

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 90

TUESDAY, JUNE 12, 1939 - 9:30-10:00 P.M.

HOLCOMBE: Camel -- the long-burning cigarette of costlier tobaccos --
penny for penny, your best cigarette buy!

(BAND: THEME FADE FOR ANNOUNCEMENT)

Yes, here comes Benny Goodman's Camel Caravan! The doors
are wide open here at the Camel Rot Club -- ready to greet
you are Johnny Mercer, Louise Tobin, the Goodman Quintette
with Lionel Hampton, President E.Q. and all the cats in the
band.

As you join us, 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!

(BAND: THEME UP AND OUT)

MERCER:

Well sir, this is Johnny Mercer -- better known as the Savannah Flash. You know, it's Old Home Week for Benny and the band, being as how they're back at the Main Club House here in New York. So I vote we let the members of the Hometown Locals air their vocals. How about a welcome cheer for the Proxy, Gates?

AUDIENCE:

CHEERS

MERCER & LAND:

(OVER CHEERS) SPEECH! SPEECH!

BENNY:

Thank you, thank you. Unaccustomed as I am to public speaking, I'd like to step out of character for a moment and really get serious. Hello and welcome Club Members -- this is your President, Benny Goodman.

MERCER:

And Benny, according to the committee in charge of Counting Noses, you've added a few new oats to the band.

BENNY:

Yes, Johnny. We went away with two trombones and came back with three -- by the simple trick of adding Bruce Squires from Merry Old England. Then in Louisville, Kentucky, Corky Cornelius joined Ziggy Elman and Chris Griffin in the trumpet section. The new drummer, Nick Fatool, hails from Greenwich Village. And from Hollywood, that glamour boy, Artie Bernstein and his glamorous bass. Then tonight, a new saxophone player is making his bow with the band. The one and only foots Mondello of Boston, New York, and 45th Street.

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MERCER:

Toots Mondello -- wello, wello, fellow members, the Band is
mellow! And being back again on the old familiar stamping
ground, they're putting their own stamp on -- "Sweet Sue."

(BAND: "SWEET SUE")

(APPLAUSE)

HENRY:

A few weeks ago we introduced a new song. And you Club Members
liked it so well we've made a recording of it. But you may
not know that the words are by the Georgia Boy himself --
Johnny Mercer. The music is by Johnny Green. The two Johnnies
went into a huddle to write the score for a musical play
starring Gerty Lawrence. What with one thing and another,
the producers decided to take out the music. But we've
decided to put it right back in.

MERCER:

So, with Louise Tobin to sing it, here is "You and Your Love."

(BAND: "YOU AND YOUR LOVE" - TOBIN VOCAL)

(APPLAUSE)

MERCER:

Hey! What's Harry Holcombe up to over there? Hey Harry, you
fixing to have your picture taken? What's the idea?

HOLCOMBE:

Well, I had an idea. I was going to demonstrate how much
flower-burning Camel cigarettes are. But --

MERCER:

Harry, this is radio -- not television.

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HOLCOMBER:

Yesh -- that's what stumped me. Even after I showed you how much longer it really does take a Camel to burn -- you'd still have to smoke one to appreciate how much cooler, milder, and better-tasting Camels are. You see, Camels are made from finer, more expensive tobaccos, and they burn slowly, last longer... smoke milder, mellow...with a more delicate flavor and aroma. You get better smoking...and more of it too. I mean actual smoking. As a matter of fact -- impartial laboratory tests show that by burning twenty-five percent slower than the average of the fifteen other of the largest-selling cigarette brands tested -- slower than any of them -- Camels give smokers the equivalent of FIVE EXTRA SMOKES PER PACK! Now that extra smoking is something you may not have thought of. But try Camels. They are penny for penny your best cigarette buy!

(ORCHESTRA BRIDGE)

MERCERS:

behind this next song, there is a story. Buddy de Sylva wrote the words and music some fifteen years ago. It was never published, and Buddy had to content himself with playing it just for his friends. But the years rolled by, as the years will do, and even the author forgot about it. Now the scene changes. We're on the set of "Love Affair." Fifteen years have elapsed, and de Sylva treads among the gold. Director Leo McCarey, a songwriter at heart, is in desperate need of a song to fit his story.

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MERCER: (Cont'd)

He suddenly remembers that unsung song by his old buddy-de Sylva. The music goes in the picture -- and it comes out here! The Goodman Quintette, complete with Lionel Hampton on the vibraphones, is playing "Wishing" -- by Buddy de Sylva, out of "Love Affair."

(QUINETTE: "WISHING")

(APPLAUSE)

MERCER:

"Between the dark and the daylight
When the night is beginning to lower,
Comes a pause in the band's syncopation
Which is known as John Mercer's hour."

BENNY:

It's all very well for John Mercer to belittle himself. But all too seldom in this mad, hectic pace we lead today, does one run across a genuine poet.

MERCER:

Of course, Club Members, should you see a genuine poet -- walk, do not run across him.

BENNY:

There's a heckler in the house. To proceed, Club Members -- in Mercer we have the Master of the Madrigal -- the Squire of the Sonnet. As living proof of this we submit Johnny's latest, entitled --

MERCER:

"Through the World of Tomorrow with Gun and Camera and Pen and Pencils."

(MERCER & BAND: "OLD FASHIONED LOVE" -- SPECIAL LYRICS)

MERCER:

(SINGS) Come one, come all, to the World of Tomorrow

In this, the first year of its reign,

It is full of wondrous things,

It walks, it talks, it sings

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MSFCBAs (Cont'd)

And the whole thing is wrapped in cellophane.
As one walks in, one sees beautiful gardens
And they're but a mere bagatelle,
There's a million different blooms
Grown daily, one presumes
To adorn Mr. Whalen's lapel.

