

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 89

TUESDAY, JANUARY 17, 1939 - 9:30-10:00 P.M.

HOLCOMBE: Let up and light up a Camel! Smokers find that
Camel's ~~softer~~ tobaccos are soothing to the nerves!
(BAND: THEME PADE FOR ANNOUNCEMENT)
Here comes the Camel Caravan with Benny Goodman
and the world's greatest swing band. It's Meeting
Time for swing fans from coast to coast. Music by
Benny Goodman, words by Johnny Mercer.
Now while you're swinging out with Benny Goodman,
we'd like to say just a word of appreciation
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)

BENNY:

This is your President, Benny Goodman, saying hello for all the gang.

MERCER:

And this is your Vice-President, Johnny Mercer, to give you the order of proceedings. The Bulletin Board tonight reads like a "Who's Who" of the Blues Book. First, Benny Goodman and the world's greatest swing band.

BENNY:

Second - our Swing Sweetheart, Martha Tilton.

MERCER:

The Goodman Trio and Quartette.

BENNY:

Then we've got three other singers with entirely different styles. Leo Watson and Billy Holliday and our V.P., Johnny Mercer.

MERCER:

And our Club Meeting opens with Benny and the band in a brand new version of a grand old favorite - "I Can't Believe that You're in Love With Me."

(BAND: "I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME")

(APPLAUSE)

BENNY:

Johnny Mercer - front and center!

MERCER:

Here, President Goodman.

BENNY:

You and I have got to put our heads together. At last week's meeting, some of the things you were supposed to say, you muddled up and muffed.

MERCER:
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I muddled up and muffed! What about you? You got fuddled up - and fluffed.

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BENNY:

So they tell me.

MERCER:

Don't worry, Benny. Maybe we do fluff our lines, but after all -- you're a clarinet player --

BENNY:

Yes - and you're supposed to make your living writing songs.

MERCER:

And neither one of us are supposed to be radio actors.

BENNY:

Yeah - but here we are, Johnny, with a script to read.

And we can't have words mispronounced or lines skipped on this program.

MERCER:

Well, I've taken care of that. You see this black strong box?

BENNY:

Yes I see it -- so what?

MERCER:

Read what it says on the side.

BENNY:

F-L-U-F-F. Fluff Box, what does that mean?

MERCER:

It means, Benny, that every time you or I - or anyone else - mispronounces, misreads, skips a line, or makes any kind of mistake - that's called a fluff, and we have to pay a fine. We have to drop 50 cents in the "Fluff Box."

BENNY:

Oh-ho -- Johnny the Mercer-nary.

TILTON:

Did you say everyone has to do that?

MERCER:

Yes, Martha Tilton. Fifty cents a fluff. That's the new club rule.

BENNY:
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Okay, Johnny - the microphone is yours.

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MERCER:

Well, the second item on the billitis board -

BENNY:

Fluff! Put your half dollar in that little slot -
right in the Fluff Box.

TILTON:

And go on, Johnny - fluff your way through the announcement
of my song!

MERCER:

All right, Martha - but I'm going to cut it short.

Martha Tilton will now sing "Deep In A Dream."

(BAND: "DEEP IN A DREAM" - TILTON VOCAL)

(APPLAUSE)

MERCER:

Lionel Hampton here has offered to be the guest artist
for the weekly music lesson. First he's going to pound
out a touch of harmony. Hammer, Hampton.

(VIBES -- HARMONY)

MERCER:

Lionel, that's harmony, all right. But supposin' your
fingers were unsteady and those hammers slipped a bit.
Would we get discord, perhaps?

(VIBES -- DISCORD)

MERCER:

Would we get discord? We did! What do you say to that,
Harry Holcombe?

HOLCOMBE:

Now, just like Lionel's music, our nerves can be
harmonious -- in sync. And they can get out of sync too.

It pays to be considerate of your nerves -- to pause

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HOLCOMBE: (Cont'd)

frequently and break nerve tension. So when nerves begin to feel the strain -- let up -- let up and light up a Camel. Smokers find that Camel's costlier tobaccos are soothing to the nerves. Did you notice that word "costlier?" Yes, Camels are a matchless blend of finer, more expensive tobaccos -- Turkish and Domestic.

