

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 88

TUESDAY, JANUARY 10, 1949 - 8:50-10:00 P.M.

SEYMOUR: Let up and light up a Camel! Smokers find that
Camel's softer tobaccos are soothing to the nerves!
(BAND: THEME)

SEYMOUR: (OVER THEME) Here comes the Camel Caravan with
Benny Goodman and the world's greatest swing band,
the Goodman Trio, Martha Tilton, and songwriter,
Johnny Mercer - who was initiated here in the Club-house
last week. So gather 'round swing fans from
Coast to Coast - it's Meeting Time!
And while you're swinging out with Benny Goodman,
we'd like to say just a word of thanks to you smokers
who have made this show 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: THEME UP AND OUT)

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SEYMOUR:

And here is your President - Benny Goodman!

BENNY:

Thank you, Secretary Seymour. You know, Club Members, I've said 'Thank you Secretary Seymour' - many times in the past. Well, after tonight's broadcast, Dan's term of office comes to an end. As our Secretary, he has kept the Meetings in good order. And we're going to miss him. So I'm sure that Club Members, all over the country, will be joining us every time we say - 'Thank you, Dan Seymour.'

SEYMOUR:

Thank you, President Goodman. And I'm sure Club Members all over the country will be glad to hear that - Meeting swings to order, as Benny and the band swing into that ever-young ten-year-old, "Sweet Sue!"
(BAND: "SWEET SUE")

(APPLAUSE)

BENNY:

Last week we initiated a new Club Member from Hollywood - Johnny Mercer - author of such great songs as "You Must Have Been a Beautiful Baby" and "Jessie's Creepers." He also wrote the lyrics of some real swing tunes - "The Dixieland Band"...Faretheewell to Harlem" ...and "The Girlfriend of the Whirling Dervish."

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MERCER: Hey, wait a minute, Benny.

BENNY: What is it, Johnny?

MERCER: I wish you wouldn't give me such a build up. It makes me self-conscious.

BENNY: It does, huh? Well, here's something that will make you proud. The Inner Circle of Club Members have decided to make you a Vice-President of the Club.

MERCER: You mean I'll have a title?

BENNY: Yes, from now on, you'll be known as V.P. in charge of M.I.P.U.

MERCER: What?

BENNY: M - I - P - U

MERCER: Aw, Benny, now you're getting self-conscious.

BENNY: Let me explain. V.P. in charge of M.I.P.U. means Vice President in charge of Musical Instrument Picking Up.
How do you like it?

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MERCER: Well, I'd rather be Vice-President in charge of Martha Tilton.

BENNY: Martha, what do you say to that?

MARTHA: Could be.

MERCER: That's a music cue.

BENNY: It's not only a music cue. It's also the title of the very newest song written by our own Johnny Mercer.

So Johnny, for a verse and two choruses you can be V.P. in charge of Martha T. I'll join you later - say - in the third chorus???

MERCER: We can hardly wait, Gato.

(BAND: "COULD BE")

TILTON: Could be that yellow moon
Is just a big balloon
And not that yellow moon above

MERCER: Could be that angel face
Is something out of space
And not that angel face I love

TILTON: Could be this heart of mine
Is just a valentine
And not this heart of mine at all

MERCER: Could be a dream I see
But if you're asking me
Could be I'm in love, could be.

TILTON: Could be that starry sky
Was painted by some guy
And not that starry sky we know

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MERCER: Could be that kiss I stole
Was just a tootsie roll
And not that kiss I stole from you

TILTON: Could be the things you said
Were in a book I read
And not the things you said to me

MERCER: Could be I'm in a tress

TILTON: But then, there's just a chance

TOGETHER: Could be, I'm in love - Could Be

MERCER: Here's the third Chorus, Benny - are you ready?

BENNY: That's quite a pretty thing
I mean the way you sing
But we got paid to swing
Could be - Must be!

You members get all set
To hear a swing quartette
Then comes a love duet
Shouldn't happen - Can't happen here

Leave all that moon and June
For someone else to moon
Cause we can't play a tune that way - Listen, Mr. N.
You wrote it - I'll agree
But if you're asking me
This is how the tune could be

(6 BARS BAND)

MERCER: Dear friends of radio
In case you want to know
What you heard was called

TILTON: What you heard was called

RADIO
ALL: Could be!

