

**RADIO**  
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INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 78

TUESDAY, MARCH 21, 1939 - 2:15-10:00 P.M.

**HOLCOMBE:**

Let up and light up a Camel! The cigarette of costlier tobaccos!

(BAND: TREME FULL AND FADE FOR)

Yes, it's Benny Goodman's Camel Caravan! It's Meetin' Time, swing fans, so please come to order! Lined up on the Entertainment Committee are Benny Goodman and the world's greatest swing band, Martha Tilton, the Goodman Trio, and Johnny the Fluff Box Mercer!

Now we'd like to open the meeting with a word of appreciation to all you Club Members -- you smokers who make these weekly meetings possible. You are the final judges of tobacco quality, and you've made Camel the largest-selling cigarette in the world! So thanks, folks -- and let up and light up a Camel!

(BAND: TREME UP AND OUT)

BENNY:

Hello and Welcome, Club Members! This is your President, Benny Goodman. Tonight we're holding Club Meeting at the Earle Theatre in Washington, D. C. And here's our ever-fluffing, one-man Department of Internal Revenue -- Johnny Mercer!

MERCER:

Yes, Prexy -- and the Fluff Box has got Spring Fever. Unhappy little monster...

BENNY:

The unhappier it is, the better I like it! But to celebrate the first day of spring, we've lined up a great show for you. The regular Entertainment Committee is on hand, of course. And we're going to initiate a new discovery -- Joe Giordano and his Swing Quartette.

MERCER:

But the first item on the agenda is the Goodman version of the good old "Gypsy Love Song!"

(BAND: "GYPSY LOVE SONG")

(APPLAUSE)

BENNY:

Though the flowers that bloom in the spring  
Have nothing to do with the case

MERCER:

Our own Martha Tilton will sing  
Ah, what rhythm, what feeling, what grace!

TILTON:

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The song is a favorite to swing

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"I Get Along Without You" is the title.

MERCER:

Well, Benny, a downbeat's the thing

Let's get on with Miss Tilton's recital.

(BAND: "I GET ALONG WITHOUT YOU" - TILTON VOCAL)

(APPLAUSE)

HOLCOMBE:

What is it that so many smokers find about Camels that is different from other cigarettes? Let's ask one or two of the millions who let up and light up a Camel. Elisabeth McKenzie, a salesgirl in a big New York department store, says:

WOMAN'S VOICE:

Well, to me, Camels are much milder. And there's a ripe flavor, a delicate taste to Camels that certainly sets them apart. And I know from experience I can smoke as many Camels as I want. They never wear out their welcome.

HOLCOMBE:

What do they find different about Camels at Columbia College?

Well, Donald Lacasse, president of the senior class, says:

MAN'S VOICE:

Here's the answer in a nutshell: I can smoke Camels steadily without getting fed up with smoking. Camels never tire my taste.

HOLCOMBE:

If you like the idea of a cigarette that's mild, but not flat, and made from gentler tobaccos, then switch to Camels. Camels give you a smoking satisfaction that never fades. They combine smooth mildness with genuine tobacco taste. Like old friends, Camels wear well. Try Camels and learn the difference!

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(BAND: "ANYTHING CAN SWING")

INTO

"SPRING BEAUTIFUL SPRING")

(APPLAUSE)

MERCER:

For the benefit of Club Members from coast to coast, we're asking you Washington D. C. swing fans to review one of the Club Rules. All ready? Who keeps Club Members informed of what's new and good?

AUDIENCE:

PRESIDENT GOODMAN!

MERCER:

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

BENNY:

Well, not so long ago we spent a great week in Newark, New Jersey. While we were there, a lot of our old friends -- and many new ones -- were nice enough to pay us a visit. And among the new friends were four bright young fellows who had formed a swing quartette. They played a couple of numbers for us, and I knew I was listening to one of the most promising swing units I'd ever heard.

MERCER:

So President Goodman has brought them down to Washington -- and they're making their first radio appearance here in our Camel Hot Club.

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BENNY:

We think they've really got something. See if you don't agree with us as you hear them play their version of "Limehouse Blues."

