

**RADIO**  
**WILLIAM ESTY AND COMPANY**  
INCORPORATED

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COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 22

TUESDAY, APRIL 16, 1939 - 9:00-10:00 P.M.

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

(BAND: THEME FADE FOR ANNOUNCEMENT)

Yes, swing fans, it's your Weekly Meetin' Time!

Because here comes Benny Goodman's Camel Caravan!

The Reception Committee is right inside the Club House door ready to greet you...Martha Tilton, the Goodman Quartette, Johnny Mercer (you'll know him by the Fluff Box in his button-hole), and that glad gang of gallivantin', gregarious gates in the Goodman band!

Meeting opens with a word of appreciation to you Club Members -- you smokers who make these weekly programs 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:

Hello and Welcome, Club Members. This is your President, Benny Goodman. We've got about 10,000 swing fans here with us tonight, and we're meeting in the Jefferson County Armory at Louisville, Kentucky. Johnny Mercer, what was that hat I saw you in last night?

MERCER:

That was no hat, Mr. Bones - that was my Kentucky Derby.

BENNY:

Is that your idea of a RACY remark?

MERCER:

Well, if you won't let me go in for double-talk, I'm going in for bookie-wookie. You like following horses, don't you, Benny?

BENNY:

I do, John. But the ones I follow are always following other horses.

MERCER:

I know how you feel. The last one I made money on was War Admiral, back in 1938. And you know, Club Members, by a curious quirk of fate, just 16 years before that, in 1920, Fannie Brice also had a winner in "Rose of Washington Square" -- which Benny and the Band are playing now.

(BAND: "ROSE OF WASHINGTON SQUARE")

(APPLAUSE)

BENNY:

The Blue Kiblon on this week's Trophy Winner really has a home-made look about it. Because this song was written right here in our Camel Hot Club. And it's been making records from

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BENNY:  
(Cont'd)

Coast to Coast and taking prizes all the way. In fact, Johnny Mercer and Ziggy Elman seem to have one of the biggest hits of the year in - "And The Angels Sing." Martha Tilton, suppose you sing it for us right now, and Ziggy will blow it away in the last chorus.

(BAND: "AND THE ANGELS SING" - TILTON VOCAL)

(APPLAUSE)

HOLCOMBE:

Folks, you'll never know just how much real fun there is in smoking until you let up and light up a Camel. Camels are made from finer, more expensive tobaccos. Milder, costlier tobaccos to begin with -- plus slow, unbarried aging and matchless blending for a natural mildness that does not scratch your throat...for a rich, mellow flavor that never tires your taste. Find out for yourself how much more fun there is in smoking when you let up and light up a Camel... the cigarette of costlier tobaccos.

All right, John, take it.

MERCER:

A few weeks back, in Akron, Ohio, Frexy Goodson whipped up an idea that's had Club Members in a dither ever since. So we're taking it out of its passe-partout frame and turning the spotlight on it again right now. It's a sort of kaleidoscopic catalogue of the country's cats, and you'll hear the bedevilled baritone of Mr. B. G. himself bandying the words about. The title -- "T'Ain't What You Do, It's the Way That You Do It."

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(BAND: "TAIN'T WHAT YOU DO" -- GOODMAN VOCAL)

(APPLAUSE)

MERCER:

Our Hot Club's Committee in Charge of Special Events --  
otherwise known as the Goodman Quartette!

BENNY:

This week we're reporting on a favorite of long standing --  
"The Man I Love." John, suppose you give the Club Members  
a little of the song's history.

MERCER:

Sure thing, Benny. George Gershwin and his brother Ira  
first wrote it for the show called "Lady Be Good." But  
during the show's out-of-town tryout this number had to be  
dropped. After that, the brothers Gershwin had it in three  
of their other shows, but each time, when the show reached  
New York, it had been cut out. Finally, when it was dropped  
from "Strike Up The Band," George and Ira Gershwin lost  
patience. They had it published as an independent popular  
song, and it was an immediate sensation. The Goodman Quartette  
plays it for you now - "The Man I Love."

(QUARTETTE: "THE MAN I LOVE")

(APPLAUSE)

BENNY:

Johnny Mercer tells us he got the idea for his latest song  
from this year's fashions in petticoats. You've probably

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MERCER:  
(Cont'd)

seen those ruffles of white showing beneath the girls' skirts. And that's how John came to call this number "Show Your Linen, Miss Richardson." Bernie Hanigan wrote the music for it, and Johnny himself will sing a chorus for you.

(BAND: "SHOW YOUR LINEN MISS RICHARDSON" -- MERCER VOCAL)  
(APPLAUSE)

HOLCOMBE:

The final judges of cigarette quality are you folks who do the smoking. So let's hear about Camels from a few of those who smoke 'em. Carolyn Girard, well-known women jiu-jitsu expert, says:

WOMAN'S  
VOICE:

Camels are one cigarette that gives me what I want in smoking. They're very mild. I know I can smoke as many as I like. And there's something about the rich flavor of a Camel I've never found in any other cigarette. Camels never tire my taste.

HOLCOMBE:

James L. Dixon, Jr., a college student, says:

MAN'S VOICE:

I've discovered that Camels are one cigarette I can smoke steadily and not get tired of smoking. Camels never go flat on my taste or leave me with any cigarette-y after-taste.

HOLCOMBE:

Yes, and millions more will agree: That Camel's postlier tobaccos can make a mighty big difference in the day-by-day enjoyment you get out of smoking. Try Camels yourself!

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(BAND: "ANYTHING CAN SWING"  
INTO  
"BOUBLITCHKI")

(APPLAUSE)

BENNY:

Well, this is the time and this is the place for our  
Hot Club Special.

MINUTE:

You know, Benny, I think this week's killer has a story  
Club Members would like to hear. President B. G. and  
Lionel Hampton wrote this one together. They called it  
"Pick-A-Rib." And originally they wrote it for the  
Quartette, who recorded it a few weeks ago. Tonight, for  
the first time, the whole band is going to take a swing  
at it. That's the story - and the rest will soon be  
history! "Pick-A-Rib."

(BAND: "PICK-A-RIB")

(APPLAUSE)

BENNY:

Well, I see by the Minutes, that it's time to say "Thanks,  
Louisville, for your hospitality." Next week we're meeting  
with the swing fans of Asheville, North Carolina. Till then,  
this is Benny Goodman saying goodnight for Camels and all the  
gang.

(BAND: "TRAIL FULL AND FADE")

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MERCER:

And this is Johnny Mercer, the Fluff Box Purser, looking forward to being with you in Asheville. You know, with all this travelling, even my mind's beginning to wander. So long...

HOLCOMBE:

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

(BAND: THEME)

HOLCOMBE:

Men, here's a sure thing for your pipe. Prince Albert Smoking Tobacco. Prince Albert is choice, rich tobacco. Cooler and milder because it's "no-bite" treated. And it's "crimp cut" for smooth, mellow smoking. Believe me, it's the pipe tobacco you've been looking for, men. Try Prince Albert next time. It's the National Joy Smoke. There's no other tobacco like it.

Harry Holcombe speaking.

This is the Columbia...Broadcasting System.

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