

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

COLUMBIA BROADCASTING SYSTEM

BENNY GOODMAN'S CANAL CARAVAN - PROGRAM NO. 78

TUESDAY, FEBRUARY 28, 1949 - 8:10-10:00 P.M.

(CROWD NOISE)

BENNY: Order, Order! Swing fans, this is Benny Goodman inviting you to join the Canal Hot Club! No don'ts, no dues, no age limits! Now Harry Holcombe, as Chairman of our House Committee, take the floor.

HOLCOMBE: Right, President Goodman! Club Members, we're gonna get under way with the Club yell! We've got Bob Canning, Head Cheer Leader of the University of Michigan, right here to lead the cheering section. Ready, Bob!

BOB: Okay! All together now -

AUDIENCE: C - A - N - E - L! HAH, HAH, HAH!

(BAND: THEME FULL AND FADE)

HOLCOMBE: It's Meetin' Time For Hot Club Members From Coast to Coast! Here in the Club House are Benny Goodman and the world's greatest swing band, Martha Tilten, the Goodman Quartette, and Songwriter Johnny-Jaspers-Creppers-Beautiful-Baby-Mercer, complete with Fluff Box! Now while you're swinging out with Benny Goodman, we'd like to say just 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

HOLCOMBE: (Cont'd)

world. So thanks, folks -- and let up and light up a Camel!
(BAND: THEME UP AND OUT)

MERCER:

Camel Presents -- Detroit! The time -- Tuesday night! The
scene -- the Fox Theatre! The Voice -- our Perambulating
President, Benny Goodman!

BENNY:

Thank you, Johnny B. de-Mercer. And luck's with us. Because
being in Detroit, we've got a 16-cylinder, 200 horsepower,
streamlined model of a show for you!

MERCER:

And remember -- Performance counts! So in the driver's seat
is President B. G., equipped with an air-flow, valve-in-head,
knee-action clarinet! No protruding headlamps, no bulging
trunk! And on the running-board, that Father of Fuh-luff tires,
the Fuh-luff Box. This unique and unnecessary accessory demands
a cash deposit of fifty cents, when any of us misreads a word
or fluffs a line.

BENNY:

You see, it isn't the Initial Cost, it's the Upkeep!

MERCER:

Lean back while Benny and the band -- Benny and the band --

BENNY:

FLUFF! Kick in, Mercer -- half a clax!

(EFFECT)

MERCER:

I wish somebody would take the words right out of my mouth.

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Anyway, lean back while Benny opens the throttle for a spin
down memory lane to the strains of "Singin' In the Rain!"

(BAND: "SINGING IN THE RAIN")

(APPLAUSE)

BENNY:

(IN RHYTHM)

Here's Martha Tilton, all dressed up and looking mighty pert,
Her song's so new it proves to you Miss T's on the alert

TILTON:

"Deep Purple" is the title of the subject on my slate,
So Proxy G, please give Miss T. a purple downbeat, Gate.

(BAND: "DEEP PURPLE" - TILTON VOCAL)

(APPLAUSE)

BENNY:

Now -- here's something a little different for our music lesson.
We call it a pyramid in brass -- two trombones and three trumpets.
Vernon Browne, first trombone, starts the pyramid.

(BRASS PYRAMID -- HARMONY)

MERCER:

Boys, you got some good harmony there. Do it again, will ya?

(BRASS PYRAMID -- DISCORD)

MERCER:

Hey, what's the idea? I compliment you on your harmony -- then
you give me discord. That's not fair, is it Harry Holcombe?

HOLCOMBE:

May not be fair, Vice President Mercer -- but it's a good point.

For our nerves can get off-key and out of tune just like music.

And the pleasant way to rest your nerves and help keep them in tune
is the way so many millions of smokers do it. They pause...let

up and light up a Camel cigarette. Yes -- Camels. For Camels

are made of finer, more expensive tobaccos -- Turkish and

Domestic. Smokers find that these gentler tobaccos in Camels are

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HOLCOMBE: (Cont'd)

soothing to the nerves. Not only that -- Camels give you something in mildness, rich flavor, and all-'round smoking enjoyment that is really different from other cigarettes. It's the difference between just smoking -- and the true smoking pleasure you get when you let up and light up a Camel

"ANYTHING CAN SWING"

(BAND: "SHADE OF THE OLD APPLE TREE")

(APPLAUSE)

MERCER:

The Goodman Quartette -- Lionel Hampton and Teddy Wilson joining Buddy and Benny, or in other words, our Committee in Charge of Special Events. This week their report is written in the bluest/^{blue}ink they could find -- "I Cried For You."

