

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

NATIONAL BROADCASTING COMPANY

BENNY GOODMAN'S CAMEL CARAVAN - PROGRAM NO. 95

SATURDAY, JULY 15, 1939 - 10:00-10:50 P.M.

PARKS: The Camel Caravan rolls in on the music of Benny Goodman...
America Swingal
(BAND: THEME)

PARKS: Out of the heart of America, from the muddy shores of the Mississippi came a new musical tempo; a tempo whose pulsating rhythm swept from coast to coast to become the new music of America...**SWING!** Tonight the makers of Camel Cigarettes are happy to present the young musician whose brilliant conception of style and spectacular clarinet technique pioneered the way to this new era in American music. And here he is with the most startling assembly of swing artists ever gathered in a single band...**BENNY GOODMAN!**
(APPLAUSE)

BENNY: Good evening, everyone... and welcome to the second program of our new series for the makers of Camels.

PARKS: Say, Benny! Where's your white tie and tails?

BENNY: White tie and tails?

PARKS: The concert department. Aren't you going to play Favel's "Bolero" tonight?

BENNY: We had to call the "Bolero" off, Bert. We haven't got it jumping yet. Take a rain check, though...it's coming up next week.

PARKS: Okay, Benny. I'll post a notice! "Bolero" postponed for not jumping.

BENNY: Anyway, the overture jumps, Bert. It's "Sugar Foot Stomp" -- a tune born in Chicago's Lincoln Gardens.

(BAND: "SUGAR FOOT STOMP")

(APPLAUSE)

BENNY: How what's the trouble with you, Bert Parks?

PARKS: It's that Louise Tobin and the Pacific Fleet, Benny. They been treating me miserable all week.

TOBIN: We didn't do anything to him, Benny.

BENNY: Now, Bert! You're not going to let some little thing come between you and Louise?

PARKS: You call fifty-five battleships and four airplane-carriers a little thing?

TOBIN: I didn't do anything, Benny, honest!

PARKS: Oh no? Then what are those twenty thousand sailors goin' ga-ga about?

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TOBIN:

But I didn't do...

BENNY:

Wait a minute! You kids shouldn't be arguing. Louise's got to sing.

PARKS:

But what about those sailors?

BENNY:

The fleet's sailing North on Monday, Bert, so take it easy and let Louise say goodbye to the sailors with "Fishing." Louise Tobin.

(BAND: "FISHING" LOUISE TOBIN VOCAL)

(APPLAUSE)

PARKS:

In recent impartial laboratory tests of sixteen of the largest-selling cigarette brands, Camels burned slower than any other brand tested -- twenty-five percent SLOWER than the average of the fifteen other of the largest-selling brands. That's the SCIENTIFIC fact. The POPULAR fact is that millions of Camel smokers enjoy RATHER PLEASURE and RATHER SMOKING in Camel's long-burning costlier tobaccos.

Mrs. Gerald D. Linke (PRONOUNCED - LINKY), popular hostess of Washington, D. C. states:

WOMAN'S VOICE:

I get more smoking pleasure when I smoke long-burning Camels. Camels are milder and they have the most delicate taste I could ever want in a cigarette.

PARKS:

Martin L. King, a Dartmouth man, states:

MAN'S VOICE:

The extra sacking in Camels means just that much more mild, cool, tasty smoking to me. Camels sure have what it takes for steady smoking.

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PAKES:

Clifford J. MacGregor, noted Arctic explorer, states:

SMOKE VOICES:

I find Camels go a lot farther because they burn slower. For real smoking pleasure and economy, too, I'll say penny for penny Camels are the buy for me.

PAKES:

Smoking pleasure at its best...and more of it per pack because Camel's costlier tobaccos burn slower. By burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands tested -- Camels give a smoking PLUS equal to FIVE EXTRA SMOKES PER PACK. America's shrewdest cigarette buy is Camel...the quality cigarette every smoker can afford.

(BAND: MUSIC UP WITH "NIGHT AND DAY" AND FADE)

PAKES:

And that's the introduction to Fletcher Henderson's brand new arrangement of Cole Porter's great song, "Night and Day."

(BAND: "NIGHT AND DAY")

(APPLAUSE)

HENNY:

Last week you met Fletcher Henderson. Tonight I want you to meet another talented member of our band. His name is Chris Griffin, of the firm ^{of} Griffin, Elson and Cornelius, trumpet players. Fight up here close, Chris.

(APPLAUSE)

HENNY:

Easy, Chris! Don't be nervous.

CARLES:

Who, me? I'm not nervous.

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BENNY: Tonight Chris is going to do a little something special. Want to tell us about it, Chris?

CHRIS: It's Duke Ellington's song, "Boy Meets Horn."

BENNY: What about it?

CHRIS: It's about love. You know - love?

BENNY: Not serious now...what happens in it?

