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

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COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 84

TUESDAY, MAY 2, 1939 - 9:30-10:00 P.M.

HOLCOMBE: Camel -- the cigarette of costlier tobaccos -- penny for penny, Camels are your best cigarette buy.

(BAND: THEME FADE FOR ANNOUNCEMENT)

Yes, it's Benny Goodman's Camel Caravan! And tonight our Hot Club's meeting in Benny's home town - Chicago! On hand to help the meeting swing along are Johnny Mercer, Martha Tilton, the Goodman Quartette, and the world's greatest swing band!

First on the docket is a word of appreciation to you Club Members. You smokers make these weekly meetings possible by your keen appreciation of Camel's costlier tobaccos. You've made Camel America's number one cigarette! So thanks, folks -- and for smoking pleasure at its best, have a Camel -- penny for penny your best cigarette buy!

(THEME UP AND OUT)

BENNY:

Pull up a chair or cut up a rug, Club Members. This is your President, Benny Goodman. We're meeting tonight on my old stamping ground, Chicago.

MERCER:

And right off the bat, I've got a question, Benny.

BENNY:

Well pitch in, Johnny Mercer.

MERCER:

Okay - you were born and raised in these parts. And Chicago's such a hot-bed of swing that fans are always talking about 'Chicago Style.' Now suppose I were Joe Swingfan, Benny - how would you explain Chicago style to me?

BENNY:

Well, the Chicago style of swing started in small groups. They never had any written arrangements.

MERCER:

I see, Pops. Who were some of those small groups? Where did they play?

BENNY:

They weren't organized. They played where and when they got together. There'd be a trumpet player from one outfit - a sax or piano from another. Maybe only four or five men.

MERCER:

And they'd just get together in a back room somewhere and improvise?

BENNY:

Sure. I've seen Bix Beiderbecke, Frank Teschmaker, Eddie Condon, Joe Sullivan and Ben Pollack all playing together in one band - but only for that one session.

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MERCER:

And nothing ever on paper?

BENNY:

That's right - and that's why nothing's ever played exactly the same way twice. But you know, Joe Swingfan, Chicago style is something you have to feel -- you can't put it in words.

MERCER:

Well thanks for having a shot at it. And now, Club Members, to show you that sometimes a full band can play 'Chicago style' too, here is "Jumpin' At The Woodside."

(BAND: "JUMPIN' AT THE WOODSIDE")

(APPLAUSE)

BENNY:

We talked to Martha Tilton  
And this is what we told her:  
We'd like to hear a love song  
Like Tristan and Isolde

TILTON:

I replied with dignity  
And manner most emphatic,  
I'm not the type to put on airs  
If they are operatic.

MERCER:

And so poor Wagner must remain  
Neglected and ignored,  
For Martha sings "The Lady's In Love,"  
Which we chose with one accord.

(BAND: "THE LADY'S IN LOVE" -- TILTON VOCAL)

(APPLAUSE)

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HOLCOMBE:

I've got a question about cigarettes I want to have answered by a typical smoker. John Mercer - front and center.

MERCER:

Glad to help you, Harry.

HOLCOMBE:

Here's the question: Do all cigarettes burn the same way -- equally fast or equally slow?

MERCER:

I don't know. To tell you the truth I never thought about it, but...

HOLCOMBE:

Well, it's worth thinking about, John - and here's the answer - given us by a group of prominent scientists. It's a fact that there are amazing differences. And whether a cigarette burns fast or slow means more than you might think. An impartial laboratory test of sixteen of the largest-selling cigarette brands proved that Camels burned slower than any other brand tested - twenty-five percent slower than the average time for the fifteen other brands. That margin of slow burning is equal to five extra smokes per pack. Camels give smokers all the prime smoking pleasure of through-and-through quality -- with the added equivalent of five extra smokes per pack! Penny for penny Camels are your best cigarette buy!

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(\*ANYTHING CAN SWING\*)

INTO

(BAND: "OHLOE")

(APPLAUSE)

MERCEI:

Wah, wah wah!

Sis boom bah!

Gonna sing a wumba,

Hu, ha, ha!

BENNY:

Johnny, take it easy. What do you mean 'Wah wah wah'?

MERCEI:

Why, Mr. Pwesident, don't you know there's no R in this month?

I have to cheer myself up because I'm going to sing.

BENNY:

Now, John?