(MUSICAL BRIDGE)

MERCER:

Here, President Goodman. I see something in the order of Proceedings that ought to swell the funds in our Fluff Box. "Fralich in Swing" it says. What's it all about?

BENNY:

Well, Johnny, that's the title of Ziggy Elman's new piece. He's the first trumpeter as you enter from the right. (CALLS) Hey, Ziggy, come on over here. I'll have/^{him}tell you about it, Johnny.

ELMAN:

Did you call me, Benny?

BENNY:

Ziggy - elucidate for Mr. Mercer.

ELMAN:

Hiya, Mercer. Now look, Gats. I gotta tune, get it? It oughta have words to it.

MERCER:

Sure.

ELMAN:

Course it don't really need 'em - it's strong enough to stand on its own feet, get it?

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MERCER:

(TOUGH) I get it, I get it, yeh!

ELMAN:

So I figger, as long as you're gonna be hangin' around --

I may as well let you write some of those corny words of yours.

BENNY:

Ziggy! Do you realize that Johnny Mercer has written the words of songs like "Lazy Bones," "Pardon My Southern Accent," "Bob White?"

ELMAN:

Yeah, and I'll still let him write with me.

MERCER:

Well, Ziggy - you'll have to change that title.

ELMAN:

"Fralich in Swing?" Sounds good to me.

MERCER:

Suppose it turned out to be a hit. We couldn't have swing fans from coast to coast shagging along to (SINGS) Fralich in Swing - tra la - tra la - Oh Fralich in swing - tra la -

ELMAN:

Wait a minute. "Bei Mir Bist du Schoen" did all right, didn't it?

MERCER:

Oh - did you write that?

ELMAN:

Now. But I could've if I'da wanted to. But that's beside the point, Mercer. Do you want to write this song with me - or do I have to get Irving Berlin?

MERCER:

President Goodman - Does a new Vice-President have to stand for this?

BENNY:

You have criticized the talent of a brother member. Accordingly --

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I am forced to discipline you. I hereby sentence you to wear the Club Thinking Cap - for a term not to exceed seven days. Furthermore, you are instructed to bring to next week's meeting, a new title and a set of words to fit Ziggy's music. Have you anything to say on your own behalf?

MERCER:

Yes, Mr. President. Would you and Ziggy be so kind as to play the music right now, so I'll know what I'm writing about.

(DISGUSTEDLY) Fralich in Swing.

(BAND: "FRALICH IN SWING")

(APPLAUSE)

BENNY:

Well, there it is, Johnny. What d'you think?

MERCER:

I think if I write words for all that music, I oughta be rewarded. I should be allowed to teach the words to Martha Tilton so she can sing them at next week's meeting. How about it, Club Members - all those in favor, say "Aye."

AUDIENCE:

AYE!

MERCER:

A good solid vote. Now let's see whether you can do as well on our club motto. Who keeps Club Members informed of what's new and good?

AUDIENCE:

PRESIDENT GOODMAN!

MERCER:

Right. Well, the other day we were in Benny's dressing room at the Paramount. He had some new phonograph records. Among them, one by Billy Holliday. Said the President - that is good. Club Members ought to hear her. And we remembered that back before Benny Goodman had a band, he made a record with Billy Holliday. It was her first recording...

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BENNY:

And, John, if I remember right, you wrote the words of the song she sang.

MERCER:

Guilty, Benny. I'm afraid that was a fast forgotten classic. We go back another ten years for the song Billy Holliday's going to sing now. Written in 1925 - and still tops with you club members - it's "I Cried For You."

(BILLY HOLIDAY ENTERS TO APPLAUSE)

(BAND: "I CRIED FOR YOU" - VOCAL)

(APPLAUSE)

MERCER:

When a one hundred and twenty pound girl throws a two hundred and twenty pound man -- well, that's news.

HOLCOMBE:

That's right, Johnny Mercer, and the girl who can do it is Carolyn Girard. You see, Miss Girard is an expert in the science of jiu-jitsu, and in her estimation there is nothing that calls for steady nerves more than this strenuous sport.