CHRIS: A cornet player's supposed to be making a date with a girl.

HENRY: And you're the cornet player?

CHRIS: That's right. And the saxes and trombones...that's supposed to be the girl answering back.

BENNY: Okay, Chris. Let's see how you make out. "Boy Meets Horn."

(BAND AND GRIFFIN: "BOY MEETS HORN")

(APPLAUSE)

PAUL: This afternoon Benny received a telegram from New York. I'm going to read it to you. "TO BENNY GOODMAN, EXPOSITION GROUNDS, SAN FRANCISCO, CALIFORNIA. GREETINGS AND CONGRATULATIONS ON HAVING AGAIN WON FIRST PLACE IN THE 1939 MAKE BELIEVE BALLROOM BAND POPULARITY CONTEST. THIS IS THE LARGEST POPULAR POLL IN AMERICA WITH MORE THAN THREE HUNDRED AND FIFTY THOUSAND VOTES FAVORING YOU AS THEIR FAVORITE. THIS IS INDEED A TRIUMPHANT RENEWAL OF YOUR POPULARITY AND FOR THE FOURTH TIME THE CROWN IS BACK ON YOUR HEAD. LONG LIVE THE KING OF SWING...BENNY GOODMAN. SIGNED, MALLIN BLOCK, STATION WJLV, N.Y.

(APPLAUSE)

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PARSONS: Well, what do you say to that, Benny?

BENNY: I'd like to thank Mr. Block and all the swing fans who gave us this honor, but if there is any crown to wear it'll have to fit all of us for it's the band that makes the music.

TOBIN: Say, that's all right, Benny.

BENNY: What's all right, Louise?

TOBIN: Why that's all right.

PARSONS: And the tune's "All Night"....sung by Louise Tobin with a little help from Benny.

BENNY: Well all right.

(BAND: UP WITH "WELL ALL NIGHT")

TOBIN: Take it, Benny.

BENNY: Hello, Louise! What do you know?
We got to get a song in this here Camel show.
Do you sing and dance?
Well, I could take a chance
Oh---ho---ho---Hoo Kay
Let us go!

(BAND WITH BENNY AND TOBIN: "WELL ALL NIGHT")

(APPLAUSE)

PARSONS: Smokers who live in communities where certain state cigarette taxes are in effect, can save the cost of the tax and in some instances, more through smoking Camels. By burning twenty-five percent slower

(continued)

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PAKES: (Cont'd)

than the average of the fifteen other of the largest-selling brands tested -- slower than ANY of them -- Camels give a smoking PACE equal to FIVE EXTRA SMOKES PER PACK. If your local government does not impose a tax on cigarettes, the savings are all yours. So here's to Camels! Smoking pleasure at its best...and more of it. Camels are penny for penny your best cigarette buy.

(PIANO: UP WITH "I SURRENDER DEAR" TAKE FOR)

PAKES:

When the history of modern American music is written, the Benny Goodman Quartette should get a chapter to itself, for it was this group that first demonstrated that swing music didn't have to be loud, raucous, or racy. With Lionel Hampton at the vibraphone, Nick Fatool at drums, Fletcher Henderson at piano, and Benny at clarinet they prove it tonight with "I Surrender Dear."

(QUARTETTE: "I SURRENDER DEAR")

(APPLAUSE)

(PIANO: UP FOR "ROLL 'EM")

BENNY:

(OVER PIANO) And that's the kind of music you used to hear in Kansas City when someone walked into a night club and shouted "Roll 'em a boogie woogie" to the piano player. It's the old blues in swing time. All right, boys! "Roll 'em!"

(BAND: "ROLL 'EM")

(APPLAUSE)

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PENNY:

And that's another session of "America Sings." I want to thank all you 'hep cats' for being with us...and thanks again to all you Camel smokers who make these broadcasts possible. Goodnight.. and don't let Bert Parks worry you about the bolero.

(BAND: THEME)

PARKS:

Be with us next Saturday night when Penny makes good on the rain check for the "bolero." And be sure to listen to Camel Cigarettes' two other big radio shows. On Monday nights the radio version of the famous cartoon, "Blondie," starring Penny Singleton and Arthur Lake, and on Tuesday nights the Bob Crosby Dixieland Band with Johnny Mercer. Bert Parks, saying...hurry back.

(BAND: THEME UP AND OUT)

ANNOUNCER:

Prince Albert and your favorite pipe! Man, there's a real winning combination! P.A. is a grand-tasting tobacco... "crisp cut" for cool, contented smoking...and specially processed to remove harshness and "bite." They call Prince Albert the National Joy Smoke...and more pipe-smokers prefer Prince Albert than any other brand. There's no other tobacco like it!

SCOTCH ANNOUNCER:

The Camel Caravan has come to you from Treasure Island in San Francisco Bay.

This is the National Broadcasting Company.

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