

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 88

TUESDAY, APRIL 25, 1939 - 9:30-10:00 P.M.

HOLCOMBE: Let up and light up a Camel...the cigarette of costlier tobacco!

(BAND: THEME FADE FOR ANNOUNCEMENT)

Yes, it's Benny Goodman's Camel Caravan. And that means Meatin' Time for all you swing fans from Coast to Coast. Our Entertainment Committee is up at the Club House door ready to greet you...Martha Tilton, the Goodman Trio, Johnny Mercer with our mad but merry mascot, the Fluff Box, and the Benny Goodman band! First in the Minutes of our Meeting is a word of appreciation to you Club Members - you smokers who make these weekly get-togethers 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 4490

BENNY:

Make yourselves at home, Club Members. This is your President, Benny Goodman. We're meeting tonight in the famous Tobacco Warehouse here in Asheville, North Carolina. Makes a good set-up for our Camel Hot Club, doesn't it? Johnny Mercer, suppose you tell the nonpresent Members how big this Tobacco Warehouse really is.

MERCER:

Well Benny, I think it must be where they wrote "Little Sir Echo." And they tell me the day this place opened they gave a vaudeville show. The man who put up the building wanted to see how the accoustics were. Say, that's a big word...

BENNY:

It's a big building, John.

MERCER:

So this builder went 'way down to the far end. He looked back at the stage, where a troupe of great big elephants were doing their act. And to give you an idea of how big this place is, that builder looked at those elephants and shook his head. "How do you like that?" he said. "A brand new building, not even one day old. And already we get nice!"

BENNY:

And tonight, Club Members, here we are in the same building without mics. We've got a brand new show, not even two minutes old, and already we get -- "Night Must Fall." All right, boys.

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(BAND: NIGHT MUST FALL*)

(APPLAUSE)

MERCER:

And now I think it's time to give you Carolina Club Members a voice in the proceedings. Come on, Carolina, suppose you-all tell swing fans from Coast to Coast -- Who Keeps Club Members Informed of What's New and Good?

AUDIENCE:

PRESIDENT GOODMAN!

MERCER:

Yeah man! Just the way we rehearsed it. "President Goodman" is the answer. That means you, Benny.

BENNY:

New and good this week is a song called "You and Your Love." And Martha Tilton is right here to sing it for the first time on the air.

(BAND: "YOU AND YOUR LOVE" - TILTON VOCAL)

(APPLAUSE)

HOLCOMBE:

Here's the thing about Camels. Camels are a matchless blend of finer, more expensive tobaccos - Turkish and Domestic. These choice, ripe tobaccos are allowed to age and mellow in their own natural way. The mildness of Camels is a natural mildness...with a grand, rich tobacco flavor. And because of this natural mildness, this costlier tobacco flavor, you can smoke just as many Camels as you like. Camels don't go flat on your taste, don't make you tired of smoking. Try Camels... the cigarette of costlier tobaccos!

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(BAND: "ANYTHING CAN SWING"

INTO

"BEER BARREL POLKA")

(APPLAUSE)

BENNY:

We asked Johnny Mercer to work out something special for our visit to Asheville. And John said to himself he said -- Carolina -- well that's where Cazels come from...and now let me see, back about 1922 there was a song called "Carolina in the Morning." And putting all that together, here's what Johnny got.

(BAND: "CAROLINA IN THE MORNING" -- MERCER TOUTINE)

SPECIAL LYRICS - "CAROLINA IN THE MORNING"

MERCER:

Nothing could be finer
Than to be in Carolina
In the morning
Nothing so majestic
As the Turkish and Domestic
In the morning
These are the Smoky Mountains
That ought to be enough
Even above the mountains
The clouds sit around and puff

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MERCER: (Cont'd)

When the breeze is bustlin'
You can hear the leaves a-rustlin'
In the morning
Contlier tobacky
Goin' foodledee-acky-sacky
In the morning
Strollin' with your girly
In the burleigh
All day
Sun's lettin' up and lightin' the way
Nothing could be finer
Than to be in Carolina
In the morning.
Nothing could be worsser
Than to get a load of Mercer
In the morning
Practically in pieces
And his eyes are like valises
In the morning
When the Kid from Georgia
Wanders through the door
Hell, Lucretia Borgia
What are you waiting for?

