND: "KINGDOM OF SWING")

(APPLAUSE)

MARCEL:

Here's an "up-the-ladder" success story that should be an inspiration to every girl planning a business career. This young woman started work as a \$12-a-week typist. Today she is one of the highest-salaried executives on Fifth Avenue -- vice-president of New York's swank and glittering department

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HOLCOMBE: (Cont'd)

store -- Saks Fifth Avenue. She directs its fashion plans with a brilliant instinct for high style and new trends. Yes, I'm talking about Mary Lewis. We've asked her for her formula for success. Here's what Mary Lewis says:

BOBBI'S VOICE:

I don't offer any formula, but my rule is to work hard and get fun out of everything I do. I do work hard -- but I enjoy frequent let-ups with a Camel cigarette. Certainly Camels make smoking more fun -- and, to me, a frequent let-up for a Camel makes work -- everything -- more fun. Camels are so mild, so rich-tasting. And they never tire my taste.

HOLCOMBE:

Thank you, Mary Lewis. And folks, when Mary Lewis says, "Camels make smoking more fun," she's saying just what millions of other smokers have found: That for smoking pleasure at its best, there's nothing like a Camel. So, let up and light up a Camel...the cigarette of costlier tobaccos.

BENNY:

In all the Branch Club Houses we've been visiting, the Members vote unanimously for one tune.

MERCE:

I think we ought to mention, Benny, that it makes a fine theme song for all the goldfish swallowers we've been reading about. It's your favorite dish, that song of fish - "Hold Tight!"

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BENNY:

Say John, how do you think that song would sound with some special lyrics in it?

MERCER:

(SINGS)

Hold tight hold tight

Up at Harvard

All the kids are yellin'

Want some goldfish Momma

And up at Yale they ate a whale!

(BAND: "HOLD TIGHT")

(APPLAUSE)

BENNY:

I vote we bring the Quintones back again. Johnny Mercer, suppose you take them into the Club House Trophy Room.

MERCER:

Fight, Benny! They're all present and accounted for. And I'm all set to join them in the Trophy Winner the Quintones and I sang on their first visit to the Club House -- "Shadrack." We'd like a drumbeat if you've got one to spare.

(BAND: "SHADRACK" -- MERCER & QUINTONES)

(APPLAUSE)

MERCER:

Hot Clubs of America, one sizzling platter coming right up, served piping hot the way you like it! Your Honorary President, Benny Goodman, has cooked up an oldie that's always a goodie --

"I Found A New Baby." Do it up brown, boys!

(BAND: "I FOUND A NEW BABY")

(APPLAUSE)

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MERCER:

Well, Benny - looks like we can eat after all. Neither one of us fluffed a word, missed a line, skipped a page - or made any mind of -- oh-oh -- I mean --

BENNY:

You mean FLUFF!

MERCER:

Did I say eat - guess I'll have to eat my words.

BENNY:

And double that \$19.00, Mercer. Come on, pay up Pops. Shovel it in.
(WAIT WHILE JOHNNY PAYS HALF DOLLARS INTO FLUFF BOX)

BENNY:

Well, so long, John! And Club Members, we hope you'll all be able to drop around again next Tuesday. We'll have Albert Ammons and Meade Lux Lewis at the piano, and that means another session of boogie woogie. Till then, this is Benny Goodman saying goodnight for Camels and all the gang.

(BAND: THEME FULL AND FADE)

HOLCOMBE:

Next Monday night over these same stations Eddie Cantor's Camel Caravan rolls in. So make it a Monday night date too. Men, when it comes to pipe tobaccos, there's an extra-mildness, and a cool, mellow flavor about Prince Albert that's just about the last word in pipe-joy. In fact, it's called the National Joy Smoke. "No-bite" treated to remove harshness -- "crimp cut" for good packing and cool, easy drawing. And, of course, better tobaccos to begin with. If you've never known the real pipe-joy of Prince Albert, then you've got a treat in store for you. There's no other tobacco like Prince Albert!

Harry Holcombe speaking. This is the Columbia Broadcasting System.

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