WOMAN'S VOICE:

It's a big strain on the nerves. But I don't let my nerves get jumpy, because when I feel nerve tension coming on I simply let up -- let up and light up a Camel. I'd walk a mile for a Camel, if it were necessary, because I like Camels so very much, and I find Camels are so soothing to my nerves.

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HOLCOMBE:

As you go about your own activities, you'll get more fun out of life if you have calm, unfettered nerves. So pause every now and then -- give your nerves a rest from tension.

Let up and light up a Camel.

(QUARTETTE: "LILLIE STOMP")

(FADE FOR ANNOUNCEMENT)

MERCER:

A worthy alumna of these gatherings opens on Broadway in a new show tomorrow - Miss Beatrice Lillie. One night, after a broadcast with her, Lionel Hampton, Teddy Wilson, and Benny invented one of their own specials for the Goodman Quartette. They named it "The Lillie Stomp."

And this is it.

(QUARTETTE: "LILLIE STOMP")

(APPLAUSE)

BENNY:

Last week we gave Johnny Mercer the official title of Vice-President in charge of M.I.P.U.

MERCER:

Or - Musical Instrument Picking Up. And I'm sorry, President Goodman, that I was a little late last week in picking up/an getting them to the theatre.

BENNY:

Suppose this week, Johnny, you don't try to pick up the piano.

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MERCER:

That should save a few hours.

BENNY:

Anyway - our V.P. has earned himself another title. For the second time in a month, Johnny Mercer wrote the words of the country's No. 1 song hit. "You Must Have Been a Beautiful Baby" is again at the top of the list. In fact, he's got two out of the first four - because "Jeepers Creepers" is his too.

MERCER:

You Club Members probably think you've heard "Jeepers Creepers" every way it can be sung. But we're going to put it through the wringer properly. It's a cuttin' contest, folks! A jam session for vocalists. Anything can happen and probably will. Martha Tilton leads off.

(BAND: "JEEPERS CREEPERS")

(APPLAUSE)

HJLCOMBE:

When we say "More people prefer Camels than any other cigarette," that's our way of suggesting to any of you who don't happen to be Camel smokers, that we think you are missing something. Camels are made from coastalier tobacco -- finer, more expensive tobaccos in a matchless blend. So smoke six packs of Camels -- see if these finer, coastalier tobaccos don't tell you why Camels are the largest-selling cigarette in the world.

(DUMBS)

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MERCER:

This week's special for the Hot Clubs of America from their Honorary President, Benny Goodman. You all know it. You've been asking for it. And here it is! "Hold Tight."

(BAND: "HOLD TIGHT")

(APPLAUSE)

BENNY:

Here's a real headliner for the Bulletin Boards. Up for initiation to swing next Tuesday night, we're going to have the great violinist -- Szigeti! He put me through some initiation ceremonies at Carnegie Hall a week or so ago, and we think turn-about is only fair play. Till then, this is Benny Goodman saying goodnight for Camels and all the gang.

(BAND: THEME)

MERCER:

You'll want to make a special note of our next meeting, Club Members. Having the great Szigeti on our Entertainment Committee will make it a real red-letter day on our Swing calendar, so tie a string around your finger and remember to be on hand for it. (RATTLE OF FLUFF BOX) By the way, we are mortified -- and gratified to announce that the Fluff Box has already acquired a grand total of \$5.00. Johnny Mercer saying so long till next Tuesday.

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HOLCOMBE:

Next Monday night over these same stations, Eddie Canter's Camel Caravan rolls in. Eddie's special guest is Martha Raye. So make it a Monday night date, too.

Harry Holcombe speaking.

(THEME AND APPLAUSE UP AND FADE)

ANNOUNCER:

Here's our own quiz department for pipe-smokers. First -- what pipe tobacco is better tobacco to begin with?

Second -- what tobacco is "no-bite" treated for extra mildness?

Third -- what tobacco is "grind out" to pack easy, burn slow, and smoke real mellow? Well, gentlemen, the answer to all three questions is well known to most pipe-smokers. It is Prince Albert, the National Joy Smoke. There's no other tobacco like it.

HOLCOMBE:

This is the Columbia...Broadcasting System.

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