

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

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COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 88

TUESDAY, MAY 18, 1939 - 9:10-10:00 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! Meetin' takes  
up at the Palace Theatre, Cleveland, Ohio. Ready to  
raise the roof are those reliable roof-raisers,  
Johnny Mercer, the new Goodman Quartette, President  
Benny Goodman and the world's greatest swing band!

Also on the docket for immediate consideration is a  
word of thanks to you Club Members. You smokers  
make these Tuesday night get-together's 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)

51456 4516

MERCER:

Here y'are, here y'are! So hurry, hurry, hurry! All hot and all ready, cooked in butter and tastes like chicken! Your President, Benny Goodman!

BENNY:

I get it, Johnny Mercer. You've been out to the New York World's Fair.

MERCER:

Oh - you think so, do you? I started for the Fair, Benny. That was last Saturday. I hailed a cab - but man, I got a driver who wasn't worth it at any fare. You'd give him an inch, he'd take a fender.

BENNY:

Must have been something wrong with his brakes.

MERCER:

I thought so too. But he said "Oh no -- they're a scream." So I decided to be tactful. "Do we have to go so fast around the corners?" I asked. "It makes me nervous."

BENNY:

Did he slow down?

MERCER:

"Just do like I do, Jack!" he said. "Close your eyes when we come to a corner." So there I sat, with my eyes closed, murmuring "Don't be that way. Please, don't be that way." And Club Members, just to show you what a small world it is, 'way out here in Cleveland Benny and the band are opening tonight's meeting with "Don't Be That Way."

(BAND: "DON'T BE THAT WAY")

(APPLAUSE)

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BENNY:

Under "New Business" in tonight's Meeting, we have a candidate for admission to our Camel Hot Club. She's five foot two...

MERCER:

Eyes of blue?

BENNY:

No, brown, and black hair and very attractive...

MERCER:

Never mind the details...can she sing, too?

BENNY:

Tell Johnny, we musicians have a way of finding out things like that. Whenever we want to get the lowdown on whether a person can really swing, we try them out on the "blues."

MERCER:

And, candidate - that's your cue. Step up in front of the microphone and state your qualifications.

(BAND: "BLUES" LOUISE TOBIN)

(APPLAUSE)

HOLCOMBE:

I think every one of you smokers will be interested in these findings from a recent impartial laboratory comparison of sixteen of the largest-selling cigarette brands. Finding Number One:

MAN'S VOICE:

In comparing sixteen of the largest-selling brands we found that Camel cigarettes contained more tobacco by weight than the average for the fifteen other brands tested.

HOLCOMBE:

Finding Number Two:

MAN'S VOICE:

We found that Camels burned slower than any other brand tested -- twenty-five percent slower than the average time for the others.

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HOLCOMBE:

Finding Number Three:

MAN'S VOICE:

Camels held their ash far longer than the average time for all other brands tested.

HOLCOMBE:

Yes, folks, when you smoke Camels you get not only the supreme pleasure of Camel's postlier tobaccos...but economy, too, in extra smoking. By burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands -- slower than any of them -- Camels give you extra smoking equal on the average to FIVE SMOKES PER PACK. Try Camels...penny for penny your best cigarette buy.

(BAND: "ANYTHING CAN SWING")

INTO

("MAKE BELIEVE")

(APPLAUSE)

BENNY:

Next on the docket comes a little item that dates way back. Back to the days when the nearest thing to the shag was an item called the toddle.

MERCED:

You wouldn't be talking about the days, Mr. B. G., when people said "Oh you kid" instead of "Hi ya toots"...

BENNY:

You're diggin', John. And when a boy and girl got together they called it "sparking."

MERCED:  
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But you'll have to admit the idea was the same.

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BENNY:

Back in those days the book-stalls were peddling a torrid romance. And Tin Pan Alley followed suit with a ballad of the same title - that 1917 drugstore cowboy - "Shiek of Araby."

MERCER:

And here is the new Goodman Quartette to show you that it's still a good number. Said Quartette is comprised of clarinet, bass, guitar, and Lionel Hampton beating it out on exactly one half of one snare drum. A drum that's minus, lacking, and without one whole side. Here they are, and here's "The Shiek."

(QUARTETTE: "THE SHIEK")

(APPLAUSE)

BENNY:

Now Club Members, I've had quite a few letters from fans asking me how to organize a band - and strangely enough I was stymied. But after I'd questioned V.P. Mercer for a while, he finally came through with quite an amusing answer. I want you to hear it.

MERCER:

Before we start, Benny, I'd like to say - any resemblance to any band, living or dead, is purely co-incidental!

