

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 88

TUESDAY, MAY 30, 1959 - 9:45-10:00 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' Time for swing fans from Coast to Coast. With Johnny Mercer, Louise Tobin, the Goodman Quintette, and the world's greatest swing band! Now while you're jumpin' to Benny Goodman's jive, we'd like to say a word of thanks to you Club Members. You smokers make these Tuesday 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.

(BAND: THEME UP AND OUT)

HOLCOMBE: Meeting comes to order as Benny and the band rap the gavel to the tune of "Three Little Words."

(BAND: "THREE LITTLE WORDS")

(APPLAUSE)

BENNY:

Thank you, Club Members. This is your President, Benny Goodman. Our Club House this week is the Albee Theatre here in Cincinnati, Ohio. The gang's all here - Johnny Mercer, Louise Tobin and all the cats in the band. The next item on the agenda is a musical number for a change - and Johnny, you being a song writer, will you please enlighten the folks about it?

MERCER:

All right, Benny. You will notice that the lyrics in this case contain the old Pilgrim term "Do not Worry." By the simple trick of contraction, we get "Don't." We then reach the high realms of musical anthropology and snatch forth the concluding two words "'Bout Me" -- or as we say down home "'Bout Me." Louise, how would you say it, Sugar?

TOBIN:

Don't Worry 'Bout Me.

(BAND: "DON'T WORRY 'BOUT ME" -- TOBIN VOCAL)

(APPLAUSE)

HOLCOMBE:

I've got some mighty welcome news for you smokers who are keen for the greater pleasure of finer tobaccos. Naturally, a slower-burning cigarette is going to give you more smoking for the money. Here's the point, as established by a recent impartial laboratory comparison of sixteen of the largest-

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HOLCOMBS (Cont'd)

selling brands:

By burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands -- yes, slower than any of them -- Camels give smokers the equivalent of FIVE EXTRA SMOKES PER PACK.

So thanks to Camel, everyone can enjoy the real thrills in smoking. Coolness, mildness, delicate taste, fragrant aroma... the luxury qualities...you'll find them all in slow-burning Camels. Also the added bonus of Camel's posillier tobacco. Yes, America's thriftiest smoke is America's favorite smoke. And all over the country smokers are saying, "Penny for penny the best cigarette buy is Camel!"

(LANDS "ANYTHING CAN SWING")

INTO

(*IN A LITTLE SPANISH TOWN*)

MERCE:

(SINGS) Here's a place of great renown

It's that little Spanish town,

Renovated, modernized, done up brown,

Cause anything can swing, yeah, anything can swing.

(APPLAUSE)

MERCE:

And here's one, Club Members, for the Funny Coincidence Department. May 30th, which happens to be today, happens to be Benny's Birthday.

(APPLAUSE)

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MERCER: (Cont'd)

The boys in the band decided to give him a birthday present - today they're going to let him be boss! Benny'll tell you about it...

BENNY:

Well, it seemed to me that I ought to be able to play one number on my birthday any way I like. And I've always had one ambition, so I suppose this is as good a time as any to get it off my chest and out of my clarinet. I've always wanted to play a solo with only the accompaniment of a bass fiddle.

MERCER:

For this great occasion Benny has chosen an aria from one of America's lightest operas. It's arranged as a concerto for contra-bass and b-flat clarinet. Slapping the contra-bass is the great Arturo Bernstein, and on the b-flat clarinet, the eminent Doctor B-flat Goodman. The title is "Tea for Two," which is fun in any flat.

(LOUT: "TEA FOR TWO")

(APPLAUSE)

MERCER:

After that, Benny, you and Artie Bernstein are hereby nominated as the Two Man Band of the Year. And say -- it was a great day for the race, wasn't it?

BENNY:

What race, Mr. Bones?

MERCER: RADIO

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Why, the race out at the Indianapolis Speedway. Which, Club Members, is as neat and corny a little cue as ever came lalligagging out of the here into the Nowhere.

BENNY:

In other words, our Georgia Boy is going to sing us a sports resume. You know, pretty close to 150,000 people were out at Indianapolis today for the annual Speedway Race. Johnny couldn't be there, but by the grapevine route he got the news as it came through. And he's improvised it into a song.

MERCER:

Song? Why, it's a thrilling Saga of Sport. It's sort of like the Odyssey -- I mean it rhymes. So I'll just resume voice and go right into it. Drop that starting flag, Benny.

(BAND: SPECIAL MUSIC FOR MERCER'S SPOT)

SPECIAL LYRICS FOR MERCER

MERCER:

Oh wouldst thou list while I tell you a story
Of something that's just taken place
Twas a big event today
Indianapolis way
And it's known as the great speedway race.
They started racing at ten in the morning
And at two they were still going strong
But they finally got through
And a very good thing too
So that I could get words to my song.

