

RADIO
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INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 81

TUESDAY, APRIL 11, 1939 - 8:30-10:00 P.M.

HOLCOMBE: Let up and light up a Camel! The cigarette of costlier tobaccos!

(BAND: THEME FADE FOR ANNOUNCEMENT)

Here comes Benny Goodman's Camel Caravan! Tonight you'll hear from Albert Ammons and Meade Lux Lewis, those two great boogie woogie piano players. Also on hand bursting with new ideas is our regular Entertainment Committee, plus Johnny Mercer and the Fluff Box...Martha Tilton...the Goodman Trio...and the quaint and capable carefree cats in the band. And the first item on our agenda is a word of appreciation to you -- you smokers who make these Weekly Meetings possible. You're 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)

51456 4475

BENNY:

Hello, Club Members. This is your President, Benny Goodman. As Harry Holcombe has just told you, we've got two old friends in our Hot Club Guest Room again tonight. I mean Albert Ammons and Meade Lux Lewis. So you can count on hearing some first-rate boogie woogie piano before we adjourn. And Johnny Mercer, put down that Fluff Box. You know, as an actor, John -- you're dynamite.

MERCER:

(PLEASANT) Oh, do you think so, Benny?

BENNY:

Well, you're always blowing up in your lines.

MERCER:

Oh, is that so? Club Members, the orcherola will nowly on the favorite with no vocally renditious because listerbugs overly decademants preferably only as first played. And the title --

BENNY:

Wait a minute, John. You can't introduce our first number in double-talk. What's the idea?

MERCER:

The idea is to get out of making a fluff. Last week I went through the whole meeting without a mistake. And then when I tried to say goodnight I made a fluff and it cost me \$19.

BENNY:

That fluff box really cleaned you out last week, didn't it?

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MERCER:

The Happy Little Monster now has \$58, and it's gone to its head. All I want you Club Members to know is that this number has been one of your favorites ever since Benny first formed his band. It was written by Fats Waller about eight years ago, and it's called "Honeysuckle Rose."

(BAND: "HONEYSUCKLE ROSE")

(APPLAUSE)

BENNY:

Here comes Martha Tilton

Our Camel Club Swing Sweetheart -

MERCER:

Martha has a song about

A very indiscreet heart -

TILTON:

The song is called "Tears from my Inkwell"

And it points out an excellent moral

Lovers should count ten and think well

Before they indulge in a quarrel!

(BAND: "TEARS FROM MY INKWELL" - TILTON VOCAL)

(APPLAUSE)

BENNY:

It seems Johnny Mercer isn't the only one in the Club House who can write songs. That old songwriting bug is contagious. This week, Harry Holcombe's been bitten ^{by} it. And we're going to get Martha to sing the "Holcombe opus" for you. Let's go, Miss T.

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(TILTON VOCAL)

C - C - O - Camels

Flavor-ful Camels

You're the only cigarette that I adore

I like your mildness

Your tasty richness

You're the cigarette for me forever more.

(APPLAUSE)

MERCER:

Sensational! As one song writer to another, Harry, I want to congratulate you.

HOLCOMBE:

Thanks, John.

MERCER:

I vote we have it again -- and this time everybody sing! Okay? -- here we go!

AUDIENCE:

ONE CHORUS

MERCER:

Very fine - very fine indeed! I specially liked that line about Camel's mildness.

HOLCOMBE:

Well, John, as a matter of fact, the phrase, "mild as a Camel" is a Camel smoker's way of describing anything that is mellow and smooth. And Camel cigarettes come by their mildness naturally. Finer, more expensive tobaccos to begin with -- plus slow, unhurried aging -- plus a matchless blend, that has long been admired, but never successfully copied. It all

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HOLCOMBE: (Cont'd)

adds up to a cigarette that is mild, but never flat. Rich in natural flavor -- but never harsh. Discover the difference for yourself. Let up and light up a Camel... the cigarette of gentler tobaccos.