BONNIE:

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BENNY: (Cont'd)

Nothing could be flatter
Than our Mr. M's vibratter
In the morning
You should hear his vocal
When he's gettin' off a local
In the morning
If I had Aladdin's Lamp
I know what I'd do
I'd leave him here in Asheville with you.

MERCE:

Well -- nothing could be finer
Than to be in Carolina
In the morning!

(APPLAUSE)

MERCE:

Here they are, Club Members! The Goodman Quartette, otherwise known as our Committee in Charge of Special Events. This week their report is so hot they must have written it in the furnace room. So take off your mittens, kittens! With Benny Goodman on the clarinet, Jess Stacy at the piano, Puddy Shuts at the drums and Lionel Hampton vibrating on the vibraphone, here comes "Opus 3/4!"

(QUARTETTE: "OPUS 3/4")

(APPLAUSE)

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HOLCOMBE:

Next Sunday the New York World's Fair opens its gates. These center of New York's greatest exposition is the Tylon and the Perisphere -- seven thousand pieces of steel joined by a quarter of a million rivets. The man who had the job of checking the steelwork on these two huge shells of steel was Charley Nelson. Like many of the men who helped build the Fair, he is a Camel smoker. He says:

MAN'S VOICE:

I like Camel's good rich taste. And Camels are so mild I can smoke as many as I like without my throat getting rough or dry. Camels suit me just right.

HOLCOMBE:

Eugenia Falkenburg of California is a typical American sports girl. She swims, rides, plays excellent golf, and ranks among the first ten women tennis players of her state. She gets a lot of fun out of life, and part of that fun is smoking Camels. She says:

WOMAN'S VOICE:

That Camel mildness is something very special. And each Camel tastes as good as the last, full of ripe flavor and delicate taste. To me, let up and light up a Camel means smoking pleasure at its best.

HOLCOMBE:

So many people prefer the mildness and rich flavor of Camels, On your visit to New York's World's Fair make a point to note how many people you see smoking Camels - America's largest-selling cigarette...the cigarette of costlier tobaccos.

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MERCER:

(OVER MUSIC) From the World's Fair Edition of the Cotton Club Revue, Martha Tilton sings the new hit "Don't Worry About Me."

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

(APPLAUSE)

MERCER:

And here is this week's killer for the Hot Clubs of America, from their Honorary President Benny Goodman. Arranger Jimmy Mundy put it together about three years ago. And Gates, it's one of those Goodman specials that you don't like none other no better than. Friends, Club Members, Carolina -- lend us your ears for - "Madhouse!"

(BAND: "MADHOUSE")

(APPLAUSE)

BENNY:

Well, Club Members, I see by the Minutes that it's time to adjourn. But at the same hour next Tuesday, we'll be meeting in Chicago. Till then, this is Benny Goodman, saying goodnight for Cats and all the gang.

(BAND: THEME FULL AND FADE)

MERCER:

And this is Johnny Mercer, breezing my way to the Windy City. And blow me down if that ill wind, the Fluff Box, isn't right along with me. They say money talks, but mine answers at me. So long....

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HOLCOMBE:

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

HOLCOMBE:

Men, you know from the first pipeful of Prince Albert that
you've got the right tobacco at last. You load up the old
pipe with mild, mellow Prince Albert, you light a match,
and right then and there you start getting real pipe-smokin'
pleasure. No wonder it's called the National Joy Smoke.
Better tobaccos, of course, treated with a special "no-bite"
process and "crimp-out" for slow, mellow smoking. Don't
put it off, men. Get Prince Albert. There's no other
tobacco like it.

Harry Holcombe speaking.

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