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MelCott (Cont'd)

Jim Snyder led at the very beginning
Then Lou Meyer soon took the lead
Wilbur Shaw lapped all the rest
As he proved that he was best
In a burst of magnificent speed.
And Wilbur Shaw kept right on till he won it
Because of his skill on the curves
But when all is said and done
The prize money that ^{he} won
Why, he paid for in jangled nerves.

There may be brave men and strong in the coal mines
And up in the high stratosphere
But the bravest men I've found
Are those men who race around
Why, they don't know the meaning of fear.
They have to test every crankshaft and piston
Every tire for tread and for ply
So that when you get a car
You will know just where you are
So you'll know just what brands you should buy.

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SONG (Cont'd)

Bless all the careless and fearless daredevils
Who keep us so safe and so sound
Thanks to them we stay alive
On our weekly Sunday drive
When the traffic goes round and round.

(APPLAUSE)

HOLCOMBE

Here's how you get more and better smoking for your money in Camels:
Impartial laboratory comparisons of sixteen of the largest-selling
brands show that on the average Camels contain **MORE TOBACCO**
BY WEIGHT -- and are slower-burning.

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 smokers the equivalent of **FIVE EXTRA**
SMOKES PER PACK!

Next time you buy cigarettes, remember: Camel is the cigarette
of coastlier tobaccos...made to burn slowly...to smoke cooler,
milder, with a rich, delicate flavor. And only one cigarette
gives you this quality in finer, more expensive tobaccos...
and this economy in extra smoking because of slower-burning.

That's America's Number One Cigarette! That's Camel!

Johnny -- the platform is yours.

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MERCER:

Not for long, Harry. Here's Lionel Hampton lined up quickly, quietly and in single file just outside the Trophy Room. And forming squads around Lionel are Jess Stacy at the piano, Nick Fatool on drums, Artie Bernstein on bass and our Mr. B.G. himself. In other words, the Goodman Quintette -- and they're putting their own special kind of polish on one of your favorite Trophy Winners - "Stompin' At The Savoy."

(QUINTETTE: "STOMPIN' AT THE SAVOY")

(APPLAUSE)

BENNY:

And now, Club Members, we're going to call on you to lend a little sympathy to the proceedings. Our new member from Texas - Louise Tobin - tells me that sometimes she gets a little homesick. Will all those who feel sorry about that please sigh.

AUDIENCE:

SIGHS

BENNY:

You see, Louise, everybody knows how it feels. So why don't you air mail that little letter to your mother.

(BAND: "LOUISE" -- SPECIAL LYRICS -- TOBIN VOCAL)

(APPLAUSE)

MERCER:

Comes time for this week's special for the Hot Clubs of America, from their Honorary President, Benny Goodman. And it's really sort of extra special this week, today being the Honorary Prexy's Right Honorable Birthday. And here's Harry Holcombe with a good-news-light in his eye --

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WELCOMER:

We know you Club Members will be glad to hear that by way of a birthday present, Benny Goodman has a nice shiny new contract -- which means he'll be staying on the air for Camel Cigarettes.

(APPLAUSE)

MERCER:

And so, Hot Club Members from Coast to Coast - turning the tables in typical Goodman fashion, Benny's sending out a present to you. Turn those tables, Benny, with - "Bugle Call Rag."

(BAND: "BUGLE CALL RAG")

(APPLAUSE)

BENNY:

I guess that about covers the business on hand for tonight's meeting, Club Members. Beginning on Friday we'll be looking for Indiana branch members at the Paramount Theatre in Fort Wayne. And that's where we'll be holding next Tuesday's meeting. Till then, this is Benny Goodman saying goodnight for Camels and all the gang.

(BAND: THEME FADE FOR)

MERCER:

And this is Johnny Mercer, the Savannah songbird. My voice has a great range, though. They tell me it kills at a thousand yards. Anyway, I'm buffing and puffing and fluffing along, hoping to have you with us again next Tuesday. So long...

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HOLCOMBE:

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

HOLCOMBE:

Pipe fans, there's only one National Joy Smoke. That's
Prince Albert. If you've had to take it easy on your pipe
because of tongue-bite, you get some Prince Albert right
away. P.A. is "no-bite" treated. Mild, cool, right down
to the bottom of the bowl. And what princely smokin' it is,
too, when you've got P.A.'s choice, mellow, rich-tasting
tobacco in your pipe. Every puff of P.A. is a real treat.
Try Prince Albert. There's no other tobacco like it.
Harry Holcombe speaking.
This is the Columbia...Broadcasting System.

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