MERCEI:

Now, Benny. The number is "When Yuba Plays His Tuba Down in Cuba" and it weally is a wow of a wumba.

(BAND: "WHEN YUBA PLAYS HIS TUBA" -- MERCEI VOCAL)

(APPLAUSE)

BENNY:

All the cups in our Hot Club Trophy Room are sign-posts on memory lane. They stand for the songs you know and love. You always enjoy hearing them, and we try to do our part by giving them a new polish for you. One of our brightest Trophy Winners, shining through those memories, is the cup engraved with the name of - "Melancholy Baby."

(BAND: "MELANCHOLY BABY")

(APPLAUSE)

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MERCER:

You know, Club Members, a little while ago Benny and I were talking about the Chicago style of playing Swing. And the Goodman Quartette is a swell example of that style. You'll notice they play the first chorus together and fairly straight. After that each one of them takes a whack at improvising a solo - and then they all get together again for the finish. That's real Chicago. Here they are to show you, with a tune called, oddly enough, "Chicago."

(QUARTETTE: "CHICAGO")

(APPLAUSE)

HOLCOMBE:

Seeing is believing! That's the password with smokers these days, because of a convincing new way to rate the cigarette brands. Just the other day, Orville J. Brown, pilot with American Airlines, showed pilots Richard C. Maguire and Arthur L. Caperton this amazing comparative test. Camel cigarettes won -- proved themselves the slowest-burning of any brand in the group. Pilot O. J. Brown reports:

MARK'S VOICE:

That "Seeing is Believing" test shows that Camels smoke milder and cooler -- they burn more slowly. Seeing is believing, too. Camels taste rich, yet delicate. They give me smoking pleasure at its best.

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HOLCOMB:

Thank you, O. J.; and Camels give you more than top pleasure. They give you a greater amount of smoking too, because they have that slow-burning feature. A group of well-known scientists recently measured the burning qualities of sixteen of the largest-selling brands in an impartial laboratory test. They found that one brand, Camel cigarettes, burned slower than any other brand tested -- twenty-five percent slower than the average time of the fifteen other brands. Thus they proved that Camels give you a lot of extra smoking -- equal to five more smokes per pack, above the average of the fifteen other brands. Here's quality -- finer, more expensive tobaccos. And economy -- an extra amount of smoking equal on the average to five smokes. Yes, Camels are the cigarette of costlier tobaccos -- and penny for penny your best cigarette buy.

All right, President Goodman.

BENNY:

A couple of months or so ago we introduced a new song to you. And now you hear it everywhere you go. They tell us it's headed straight for the top of the list. We're sort of proud of it because it was written right here in the Club House. Johnny Mercer wrote the words, and Ziggy Elman took care of the music. The band and I are going to play it for you, with Martha to sing a chorus and Ziggy himself on the trumpet. "And the Angels Sing."

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(BAND: AND THE ANGELS SING) (APPLAUSE)

LEITCHER:

Special bulletin for the Hot Clubs of America. Your Honorary President, Benny Goodman, is making his weekly bow in your direction and cutting a slice of solid jive. It's a highlight on the list of every swing fan - the Goodman version of "Clarinet Marmalade." Just the kind of jam you go for -- get it?

(BAND: "CLARINET MARMALADE")

(APPLAUSE)

BENNY:

Looks like the time has come to say goodnight. But before we adjourn, a vote of thanks to all you Club Members in Chicago. Next Tuesday meeting will take up at St. Louis. Till then, this is Benny Goodman saying goodnight for Camels and all the gang.

(BAND: THEME POLL AND FADS)

MERCER:

Yes, the time has come, the walrus said. And by Walrus, I mean that clam-eating little monster, the Fluff Box. So far he's gobbled up \$40.60, and I'm getting to be known as the after-dinner mint because I always pay the check. This is Johnny Mercer saying so long till next Tuesday.

(BAND: THEME)

WOLCOTT:

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

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HOLCOMBE:

All five senses will tell you pipe-smokers why Prince Albert is the National Joy Smoke. You can smell its fresh, fragrant aroma. You can taste its rich, ripe "no-bite" goodness. You can see its special slow-burning, cool-smoking "crisp cut." You can hear Prince Albert smokers say that there's no other tobacco like it. And you'll feel mighty good about getting around fifty swell, mellow smokes out of every big red tin of Prince Albert.

Harry Holcombe speaking.

This is the Columbia Broadcasting...System.

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