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(APPLAUSE)

MERCER:

Every time you and I sing, Benny - I feel sure we've
got something - something great in our throats just longing
to come out.

BENNY:

Yeah - our longing.

MERCER:

Could be, Benny, could be.

BENNY:

But now if you and Martha Tilton will sit this one out,
Secretary Seymour and I have another first-time item.
We're going to try a little experiment tonight, folks.
We want to see just how musical you Club Members out there
in the audience really are. First, listen to these notes...

(PIANO - C and F)

Now let's hear you men out there sing this note.

(PIANO - C)

Just the men - let's have it!

(AUDIENCE SINGS C)

Good! Now, here's the note for the Ladies Auxiliary.

(PIANO - F)

Give, girls!

(AUDIENCE SINGS F)

Now then - let's put them together. Gentlemen, this one...

(PIANO - C)

Ladies, this one...

(PIANO - F)

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BENNY:
(Cont'd)

Both together now!

(AUDIENCE SINGS BOTH)

What do you think of that, Dan Seymour - one lesson and we've got a glee club. Now, fellow members, let's hear you all sing these notes...

(VERY SOUR CHORD)

Let her go!

(AUDIENCE)

Dan, this is where you come in.

SEYMOUR:

Thanks, Benny. Now, nerves are like that singing - sometimes in tune - sometimes out of tune. But here - you members have done most of my job already, so suppose I let you finish it. Now you tell me - what is it so many smokers do when they begin to feel nerve tension?

(BAND & AUDIENCE:) Let up and light up a Camel!

SEYMOUR:

Right you are - they let up and light up a Camel. You see, smokers find Camel's ~~gentler~~ gentler tobaccos are soothing to the nerves. And Camels are a matchless blend of finer, more expensive tobaccos - Turkish and Domestic.

MERCER:

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Thank you, Dan Seymour. And speaking of matchless blends, here's the Goodman Trio, blending their own swing arrangement of a lovely melody - "Softly As in a Morning Sunrise."

(TRIO: "SOFTLY AS IN A MORNING SUNRISE")

(APPLAUSE)

MERCER:

Tell me, President Goodman - what's this I see in the order of proceedings... "Graduation Ceremonies."

BENNY:

That, Johnny Mercer, is an event that makes us very proud here in the Club. One of our most worthy fellow-members is starting out on his own in a couple of weeks. And we all wish him the best of luck...it's our trumpet player, Harry James! Take a bow, Harry.

(APPLAUSE AND A BOW FROM HARRY JAMES)

MERCER:

So Harry's going out and blow his own horn. I presume he graduates Magna Cum Laude - and I mean loudah and loudah. How long has Harry been Captain of the Trumpet Team, President Goodman?

BENNY:

Oh, for more than two years ^{and} -/he's always been one of our star players. Now, like our brilliant alumnus of last year, Gene Krupa - Harry is going to start a band of his own. He tells me the theme song at his branch meetings of swing fans will be - "Ciribiribin."

MERCER:

I'd like to hear that.

BENNY:

Okay, Harry - give them a cue now for the theme of what we know will be a great new band.

(BAND: "CIRIBIRIBIN")

(APPLAUSE)

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SEYMOUR:

Here's an amazing record made in one of the toughest of sports - basketball. The record - more than three-thousand baskets in five-hundred games. The record maker - Chuck Hyatt - ten times All-American. Chuck says basketball is a strain on the nerves - and here's what he says about avoiding nerve strain.

KAN'S VOICE:

After a tough game, my method of heading off nerve tension is to let up and light up a Camel. A pause and a Camel is a grand way to soothe my nerves, I've found.

SEYMOUR:

Busy, successful people in sports, in business, and in home life agree with Chuck. So why risk needless nerve tension? Pause - rest your nerves frequently. Let up and light up a Camel.

(BAND: "I HAVE EYES")

(FADE FOR ANNOUNCEMENT)

MERCER:

Our little representative of the Ladies Auxiliary, Martha Tilton, returns to the platform - with one of your current favorites - "I Have Eyes."

(BAND: "I HAVE EYES" - TILTON VOCAL)

(APPLAUSE)

MERCER:

Martha - if I could make a date with you on the verandah of the Club-house after the broadcast, I'll try to tell you how much I liked that.

