

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 17

TUESDAY, MARCH 14, 1939 - 8:30-10:00 P.M.

HOLCOMBE: Let up and light up a Camel! Smokers find that
 Camels never jangle the nerves!
(HANDS: THANKS FOR ARRANGEMENT)

Yes, it's Benny Goodman's Camel Caravan - and it's
Meetin' Time for Swing Fans of all ages! The doors
of our Hot Club are wide open! The lights are
blazing and the dance floor's gleaming! The carpets
are rolled up all ready for cuttin'!

And the first item on our agenda is 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!
(HANDS: THANKS UP AND OUT)

BENNY:

Now that Harry Holcombe has written "Welcome" on the mat at our Club House door, this is your President, Benny Goodman. We're holding Club Meeting tonight at the Stanley Theatre in Pittsburgh. And Johnny Mercer, I vote we have the roll-call once over lightly!

MERCER:

Right, Praxyl! Reading from left to right, you're here, the bands here and I'm here - Martha Tilton!

TILTON:

I'm here!

MERCER:

The Goodman Quartette?

BAND:

Here!

MERCER:

And four thousand Pennsylvania Club Members?

AUDIENCE:

HERE!

MERCER:

Got a full house, Benny - so let's proceed!

BENNY:

Meeting opens with one of the really great names in modern music - George Gershwin. It was back around 1925 that George and his talented brother Ira wrote this song for Adele Astaire and her talented brother Fred.

MERCER:

It's the title song from a show that played right here in Pittsburgh fourteen years ago! "Lady Be Good."

(BAND: "LADY BE GOOD")

(APPLAUSE)

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MERCER:

In the spring a lady's fancy lightly turns to thoughts
of You-know --

BENNY:

So Martha Tilton sings a song you'll never find in Gounod.

TILTON:

Here not so Faust is showing us what awful rhymes you too know!
My song is "Cuckoo in the Clock" and that's one thing I do know!
(BAND: "CUCKOO IN THE CLOCK") (TILTON VOCAL)

(APPLAUSE)

BENNY:

There are a couple of boys in the band that some of you
Pittsburgh club members say not have met. John Mercer -- will
you do right by the boys?

MERCER:

Introducing these two scintillating slickers of the slide...
Red Ballard and Vernon Browne. Say "How do you do" to the
folks, boys.

(TROMBONES PLAY "HAIL HAIL THE GANG'S ALL HERE"
IN HARMONY, SUDDEN DISCORD)

MERCER:

Stop it! Stop it! That's a fine "how-de-ya-do!" ~~HARMONY~~
in one bar and ~~discord~~ in the next. What is this, anyway?
Harry Holcombe...you know the answer?

HOLCOMBE:

The answer is, folks, that everybody prefers their music in
harmony -- and everybody prefers their nerves in harmony, too...
because ragged nerves can do a whole lot more to upset you than
a few sour musical notes. What's that got to do with Camel
cigarettes? Just this: Camels have a real tobacco flavor.

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HOLCOMBE: (Cont'd)

mellow and rich. They're so mild you can smoke all you want,
because smokers find that Camel's costlier tobaccos SMYER
JANGLE THE MATTRESSES. Let up and light up a Camel and see if
you don't say that for true smoking pleasure "Camels are tops!"

(BAND: "ANYTHING CAN SWING")

MERCER:

(SINGS)

First Miss Tilton sings a waltz
Benny then removes the faults
Puts in swing instead of schmalts
Cause - Anything can swing, anything can swing.

(BAND: "NAUGHTY WALTZ")

BENNY:

(SINGS) Just send us something to revive
We'll give it our undivided jive.

(APPLAUSE)

BENNY:-

And now, Club Members, we're staging a little corn-forward
debate - I mean four-cornered -

MERCER:

FLUFF! Get it up, Gals! Fifty cents - right here in the
Fluff Box.

(EFFECT)

And keep away from that word "corn."

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BENNY:

How's about you keeping that Fluff Box away from me

MERCER:

Have a chance, Proxy. Wherever I go, this Happy Little Monster goes too. It's the Pekinese in him.

BENNY:

Then put a muzzle on it,

MERCER:

No sir! Nobody's going to muzzle in on our Club Rule. Fifty cents every time anyone fluffs a line or misreads a word.

And now, Club Members, cut yourself a caper! Here comes the Goodman Quartette! Benny and Buddy, Jess Stacy and Lionel

Hampton - our Committee in Charge of Special Events. This week they're reporting on "Pagan Love Song." Play on, MacFluff!

(QUARTETTE: "PAGAN LOVE SONG")

(APPLAUSE)

BENNY:

Club Members, every so often a band makes history by really going to town on some tune. From then on, whenever folks mention that band, they think of that tune. For instance, you couldn't ever hear "When My Baby Smiles" without thinking of Ted Lewis.

MERCER:

Sure, and I'll never hear "Japanese Sandman" without remembering Father Whiteman. And if anyone says "Who" the answer comes back, George Olsen.

BENNY: RADIO

And how about Tommy Dorsey and "Marie."

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MERCER:

Or Larry Clinton and his "Dipsy Doodle."

BENNY:

And just lately we've had another example - a young man with a new band. He took a tune that made hardly a ripple when it came out four years ago - and made it a hit. The young man was Artie Shaw...