(BAND: "ANYTHING CAN SWING"

INTO

"ESTRELLITA")

(APPLAUSE)

BENNY:

Not so long ago, a sort of musical cyclone swept into the World of Swing. Like so many other trends in modern music, it came from New Orleans by way of Chicago. Two men were largely responsible for it, and those two men are here in our Hot Club again tonight. The two of them were cab drivers in Chicago when they were first discovered. And now they are recognized as the leading exponents of the style called "boogie-woogie." They're the proteges of the great boogie-woogie originator, Pinetop Smith. You probably know that I'm talking about Albert Ammons and Meade Lux Lewis, and the incredible things they can do on a piano. And now Johnny Mercer will give us a little history of boogie-woogie.

(BOOGIE WOOGIE SPOT with Lewis, Ammons, and Johnny)

(APPLAUSE)

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HOLCOMBE:

Let's hear about Camels from the angle of those who smoke them. First, Marie McMillin, noted woman parachute jumper. Marie McMillin says:

WOMAN'S VOICE:

Camels have been my cigarette for nearly eight years now. I've always preferred their rich, mellow flavor. Camels never tire my taste. They're so mild, they never scratch my throat. Camels make smoking mean a lot more to me.

HOLCOMBE:

From the man's side of the fence, Harold J. Weidman, safe expert. He says:

MAN'S VOICE:

Camels give me some all 'round pleasure. They're mild. And their rich flavor has a keen, pleasing quality that makes every Camel welcome. To me, letting up and lighting up a Camel means smoking pleasure at its best!

HOLCOMBE:

Marie McMillin and Harold Weidman are only two of the millions who have a definite preference for Camels. You'll get such the same answer from any Camel smoker. Let up and light up a Camel, yourself. See if you, too, don't find that for smoking pleasure at its best, the word is CAMEL!

(MUSICAL BRIDGE)

LENNY:

From the new World's Fair Edition of the Cotton Club Revue, the Band brings you a song that's both new and good.

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MERCER:

Yes, it looks like a sure thing for your list of current favorites, Club Members. It's as torchy a ditty as you ever went rug-cuttin' to the tune of which. And to make the whole thing complete, Martha Tilton is right here to join in on the second chorus. The song is called "Don't Forry About Me."

(BAND: "DON'T WORRY ABOUT ME" -- TILTON VOCAL)

(APPLAUSE)

MERCER:

You know, Club Members, in the minutes of each of these weekly meetings of ours, there's a page headed "Special for the Hot Clubs of America from their Honorary President, Benny Goodman."

LARRY:

And Johnny, this week that page is practically a chapter by itself. Because our Special tonight is in a class of its own. We first broadcast it back in 1936. The records show it was played about 17,000 times that year. Judging from the requests for it we're always getting, even that wasn't often enough. And so, for the Hot Clubs of America, here is that panorama of swing -- with Lionel Hampton at the tom tom -- "Sing Sing Sing!"

(BAND: "SING SING SING")

(APPLAUSE)

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BENNY:

And now it's about time to adjourn. Next Tuesday we're holding Club Meeting in Louisville, Kentucky. If you're going to be in the neighborhood, we'd kind of like to see you. And till then, this is Benny Goodman saying goodnight for Casale and all the gang.

(BAND: THEME FULL AND FADE)

MERCER:

And this is Little Sir Johnny Mercer, with a hasty glance over my shoulder at the Fluff Box, looking forward to being with you again at the regular Meeting Time next Tuesday. Goodnight...

HOLCOMBE:

Next Monday night over these same stations, Eddie Cantor's Camel Caravan rolls in. So make it a Monday night date too. (THEME)

HOLCOMBE:

When you see a man loading up his pipe with Prince Albert Smoking Tobacco, you're seeing a man who knows the real joy of pipe-smoking. Prince Albert is choice ripe tobacco -- "crimp cut" to burn slow and even -- and the "bite" removed. It's the real thing in pipe tobacco, men -- Prince Albert -- The National Joy Smoke. There's no other tobacco like it. Harry Holcombe speaking.

This is the Columbia...Broadcasting System.

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