

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

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 91

TUESDAY, JUNE 20, 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! With  
Johnny Mercer, Louise Tobin, the new Goodman Quintette,  
Lionel Hampton, and the world's greatest swing band!  
Now as the meeting swings to order, here's a word of  
thanks to each of you Club Members. You smokers make  
these weekly 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)

BENNY:

Hello and welcome, Club Members. This is your President, Benny Goodman. We're putting on the ritz for tonight's meeting simply because the Club House is the famous Ritz-Carlton Hotel here in Boston. And centering up to the speaker's chair is none other than-- John-Paul-Revere-One-if-by-Land-Two-if-by-Sea, Mercer.

HERBERT:

Fetty boop betty boop betty boop betty boop -- WHOA, Bessie!

"Twas the 18th of April, the year of jive  
And every swing fan now alive  
Remembers that famous piece of schmaltz  
Irving Berlin's most waltzed to waltz  
And if you've a baby who needs some hushin'  
Here's Benny's version of the Lullaby Russian.

(BAND: "RUSSIAN LULLABY")

(APPLAUSE)

BENNY:

You know, Club Members, this year has been quite unusual in Tin Pan Alley. Many writers of big song hits have come right out and said they got the tunes from the classics. From a Debussy melody, they gave us "My Reverie." Then there was "Our Love" -- written around a theme by Tchaikowsky.

HERBERT:

Yes, any day now a song based on Beethoven's Fifth. Meanwhile, three of the boys have decided that you can't improve on Favel. So, basing their song on a phrase from Favel's Pavane, Peter de Rose, Bert Shefter and Mitchell Parrish have turned out a new hit.

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Louise Tobin sings it, and it's called "The Lamp is Low."

(BAND: "THE LAMP IS LOW" -- LOUISE TOBIN VOCAL)

(APPLAUSE)

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RECORDER:

Now here comes Harry with nary a fluff

To tell you a story of puff -- puff -- puff!

HOLCOMBE:

You got three puffs in there, John. And you ought to know it  
takes only two puffs to say --

RECORDER & HOLCOMBE:

Puff by puff Camels are your greatest smoking pleasure!

HOLCOMBE:

And, folks -- there's a point to that "puff by puff." You see,  
Camel's costlier tobaccos do burn longer -- giving you a smoother,  
milder smoke -- one that's cooler on your tongue, and cooler on  
your throat, because it's free from the drying, irritating heat  
of too fast-burning. And because of this remarkable longer-  
burning feature Camels give you more actual smoking. Recent  
impartial tests show that by burning twenty-five percent longer  
than the average of the fifteen other of the largest-selling  
brands tested -- longer than any of them -- Camels give smokers  
the equivalent of FIVE EXTRA SMOKES PER PACK. So enjoy the luxury  
and the delicate taste of Camel's finer, more expensive tobaccos.  
Get more pleasure per puff -- more puffs per pack in longer-burning  
Camels!

(BAND: "ANYTHING CAN BEING")

INTO

("DOWN BY THE OLD MILL STREAM")

(APPLAUSE)

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MARCELL:

Order, Gates, order! I've got some headline news for the Bulletin. Once each year all the swing fans and musicians of America vote for the bands they think are best. The vote is taken by Metronome Magazine - and this year's votes have just been counted. For the fourth year in a row, the votes prove that the best swing band in the land is Benny Goodman's!

(APPLAUSE)

And so, Club Members, we've unrolled the red carpet for Metronome's editor, George Simon. He's right here to present Benny with the award. Go ahead and officiate, George.

SIMON:

A pleasure, Johnny. I want to tell you, Benny, that the country's swing fans have not only re-crowned you King of Swing for the straight fourth/year, but they've also voted you their favorite of all bands, swing or sweet. And by an overwhelming majority, too. So it gives me a double-kick to present you with this double-barrelled plaque.

BENNY:

Thanks George - thanks Metronome. And thanks to all the swing fans. I see on this plaque it says "Benny Goodman"...but you all know that the winning music was made by the whole band. And I know I'm speaking for every one of them when I say - we'll keep right on trying to live up to this award for years to come.

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WILLIAM ESTY:

And Benny, I know I speak for all the Club Members when I say - hearty congratulations. And Gates - Benny's going to have a new show after tonight. He's staying on the air and he's staying on for Camel cigarettes. Beginning Saturday, July 8th, you'll hear the Goodman band on their new Saturday night Camel show.

HOLCOMB:

That's two important things to remember, Club Members! Saturday nights for Benny Goodman starting July 8th. And they'll be on a different network.

BENNY:

But Tuesday night will still be Meeting Time for all you Club Members. The Georgia Boy, Johnny Mercer, will continue to be right here. And with Johnny, a new band is joining the Camel Caravan. It's that great blues-playing Dixieland outfit - Bob Crosby, his Band, and his Bobcats.

HOLCOMB:

Yez, from now on Tuesday night stands for Bob Crosby, his band, and his Bobcats -- with Johnny Mercer. Let George Simon tell you how the country feels about Bob Crosby's band.

SIMON:

According to Metronome's contest, Bob Crosby's band are easily the greatest crew of Dixieland dispensers in the world. In recognition of which I've brought along an award for Bob, too. Johnny Mercer, since you're going to be with them, I'll ask you to give Bob this plaque. It proclaims Bob Crosby's band the finest Dixieland band in the land.