MERCER:

And here's the Goodman version of the tune - "Begin the Beguine."

(BAND: "BEGIN THE BEGUINE")

(APPLAUSE)

HOLCOMBE:

How would you like to be a test pilot? Taking up brand new, untried planes...diving them three, four, five hundred miles an hour to see if they're right? It's thrilling, but it's tough, too. Here's a man who ought to know: John I. Wagner, veteran test pilot. He says:

MAN'S VOICE:

I average about forty test flights a month. Before and after a flight, I let up and light up a Camel cigarette. I like their rich taste -- they never irritate my throat. I'm a steady smoker and I find that Camels never get on my nerves.

HOLCOMBE:

So many fliers prefer Camels, but you'll find the same preference any way you turn. For instance, Josephine Shelley is a telephone operator, and she says:

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WOMAN'S VOICE:

Camels are mild, yet full of flavor. Another thing -- I find that they never go flat on my taste and they never jangle my nerves.

HJLOOMBE:

It's a fact that more people prefer mild, rich-tasting Camels than any other cigarette in America. Camels are a matchless blend of finer, more expensive tobaccos -- Turkish and Domestic. Smokers find that these costlier tobaccos in Camels never jangle the nerves. So let up and light up a Camell

(BAND: INTRODUCTION TO "YOU OUGHTA BE IN PICTURES")

BENNY:

(OVER MUSIC) Our Georgia Boy, Johnny Mercer, is making his own special bow to Pittsburgh. This is the flag, and this is the flag - some of you may remember it as "You Oughta Be In Pictures" - but Johnny says

MEKONG:

(SINGS)

You oughta be in Pittsburgh

It's beautiful to see

But as you're not in Pittsburgh

We'll sing a brief history

George Washington surveyed it

And made a mental note

He W. P. A.d it

Then made a speech - saying Quote

The world will desire its steel to build railroads and cars and tanks

And someday the Pirates may win the flag if they beat the Yanks

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MARGE: (Cont'd)

By the Monongahela
It's all come true today
They built a keeler dealer
Pittsburgh, P. A.

BENNY:

You oughta be in Pittsburgh

BAND:

We oughta be in bed!

BENNY:

It's wonderful in Pittsburgh

BAND:

Well don't look now - but we're dead.

BENNY:

How 'bout the Alleghenies

They take your breath away

BAND:

How 'bout the Alligators

That make us play five a day

BENNY:

Ah, but it's a lovely sight at night

So bright and luminous

BAND:

If you can see through the anthracite

And the bituminous

BENNY:

That sort of talk's forbidden

You'll make the Burghers cross

BAND:

So then we're only kiddin'

Some joke - eh, boss?

(APPLAUSE)

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BENNY:

And now, Club Members, we're taking you into our Hot Club Trophy Room. Straight ahead of you is a tune that took plenty of blue ribbons about three years ago.

MERCER:

Benny was one of the first to play it - and we figure it can still run way out in front in the 1959 Swing Sweepstakes - "You Turned the Tables on Me."

(BAND: "YOU TURNED THE TABLES ON ME" - TILTON VOOGAL)

(APPLAUSE)

MERCER:

Every Tuesday night, there comes a time when the Minutes of our Meeting say, "Special for the Hot Clubs of America, from their Honorary President, Benny Goodman." This week Benny's sending you a killer - and I mean sendin', Gates - cause it's "I Sent For You Yestiddy!"

(BAND: "I SENT FOR YOU YESTIDDY")

(APPLAUSE)

BENNY:

John, you haven't told the Club Members how you were received on the Saturday Night Swing Club last week.

MERCER:

Why, I was on the receiving end, Benny. The Fluff Box collected fifty cents. I had it eatin' right out of my pocket. And with the four fluffs that we made here tonight, the total is now \$17.50.

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BINGO!

BENNY:

Don't take the money, boys, till he throws in a set of dishes! Who needs dishes? The Fluff Box and I are available for private functions, taffy pulls, bridge whist and pillow fights.

BENNY:

Ah, capital! Which reminds me - we'll be holding Club Meeting next Tuesday night in the Nation's Capitol, Washington, D. C. Till then, this is Benny Goodman saying goodnight for Camels and all the gang.

(BAND: THEME FULL AND FADE)

MERCER:

And this is Old Moneybags Mercer, setting out for the mint in Washington, D. C. If I have ~~my~~ way, they'll put my face on all fifty-cent pieces. Meanwhile, here's a note for all Club Members in and about Washington. Beginning next Friday, Benny Goodman and the gang will be looking for you at the Earle Theatre. For further details, see your daily paper. And till next Tuesday - so long!

HOLCOMBE:

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

(BAND: THEME FULL AND FADE)

HOLCOMBE:

There are pipe tobaccos and pipe tobaccos, men -- but there's only one National Joy Smoke...PRINCE ALBERT! You may be enjoying Prince Albert right now -- but if not -- let me tell you: Prince Albert is "no-bite" treated for extra mildness...specially cut to burn slow, even, and mellow. And for swell, rich taste -- well, you'll know it's better tobacco from the first pipe-lead. Try Prince Albert and see. There's no other tobacco like it.

Harry Holcombe speaking. This is the Columbia Broadcasting System.

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