

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

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COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 26

TUESDAY, MAY 9, 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)  
Here comes Benny Goodman's Camel Caravan! It's our  
weekly meeting of swing fans - presided over by  
Benny Goodman and the world's greatest swing band.  
The Entertainment Committee has accepted a bid  
tonight to visit fellow members in the Fox Theatre,  
St. Louis, Missouri. And Meeting opens with a word  
of thanks to you Club Members. You smokers make these  
Tuesday night get-togethers 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!  
(BAND: THEME UP AND OUT)

MERCER:                   Onto the speaker's platform of our Canal Hot Club steps --  
President Benny Goodman!

BENNY:                    Thanks, Johnny Mercer. And welcome, Club Members. We've  
got so much business on hand for tonight's meeting, I vote  
we swing to order. Those in favor say Aye.

AUDIENCE:                AYE!

MERCER:                   Solid. Turning to the roll call and swinging from left to  
right, we find -- Martha Tilton?

TILTON:                  Aye aye.

MERCER:                   The Goodman Quartette?

QUARTETTE:               Yeah man.

MERCER:                   That capable, collegiate conglomeration of classy commuters,  
the cats in the band!

BAND:                    Here!

MERCER:                   You, Benny Goodman -- me, Johnny Mercer, and about 8,500  
St. Louis swing fans here in the Fox Theatre.

AUDIENCE:                HERE!

MERCER:                   First in the minutes of the meeting, an item carried forward  
from the ballad group. Docketed under the title of "Trees."  
(BAND: "TREES")  
(APPLAUSE)

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BENNY:

Here's a song that was written by two Branch Members in Utica, New York - Kay Parker and Bobby Henderson. They brought it to my attention when we played there a couple of months ago. I liked it so well I had an arrangement made, and we played it for you first time here in the Club. And now it looks like it might be a big hit. So here it is again, with Martha Tilton singing the second chorus. The title is "Home in the Clouds."

(BAND: "HOME IN THE CLOUDS" -- TILTON VOCAL)

(APPLAUSE)

HOLCOMBE:

Folks, there's big news in cigarettes today. A group of well-known scientists have just completed a series of impartial laboratory tests of sixteen of the largest-selling cigarette brands. They found that Camels contained more tobacco by weight than the average for the fifteen other brands tested. They found that Camels burned slower than any other brand tested -- twenty-five percent slower than the average time for the fifteen other brands. Camels were remarkably consistent. But cigarettes of some brands smoked twice as fast as others right from the same pack. In the same tests, Camels held their ash far longer than the average

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HOLCOMBE:(Cont'd)

time for all the other brands tested. Now -- right off -- that slower-burning time for Camels says cooler, milder smoking in Camels. But look -- by burning twenty-five percent slower than the average for all those other largest-selling brands -- Camels give you an amount of extra smoking equal to five more smokes per pack. And -- Camels give you more pleasure. For Camels are made from costlier tobaccos, matchlessly blended for delicate rich taste and pleasing aroma. Smoking pleasure at its best -- in Camel's costlier tobaccos -- and more of it, equal on the average to five extra smokes per pack, because Camels burn slower. Try Camels -- penny for penny your best cigarette buy!

(DANCE "ANYTHING CAN SWING")

INTO

("MIGHTY LAK A JOSE")

(APPLAUSE)

MERCER:

Order, gates! Order in the Club House for a ceremony extra-ordinary. Up for initiation tonight are two newcomers to the Camel Hot Club. To wit, e.g; viz; and namely, Artie Bernstein who plays bass, and George hose who plays guitar. Prexy Goodman heard them, liked them, and brought 'em

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MERCER: (Cont'd)

back alive. So here they are, joining Benny and Lionel for another Goodman Quartette. Something else that's new and different is that Lionel Hampton has abandoned his drums for the moment. He's beating this one out on a battered old suit-case. So it's the new Goodman Quartette playing "Lady Be Good."

(QUARTETTE: "LADY BE GOOD")

(APPLAUSE)

BENNY:

No visit to St. Louis would be complete without a brief glance at some notes on the Blues. As a song-writer, John, as well as a Georgia gentleman, suh, how would you define the Blues?