(QUARTETTE: "I CRIED FOR YOU")

(APPLAUSE)

MERCER:

Step right into our Camel Hot Club Trophy Room! President Goodman is taking down a gold-medal winner. How about it, Benny?

BENNY:

Well, John, this one has a place of honor on the top shelf of the Trophy Room. It's been quite a while since we polished it up, but it's still got a mighty bright shine on it. "Big John Special!"

(BAND: "BIG JOHN SPECIAL")

(APPLAUSE)

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HOLCOMBE:

Let up and light up a Camel! Here's a true smoking experience that is typical among the millions of smokers who have made Camels the largest-selling cigarette in the world. A young woman whose steady nerves under pressure helped her win a world's amateur speed typing championship, with a speed of one-hundred and twenty-seven words -- net -- per minute. Her name is Marion C. Wigand. She says:

WOMAN'S VOICE:

There's no room for jumpy nerves in speed typing. My way of soothing my nerves is a pleasant one. I let up when I can and light up a Camel. I prefer Camels for taste and mildness, and I find them soothing to my nerves!

HOLCOMBE:

In the world of sport Camels frequently are called "the cigarette of champions." George J. Segar, Commodore of the Lake Hopatcong, New Jersey, Ice Yacht Club and a noted racer of ice-boats, says:

MAN'S VOICE:

Ziping along in an ice-boat at a hundred miles an hour can be pretty nerve-straining. I give my nerves frequent rest. I let up and light up a Camel. Camels are soothing, and a real pleasure to smoke.

HOLCOMBE:

In sport -- in business -- in homes -- all around you you'll find this same preference for Camel cigarettes. And every day you'll find more and more smokers saying that Camels are soothing to their nerves. If you're not a Camel smoker, right now is the time to try Camels. Let up and light up a Camel.

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BENNY:

And now, Harry, while the folks are letting up and lighting up, I vote for some of the Turkish and Domestic crooning of our Mr. Mercer. How about it, Club Members? Will those in favor say Aye?

AUDIENCE:

AYE!

BENNY:

John, I think that raised the roof a good three inches. So when you're a mind to, raise that bee-yoo-tee-ful baritone and sail right into "What's The Reason."

(BAND: "WHAT'S THE REASON")

(APPLAUSE)

(CLARINET RIFF)

MERCER:

Hey, what's all that about, Benny? What are you blowing there?

BENNY:

Well John, that's what us cats call a riff. R.i.f.f.

MERCER:

Believe it or not, Benny, I know people who wouldn't know what that means.

BENNY:

Well, it's a musical phrase, or passage. And it illustrated the story of this week's killer for the Hot Clubs. Some of our biggest songs were written around a riff.

MERCER:

"Music Goes 'Round and 'Round" was one of those, wasn't it?

BENNY:

Sure, and "Flat Foot Floogie," and "I Let a Song Go Out Of My Heart." And back in 1925, the New Orleans Rhythm Kings used a riff to call the boys back to the bandstand. When they'd be out for a smoke or a soda or something. As they came back, they'd each take it up and play around with it. It wasn't long before they had one of the greatest riff songs of all time.

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MERCER:

And Hot Clubs of America, we've got it right here for you!

The Goodman killer-diller version of "Bugle Call Rag!"

(BAND: "BUGLE CALL RAG")

(APPLAUSE)

BENNY:

Let's have it, Johnny. How man muffs did we flake tonight?

MERCER:

FLUFF! And I'll thank you for fifty cents, Prexy -- right here in the little slot.

BENNY:

How much have we got? Maybe I'll hit the jackpot.

MERCER:

Well five fluffs tonight, that's two and a half dollars making plus ten dollars on hand - well, that makes six fluffs - that makes thirteen dollars. The fetching sum of thirteen dollars.

BENNY:

Well, fetch it out to Indianapolis, where we'll all be next week. 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, huffing and puffing and fluffing his way to Indianapolis. Don't forget, Benny Goodman and all the gang will be receiving delegations of swing fans, beginning next Friday, at the Lyric Theatre outthere. And next Tuesday night, we'll be broadcasting another Club Meeting. And now, goodnight to you, and I do mean, you-all.

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HOLCOMBE:

Next Monday night over these same stations, Eddie Cantor's Camel Caravan rolls in. So make it a Monday night date, too.
(THEME UP AND FADE)

HOLCOMBE:

When it comes to pipe tobacco -- well, there's just no other tobacco like Prince Albert. First off, you know, Prince Albert is better tobacco. It's ripe, rich-tasting, mellow, fragrant. AND -- Prince Albert is "no-bite" treated for extra mildness and specially cut to burn slow and even. Try Prince Albert in the big red tin and see for yourself why it's called the National Joy Smoke!

Harry Holcombe speaking.

This is the Columbia....Broadcasting System.

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