

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

---

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 87

TUESDAY, MAY 22, 1949 - 9:30-10:00 P.M.

HOLCOMBE:

Camel -- the cigarette of costlier tobaccos!

Penny for penny, Camels are your best cigarette buy!

(HANDS: THEME FADE FOR ANNOUNCEMENT)

Another Tuesday night has rolled around, and that means  
it's Meetin' Time here in the Camel Hot Club!

Benny Goodman is swinging the Camel Caravan into  
Columbus, Ohio. And before we start rug-cuttin'

with the world's greatest swing band, we'd like to  
say just a word of thanks 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!

(HANDS: THEME UP AND OUT)

BENNY:

Thanks, Harry Holcombe -- and welcome, Club Members. This is your President, Benny Goodman. Meeting takes up on the main kick here at the Palace Theatre in Columbus. On the Entertainment Committee is the newest note in Blues singing, Louise Tobin. Also the new Goodman Quintette, and such staple items as Vice President, Johnny Mercer. Johnny has Mercerised one of the new song hits and a little later we're going to hear it.

MERCER:

(SINGS) O-hi-o wish again I were a fish again --

BENNY:

No, Johnny, not now. I said later.

MERCER:

Well, Benny, how shad I know? Am I my brother's kipper?

BENNY:

No, but I've been herring things about you.

MERCER:

Yeh, that's the halibut. Salmon's been talking.

BENNY:

Did I clan they weren't?

MERCER:

Pike cad, I octopus their face in. Whale anyway, Prexy G., how's to trout out the first number?

BENNY:

It's a neat little filet, Johnny, 'pon my sole.

MERCER:

You all know it, Club Members; it's Benny's arrangement of an Irving Berlin hit we oyster hear all the time about ten years ago. "Blue Skies."

(BAND: "BLUE SKIES")

(APPLAUSE)

RADIO  
WILLIAM ESTY  
AND COMPANY

BENNY:

Club Members, last week we introduced a new singer. I think she must be what they had in mind when they coined the word "personality."

MERCER:

That'll be our sweet-singing Texas Thrush, Louise Tobin.

You know, Louise - what you do to a song is really home cookin'.

TOBIN:

Why thank you, Johnny. I've heard things about your singing, too...

MERCER:

Let's just stick to pleasantries. Tell me, Louise, do you dance?

TOBIN:

Oh yes, I love to --

MERCER:

Great -- that's better than dancing. Louise is going to sing the second chorus of "If You Ever Change Your Mind." And Benny's giving the downbeat for it right now --

(HANDS: "IF YOU EVER CHANGE YOUR MIND" -- TOBIN VOCAL)

(APPLAUSE)

HOLCOMBE:

In a recent impartial laboratory comparison of sixteen of the largest-selling cigarette brands, Camels were found to contain more tobacco by weight than the average for the fifteen other brands tested. Camels also were found to burn slower than any other brand tested.

WOMAN'S VOICE:

Just what does Camel's slower burning mean to me as a smoker?

RADIO  
WILLIAM ESLEY  
AND COMPANY

HOLCOMBE:

Camels are a cooler, milder, better-tasting smoke, of course, but -- Camels not only burned slower than any other brand tested but burned twenty-five percent slower than the average of the fifteen other of the largest-selling brands.

WOMAN'S VOICE:

Twenty-five percent slower would mean that --

HOLCOMBE:

-- that Camels give more actual smoking -- amounting on the average to FIVE EXTRA SMOKES PER PACK because of slower burning. Plus that, Camels are made from costlier tobaccos... ripe, rich-tasting, always delightful. A luxury smoke that every smoker can afford -- with the average equivalent of FIVE EXTRA SMOKES PER PACK, because Camels burn twenty-five percent slower than the average for the other brands tested. Smoke Camels...penny for penny your best cigarette buy!  
(BAND: "ANYTHING CAN SWING")

INTO

("RUSSIAN LULLABY")

MUSIC:

(SINGS) Get your dancin' shoes and bring your girl in  
Here's the Russian Lullaby by Irving Berlin  
Betcha Mr. Berlin's hair is curlin'  
'Cause anything can swing, yeah, anything can swing.  
(APPLAUSE)

RADIO  
WILLIAM ESTY  
AND COMPANY

BENNY:

And now may I present one of our feature trumpet players -  
Chris Griffen - playing a piece written by that fine American  
composer, Duke Ellington. It's called "Boy Meets Horn."  
Program Note: Chris says it sounds like a cornet player  
trying to make a date with a girl.

BENNY:

(BAND: "BOY MEETS HORN" - TRUMPET SOLO)  
She said Thursday night, Chris.  
(APPLAUSE)

BENNY:

Follow us right into the Camel Hot Club Trophy Room, Club  
Members. Let's see what it says on that bright silver cup  
on the top shelf there.

BENNY:

It's engraved in ye olde 1850 script. And it says --  
"A-quotes: Written for the show called "Girl Crazy" by  
George Gershwin. Of all the hits he wrote, this was always  
George Gershwin's favorite rhythm song. Unquote." And  
Lionel Hampton on the vibraphones joins Benny, Jess Stacy,  
Artie Bernstein, and Nick Fatool on the drums, to form the  
Goodman Quintette. They're pinning a bright blue ribbon on  
"I Got Rhythm."

