

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

CAMEL CARAVAN - EDDIE CANTOR PROGRAM NO. 5

MONDAY, APRIL 25, 1938 - 7:50-8:00 P.M.

KING: Tobacco planters say: "We know tobacco, because we grow it -- we smoke CAMELS, because we know Tobacco."

ORCHESTRA: (Cantor Buildup Theme - Into Screaming Chord -- Gliss down to tremolo)

GLEE CLUB: It's Eddie Cantor's (pianos) CAMEL (pianos) Caravan!
(ORCHESTRA IN FULL) (No Piano Gliss)
Segue "Toy Trumpet" - (FADE FOR KING)

KING: (OVER MUSIC) This half hour of entertainment is made possible by millions of enthusiastic smokers who prefer CAMEL Cigarettes. Their appreciation of finer, more expensive tobaccos makes CAMEL the largest-selling cigarette in the world. Tobacco planter Jesse T. Hardy says "I've been growing tobacco for twenty years -- and because I know tobacco I smoke CAMELS, just like most other tobacco planters do. You see, the finest lots of my crops have been going to CAMEL for a long time. In fact, at the auctions

KING: (Cont'd)

I've seen CAMEL buyers take the best baskets of tobacco for years. They're willing to pay more to get them. Just ask tobacco planters -- you'll find most of us smoke CAMELS because we know CAMELS are made from finer tobaccos --- Men that grow tobacco know tobacco -- and their reason for preferring CAMELS is important to you. This fact -- that CAMELS are a matchless blend of finer, MORE EXPENSIVE TOBACCOS -- is a big reason why more people smoke CAMELS than any other cigarette. Remember -- next time say: "CAMELS."

(MUSIC UP TO FINISH)

KING:

Late last night it was announced that Eddie Cantor was ill -- too ill to make his regular appearance on this program tonight. Far up in the woods of Maine, a man heard that news on his radio. He picked up a phone, called New York, and said - "I'll make it in time." Seventy-six miles by automobile - several hundred miles by plane - and here he is - Rudy Vallee!

(ORCHESTRA: "MY TIME") (FADE)

(APPLAUSE AS VALLEE ENTERS)

VALLEE:

Thank you, Walter King. -- It was just seven years ago this month that I persuaded a great stage performer named Eddie Cantor to come on my program and face a microphone for the first time. To say that he registered a tremendous hit would be superfluous, for he has since become one of the truly great stars in the broadcasting firmament. Being a great star implies the obligation of hard work. Over-work

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VALLEE: (Cont'd)

sometimes leads to illness. But when one has invited millions of radio listeners to be one's guests, there must be a host to receive them. The first duty of that host is to see that his guests get acquainted. That's an extremely pleasant task when one can begin with a name as fine as ----- Jane Froman!

(APPLAUSE ON ENTRANCE)

(ORCHESTRA: INTRODUCTION TO "LOVE ME OR LEAVE ME" - down to strings)

VALLEE:

(OVER STRINGS) Jane Froman sings "Love Me or Leave Me."

(FROMAN & ORCHESTRA: "LOVE ME OR LEAVE ME")

(APPLAUSE)

(ORCHESTRA: SEQUE "WHO KNOWS" - FADE AFTER 8 BARS FOR)

VALLEE:

(OVER MUSIC) Edgar Fairchild's orchestra featuring Fairchild & Carroll at the twin pianos....playing "Who Knows."

(ORCHESTRA: "WHO KNOWS")

(APPLAUSE)

VALLEE:

It's on Spring evenings, such as these that a favored few from Yale's Glee Club gather around the sun dial on the old campus to blend their voices in the singing of a song full of tradition, and dear to the hearts of all Elis. "The Whiffenpoof Song."

(ORCHESTRA AND VALLEE: "WHIFFENPOOF SONG")

(APPLAUSE)

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VALLEE:

If anyone in show business has achieved a real reputation for discovering and developing new talent, it's Eddie Cantor. Many of today's great names began their careers with Eddie. Burns and Allen, Parkyakaras, Bobbie Breen and Deanna Durbin, to mention just a few. Tonight the debut of Eddie Cantor's latest protege.....a 14-year-old violinist named Arnold Eidus.

(ORCHESTRA & EIDUS: "LA CAPRICCIOSA" (Ries))

(APPLAUSE)

VALLEE:

Yours is an amazing talent, Arnold. Won't you favor us with an encore?