(\*LIMEHOUSE BLUES\* - GUEST SPOT)

(APPLAUSE)

HOLCOMBE:

Let up and light up a Camel...the cigarette that packs more true mildness into a matchless blend...the cigarette of gentler tobaccos. A cigarette doesn't have to be tasteless to be mild. A cigarette doesn't have to be strong to have real taste. Camels are mild -- not flat. And in addition to finding smoking pleasure at its best when they switch to Camels, smokers find Camels so much better for steady smoking. You can smoke as many Camels as you want without getting tired of smoking. So give your taste a chance to appreciate the greater pleasure and satisfaction of finer, more expensive tobaccos...let up and light up a Camel.

Take it, President Goodman!

BENNY:

Thanks, Harry. And now we're taking you over to our Hot Club Trophy Room. Tonight, instead of taking down one of the good old winners, we're putting up a new one.

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MERCER:

Yes sir! A nice bright and shiny cup to fill that space we've dusted off on the top shelf. Benny first introduced this winner a few months ago. And here in Washington, D. C. they tell us it's their favorite for the swing sweepstakes. So on your mark -- get set -- they're off! Five clarinets in "Bach Goes To Town!"

(BAND: "BACH GOES TO TOWN")

(APPLAUSE)

BENNY:

Hey, Georgia Boy!

MERCER:

What you want with me, Windy City?

BENNY:

Isn't it about time you earned your pay?

MERCER:

Why yes, you name it, - I'll try and oblige.

BENNY:

Okay. Command performance of "Them There Eyes."

MERCER:

Hear, hear. I obey.

(BAND: "THEM THERE EYES" - MERCER VOCAL)

(APPLAUSE)

HOLCOMBE:

A rich, costlier-tobacco flavor that never goes flat... a mildness that is really mild... everything that makes for smoking pleasure at its best -- all that you get in a Camel. Camels are a matchless blend of finer, more expensive tobaccos -- Turkish and Domestic. If you're not already a Camel smoker, then smoke six packages and you'll know why Camels are the largest-selling cigarette in America.

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(QUARTETTE: "DEEP PURPLE")

(FADE FOR ANNOUNCEMENT)

MERCER:

At Club Meetin' a few weeks ago, Prexy Goodman and the Quartette played a slightly terrific item. Judging by the votes in the ballot box at the Club House door, it seems unanimous that we want to hear it again. So the Committee in Charge of Special Events -- Benny and Buddy, Jess Stacy and Lionel Hampton -- are reporting once more on -- "Deep Purple!"

(QUARTETTE: "DEEP PURPLE")

(APPLAUSE)

MERCER:

Special Delivery! An Air Mail package addressed to the Hot Clubs of America! Containing one killer-diller!

BENNY:

You know, this week's special reminds me of Topay in "Uncle Tom's Cabin." It just sort of "grewed." It started with the riff we use at the beginning of "Anything Can Swing."

MERCER:

And the cats in the band laced up their boots and said, quote - "Hey, Mr. B.G.! This ought to make a good one for the killer! Let's keep on playing it!" Unquote.

BENNY:

That's right, John. We noodled around with it, and while we've been on tour, we've added a chorus in each town we've visited. Putting them all together, we think it really jumps.

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MERCER:

And the title is -- "In the Kingdom of Swing."

(BAND: "IN THE KINGDOM OF SWING")

(APPLAUSE)

MERCER:

Man, oh Man - is there a fireman in the house? Benny, after that what?

BENNY:

Why, after that John - Youngstown, Ohio. Beginning on Friday and lasting through Monday. Next Tuesday night, we'll be holding Club Meeting at the MKO Theatre in Akron, Ohio. Till then, this is Benny Goodman saying goodnight for Camels and all the gang.

(BAND: THEME FADE FOR)

MERCER:

And this is Johnny Mercer, with a song in my heart and one half-dollar in the Fluff Box. We kinda fooled you tonight. We're all looking forward to seeing you at Club Meeting next Tuesday night. Till then, so long!

HOLCOMBE:

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

(BAND: THEME AND FADE)

HOLCOMBE:

Just a word to you pipe-smokers! Fill up your pipe with Prince Albert and see if you don't sign up for life with this grandest pipe tobacco of them all. Prince Albert is "no-bite" treated for extra-mildness -- and specially cut so that it cokes your pipe right and burns right. And what a marvelous rich taste -- well, it's better tobacco, of course. So pack up your pipe with Prince Albert, men. It's the National Joy Smoke. There's no other tobacco like it. Harry Holcombe speaking. This is the Columbia Broadcasting System.

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