

RADIO
WILLIAM ESTY AND COMPANY
INCORPORATED

NATIONAL BROADCASTING COMPANY

BENNY GOODMAN'S CAMEL CARAVAN — PROGRAM No. 95

SATURDAY, JULY 29, 1939 — 10:00-10:30 PM

PARKS: The Camel Caravan rolls in on the music of Benny Goodman!
America Swings.

(THEME UP)

PARKS: From San Francisco's colorful Barbary Coast to the quiet
splendor of New York's Waldorf Astoria, millions of hands
and feet are beating time to the new music of America...
Swing! Tonight the makers of Camel cigarettes are happy
to present the young musician whose daring musical style
and brilliant clarinet technique pioneered the way to this
new era in American music. Here he is now, leading the
greatest assembly of swing musicians ever gathered in a
single band...Benny Goodman!

(APPLAUSE)

BENNY: Good evening and welcome to the fourth of our new series
of programs for the makers of Camels. And here is Bert
"Bolero" Parks...swooning.

PARKS: Well, Mr. Goodman...do we, or do we not get Ravel's
"Bolero" tonight?

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BENNY: Well, Bert, it's kind of a long story.

PARKS: Please, Mr. Goodman...yes or no?

BENNY: You don't understand, Bert. We've even had the doctor in this week trying to get the "Bolero" jumping.

PARKS: The doctor? Gee, that sounds serious!

BENNY: The doctor took some X-rays and found the "Bolero" had spots on the rhythm.

PARKS: I don't believe that. You're trying to kid me.

BENNY: Okay, Bert. I was kidding. You want the real reason why we haven't played it?

PARKS: Of course. Then I can explain to the people.

BENNY: Well, confidentially, we've had to hold up the "Bolero" until Louise learns the lyric...you know...the words.

PARKS: Well, gee whiz, Benny!..Why didn't you say that before?

BENNY: You know how it is, Bert. Louise...nice kid and everything...

PARKS: Wait a minute, Mr. Goodman. The "Bolero" is a dance...there are no words to learn.

BENNY: Now you're getting the idea, Bert. All right, boys! The overture "Down Home in Indiana."

(BAND: "DOWN HOME IN INDIANA")

(APPLAUSE)

BENNY: One of the big song hits of the day is "The Lamp is Low." As a tune it's pretty much on the sweet side and that's the way most of you have heard it played. We'd like to present our version of "The Lamp is Low," one that is not quite so sweet. Louise Tobin sings the vocal chorus.

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(TUBIN AND BAND...."THE LAMP IS LOW")

(APPLAUSE)

(SOUND: GONG)

PARKS:

Out of a recent series of impartial laboratory tests of sixteen of the largest-selling brands comes scientific confirmation of two important qualities of Camel cigarettes. One!

(SOUND: GONG)

MAN'S VOICE:

Camel cigarettes were found to contain more tobacco by weight than the average of the fifteen other of the largest-selling brands tested.

PARKS:

Listen carefully to finding Number Two!

(SOUND: GONG...GONG..)

MAN'S VOICE:

Camels burned slower than any other brand tested -- twenty-five percent slower than the average of the fifteen other of the largest-selling brands included in the tests.

WOMAN'S VOICE:

Does that mean there's more actual smoking in Camels?

PARKS:

Yes, more smoking per cigarette and more smoking per pack! By burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands tested, slower than any of them, Camels give a smoking plus equal to FIVE EXTRA SMOKES PER PACK. And that's not all. Those long-burning costlier tobaccos in Camels also give you cooler, milder smoking...topped off with a superb aroma and delicate taste that have no equal. Extra smoking -- extra pleasure. Penny for penny Camels are your best cigarette buy.

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(BAND UP WITH "I'D DO MOST ANYTHING FOR YOU"....FADE FOR:

PARKS:

Way back in the early days of swing, when Toots Barrymore Mondello was just a saxophone player and Arty Bernstein was in Law college, Benny was playing a tune that made swing contagious. It's been down in the bottom of the trunk for a long time, but tonight it bobbed up again. The song is, "I'd do Most Anything for you," with choruses by Jerry Jerome, Ziggy Elman and Benny.

(BAND: "I'D DO MOST ANYTHING FOR YOU.")

(APPLAUSE)

BENNY:

You've all heard the band play "Stardust" but tonight the quartet is going to play it with Nick Fatool at the drums, Fletcher Henderson at the piano and Lionel Hampton at the vibraharp.

LIONEL:

I'm sorry, Mr. Goodman, but I don't think I can play tonight.

BENNY:

What's wrong now, Lionel?

LIONEL:

That big old angel came down again last night, Pops, and says to me: "Lionel, you got to play the "Bolero" tonight."

BENNY:

Say, maybe that's a good idea! Go ahead and play the "Bolero."

LIONEL:

But I can't play the "Bolero" Pops. I learned "Star Dust."

BENNY:

Now don't argue, Lionel. Go ahead and play the "Bolero" like the angel said.

LIONEL:

But Pops...I' don't know how. I've been rehearsing "Star Dust" all week.

BENNY:

Now let's not have an argument, Lionel. I want you to play the "Bolero."

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Bert Parke wants you to play the "Bolero" and the angel wants you to play it. So you'd better play the "Bolero" and forget "Star Dust."

LIONEL:

Okay, Pops. I'll play the "Bolero," but I'm warnin' you...it's goin' to sound an awful lot like "Star Dust."

(QUARTETTE....."STARDUST")

(APPLAUSE)

BENNY:

During an intermission the other day Toots Mondello was telling the boys about a cousin of his from the old country who went to an old Dutch music teacher to learn to play the saxophone. Jerry Jerome fell into the role of the music teacher, as Toots got into the story. We promised them no one would throw anything if they'd put their act on for us tonight. And here they are....Toots Mondello as the cousin from the old country and Jerry Jerome as Mr. Van Hufferbluffer, the teacher.