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MERCER:

Thanks, George, for coming over and bringing all this good news. And Club Members, Benny and the boys with Louise Tobin are naming up the enlargement of the Camel Caravan with a number which, by a remarkable coincidence, has the title -- "There'll Be Some Changes Made."

(LARD: "THERE'LL BE SOME CHANGES MADE")

(APPLAUSE)

MERCER:

Come on, Club Members! Follow Benny and Lionel Hampton as they lead the Goodman Quintette into our Hot Club Trophy Room. Over there on the 1935 shelf is a trophy winner written by Charlie Chan and the Dragon Lady. The boys are cuttin' into it as only the Goodman Quintette can -- it's "China Boy."

(QUINTETTE: "CHINA BOY")

(APPLAUSE)

HOLCOMB:

Here's something really worth trying. Light up a Camel cigarette. Notice how much longer it lasts. See if you don't find that longer-burning Camels give you a cooler, milder smoke...with a delicate taste and marvelous aroma. And while you're enjoying the supreme luxury of Camel's finer, more expansive tobaccos, bear in mind that you're getting more smoking for your money because Camels are longer-burning. By burning twenty-five percent longer than the average of the fifteen other of the largest-selling brands tested, Camels give smokers the equivalent of FIVE EXTRA SMOKES PER PACK. Penny for penny Camels are your best cigarette buy!

All right, Benny.

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BENNY:

You know, Club Members, this is Graduation week in schools and colleges all over the country. So Johnny Mercer has some observations from here, there and everywhere.

MERCI:

Especially East everywhere, New Jersey. I've been gathering data and dis-a, collecting, collating and creating candid couplets on Campus Commencements. It goes something like as follows...

(MERCER & FANDI "OLD FASHIONED LOVE" SPECIAL LYRICS)

HIGH HO COMMENCEMENT

MERCI:

I give you class 59 and salute them  
Executives - better beware  
Every single graduate  
Has grown to man's estate  
Except for those haircuts they wear  
Now as they come to the time of adjustment  
Instead of the shag they'll just dance  
And they'll trade their cap and gown  
For a suit to wear in town  
With the coat really matching the pants  
There'll be no classes to cut in the morning  
No more will they answer the roll  
All they'll have to answer is  
An employment agent's quiz  
And occasionally - a Gallup poll

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MEMOS: (Cont'd)

They learned the alphabet forwards and backwards  
In making each different degree  
They made M.A.'s and A.B.'s  
D.D.S.'s - P.H.D.'s  
But they still have to make C.C.C.

The thirty-niners have shown us great promise  
Though some things they did made us smile  
Even though their favorite dish  
Was records and goldfish  
There's nothing wrong with Hedy Lamm on a desert isle  
And years from now when they have their re-union  
They'll speak of the days they once knew  
Golden days when they were young  
And the old songs will be sung  
Including Hoop hoop ditties dotten whatten chul

Speaking of June and the year's graduations  
Our program has formed a new rule  
Prexy Goodman graduates  
Brother Bob matriculates

At the Camel Hot Club Summer School  
Professor C will be here every Tuesday  
On Saturdays you'll find Penny nearby  
So I suggest you turn the knob  
Cause Penny for Penny and Bob for Bob  
They are still your best radio buy!

(APPLAUSE)

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HOLCOMB:

Comes Prexy Goodman's last number to be played here in our Tuesday night Camel Hot Club. On July 8th, of course, he'll start puffin' away on his new Camel series. But tonight, for the Hot Clubs of America and for all you Club Members, Benny is wrappin' it up with "Wrappin' It Up."

(BAND: "WRAPPIN' IT UP")

(APPLAUSE)

BENNY:

Well, Club Members, I guess that about winds up the Meeting. Except that I want to hand over the keys of the Hot Club to Johnny Mercer. He'll be opening up the doors every Tuesday night as usual.

MEYER:

I'll be Keeper of the Keys, Benny. But don't think you're finished presiding. You're elected President Emeritus in Permanent Good Standing.

BENNY:

Thanks, Johnny. And Club Members, until my new Camel program begins on Saturday, July Eighth, this is Benny Goodman saying goodnight for Camels and all the gang.

HOLCOMB:

Three red-letter days on your calendar, Club Members. Next Tuesday night at the regular time, Bob Crosby, his bobcats, and the greatest Dixieland Band in the Land, will join Johnny Mercer here in the Camel Hot Club. So let's all be on hand to write a great big "Welcome" on the doormat for Bob Crosby. Be sure to listen to Eddie Cantor's Camel Caravan next Monday night. And remember, the third important day is Saturday, July Eighth.

(BAND: THEME)

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WOLCOTT (Cont'd)

That's when Penny Goodman begins his new series for Camel. He'll be on a different network, different time. Your local paper will give you the details.

(THANK)

WOLCOTT:

Men, there's one pipe tobacco that is giving more smoking joy to more of America's pipe-smokers than any other. Yes, sir, it's Prince Albert, the National Joy Smoke. Prince Albert, you know, is the choice, ripe tobacco that has such a swell rich taste and aroma -- and is famous for its mild, cool smoking. A "no-bite" process takes care of the tongue bite, you know. Prince Albert is "crisp cut" too. So for the real thing in smokin' joy, load up with Prince Albert. There's no other tobacco like it!

Harry Halcombe speaking.

This is the Columbia...Broadcasting System.

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