

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 78

TUESDAY, FEBRUARY 14, 1959 - 8:30-10:00 P.M.

HOLCOMBE: Let up and light up a Camel! Smokers find that Camel's costlier tobaccos are soothing to the nerves.

(BAND: THEME FADE FOR ANNOUNCER.)

Here comes the Camel Caravan with Benny Goodman and the world's greatest swing band! The doors of the Camel Hot Club are wide open, and it's Meetin' Time for swing fans from Coast to Coast! And Meetin' Time means -- 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 Club Members - 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)

51456 4401

BENNY:

Well, Club Members, now that Harry Holcombe has sort of rolled up the rugs - this is your President, Benny Goodman. We're using the Earle Theatre in Philadelphia for our Club House tonight. About four thousand Pennsylvania members have turned up for the Meeting. And here's Johnny Mercer with our agenda. Start agendaing, Johnny.

MERCER:

Yes sir, Mr. President! The Entertainment Committee has cooked up a kind of Philadelphia Pepper pot. And it looks mighty tasty. There's plenty of solid Goodman swing in it - spiced with a ditty or two from Martha Tilton - and a dash of jam from the Goodman Quartette!

BENNY:

So we're all in the soup together, eh Johnny?

MERCER:

We are, Benny - and floating around on top is the Fluff Box, yawning for half a dollar every time we jump a word or fluff a line. So I vote we jump or fluff right into our first number. It's a tune Benny introduced to you at Club Meeting a few weeks ago - and now it's a best seller - "Undecided Now."

(BAND: "UNDECIDED NOW")

(APPLAUSE)

MERCER:

Now let's see whether you Philadelphia Branch Members are familiar with our most popular Club Rule. Who keeps Club Members informed of what's new and good?

PRESIDENT GOODMAN!

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AUDIENCE!

MERCER:

Meaning you, Benny!

BENNY:

Well John -- this time I heard a song. It was new -- it was good. It was written by two of our charter members up in Utica, New York -- Bobby Henderson and Ray Parker. They call it "Home in the Clouds." And I think it's going to be a big hit. So here it is, with Martha Filton to sing a chorus.

(BAND: "HOME IN THE CLOUDS" FILTON VOCAL)

(APPLAUSE)

MERCER:

Folks, Teddy Wilson of the Goodman Trio is going to help out with tonight's music lesson. Teddy wasn't always as sure-fingered as he is today. This is how he sounded when he first took up piano. A few chords, Teddy.

(WILSON PLAYS FEW CHORDS -- DISCORD)

MERCER:

Those weren't chords, Teddy. Those were dis-chords. But after many lessons, he plays like this.

(SAME CHORDS -- HARMONY)

MERCER:

What a difference! I'll leave it up to Harry Holcombe if that isn't pretty nearly perfect HARMONY.

HOLCOMBE:

No "nearly" about it. That's harmony! Now the point of that contrast between harmony and discord is that our NERVES can be in tune...and out of tune too. And you probably know from experience that when nerves are tense and jangly, things can seem pretty "blue." So take this tip from millions of smokers, who rest their nerves this enjoyable way.

(Continued)

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HOLCOMBE: (Cont'd)

They pause...let up and light up a Camel cigarette -- yes, Camels are a grand smoke! A matchless blend of finer, more expensive tobaccos -- Turkish and Domestic. Say -- when you let up and light up a Camel you aren't just smoking -- you're getting the full cigarette pleasure of delicate-flavored, ~~coastal~~ tobaccos. Yes, Camels are soothing to the nerves.
(BAND: UP WITH VAMP "ANYTHING CAN SWING")

INTO

"TREES"

(APPLAUSE)

MERCER:

Next in the order of proceedings -- a tune Bing Crosby sang in "Paris Honeymoon."

BANNY:

Say, by the way, did you hear Bing last week, Johnny? He got tied up in one of those ten-dollar words of his, and he asked if anybody in the audience had a fluff box.

MERCER:

So my invention's catching on, is it? Okay, I vote we fluff along into "Sweet Little Headache," with Martha singing the words for us.
Give, Prexy!

(BAND: "SWEET LITTLE HEADACHE" - TILTON VOCAL)

(APPLAUSE)

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MERCER:

You've probably heard that grand song by Peter de Rose and Mitchell Parrish, called "Deep Purple." You know -

When the deep purple falls
Over sleepy garden walls
And the stars begin to flicker in the night -

Well, here are Lionel Hampton and Teddy Wilson, joining Buddy and Benny, in the Goodman Quartette's own "Deep Purple" dream.

(QUARTETTE: "DEEP PURPLE")

(APPLAUSE)

MERCER:

By the sound of that applause, President Goodman, I'd say the Club House is full up to Standing Room Only. In fact, we might say there's hardly room to swing a hep cat.

BENNY:

Maybe, John - but our cats are going to swing. And the title is "Hold Tight."