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TILTON:

My! Johnny Mercer, you're an awfully fast worker for a Vice-President.

BENNY:

And you forget, Mr. V.P. - after the broadcast, you're in charge of picking up musical instruments.

MERCER:

Well, I was wondering, President Goodman, whether I couldn't be demoted.

BENNY:

Did you say demoted?

MERCER:

Yes, demoted from Vice-President to, say Treasurer. You know, collecting dues and fines and - well, don't you think there might be more in it for me?

BENNY:

I see. Johnny Mercer-nary.

MERCER:

Wow! If I were Treasurer that gun would cost you plenty.

BENNY:

Of course, now that Dan Seymour is leaving us - we will have to elect a new Secretary for Club Meetings.

MERCER:

Then I could be Secretary-Treasurer.

BENNY:

Here, not so fast, Johnny. You have a lot to learn first.

Can you, for instance, recite the Club Motto?

MERCER:

"President Goodman will keep members informed of what's new and good - period."

BENNY:

That's what it says. And here's how it works. We were

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at a branch meeting of swing fans the other night. And we

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heard a guitar player named Leonard Ware. He was doing things

with an electric guitar that we thought Club Members ought to hear.

MERCER:

I wonder if everyone knows what a swing electric guitar sounds like, Benny.

BENNY:

Well, Leonard Ware will be glad to demonstrate. Can we hear a few bars, Leonard?

(GUITAR)

MERCER:

And this is where the Goodman Quartette makes magic. A lightning transformation! One minute you have Lionel Hampton, Teddy Wilson, Buddy Shuts and Benny Goodman. They add All Hall on bass and Leonard Ware's electric guitar.

Presto change - not a quartette, but a sextette! And Abra-ca-dabra - they play "Umbrella Man" not as a waltz, but a fox trot.

(SEXTETTE: "UMBRELLA MAN")

(APPLAUSE)

SEYMOUR:

The fact that Camels are the largest-selling cigarette in the world didn't just happen. There's a real "reason why" behind their popularity - and here it is: "Costlier tobaccos in a matchless blend." Now if you're not a Camel smoker already - well, just smoke six packs of Camels - see if their finer, more expensive tobaccos don't show you, too, why more people prefer Camels than any other cigarette.

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BENNY:

Once again we say - Thank you, Dan Seymour.

SEYMOUR:

Say, Benny - before I leave I want to hand over to Johnny Mercer that special file of ours - the letters from the Hot Clubs of America, electing you, Benny, their Honorary President.

MERCER:

Thank you, Dan Seymour.

SEYMOUR:

Johnny, suppose you tell the Hot Clubs what we've got for them this week.

MERCER:

Benny, I heard you rehearse it - and it cannot be described! Except that the title is "I Sent For You Yesterday and Here You Come Today." If you hear anybody singing, about half way through, it'll be me. Aside from that, it is a killer.

SEYMOUR:

Here it is Hot Clubs of America - Your President Benny Goodman and the band in this week's special - "I Sent For You Yesterday and Here You Come Today." During the proceedings, Johnny Mercer will oblige with a slight aria.

(BAND: "I SENT FOR YOU YESTERDAY AND HERE YOU COME TODAY")

(APPLAUSE)

BENNY:

Thanks - I guess we'll have to bring that one up for review again sometime. This is Benny Goodman saying so long, Club Members. Hope you'll all turn out for the Meeting next week. We've given Johnny Mercer a pass-key to the Club-house - and told him to let himself in every Tuesday. Until then, goodnight for Casals and all the gang.

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MERCER:

And goodnight for me too - Johnny Mercer. Here's where I start my new job - musical instrument picking up. And from the looks of things around here, it will take me until next Tuesday to get things in order.

(THEME AND APPLAUSE)

SEYMOUR:

Well get to work, Johnny, and goodnight, Benny. Remember, you've all got a date next Tuesday night with Benny Goodman and the world's greatest swing band, the Goodman Trio and Quartette, Martha Tilton and Johnny Mercer. Next Monday night over these same stations, Eddie Cantor's Canal Caravan rolls in. Eddie's special guest is Boris Karloff. So make it a Monday night date too. "I Have Eyes" is from "Paris Songbook." This is Dan Seymour speaking.

(THEME AND APPLAUSE UP AND FADE)

This is the Columbia Broadcasting System.

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