(QUINTETTE: "I GOT RHYTHM")  
(APPLAUSE)

BENNY:

By turning twenty-five percent slower than the average of  
the fifteen other of the largest-selling brands tested in  
a recent impartial laboratory comparison -- slower than any

RADIO  
WILLIAM ESTY  
AND COMPANY

HOLCOMBS (Cont'd)

of them -- Camels give smokers the equivalent of FIVE EXTRA  
SMOKES PER PACK!

In these same laboratory comparisons, Camels were found to  
contain more tobacco by weight than the average of the fifteen  
other largest-selling brands.

More tobacco by weight...and more actual smoking because  
Camels are slower-burning. And remember, too, the added bonus  
of Camel's coastlier tobacco. All in all, Camels give  
smokers so much more for their money in cooler, milder, better-  
tasting smokes...in smoking pleasure at its best. So start  
now to get more and better smoking for your money in Camels --  
penny for penny your best cigarette buy!

Okay, Benny.

BENNY:

Club Members, we'd like you to hear our interpretation of a  
haunting American folk-song. It isn't often that we go  
high-brow, but we're going to attempt a semi-symphonic  
arrangement. This descriptive tone-poem was created by  
America's own MacSax McDowell, and it has captured the  
spirit of Today. That Dixie Troubadour, the eminent  
Johannes von Mercer, has endowed it with his own deathless  
words. Herr Mercer. Hear hear.

RADIO  
WILLIAM ESTY  
AND COMPANY

MERCER:

Please observe how the central theme, which has been called the most insignificant phrase in modern music, is woven into the texture of the whole. If you please, Dr. Goodman, I refer to -- (SINGS)

(PANDA: "THREE LITTLE FISHES" -- MERCER VERSION)

SPECIAL LYRICS FOR "THREE LITTLE FISHES"

MERCER:

Down in the waddy in a itty bitty poo

Fee fee itty fitty and a mamee fitty too

Swim said the mamee fitty, swim if you can

But don't swim too near a Harvard man

TRIO:

(PALSOTTO) Boop, boop, dittum, dotten, whatten chu

Boop, boop, dittum, dotten, whatten chu

MERCER:

Go said the mamee fitty go take a walk

And don't gimme none of that baby talk

(MUSICAL BREAK)

But the three little fishes wouldn't listen to their Ma

That's when they made their very first faux pas

They swam near a fellow with a great big pole

And he caught 'em and he put 'em in a gold fish bowl

TRIO:

Vo do do dee and poo poo pa doo

Choo choo to Broadway, Cincinnati foo

RADIO  
WILLIAM ESTY  
AND COMPANY

51456 4532

MUSICIAN

Land, said the fisherman, sakes alive

Must be some of that catfish jive

(MUSICAL BREAK)

You're fresh little fishies upon my soul

So he grabbed 'em and he took 'em and he swallowed 'em whole

And each little fishie hollered "So long, Pal"

I'll see ya swimmin' round the alimentary canal

BAND:

There they go

Steamin' down the alimentary

There they go

The little fishes three

There they go

Steamin' down the alimentary

All because they ran across a P. H. D.

MUSICIAN

Well, they all grew famous and it didn't take long

Before some fellow wrote 'em into a song

Now you hear about 'em all over the land

Specially swimmin' round a Rippling Rhythma band.

(TRIO AND BUBBLE EFFECT)

Now here is the moral to this little poem

Be a hep catfish and stay at home.

(APPLAUSE)

RADIO  
WILLIAM ESTY  
AND COMPANY

WELCOME:

Here's one to make the thermometer on the Club House wall  
vibe its own temperature with alarm. Our Mr. B.G. is  
warming up to his own idea of what a heat wave should be.  
It's this week's special for the Hot Clubs of America -  
so listen for Ziggy Elman's trumpet - Bruce Squire's trombone -  
and the five screamin' clarinets - in "Sugar Foot Stomp!"  
(BAND: "SUGAR FOOT STOMP")

(APPLAUSE)

BENNY:

Well Club Members - next Tuesday night, we'll be meeting  
up with you at the Albee Theatre in Cincinnati. Till then,  
this is Benny Goodman saying goodnight for Carols and all the  
GANG.

(BAND: THEME TAPE FOR)

WELCOME:

And this is Johnny Mercer, looking at the Fluff box and thinking  
Time is Money - but it's always zero hour with me. I lie awake  
nights thinking of all the clams the Happy Little Monster  
has eaten up. But as my doctor says, if you're troubled with  
insomnia, just go to bed and sleep it off. Happy dreams, and  
we'll be with you next Tuesday...

WELCOME:

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

**RADIO  
WILLIAM ESTY  
AND COMPANY**

HOLCOMBE:

Prince Albert, men. Yes sir, there's a name that means more through and through smoking joy to more pipe-smokers than any other name in tobacco. Prince Albert is choice tobacco with a tempting fragrance and aroma all its own. Smokes mild, smooth and mellow right down to the heel of the pipe. P. A. is "crisp cut" and "no-bite" treated too. No wonder it's called the National Joy Smoke. Get Prince Albert tomorrow. There's no other tobacco like it.

Harry Holcombe speaking.

This is the Columbia...Broadcasting System.

RADIO  
WILLIAM ESTY  
AND COMPANY

51456 4535