(APPLAUSE)

(EIDUS & PIANO: "HORA STACCATO" (Helfetz))

(APPLAUSE)

VALLEE:

That was 14-year-old Arnold Eidus, Eddie Cantor's latest discovery. And here is Walter King.

KING:

Thank you, Fudy. You know - Andrew Taylor, the famous mountain climber, was recently asked this question:

HARDING:

Do you find that CAMELS are really different from other cigarettes, Mr. Taylor?

FIELDS:

I certainly do. CAMELS are different in a lot of ways. When a man likes smoking as much as I do -- yet at the same time has to think of the exertion, tension, and privation he'll undergo next time he's climbing a peak -- CAMEL's the only cigarette. Where I think those choicer tobaccos in CAMELS show up most is in the way CAMELS agree with me.

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KING:

Thank you, Mr. Taylor. Noted explorers such as Sir Hubert Wilkins, James L. Clark, and A. Hyatt Verrill agree with your statement -- costlier tobaccos do mean a lot in smoking. And so do millions of other folks who make special demands on their cigarette and who prefer CAMELS. One smoker tells another "CAMELS agree with me."
(ORCHESTRA: INTRODUCTION TO "THANKS FOR THE MEMORY")

(FADE FOR VALLEE)

VALLEE:

Jane Froman sings a second song....this time the current success "Thanks For The Memory."

(ORCHESTRA AND FROMAN: "THANKS FOR THE MEMORY")

(APPLAUSE)

VALLEE:

Thank you, Jane Froman, for the memory and the song! And now - standing just a few feet away from me is a very good friend of Eddie Cantor's. Come in Benny Goodman!

(APPLAUSE)

VALLEE:

I see you have your famous quartet along, Benny.

GOODMAN:

Yes, Rudy, we've come over to do a bit of pinch-hitting for Brother Cantor. Batting in his place is not easy, - maybe we won't even get to first base. But if we fail, nobody can say we didn't go down bringin'!

(GOODMAN QUARTET: "DON'T BE THAT WAY")

(APPLAUSE)

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VALLEE:

From one clarinetist to another, Benny, that was what I call
sockin' the reed.

(ORCHESTRA & VALLEE & ENSEMBLE: "VICINI VICINI")

(APPLAUSE)

VALLEE:

In conclusion, I'd like to say this: Of the many honors that have
come to me in the course of my career on the air...undeserved honors,
most of them...not one of them has given me a more intense thorough
sense of personal satisfaction than the privilege of pinch-hitting here
tonight. I hope we've cheered Eddie up a bit and that no further
pinch-hitting will be necessary. Now, Eddie Cantor, before we go,
let me say that we all hope you will be back on the job next week.
Because.....

(SING) We love to spend each Monday with you

(COME ON EVERYBODY)

(AUDIENCE JOINS)

Please get well, we're pulling for you,

We're telling you just how we feel,

We know you feel that way too.

Let's make a date for next Monday night,

We hope by then that you'll be all right.

So you can sing, you can bring

The things we want you to....

We hope to spend next Monday with you!

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(ORCHESTRA SWELLS)

(APPLAUSE AS CAST ENTERS FOR BOWS)

(ORCHESTRA: SWELL MUSIC - FADE)

KING:

No doubt you pipe-smokers would welcome a tobacco that gives you more, mellow, tasty goodness for the price. Well your search will be ended when you stop in at the nearest tobacco store and say: "PRINCE ALBERT." It's America's favorite pipe tobacco. P.A. is rich-bodied yet mellow and mild, thanks to that special PRINCE ALBERT "no-bite" process. And it's cut special too -- so that it packs right, draws easy, smokes cool, and cakes up nicely. Try PRINCE ALBERT. Any way you judge it -- on taste -- on coolness -- on mildness - we're sure you'll say PRINCE ALBERT is the one and only National Joy Smoke.

(MUSIC SWELLS)

KING:

Listen again for Eddie Cantor's CAMEL Caravan next Monday - when we hope to have Eddie back and pick up where we left off with the wedding of Hattie and Spongy - And remember to tune in at 9:30 Eastern Daylight Saving Time tomorrow night over these same stations for Benny Goodman, King of Swing. Walter King speaking.

(MUSIC SWELLS - CAST OUT FOR BOWS)

LARRY
HARDING:

This is the Columbia...Broadcasting System.

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