(BAND: "HOLD TIGHT")

(APPLAUSE)

HOLCOMBE:

Now -- here's a young woman you may have seen -- or maybe you have read about her -- Dorothy Lewis, the famous figure-skater. She keeps her nerves in trim for her strenuous exhibition work, and rests them frequently this enjoyable way. Her way is to let up and light up a Camel. Here's what Miss Lewis says:

WOMAN'S VOICE:
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I find that a frequent pause to let up and light up a Camel cigarette is a grand help. I like the rich taste of a Camel. I like their mildness, and I certainly find Camels soothing to my nerves.

HOLCOMBE:

Camels are a big favorite in colleges too. Let's hear from Norman M. Walling, junior at Columbia University. Here's his experience:

MAN'S VOICE:

I'm majoring in psychology. I can't see any sense in letting my nerves get jittery. Not when there's such an easy and pleasant way to give nerves a rest. I mean letting up and lighting up a Camel. Camels are not only soothing -- but they're also tasty and mild.

HOLCOMBE:

Rich-tasting...mild...and soothing to the nerves. Everywhere you go you'll find smokers letting up and lighting up Camel cigarettes. Because Camels are different from other cigarettes. Camels are mild, comforting, and smokers find them soothing to the nerves. You're really missing something, folks, if you're not smoking Camels. So let up and light up a Camel!

(MUSICAL BRIDGE: "SHADE OF THE OLD APPLE TREE")

MERCER:

Roses are red

Violets are blue

And here's Martha Tilton

To sing for you.

How do you like that, Martha? I made it up out of my own head.

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TILTON: It's pretty, Johnny, but Valentine's Day is nearly through.

MERCER: Don't quibble, young lady, you heard your cue.

("COULD BE" BAND WITH VOCALS)

(APPLAUSE)

"COULDEST BE"

MERCER: St. Valentine holds sway
In Philadelphi-ay
And as the natives say
Wouldst be?

TILTON: Couldst be -

MERCER: I goeth to the store
And buyeth cards galore,
To droppeth at thy door

TILTON: Couldst be?

MERCER: Doth be!
I sendeth thee my face
All framed in paper lace,
To try and get some place
With thee.

TILTON: Was that that face of thine?
Nethought it some design
Some comic Valentine

MERCER: Couldst be!
Sing it, Mr. Goodman.

BENNY: Couldst be that talk of thine
Doth seem a corny line
In Nineteen Thirty-nine.

TILTON: Couldst be?

BENNY: ^{RADIO}
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Couldst be!
Why dost thou need revive
Some-thing that's not alive,
I doth not dig that jive --

MERCER:

Couldst be?

BENNY:

Couldst be,
Ye hath a modern rep,
Ye both shouldst keep in step
Are all the cats get hep to thee.
I prithce listen, Gats,
While we elucidate
How this thing called Swing couldst be.

(BAND)

MERCER:

And so we stean away
From Philadelphai-ay,
But you just say when --

TILTON:

And we'll be back again --

ALL:

Couldst be!

BENNY:

And now, Johnny, -- it's time to take down, wrap up and send out
our special for the Hot Clubs of America.

MERCER:

It is, Praxy! But I vote we label the package "Dynamite."

And I advise you Goodman-for-President voters in the Hot Clubs
from Coast to Coast to hold everything, 'cause again this week
Benny's giving you "I Bent For You Yestiddy!"

(BAND: "I BENT FOR YOU YESTIDDY")

(APPLAUSE)

BENNY:

And now, Club Members, if you'll all be good enough to just keep
your fingers in your ears a moment, I'll ask Johnny Mercer how
much the Fluff Box collected tonight.

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MERCER:

Cheer up, Benny. We only made two fluffs tonight.

BENNY:

You mean so far.

MERCER:

Don't put ideas in my head. Anyway, the total in the kitty is now \$9.00.

BENNY:

I'll most likely add to that, John, when I tell the Club Members that we'll be visiting Newark, New Jersey, beginning on Friday. If you're going to be in the neighborhood, look us up. And in any case, we hope to have you with us again next Tuesday night. Till then, this is Benny Goodman saying goodnight for Camels and all the gang.

(THREE AND APPLAUSE FULL AND FADE)

MERCER:

And this is Johnny Mercer, a fugitive from the Fluff Box gang, inviting you to drop into the Club as usual next Tuesday. Oh yes -- and I want to tell the members of our Newark Branch that President Goodman will be looking forward to seeing you all at the Shubert Theatre. So till then, so long and good luck.

HOLCOMBE:

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

(THINK UP AND FADE)

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ANNOUNCER:

This is for men only -- for pipe-smokers only. If you're not already smoking it, then by all means try the National Joy Smoke. Yes sir, I mean Prince Albert and nothing else. For there isn't any other tobacco like Prince Albert. Choice, ripe pipe tobacco -- specially cut to smoke slow, cool, and mellow. Extra mild because the "bite" is taken out. And so full of rich, tasty goodness, -- that, well, there's joy in every pipe-load when you get Prince Albert -- the National Joy Smoke!

HOLCOMBE:

This is the Columbia Broadcasting System.

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