(APPLAUSE)

SOUND: (KNOCK ON DOOR)

(DOOR OPEN)

TOOTS:

Excuse me, please. Is this Mr. Van Hufferbluffer's place?

JERRY:

Yah, come in, Mr. Mondello. I was waiting.

TOOTS:

That's fine. I like to tell you I've been playing the saxophone for 25 years, and I think there's something wrong.

JERRY:

I can fix that right away. Tell me what's the trouble.

TOOTS:

I don't know. I was playing in my father's band, "Mondello's Rag Time Night." Last week he kicked me out. Maybe you can help me.

Yes...or no?

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Yah. Put by the mouth the saxophone and we commence, please.

TOOTS: (PLAYS ONE BAR)

JERRY: Wait a minute! Stop! Please!

TOOTS: What's the matter? Sounds good to me.

JERRY: I tell you what's the matter. You use the wrong pizzicato. It sounds like a hyena. Make it sweeter...sweeter. More rubato...please.

TOOTS: Oh sure! That's fine...I can do that.

(PLAYS ONE BAR)

JERRY: Now! Stop! Quick! In all my thirty years teaching I never heard such a miserable...discordant...ear splitting...explosion.

TOOTS: Thank you. I'm glad you like it too much.

JERRY: So...we try once more...Mr. Mondello.

TOOTS: Well, I tell you. I'm getting pretty hungry and I like to get something to eat.

JERRY: Eat? Eat? What do you mean, eat? Commence with the lesson again, please.

TOOTS: No. I no can play. I must have something to eat.

JERRY: Wait a minute! What has eating got to do with playing a saxophone?

TOOTS: Well, I tell you. I got a cousin...plays with Benny Goodman...and all the time he's eating. And I think maybe if I can get something to eat I can make good swing music like my cousin Toots.

JERRY: What? Swing music? What's that?

TOOTS: What's the matter? You never hear anybody say...dip-in-the-mouth...dig eat...I dig you, Gate...and I dig you, Jackson?

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JERRY: No, I speak only the best English. But I want to hear this swing music.

TOOTS: Well, I know I didn't get anything to eat, but I'm going to play just the same. I'm playing Alexander's Rag Time Band -- And it's gonna swing too.

JERRY: If I like it Toots - I give you liver.

TOOTS: Give us an introduction.

(BAND AND TOOTS: "ALEXANDER'S RAGTIME BAND")

PARKS: Next Saturday night thirty-five thousand people will gather in the Hollywood Bowl to hear Benny Goodman repeat the swing concert given last year in Carnegie Hall. Alec Templeton will be Benny's only guest artist at the concert and among the compositions to be played is his "Bach Goes to Town," a modern fugue written in the style of Bach. The band gives us a little preview of the concert by playing it tonight. As they play it note the skillful adaptation of the fugue form to swing and the unusual instrumentation which at one place makes use of five clarinets. Ready for the first movement, Mr. Goodman.

(BAND: "BACH GOES TO TOWN")

(APPLAUSE)

PARKS: Wherever you live, wherever you buy your cigarettes, Camels are penny for penny your best cigarette buy.

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You 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. Recent impartial laboratory tests

PARKS:

show that by burning twenty-five percent slower than the average of the fifteen other of the largest-selling brands tested, slower than any of them, Camels give a smoking plus equal to FIVE EXTRA SMOKES PER PACK. If you live in a community where there are no added taxes on cigarettes, the savings are all yours. If you want smoking pleasure at its best and more of it for your money, smoke Camels, the quality cigarette EVERY smoker can afford.

All right Benny.

BENNY:

Two alumni from the band, Helen Ward and Johnny Mercer, who are now on the Bob Crosby program for Camels on Tuesday nights, have asked us to play an old song... "After You've Gone." We're all pretty proud of the great job these two graduates are doing with Bob, so we've fixed up a version of "After You've Gone" and I hope they like it. Louise Tobin sings the vocal.

(TOBIN AND BAND: "AFTER YOU'VE GONE")

(APPLAUSE)

BENNY:

Up in New York's Harlem there is a famous swing landmark. It's a hotel called the Woodside, where many of the great swing artists live. Every morning about two, as they come home, things start to happen. By four the rugs are creeping till the dust is flying and by five the walls are rocking. It was from one of these early morning scenes in Harlem that Count Basie got the title for one of his best tunes - "Jumping at the Woodside"...our next number.

(BAND: "JUMPING AT THE WOODSIDE")

(APPLAUSE)

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PARKS:

(BAND: THEME)

So be with us next Saturday night for sure when Benny positively guarantees to play the "Bolero"...and for two more enjoyable half hours of radio, tune in Camel's two other great radio programs. On Monday nights the radio version of the famous comic strip "Blondie," starring Penny Singleton and Arthur Lake, and on Tuesday nights Bob Crosby's Dixieland Band with Johnny Mercer. And for real smoking enjoyment, anytime, try Camels. Penny for penny they're your best cigarette buy. Bert Parks saying...see you next Saturday.

(APPLAUSE)

(BAND: THEME UP AND OUT)

ANNOUNCER:
(HOLCOMBE)

You pipe-smokers who have never tried Prince Albert have a grand surprise in store. Prince Albert, you know, is the National Joy Smoke. Choice, ripe tobaccos -- "crimp cut" to burn slow and even, to smoke cool and mellow. P. A. is "no-bite" treated, too, to remove harshness. Load up your pipe with Prince Albert, MON...and you're all set for real pipe-joy. There's no other tobacco like Prince Albert.

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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