(BAND: MUSIC UP "ALEXANDER'S RAG TIME BAND")

MERCER:

Come on and hear - come on and hear

If you want to have a band

Come on and hear - come on and hear

And you soon will understand

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MEMORANDUM (Cont'd)

That it isn't what you play that the public enjoys  
It's how you tie it up with a funny kind of noise  
Just strike a gong or ring a bell  
They'll think it's swell  
You fool around and get a sound  
Then you give that sound a name  
Around the clock  
With Tick and Tock  
And you're on your way to fame  
So if you embryonic leaders would like a sample  
Come on and hear - come on and hear  
Here's the old Alarm Clock Band!

(EIGHT BARS TICK TOCK BAND)

Now we change the music upon the stand  
Introduce you all to the Locomotive Band  
And we steam off to Alabam'  
My honey lamb

(EIGHT BARS LOCOMOTIVE BAND)

Now get out your rubber raincoats  
And your bright red helmets  
'Cause here we go - here we go  
With the Fire Engine Band

(SIXTEEN BARS FIRE ENGINE BAND)

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MELGER: (Cont'd)

Put out the fire  
With McIntyre  
And his jolly jivin' gents  
And here is one  
That's lots of fun  
Does away with instruments  
I want to tell you music lovers  
That you ain't heard nothin'  
Until you hear - until you hear  
The Merry Madcaps Mouthpiece Band

(TWELVE BARS MOUTHPIECE BAND)

Here's one that'll make you click your heels  
Automobiles!

(EIGHT BARS AUTOMOBILE BAND)

But if you like to hear your music  
So it sounds like music  
Then lend an ear - come on and hear  
Mr. Benny Goodman's Band!

(FINISH FULL)

(APPLAUSE)

HOLCOMBE:

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For a mild, cool, better-tasting cigarette...for more  
smoking pleasure for your money...Camel's your smoke! Here

HOLCOMB: (Cont'd)

are the facts disclosed in a recent laboratory comparison of sixteen of the largest-selling cigarette brands:

Fact Number One: Camel cigarettes were found to contain more tobacco by weight than the average for the fifteen other brands tested.

Fact Number Two: Camels burned slower than any other brand tested -- twenty-five percent slower than the average time of the fifteen other of the largest-selling brands.

Fact Number Three: Camels held their ash far longer than the average time for all the other brands tested.

Yes, Camel...the cigarette of costlier tobaccos...gives you cool, mild smoking...and more of it! By burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands -- slower than ANY of them -- Camels give you extra smoking equal on the average to FIVE MORE SMOKES PER PACK. Finer, more expensive tobaccos plus more smoking, equal on the average to five more smokes per pack. That's why, penny for penny your best cigarette buy is Camel!

Take it, John Mercari!

HUGHES:

Okey, Harry. A couple of months ago Benny commissioned Fletcher Henderson to make a special arrangement of a brand new tune.

And as the saying goes, now at long last we're hearing it.

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BENNY:

It really isn't Fletcher's fault, Johnny. He sent the arrangement all right - but we were on the road. So it's been following us around from one theatre to another.

MARCE:

Like some hunted thing. But at least it's arrived in time to form the second half of Louise Tobin's initiation to the Camel Hot Club. In a minute or two Louise will be singing a chorus for you. And oddly enough, the number is called "It's Never Too Late."

(BAND: "IT'S NEVER TOO LATE")

(APPLAUSE)

MARCE:

Club Members, I vote we have another of those killer-diller Goodman specials that made Benny the Honorary President of the Hot Clubs of America. Will those in favor say Aye?

AUDIENCE:

AYE!

MARCE:

Man, that's unanimously mellow. So choose your partners and start jumpin' -- cause it's "Sent For You Yestiddy!"

(BAND: "SENT FOR YOU YESTERDAY")

(APPLAUSE)

BENNY:

Well Club Members, I guess that about wraps it up. But before we adjourn I want to thank all you Cleveland Members for making this visit so pleasant. Till next Tuesday, this is Benny Goodman saying goodnight for Camels and all the gang.

(BAND: THEME UP AND FADE FOR)

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MELCER:

Next week at the same time by your grandfather-clocks, steeple bells, dinner gongs, wrist watches, sundials, alarm clocks, and hour glasses, we'll be joining up with you from the Palace Theatre in Columbus, Ohio. This is Johnny Mercer, believing to the last that it's better to have fluffed and lost than never to have fluffed at all. As I was saying - Auf Wiedersehen.

HOLCOMBE:

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

(THREE)

HOLCOMBE:

Men -- there's one pipe tobacco that's giving more smoking joy to America's pipe-smokers than any other. It's Prince Albert -- the National Joy Smoke. Prince Albert has a fragrance and a mellow, ripe taste all its own. And thanks to a special "no-bite" process, P. A. is extra-mild. Prince Albert is "crisp cut" too. Packs right and smokes slow, cool, and mellow. Yes, there's only one National Joy Smoke...Prince Albert. There's no other tobacco like it.

Harry Holcombe speaking.

This is the Columbia...Broadcasting System.

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