The color scheme is the work of a genius
With colors of each different hue
But to keep the old U.S.

In the public consciousness
They're predominantly red, white and blue.
There's a lagoon between Italy and Russia
With Roumania and France just opposite
Where at least once every day
There's a fire works display
Which is quite true to life you must admit.

Then there's the A T & T long distance counter
Which depicts life way back in '59
You can call your next of kin
While the whole fair listens in
In other words, the same old party line!

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MERCERS (Cont'd)

And if you're down with a case of laryngitis
And still want to reach the folks back there,
Why there's the Voder, human voice
Makes the populace rejoice
While announcers like me cry - the world's unfair.

One may watch Miss Holm and Mr. Weismuller
Faltz through the water in rhythm and rhyme
Humor says there may be made
Movies of the Acquacade

Titled, "Tarsan in Three-Quarter Time."

To compete with the Fair in San Francisco
Which has Miss Sally Rand in its employ
There's a gal the public loves
Clad in only turtle doves
And when the doves go to roost at night, oh boy!

Then to the highways and roads of tomorrow
The fine General Motors Display
Where tomorrow's cars whiz by
As you sadly heave a sigh
Then drive home through the traffic of today.

You've but to see Ford V8's made to music

Then pre-natal influence is clear

As you see each little Ford

Frightened by a Novachord

You'll account for those strange new horns you hear.

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MARCELLE (Cont'd)

They say they've got quite a railroad exhibit
Where toy trains run round on a shelf
But I've just had quite a load
Of being on the road
So you'll have to see that one yourself.
I bring a word from the World of Tomorrow
The last statement to be handed down
As the fair once told Broadway
Now it tells the U.S.A.
I'll give you just six weeks to get out of town.

(APPLAUSE)

HOLCOMBE:

Now let's see how sharp all you Manhattan members are. Taking
down our Camel Hot Club's Book of Rules, I'm asking you --
Who keeps the Club informed of what's new and good?

AUDIENCES:

PRESIDENT GOODMAN:

HOLCOMBE:

President Goodman is the answer. Keep us informed, Benny.

BENNY:

This week we've got something new and good from my friends
Alec Templeton and Henry Brandt. Most of you know that Alex is
the brilliant young British composer who gave us "Bach Goes
To Town." Henry Brandt orchestrated it - and did a swell job of it.
This new one is called "Mozart Matriculates." And as Alec Templeton
points out, this is not a matter of swinging the classics. He simply
tries to show for fun - how great composers might have enjoyed writing
for a swing band. In this case it's Mozart, and here is "Mozart
Matriculates."

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(BAND: "MOZART MATRICULATES")

(APPLAUSE)

HOLCOMBE:

If you've been to Niagara Falls, chances are you took a ride on the "Maid of the Mist." The pilot of that famous sight-seeing boat is Captain Robert Graham. Just a couple of weeks ago in an interview, the Captain said:

MAN'S VOICE:

Say, these laboratory tests on cigarette burning times I've been reading about -- you know, that's particularly interesting to me.

HOLCOMBE:

How's that Captain?

MAN'S VOICE:

Well, I've been a Camel smoker for a long time -- oh, more than ten years, I know -- and lots of times with other smokers I've noticed that Camel cigarettes burned longer. But I never had any idea they burned so much longer --

HOLCOMBE:

Facts are, Captain -- these recent laboratory tests show it -- Camels burned twenty-five percent slower than the average of the fifteen other of the largest-selling brands tested -- slower than any of them.

MAN'S VOICE:

Wait a minute, now. Twenty-five percent of a package of twenty is five, my way of figuring. To me, that's the same as getting five extra smokes per pack because Camels burn slower.

HOLCOMBE:

That's just the way a lot of other smokers are figuring it nowadays, Captain. That amounts to something, you know.

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MAN'S VOICE:

Yes, but even without that extra smoking, Camels still would be my smoke. Camels are a real smoking treat -- milder, cooler, easy on my throat -- and they've got a rich, mellow taste I've never found in any other cigarette.

HOLCOMBE:

Yes, folks, judge your cigarettes by the way they burn! Those finer, more expensive tobaccos in Camels burn slowly -- by burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands tested, Camels give smokers the equivalent of FIVE EXTRA SMOKES PER PACK. Camels are penny for penny your best cigarette buy!

All right, John Mercer, take over.

MERCER:

Comes this week's special for the Hot Clubs of America. And to settle once and for all which way the cats are going to jump, Big Ben Goodman is striking -- not eleven, not twelve, but -- "One O'Clock Jump!"

(BAND: "ONE O'CLOCK JUMP")

(APPLAUSE)

HOLCOMBE:

Well, Club Members, this is Harry Holcombe, telling you that next Tuesday's Club Meeting will be held at the Ritz-Carlton Hotel in Boston. So don't forget to be on hand at the usual time. Till then, we're closing up the doors and putting out the cats.

(BAND: THEME)

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

HOLCOMBE:

Next Sunday -- June eighteenth -- is Father's Day. And what could be a better gift for Dad than Prince Albert Smoking Tobacco. It's grand in a pipe -- and it's swell for roll-your-own cigarettes too. More men smoke Prince Albert than any other brand. You can be sure you're giving the right tobacco when you give Prince Albert. Any tobacco counter has it -- in the big red tins -- pound or half-pound, in addition to the pocket-sized tin. But be sure you remember the name...Prince Albert...the National Joy Smoke!

Harry Holcombe speaking.

This is the Columbia...Broadcasting System.

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