MERCER:

Well Benny, I think the Blues began as impromptu snatches of song that the plantation workers made up out of their own troubles. They're not the same as spirituals, because the Blues nearly always tell a story of "Week-day" worries. Anything that was getting 'em down, they sang about.

BENNY:

And musically speaking, you might say that the Blues are to Swing as Bach was to classical music: -- that's where it all began.

MERCER:

And of course, the Bach of the Blues, better known as the Daddy of Ditto, was W. C. Handy. The man who wrote down and published the "St. Louis Blues" back in 1914.

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BENNY:

I don't suppose that Mr. Handy knew that that said song would become an important part of every dance band's book of arrangements.

MERCER:

Or that it would be played and recorded more ways than any other popular song in the last 25 years. It's been recorded by big bands, little bands, sweet bands, swing bands, army bands...

BENNY:

Okay, John - we get the idea. "St. Louis Blues" has been recorded. But here's another way to play it in swing time. And Johnny, suppose you cut in with a few well-chosen words. "St. Louis Blues."

(BAND: "ST. LOUIS BLUES" -- MERCER VOCAL)

(APPLAUSE)

HOLCOMB:

Listen carefully to what Al Conklin, a Dartmouth man, says about comparing cigarettes -- just by watching them burn.

Al says:

MAN'S VOICE:

When the boys get around to what's what in cigarettes, I get one of the others to compare his brand with one of my Camels for slow burning. Time and again, I've tried the test and Camels burned more slowly. To me, that explains why Camels smoke so mild and cool. Seeing is Believing...Smoking is Believing, I say. Camels sure stand the test!

HOLCOMB:

Yes, Seeing is Believing! Camels are slower-burning. In a recent impartial laboratory comparison of sixteen of the

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HOLCOMBS (Cont'd)

largest-selling cigarette brands, Camels burned slower than any other brand tested -- twenty-five percent slower than the average time for the fifteen of the other largest-selling brands tested. Meaning that Camels give you more smoking equal on the average to five extra smokes per pack. And Camels are a matchless blend of gentler tobaccos -- cool, mild, rich-tasting. Finer, more expensive tobaccos -- plus more smoking, equal on the average to five extra smokes per pack. That's Camel -- penny for penny your best cigarette buy!

(QUINETTE UP AND FADE)

MERCER:

(OVER MUSIC) Jess Stacy at the piano joins the new Goodman Quartette. Lionel Hampton moves over to the vibraphone. The result -- the new Goodman Quintette playing "Old Fashioned Love."

(QUINETTE: "OLD FASHIONED LOVE")

(APPLAUSE)

MERCER:

We have here a Resolution from our Affiliated Society -- the Ancient Order of Fireside Toe-Tappers.

BENNY:

And what do the gates propose, pops?

MERCER:

Resolved, Mr. President, that for this week's special for the Hot Clubs of America, you and the band should take down, dust off, polish up, beat out and give forth with that tempestuous and torrid rib tickler, "Pick A Rib." Carry that

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MARCELS (Cont'd)

resolution, will you Benny?

(BAND: "PICK A RIB")

(APPLAUSE)

BENNY:

You know, Club Members, they always say that Missouri people are the ones who have to be shown. But this visit to St. Louis has proved that the opposite is true too. Because you're certainly showing us a wonderful time. So with a vote of thanks, this is Benny Goodman saying goodnight for Camels and all the gang.

(BAND: THEME FULL AND FADE)

HOLCOMBE:

Next week, meeting takes up at the usual time at Cleveland, Ohio. Join us again, will you? And till then, this is Johnny Mercer saying 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.

(THEME)

HOLCOMBE:

I want to put in here a little reminder to all pipe-smokers. When you step up to the tobacco counter and say: "Prince Albert, please," you're putting yourself in line for around fifty pipefuls of just about the grandest, mellowest smoking you've known in your pipe. Prince Albert is extra-mild, cool, with rich full body. Its choice tobaccos are "no-bite" treated by a special process. P. A. is the National Joy Smoke, men. Try it today. There's no other tobacco like Prince Albert.

Harry Holcombe speaking. This is the Columbia...Broadcasting System.

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